Exclusive: the 50 blue chip agencies in radio-tv this year
Radio's top satisfied customers explain why they keep buying
Is the President entertaining ideas of a super-FCC?
WJR doesn't like CBS Radio's changes, severs 23-year-old tie

SEE THE DIFFERENCE KPRC-TV MAKES

Food looks so real you more than see the difference—you almost taste it.

Sports come alive. Drama actually breathes, and the commercials—the commercials are no longer signals for indifference. On KPRC-TV in Houston, commercials sell, for at KPRC-TV they have believed in television from the very first and put their skills and fortune behind this belief. The result—reasonably priced TV that is performance-proved. KPRC-TV has created a new dimension in home entertainment and it has given you one more good reason to expect the first and best in television—today and tomorrow, too!

KPRC-TV IN HOUSTON, TEXAS
THE STATION YOU CAN TRUST
Fast, accurate news coverage is one reason Beeline stations deliver a large and responsive audience in the Billion-Dollar Valley of the Bees. The five Beeline stations have their own news staffs for on-the-spot local news stories. They work closely with McClatchy newspapers and tie into available network news shows to add depth to their coverage.

As a group purchase, these radio stations deliver more radio homes than any combination of competitive stations...at by far the lowest cost-per-thousand. (Nielsen & SR&D)
Coverage that Counts!

WJIM-TV

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

Basic

CONVERSING THE NATION'S
38TH MARKET
multi-city buying is in fashion, too

Capes are the last word in menswear fashion, but buying WGAL-TV's low-cost, multi-city coverage is an established custom. This pioneer station is first with viewers in Lancaster, Harrisburg, York, and numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro.

STEINMAN STATION
Clair McCollough, Pres.

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

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

America's 10th TV Market • 942,661 TV households • $3¾ billion annual retail sales • $6½ billion annual income

Lancaster • Harrisburg • York • Reading • Gettysburg • Hanover • Lebanon • Chambersburg • Waynesboro • Lewistown • Sunbury • Carlisle • Pottsville • Shamokin • Lewisburg • Hazleton • Mt. Carmel • Bloomsburg • Hagerstown • Frederick • Westminster
JWT RIDES A BOOM • J. Walter Thompson which this year became biggest radio- 
tv agency (see story page 35) has firm grip on radio-tv billing dominance, its of-
cials anticipating no slackening in its con-
tinuing upward drive. Assuming JWT’s 
structure of major radio-tv accounts re-
ains fairly stable and U.S. economy suf-
fers no setback, agency’s broadcast billing 
should go higher still in 1959 on momentum alone. It’s known, moreover, that 
from its huge stable of accounts, agency plans 
to come up with additional tv business 
from accounts now not so committed.

Broadcast media are providing greater 
share of overall billing among most top 
agencies. Annual billing survey under-
tscores this particularly among top 15 ra-
dio-tv agencies. Of top 15, share of nine 
was up (six of these 8% or more), share of three remained at same level while only 
three were down only slightly.

FASTER THAN SOME EYES • That 
Telecommunications Advisory Committee 
appointed last week by OCDM to advise 
President (page 68) caught trade associa-
tions by surprise. Electronic Industries 
Asn. had inking that committee forma-
tion was in process because it had been 
asked to recommend some names (none of 
whom, incidentally, was chosen), but NAB 
was caught flatfooted. Both EIA and NAB 
oficials are fretful and little bit alarmed. 
That’s because there isn’t wholly-oriented 
electronics manufacturer or broadcaster in 
group—although Gen. Corderman is vice 
president of electronics firm Litton Indu-
tries Inc. and Dr. Kear may be considered 
associated with broadcast business through 
his consulting engineering firm.

Non-broadcasting interests of new com-
mittee were further emphasized at its first 
meeting last Tuesday, it’s understood. 
There was talk of “inconsistency” in fact 
that FCC spends so much of its time on 
broadcast matters although other services 
and licenses for outnumber broadcasters 
and use much more spectrum space. This 
was one of many subjects discussed with 
FCC Chairman John C. Doerfer who spent 
most of first day’s meeting with committee.

PCP’S REACTION • It was no surprise to 
CBS Radio officials, according to inside 
sources, that WJR Detroit chose disaffilia-
tion instead of network’s new “Program 
Consolidation Plan” (story page 98). It’s 
said key network officials predicted WJR 
would refuse to go along and believe some 
other affiliates will take same action. Con-
tracts embodying principles of new plan 
went out to affiliates last Thursday (Nov. 
20). Network officials have assured sta-
tions they’ll make no “special deal” with 
anyone to entice acceptance.

Planning ahead of Jan. 5 effective date of 
“Program Consolidation Plan,” CBS Ra-
dio executives see good chance that, de-
spite project’s cutback in network pro-
gramming, CBS Radio Div. will wind up 
with not fewer but more employees than in 
past. This is on theory that owned stations 
will need more personnel for local pro-
gramming. So-called personalities, it’s re-
ported, are getting harder to find.

OVERSIGHT • If Legislative Oversight 
Subcommittee is renewed by 86th Con-
siderations, as indications are it will be (story 
page 74), look for basic changes in its staff. 
One high-level subcommittee source said 
last week staff would have to be improved 
“both in quality and quantity.” From out-
set, subcommittee has had staff troubles, 
most spectacular of which was ouster of 
first chief counsel, Bernard Schwartz.

One thing is sure—future of subcommit-
tee is not included in future of Stephen J. 
Angland, top attorney on staff experienced 
in FCC matters. Mr. Angland has in-
formed Chairman Oren Harris of plans to 
to enter private practice. Chief Counsel 
Robert W. Lishman has indicated willing-
ness to stay on but emphasized: “I don’t 
plan to make that decision.” At present 
staff is well below full strength because of 
resignations and economy cuts.

NEW PAPERS • Proposal to revise broad-
cast license renewal forms—which has 
been up and down several times during 
past year—finally got green light from 
FCC last week. Notice of proposed rule-
making will be issued this week or as soon 
as plates of forms can be printed to accom-
pany notice. It’s understood revised forms, 
particularly those dealing with listing of 
spot announcements and program cate-
gories, follow pretty closely recommenda-
tions of broadcast committee.

Technical headaches that delayed wide-
spread use of fm subcarriers to multiplex 
functional music and other paid non-
broadcast services have now been sup-
planted by development of ingenious new 
gadgets—multiplex adapter that enables 
normal fm receivers to pick up special 
signals. Appearance of adapters on West 
Coast has multiplexing stations wondering 
if “pirating” of subscriber services will 
become popular because of low-cost 
adapter.

LITTLEST AND BIGS • Small Chicago 
advertising agency (Rocklin Irving Assoc.) 
has been visited by Washington investigator 
past fortnight in connection with pattern 
of local tv advertising, reportedly among 
network tv stations. Agency, which spe-
cializes in tv use by small advertisers, won’t 
identify government body involved, but 
claims local clients have been squeezed out 
of prime viewing hours by stations in favor 
of national spot advertisers.

Mutual, which long has felt handicapped 
because of its location in New York’s 
Times Square area, is reported to be shop-
ning for new headquarters in Madison 
Ave. sector. Present lease expires next 
June and new management is on lookout 
for quarters on East Side, where closer 
liason can be effectuated with agencies.

LOCAL LOOKS • To get first-hand fa-
miliarity with their affiliates’ local prac-
tices affecting network operations—to see 
whether triple-spotting exists, for example, 
and whether affiliates are carrying network 
promotional material—all three television 
networks understood to have signed for 
75-market monitoring service by Broad-
cast Advertisers Reports. Each market is to 
be monitored regularly under one-year 
contracts.

Junior editions of Nielsen Coverage 
Service No. 3 expected to be available 
shortly, designed for smaller agencies and 
stations which do not feel able to afford 
regular NCS No. 3. It’ll consist of market-
by-market data, reportedly at nominal 
price, with buyers permitted to purchase 
data on any number of markets.

AFTER EFFECTS • Temperature of quiz 
scandal may have cooled but its effects 
linger on: Pharmaceauticals Inc., which 
dropped Twenty-One quiz on NBC-TV 
Thursday night, and soon afterward re-
placed it with Concentration, game show, 
is unhappy. Reason: Reported ratings diff-
culties which also made advertiser call 
quits on Twenty-One. Possible replacement 
for Concentration, which is said to be 
about to go, is It Could Be You, audience 
participation package (Ralph Edwards-
owned) that was summer replacement this 
season. Parkson Adv. is agency.

Co-production of tv film series report-
dedly set between Associated Artists Enter-
prises (merchandising for United Asso-
ciated Artists) and studio in Australia. 
Series would be animation and live action 
with story line of exploration for prehis-
toric findings against background of bush 
country. Designed for children viewing, 
tv series was initiated by its merchandising 
possibilities in U. S.

TWO IN TIJUANA • New tv station 
across Mexican border from San Diego in 
Tijuana is reportedly ready to begin opera-
tion on ch. 12 under Azcarraga-O’Farrell 
ownership, identical with that of ch. 6 
XETV, also Tijuana. Question is whether 
it will be English-language, like XETV, or 
Spanish.
EVERY WEEK IS RATING WEEK!

WSPD-TV is TOLEDO with its star-spangled top feature films...
Buy WSPD-TV... and you buy Toledo across the board!
Ask your Katz man

Storer Television
WSPD-TV
WJW-TV
WJBK-TV
WAGA-TV

“Famous on the local scene”
WSPD-TV
CHANNEL 13 • TOLEDO
The Year's Top 50 Radio-TV Agencies and JWT's Sweep—J. Walter Thompson is No. 1 with $113.5 million in broadcast billing, comes close to Ted Bates in combined spot and hits record high in tv-only. Page 35.

Profile—Who handles which major broadcast accounts at JWT. Page 39.

"Fortune" Scorches TV—Magazine's December issue charges television is in season of "second-rate programming" and a "self-destructive cycle," says pay-tv may be "curative force." Page 48.

No One Spared—Emil Mogul directs fire against tv programming, station rates and schedules, program rates and rating services. Page 54.


Radio Successes Highlight RAB Clinic—How-to-do-it reports on successful use of radio are presented in RAB's fourth annual session. Creativity in commercials is explored and agency people answer broadcasters' questions. Page 61.

Spectrum Inspectors—Telecommunications Advisory Committee appointed by President with mission to look into administration and use of spectrum. Report asked by Dec. 31, leading to belief President intends to suggest measures to Congress. Five-man committee headed by former Bell System executive. Page 68.

McConnaughey Fires Back—Denies soliciting or accepting bribe for his vote in Pittsburgh ch. 4 case as House subcommittee remains unsuccessful in efforts to learn who started the rumors. Congressmen undecided on whether any more testimony will be taken. Page 74.

Harris Switched Signals—Recommendation to be made that Legislative Oversight Subcommittee be continued in some form during 86th Congress. Committee receives staff report accusing Attorney General of failure to prosecute "gross violations" in form of ex parte contacts made to FCC. Page 74.

Meeting of the Minds—Oversight Subcommittee hears panel of outstanding lawyers, educators and government officials discuss ways to cure the ills of regulatory agencies. Page 76.

Craven Bows Out of Ch. 13 Case—FCC acts on appeals court mandate and orders new oral argument on Indianapolis ch. 13 concurrently with statement by Comr. T.A.M. Craven that he won't take part in further proceeding. FCC lets Crosley continue operating WLWI (TV) Indianapolis pending new decision, denying request by contestant WIBC Indianapolis for joint operation. Page 80.

BPA Redhot in St. Louis—Annual convention-seminar of promotion executives marked by flurry of inter-media statistics and admonitions to broadcasters to intensify promotional activities. Wilson named association president for coming year. Page 84.


Rebuke for RAB—Western States Advertising Agencies Assn. lashes out at Kevin Sweeney's proposal that advertisers bypass agencies and let RAB set up advertising. Page 91.

How Mighty the Confederate Dollar?—Fremontic Overseas' President Paul Talbot volunteers to underwrite production of exportable tv film series giving prominence to Negroes to whatever amount producers feel would be lost by Dixie boycott. Other tv news made at International Advertising Assn. luncheon meeting in New York. Page 93.

UA Gets More United—It's an eventful week at United Artists as (A) it gets tough with newspapers resulting in bigger radio-tv allocations in Chicago. (B) Solidifies its tv feature film sale operation by tossing its kitty of 163 post '48 films into a big U.A. hopper. (C) Strengthens its tv film series operations by promising prospective clients use of parent UA's ballyhoo department. Page 94.

WJR Drops CBS Radio—Move to disaffiliate after 23 years by station management to network's new "Program Consolidation Plan." WJR officials attack network "barter plan," say "pure program service" is "only healthy way" for network radio to live and grow. Page 98.

Upbeat Note for ABC-TV—Primary affiliates meeting gets plans for fall and spring, is assured that daytime ratings will "build," heard reports of business gains. Page 99.

AFTRA—Networks Make Progress—Hopes for an agreement on a new contract between the radio-tv networks and increase as networks make new contract proposal. Page 102.

Plea for Practical Selling—It's time for national advertisers to stop and reappraise ivory-tower advertising techniques, says Ivan Hill, executive vice president of Cunningham & Walsh, an agency which has practically made a career of studying selling at the source. If national accounts don't adopt some of the direct methods of their local retailing brethren, they may lose the evolutionary race, Mr. Hill warns in MONDAY MEMO. Page 119.

DEPARTMENTS

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The Fastest Growing Market in the World

Most people in San Diego prefer KCBQ to all other radio — by all ratings.
Now KCBQ brings Bartell Family Radio to 3½ million people with its new 50,000 watts.

BARTELL FAMILY RADIO
COAST TO COAST

AMERICA’S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.
Nielsen to Offer Stock; Financial Details Bared

Radio-tv measurement services of A. C. Nielsen Co. operated in red from inception until fiscal 1957, but returned "modest profit" in 1957 and 1958. Details were disclosed Friday in preliminary prospectus filed with Securities and Exchange Commission for registration of proposed public stock offering.

Capital developed will be used for expansion plans including instantaneous tv rating service and local broadcast service in Canada as well as other countries where Nielsen subsidiaries operate.

Prospectus also said another company recently has offered service using device which furnishes instantaneous report of tv viewing in key cities through leased wire system (ARB has such system, Arbitron, but Nielsen "believes such device infringes its patents and has filed suit seeking to enjoin any infringement." ARB Friday said it had heard of possible suit but knew of no court filing. Nielsen officials could not be reached for comment.

Nielsen, stemming from business founded by Board Chairman Arthur C. Nielsen in 1923, was reincorporated November 14 in Delaware with stock distribution reorganized on 60-to-1 basis, prospectus showed. Week earlier company paid dividend of $6 per share and November 17 board declared new quarterly cash dividend of 25 cents per share payable next Feb. 2. Two groups of new $1 par common stock are being offered public through Smith, Barney & Co., New York, at price and date yet to be established. First group consists of 62,280 shares culled from among holdings of present 30 stockholders who, besides Mr. Nielsen, and company officials, include Edgar Kobak, one-time president of MBS and now broadcast consultant. Culling was required to help offering of 64,500 unissued shares in second group produce sufficient parcel for initial over-counter public offering.

Mr. Nielsen will retain 100% of 480,000 shares Class B special issue stock with par value of 2 cents per share. His common share holding is 35%. Officers and directors hold aggregate of 64%. Firm now has 750,000 shares common authorized with 570,000 shares to be outstanding after offering.

Prospectus showed current income of Mr. Nielsen at close of fiscal year Aug. 31 was $85,000 (plus retirement estimate $20,836); income of President Arthur C. Nielsen Jr., $44,979 (retirement $13,593).

Corporate net profit after taxes in 1958 was $1.1 million on gross of $24.3 million. Firm has 3,350 fulltime workers, 450 part-time.

Union, Networks Negotiations Back on Formal Basis Today

Negotiators for radio-tv networks and American Federation of Television & Radio Artists had no formal meetings scheduled for this weekend but it was reported unofficially there would be at least one informal session prior to resuming full-fledged talks today (Nov. 24). Although AFTRA's strike deadline was Nov. 15, union has instructed its members to remain on job until further notice (see page 102).

Networks and union agreed earlier in week that "considerable progress" has been achieved in main issue of videotape rates and conditions, but specifics still have to be worked out. AFTRA also is insisting on "unfair station clause" whereby networks would agree not to feed live programming to affiliates on union's "unfair list."

Carlock Joins BDA As Chairman

Merlin E. (Mike) Carlock, former vice-chairman of Calkins & Holden, today (Nov. 24) becomes board chairman of Burke Dowling Adams Inc., New York-Atlanta, confirming reports to this effect ever since Mr. Carlock, following management split, resigned from C&H. B. D. Adams, who founded agency in 1939 along with senior Vice Presidents Thomas Dixkey and Edward C. Hoffman, will relinquish chairmanship to devote full time to presidency.

Mr. Carlock resigned from C&H in early October, reportedly over agency's failure to effect merger with Adams agency [ADVERTISERS & AGENCIES, Oct. 13]. He said he had "no vest-pocket accounts," but there exists possibility that he might woo New York Stock Exchange account, with which he was closely identified and which he placed in tv test in upstate New York.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 35.

PIZZA FOR CHRISTMAS • American Home Products Corp. (Chef Boy-Ar-Dee pizza), N. Y., understood to be launching pre-Christmas spot radio campaign in about 75 markets from Dec. 15-30, using up to 12 spots weekly to reach teen-age market primarily. Agency: Young & Rubicam, N. Y.

TAREYTON STARTS YEAR CAMPAIGN • American Tobacco Co. (dual filter Tareyton cigarettes), N. Y., understood to be placing 52-week tv spot campaign in undetermined number of markets, starting this week. Agency: Lawrence C. Gumbinner Adv., N. Y.

WINE SPOTS • Monsieur Henri Wines Ltd. (wine importers), N. Y., names Product Services Inc., N. Y. Spot tv and trade media to be used initially.

Cunningham Denies KISD Request To Drop Protest in KIHO Sole

FCC Chief Hearing Examiner James D. Cunningham has denied request of protestant to withdraw protest. Decision issued against KISD Sioux Falls, S. D., which had protested August 20 FCC approval of sale of KIHO Sioux Falls from James A. Saunders to William F. Johns Jr.

Seems because of protest action, KISO sued KISD and vice versa in local court. Suit was settled out-of-court and terms included dropping of FCC litigation and payment by Mr. Johns to KISO of $10,000 over 10 month period beginning June 30, 1959—with proviso that unpaid monthly payments would be forgiven if Mr. Johns withdrew from KISO ownership and Sioux Falls market. Examiner Cunningham termed this agreement private settlement, while protest is matter of public interest.

ARBITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Nov. 14-20 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to Broadcasting Friday, covers the week through the preceding night.

<table>
<thead>
<tr>
<th>DATE</th>
<th>PROGRAM AND TIME</th>
<th>NETWORK</th>
<th>RATING</th>
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<tr>
<td>Fri., Nov. 14</td>
<td>Phil Silvers (9 p.m.)</td>
<td>CBS-TV</td>
<td>23.7</td>
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<td>Sat., Nov. 15</td>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
<td>34.2</td>
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<td>Sun., Nov. 16</td>
<td>Loretta Young (10 p.m.)</td>
<td>NBC-TV</td>
<td>29.5</td>
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<td>Mon., Nov. 17</td>
<td>Desti Playhouse (10 p.m.)</td>
<td>CBS-TV</td>
<td>28.8</td>
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<tr>
<td>Tues., Nov. 18</td>
<td>Riflemen (9 p.m.)</td>
<td>ABC-TV</td>
<td>24.2</td>
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<tr>
<td>Wed., Nov. 19</td>
<td>Milton Berle (9 p.m.)</td>
<td>NBC-TV</td>
<td>24.6</td>
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<tr>
<td>Thurs., Nov. 20</td>
<td>Zorro (8 p.m.)</td>
<td>ABC-TV</td>
<td>21.9</td>
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at deadline

Tv Must Return the Fire
Of Print Media, TbV Told

When broadcast station is "sold out" it's "either marked up or underpriced," Lawrence H. Rogers II of WSAZ-TV Huntington, W. Va., board chairman of TbV, declared Friday (Nov. 21) at TbV annual meeting in New York (see page 92).

"It behooves all of us to re-examine our rate structures and our package-plan discounts, . . . we simply must not give away our birthright by selling too cheaply the greatest impact medium ever devised."

Mr. Rogers said that "allegations of too many commercials were brought on in most instances by abuse of program standards in pursuit of a fast buck. And today station after station finds itself either 'sold out' or inviting advertiser reprisal by raising up commercials. . . . I sincerely believe that a careful scrutiny of the many 'plans' and 'bulk discounts' into which we rush at the 'first sign of a soft market are now responsible for many of our woes."

But these problems, he said, "pale by contrast with the concentrated and ever-increasing onslaught of television by the purveyors of print. . . . Sales must be really tough in print, because here comes Fortune with a nifty piece of Goebbels propaganda called "Tv, The Light That Failed" (see page 48). If there is a light that falls in this most marvellous of all engines of communication, then it is we ourselves who will have thrown the switch. . . . Irresponsible claims and vicious slander will continue and increase so long as the television operators themselves maintain a passive attitude."

Both TbV and NAB are supplying stations with promotional comments and slides, Mr. Rogers said, but stations must use not only this material but also develop their own crusades in their own ways.

"Television," he said, "is too great an instrument for the public good to take lying down the repeated bitter and untruthful attacks of publications."

In his annual report TbV President Norman E. Cash recounted tv's business growth in past year and detailed TbV activities. He said TbV's current monthly income of $76,531, up 5.5% from year ago, is spent: sales 39%; sales promotion 23.4%; sales research 17.1%; general administration 15.1%, and membership 5.4.

Mr. Cash said combination of TbV and its members deserved credit for "record turn-about from a recession to a boom within the last 10-month period."

Hyde Addresses Farm Directors

FCC Comm. Rosel H. Hyde believes that when station hires people with special knowledge for benefit of station's audience this has more significance to FCC than all lists of classifications "of uninspired programs." Mr. Hyde commended stations which do this type of "public service." He made these observations in speech to be delivered Saturday in Chicago before National Assn. of Radio-TV Farm Directors.

Hill Re-Opens Ch. 4 Hearings
To Learn If Promoters Deliberate

Congressional investigators will re-open Pittsburgh ch. 4 hearing today (Nov. 24) in effort to ascertain if rumors of bribe offers, or solicitations, to former FCC Chairman George C. McConnaughey totaling $250,000 were deliberately started (see earlier story, page 74). Legislative Oversight Subcommittee completed several days of hearings on bribery rumors last Monday (Nov. 17) without learning who started rumors or if solicitations actually were made, and if so by whom. Hearing starts at 10 a.m. in Rm. 1334 of New House Office Bldg.

"We now have to look into the further possibility that these rumors may have been deliberately started as part of a plan to bring about McConnaughey's disqualifying himself from the case," Chairman Oren Harris (D-Ark.) said in announcing this week's session. He said subcommittee would receive testimony today from George Sutton (who already has testified twice), former attorney for Tv City Inc., which got ch. 4 grant after merging with Hearst-WCAE Pittsburgh. William Matta, one of three applicants for Pittsburgh facility who withdrew following merger of Tv City-Hearst, also will testify.

Clipp Heads TbV Board

Roger Clipp of WFIL-TV Philadelphia elected chairman of board of TbV at annual meeting Friday in New York, succeeding Lawrence H. Rogers II of WSAZ-TV Huntington, W. Va. Norman E. Cash re-elected president; Otto Brandt, KING-TT Seattle, named secretary, and Payson Hall, Meredith Publishing Co. stations, treasurer. Louis Read, WDSU-TV New Orleans, and Don Davis, KMBC-TV Kansas City, were elected to board, while Messrs. Brandt and Hall, Robert Timcher of WITN-TV Huntington and A. W. Dannenbaum of Westinghouse Broadcasting Co. were re-elected directors.

New Protests of AT&T Increase

NAB, the news wire services, American Newspaper Publishers Assn. and others Friday protested revised (modified) increases in tariffs for private line teletype-writer services, scheduled by American Telephone & Telegraph Co. and Western Union to go into effect Dec. 1, and asked statutory 90-day suspension of increases. FCC will act on protests this week. [ATA DEADLINE, Nov. 17]. NAB said revised tariffs are same or only slightly less than those proposed in September and that increased costs ranging as high as 100% would "undoubtedly" be passed on to broadcasters from news agencies serving them.

PEOPLE

HARVEY STRUTHERS, general manager of ch. 18 WHCT (TV) Hartford before station was sold by CBS, moves to CBS-TV Stations Div. as director of station services. CBS announced last month it intended to darken Hartford, u, then sold station to Edward D. Taddeo Jr., former general manager of Triangle-owned WNHC-AM-TV New Haven [STATIONS, Nov. 17].

HOWARD SHANKS, previously with Benton & Bowles, to Grey Adv., as vice president and creative director.

EDWARD E. VOYNOW, executive vice president and partner in Edward Petry & Co., station representative, Chicago, appointed by Illinois Gov. William G. Stratton to state race board. Mr. Voynow has bred and owned race horses past 22 years and races in partnership with STANLEY HUBBARD, president and general manager, KSTP-AM-TV Minneapolis.

CHALMERS H. MARQUIS JR., director of development at WTTW (TV) Chicago, non-commercial station, named programming director. He succeeds JAMES ROBERTSON, who becomes station relations director at Educational Television revision & Radio Center, Ann Arbor, Mich.

MICHAEL A. WIENER, formerly with Television Bureau of Advertising's film production department, named sales development production supervisor of ABC-TV, effective today (Nov. 24).

$529,246 Net, 40¢ Dividend Declared by WJIM-AM-FM-TV

Net income of $529,246 for nine months ending Sept 30 has been reported by Gross Telecasting Inc., owner of WJIM-AM-FM-TV Lansing, Mich. This compares to net income of $502,003 for same period last year.

Report, sent to stockholders with payment of 40¢ quarterly dividend, showed following for first nine months of year: net income $1,258,496; costs and expenses, $962,100; other income, $61,606; provision for federal income tax, $564,756. Same period last year operating revenue was $1,970,767; costs and expenses, $970,648. Report stated $285,000 has been paid out in dividends for first nine months this year. Earnings before net gain of $244,246 retained in business. Gross Telecasting Inc. has 200,000 shares common and 200,000 Class B common outstanding.

Heublein Honors DSI Air Ban

Heublein Inc. (Smirnoff vodka), Hartford, Conn., would try air media if liquor ad promotion could be done "within DSI framework."

Thus, Heublein, which is member of Distilled Spirits Institute, will abide by DSI ban on radio-television liquor ads (see page 66). spokesman was Heublein's Edward G. Gerbie, advertising vice president, at Nov. 21 news conference in New York called by Heublein to hail DSI reversal of former policy banning women in liquor ads. Heublein uses radio-television for non-liquor divisions.

Page 10 • November 24, 1958
announces the appointment of
JOHN BLAIR & COMPANY
as national representatives
effective December 11, 1958

announces the appointment of
BLAIR TELEVISION ASSOCIATES
as national representatives
effective December 11, 1958

WSLS and WSLS-TV are the broadcast services
of the Shenandoah Life Insurance Company

WSLS
WSLS-TV
CHANNEL 10 • NBC-TV

ROANOKE

Blue-chip Market
of the South East

Steady industrial and commercial growth, especially since 1950, have made Roanoke one of the
three great market-centers of Virginia—a market rating and receiving individual consideration by
major advertisers.

And the broadcast facilities of WSLS and WSLS-TV
provide the advertiser with the economical means
of developing business in the Roanoke market at a
substantial profit.

Ever since 1940 WSLS has been building friends in
the Shenandoah Valley. Programmed by an
enlightened organization with the interests of its
region close at heart, WSLS enjoys a strong listener-
loyalty in the broad area covered by its 5,000-watt
signal at the advantageous 610 frequency.

As early as possible, the Shenandoah Life expanded
its broadcast services to include television. On the
air since '52, WSLS-TV holds a dominant position
in the greater Roanoke area. NBC affiliation and
alert program policies have combined to make it a
tremendous buy for the advertiser.

With full power of 316,000 watts on Channel 10,
WSLS-TV has welded a 58-county area into the
greater Roanoke market of 548,200 homes, in which
WSLS-TV reaches 83,290 more homes than the
combined audience of two other stations in the area.

Yes, the greater Roanoke market merits special
consideration in your marketing plans. For data
essential to those plans, check with your nearest
Blair office.
9 MONTH AVERAGE OF 50 MAJOR MARKETS delivers 49.5% SHARE OF AUDIENCE!

in 2, 3, 4, 5, and 7 Station Competition! ARB, Jan. thru Sept. '58

SMASH SHARE AND RATING figures from coast-to-coast!
ARBITRON
ARB's Instantaneous Electronic
Audience Measurement, rates

"SEA HUNT"
In 7-Station
NEW YORK
WCB6-TV

61.5%
SHARE OF AUDIENCE
30.4 RATING
ARBITRON, SEPT. 1 THRU 28, '58

#1 in NEW YORK
among all shows, all
stations, all week!

ARBTRON, Sept. 1 Thru 28, '58

HUNT
LLOYD BRIDGES

ZIV Television

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Share of Audience</th>
</tr>
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<tbody>
<tr>
<td>WJW-TV</td>
<td>CLEVELAND</td>
<td>42.4%</td>
</tr>
<tr>
<td>WGR-TV</td>
<td>BUFFALO</td>
<td>68.7%</td>
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<tr>
<td>WJX-TV</td>
<td>DETROIT</td>
<td>74.8%</td>
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<tr>
<td>WDSU-TV</td>
<td>NEW ORLEANS</td>
<td>54.8%</td>
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<td>KDKA-TV</td>
<td>PITTSBURGH</td>
<td>80.9%</td>
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<tr>
<td>WTV-M</td>
<td>CHARLOTTE</td>
<td>60.2%</td>
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<tr>
<td>WBTV-M</td>
<td>LOUISVILLE</td>
<td>66.6%</td>
</tr>
<tr>
<td>WTV-M</td>
<td>PITTTSBURGH</td>
<td>68.7%</td>
</tr>
<tr>
<td>WTV-M</td>
<td>SACRAMENTO</td>
<td>67.3%</td>
</tr>
</tbody>
</table>

2-Station

3-Station

4-Station

1-Station
custom tailored representation...

The distinctive style of customized radio and TV station representation established and maintained throughout the years by the Working Partners of H-R, can be precisely tailored to the selling needs of any station. Particularly those who recognize the value of maturity, experience and selling know-how in the presentation of their most important features to buyers of time.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President

“We always send a man to do a man’s job”

H-R TELEVISION, INC.
RADIO REPRESENTATIVES, INC.

NEW YORK    SAN FRANCISCO    ATLANTA
CHICAGO      DALLAS          HOUSTON
HOLLYWOOD    DETROIT          NEW ORLEANS
ALCOA THEATRE

Although—or because—Alcoa Theatre’s “Eddie” carried no speeches by the D. A., Mickey Rooney’s earthy portrayal of a two-bit gambler-racketeer last Monday (Nov. 17) was one of the most potent “crime doesn’t pay” lessons in quite a while.

To the accompaniment of a ticking clock plus great rhythm and trombone backing, Mr. Rooney shouted, cajoled, sweated and extemporized his way through an afternoon in the life of a man faced with raising a thousand dollars.

Most of the literary tricks were basic: having to sell the clock given by his mother; the news coming over the radio that another gambler, unable to pay his debts, had been beaten to death. But with the imaginative camera angles and the tailor-made part of Eddie, experienced-trouper Rooney provided an intriguing half-hour.

Production costs: Approximately $45,000. Sponsored alternating Mondays on NBC-TV, 9:30-10 p.m. EST, by Aluminum Co. of America through Fuller & Smith & Rosk. Started Oct. 6; play “Eddie” telecast Nov. 17.


CONTINENTAL CLASSROOM

This may be uncompromised education, but at the same time it’s a pretty good show. The physics class has high visual interest, smooth production, a compelling personality in charge and even guest-stars—showman elements any program would be glad to boast. Other assets are an audience of guaranteed interest (they wrote in and said so), local promotion by institutions giving class credit and a corps of sponsors who get air credits instead of commercials in return for paying production bills (NBC-TV donates the time).

Dr. Harvey E. White of the U. of California runs a polished, if tough, class on tv. The polish is the obvious result of minutely detailed preparation by professor and production staff. When they go on the air, they are ready with a fast-paced act, highlighted by compelling demonstrations, graphs and electronic visual aids.

It didn’t take many daily classes to show the dilettante mood that got you out of a course what you put into it. And after all, this was designed for high school teachers. But the nice thing for the non-credit crowd is that it is possible to cut class several times a week, neglect homework and still find out something about light and motion and maybe even atoms next semester.

Continental Classroom is an awesome contribution to a cause that has always been of wide concern but lately has been turned into a national emergency.

Sustaining on NBC-TV, Monday-Friday, 6:30-7 p.m. EST. Presented in partnership with American Assn. of Colleges for Teacher Education. Series is made possible through cooperation of Bell Telephone Cos., Ford Foundation, Fund for the Advancement of Education, General Foods Fund, International Business Machines, Pittsburgh Plate Glass Foundation, California Oil Co. and U. S. Steel.

Producer: Dorothy Culbertson; associate producer: Robert Rippen; director: Marvin D. Einhorn.

COLORCASTING®

The Next 10 Days of Network Color Shows

(all times EST)

NBC-TV

Nov. 24-28, Dec. 1-3 (2:30 p.m.) Truth or Consequences, participating sponsors.

Nov. 24-28, Dec. 1-3 (2:30 p.m.) Haggi Baggis, participating sponsors.

Nov. 24, Dec. 1 (7:30 p.m.) Tic Tac Dough, Procter & Gamble through Grey.

Nov. 24, Dec. 1 (10:30 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell.

Nov. 26, Dec. 3 (8:30 p.m.) Price Is Right, Speidel through Norman, Craig & Kimmel and Lever through J. Walter Thompson.

Nov. 26, Dec. 3 (9:30 p.m.) Milton Berle, Starring in the Kraft Music Hall, Kraft Foods Co. through J. Walter Thompson.

Nov. 27 (9:30-10 p.m.) Ford Show, Ford through J. Walter Thompson Co.

ATLANTA

Pulse, June 1958

SERGEANT PRESTON

State Trooper...

Honeymooners...

Silent Service...

Hunt...

20.0

19.5

12.5

19.5

44.4

25.5

27.2

11.7

13.8

11.9

15.0

15.3

48.8

41.9

35.0

31.9

SERGEANT PRESTON

THE LEADER in Network television!
NOTHING HAS EVER GROWN SO FAST! In 1951, American families spent 54 million hours a day watching television in some 10 million TV homes. During January of 1958 alone, 259 million hours a day were spent with television in 42.4 million-plus TV homes! Within the same period, advertising expenditures in the television medium soared from about $1/2$ of a billion dollars to well over $1$ billion!

These things don't just happen. Realistically, it attests to TV's universal appeal throughout all of what Mr. Shakespeare called the seven ages of man (as well as women who, statistics show, live even longer). Television has enticed people out of their beds at dawn to hear a discourse on Thomas Wolfe. It keeps them up far after midnight to see how a movie ends. It assembles an audience for a single program within a single hour that is many times greater than Broadway's longest-running hit could have played to in a century of performances. Television is the 20th century phenomenon that lets a fan in Wyoming be at a ball game in Milwaukee and see it better than from the best box seat in the park. Television is the biggest purveyor of news in today's world--a reporter that makes eye-witnesses of everybody—and regularly makes news itself.

And television is America's most forceful salesman. It sells face-to-face, right in the family circle. It sells as a friend, not a stranger. It sells with the triple persuasion of voice, sight, and motion. Skillfully used, it sells at an unbeatable level of efficiency and economy.

Television is for advertisers who want to go places. Television today goes about everywhere. The corollary is obvious.

WE BELIEVE IN TELEVISION

That's why we are publishing this advertisement in its behalf. Since 1931 (when TV was only a glimmer in engineering eyes), Broadcasting Magazine has been THE authoritative reporter of everything new and significant in the field of electronic media and broadcast advertising. With the largest (by far) editorial and news-gathering staff in its field--the most extensive background of knowledge about every phase of broadcasting--and the prestige of having literally "grown up" with this multi-million dollar business--it is only logical for Broadcasting to be recognized as the most authentic, most widely-read journal in the fast-moving realm of Television (and Radio).

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.
A member of the Audit Bureau of Circulations
YOU KNOW ABOUT 
-vidsion?

About America's Most Amazing Advertising Medium

This is an eye.
Television has the eyes of the average U.S. family for 5 hours and 56 minutes every day.

This is movement.
Among all major media, only television combines the fascination of motion with voice and visual impact.

This is a sale being rung up.
The chances — most conservatively — are one in three that television helped to make it.

This is an advertiser.
He is a sleek, happy one because he's found how television, properly used, sells more of what he makes.

This is also an advertiser.
He is not very happy, poor fellow. He doesn't believe in television (or that it's really responsible for his competition's success).

This is a television station.
There are now over 500 commercial television stations in the country today — with more than 100 others a-building.

This is a formula.
It is a simple one that keeps working for more and more advertisers. Local, regional or national advertiser, you can cut the fabric of television to fit your needs. After all . . .

Anything so big can't be ignored!
And television is one of the biggest, most compelling forces in the lives of today's consumers. Come into their living rooms. It pays!
BOOKS


CBS Newsman Eric Sevareid, referring to the columns of Marya Mannes, ex-Vogue feature editor and now a radio-tv critic for The Reporter, feels her talent to be "a precious rarity in today's America." Probably because Miss Mannes is a sharp, witty and often furious commentator on the social scene. Her anger, she says, is not one of bitterness but of indignation.

She thinks television is a useful contribution to our present day structure of life, but only if taken in moderation and then with some forethought. For Americans, she believes (pointing to a glut of westerns, giveaways and imane daytime serials) are suffering from "a spiritual leukemia... an invasion by the white cells of complacency and accommodation." This book contains just a sampling of Miss Mannes' output for The Reporter over seven years, but this small amount is worth reading.


What does college faculty think about television in relation to teaching and learning?

To find out, the American Council on Education organized "Conference on Teaching by Television in Colleges & Universities" last year at Pennsylvania State U. College Training by Television mainly is a verbatim report of papers delivered at that four-day session.

The meeting brought together "the varied and sometimes conflicting experience of those who have worked with the medium in its experimental stages and who are or have been directly engaged in teaching." In reproducing the panel discussions, informal sessions, demonstrations and papers delivered at the conference, College Training by Television deals with what must be every facet of etv. Rounded off by a selected bibliography on the subject, the book proves a meaty one for teachers and administrators interested in the potentialities of television for instruction.

'MERGER' DIVidENDS

ABC Vice President Sterling C. Quinlan has completed negotiations with Producer John Wildberg for theatrical and motion picture production of his book, The Merger. The novel [IN Review, Oct. 13] is in its third printing and is the basis for a projected lecture tour by Mr. Quinlan, vice president in charge of the network's WBKB (TV) Chicago. The lecture topic: mergers. Mr. Wildberg is perhaps best known for his Broadway production of Anna Lucasta.
Once upon a time there was a man named Max Ross who was distributor in a town called Muskegon for mufflers called Midas.

Now, Max was no ordinary distributor, content to lean on national advertising to sell his mufflers. Max was one of those fellows sometimes called a "go-getter". When the man from WOOD-TV called, he popped.

But you know about those go-getters. They're tough — keep asking for things like imagination, interest, sell. And in local TV production, sometimes these elements are a little tricky to find.

But, did he have troubles at WOOD-TV?

Not a minute. Without a lot of huffing and puffing he got local commercials that had (1) imagination (2) interest (3) sell.

The week of the World Series, staffman Melvoin characterized Casey Stengel; when Elfrida Von Nardroff went to defeat on "21", Melvoin was Elfrida Von Midas. Here he does a takeoff under the moniker of Jazzmo Midas.

Now, because he's a go-getter and because he uses WOOD-TV-produced commercials that have (1) imagination (2) interest (3) sell — Max is distributor for Midas Mufflers in Muskegon (pause) Grand Rapids (pause) and Kalamazoo.

If you have a client who is a go-getter, tell 'im about WOOD-TV and he'll prosper like Max. If he's a meat head, tell 'im anyway. Together, we might make him successful in spite of himself.

Now, call that Katz cat that's been hanging around your door.

WOOD-TV is first - morning, noon, night, Monday through Sunday - May '58 ARB Grand Rapids
WOOD-AM is first - morning, noon, night, Monday through Sunday - April '58 Pulse Grand Rapids
Everybody in Western Michigan is a WOODwatcher.
The enormous audience response to MGM features in their first runs is now being repeated in the record breaking re-runs! These are the ratings that are rocking the trade as Leo does it again and again in city after city!
encore!

**encore!** in New York
57% share of the audience with "HONKY TONK" re-run!
WCBS-TV, Late Show, Sept. 25

**encore!** in Atlanta
46% share of the audience with "THE SEARCH" re-run!
WSB-TV, 5 to 7 P.M., Sept. 6

**encore!** in Baltimore
50% share of the audience with "BATAAN" re-run!
WJZ-TV, Early Show, Sept. 11

**encore!** in Miami
58% share of the audience with "WHITE CLIFFS OF DOVER" re-run!
WCKT-TV, Midday Movie, Sept. 9

MGM-TV
A Service of Loew's Incorporated

Write, wire or phone: Richard A. Harper, General Sales Manager 1540 Broadway, New York 36, N. Y. • JUdson 2-2000
OPEN MIKE

Digestive Tract

EDITOR:

It was quite a surprise to open the Nov. 17 BROADCASTING to find my digestive difficulties displayed in a lead article under the caption, "Why John Cunningham Ate His Own Words."

Nevertheless, we much appreciate your fine handling of our 11th VideoTown report as well as your tribute to our Gerald Tasker, the father of VideoTown (OUR RESPECTS, same issue).

May I add that it was not a wholly unpalatable operation to eat my own words, because it was so reassuring to find that, despite the current plethora of pallid and repetitive programming, is maintaining and even increasing its vigor as an advertising medium.

John P. Cunningham, President Cunningham & Walsh
New York

Relief for Broadcasters

EDITOR:

I can't begin to express my gratitude for coverage of my article on Section 315 (GOVERNMENT, Nov. 10) and for the really superb editorial in the Nov. 17 issue. Of course, I am in hearty and total agreement with the editorial and, as usual, you hit the nail right on the head.

If we keep working on this, perhaps sooner or later we can get relief, and radio and television can do the kind of job in the field of politics that they were really born to do. With your good offices, I am sure that sooner or later we are going to win this one.

Richard S. Salant, Vice President CBS
New York

Madison Ave.'s Book-of-The-Year

EDITOR:

I always look forward to the BROADCASTING YEARBOOK. It is a contribution to the industry and contains so many valuable facts.

Arthur Pardoll, Media Group Director
Foote, Cone & Belding, New York

... The 1958 YEARBOOK is a very useful volume.

Harry Parnas, Media Director Doyle Dane Bernbach, New York

... I will put it to good use throughout the forthcoming year.

T. J. McDermott
N. W. Ayer & Son
New York

... I know I will find the 1958 YEARBOOK extremely useful as an authentic reference source over the coming months.

Sally Allen, Account Executive Gotham-Vladimir Advertising Inc. New York

... I find the YEARBOOK very helpful...

Frank Moriarity,
Dancer-Fitzgerald-Sample
New York

... YEARBOOK will be very useful during the coming year just as I have always found BROADCASTING informative and helpful to my business.

Nicholas E. Keessely, Senior V.P.,-Radio-Tv
Lennen & Newell
New York

... I will be putting the 1958 YEARBOOK to much use.

Rollo Hunter, V.P. & Director, Radio-Tv
Erwin Wasey, Ruthrauff & Ryan
New York

... YEARBOOK will be frequently used.

Marie Coleman
Donahue & Coe
New York

I think the publication fills a very important need in the industry.

Hendrik Booraem Jr., V. P.
Ogilvy, Benson & Mather
New York

... In Fact, Read Everywhere

EDITOR:

My sincere compliments... on the much improved YEARBOOK. I am glad that WKMI had its sales message in this very excellent publication.

Howard D. Steers, President
WKMI Kalamazo0, Mich.

... "The ABCs of Radio & Television" in the 1958 YEARBOOK is valuable for preparing the inevitable club and service group talks.

Dale Kirk
KATY San Louis Obispo, Calif.

Put to Good Use at Best

EDITOR:

In your Oct. 6 issue you ran a list of special programs for CBS and NBC through October, November and December. This list has been very helpful and I wonder if you have such a schedule for after the first of the year?

R. M. Kirkland, V.P.
Gordon Best Co.
Chicago

[EDITOR'S NOTE: This information appears in our quarterly network show-sheets. Next issue: Jan. 5, 1959]

BROADCASTING
Now for the first time: WJRT brings you a single-station TV wrap-up of the mid-Michigan market—1,969,200 consumers strong. Complete facilities and services, too, including ABC primary affiliation and strong local live and film programming. Look into the new efficient way to sell the big mid-Michigan market, with grade “A” coverage of Flint, Lansing, Saginaw and Bay City.

Represented by
HARRINGTON, RIGHTER & PARSONS, INC.
New York • Chicago • Detroit
Boston • San Francisco • Atlanta

WJRT
CHANNEL 12 FLINT
The quest for opportunity is nowhere more promising than here in Central Ohio. Industry and agriculture have fashioned a land of plenty, and a carnival spirit pervades the countryside.

But don't think it's all soda pop and skittles for the kids, because like kids everywhere, they have to go to school. To apprise them of their bewildering world, Central Ohio provides extra seats, extra classrooms, extra teachers, extra courses, and some unique teaching aids created by television station WBNS-TV.

We call them “Telementaries,” and they are kinescopes of specially created public service programs available for classroom use. By combining the magic of sight, sound and motion, we illuminate some dark corners with such award-winning films as IMAGINEERING (the need for engineers), WHEELS OF DESTINY (highway safety), AIR HARBOR (Central Ohio and air progress). The latest, YOU ARE SURVIVAL, produced for Civilian Defense with all Columbus television stations participating, has been...
quested for special showings by more than thirty public, private and parochial schools.

There is little likelihood that TV will dislodge the McGuffey Reader, Horace Mann, or Mr. Chips from our minds and hearts. Yet, the increasing acceptance of TV as a valued aid to education prompts us to make available our energies and resources.

This integration of a TV station that was born and raised in Central Ohio, with its neighbors and their problems also creates a perfect selling climate. Marsters sum it up like this: "If you want to be seen in Central Ohio — WBNS-TV."

WBNS-TV
CBS TELEVISION IN COLUMBUS, OHIO

The WBNS-TV weather reports also have a touch of ivy. Weatherman Bob McMaster is a full-fledged Ph.D.
<table>
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<tr>
<th>WPON</th>
<th>Serving A Billion Dollar Market</th>
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<td>1st IN PONTIAC HOOPER</td>
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<tr>
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<td>7-11 A.M.-12 Noon Mon-Fri</td>
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</table>

C. E. Hooper, May, 1958

CONTACT
VENARD RINTOUL & McCONNELL, INC.
Associated with Lansing's WILS

OUR RESPECTS
to Nathan Lord

If there were those who expected to hear a yes-man for the networks when Nathan Lord, vice president and general manager of WAVE-AM-TV Louisville, appeared before the FCC last May to tell why he liked having his stations rapped by NBC Spot Sales, they were set straight in a hurry.

Testifying on the Barrow Report, Mr. Lord informed a grinning FCC that NBC Spot Sales merely happened in his opinion to be the best representative for his stations at that time and the minute he thought differently he would switch to another, especially if stations are added to the list that he thinks are beneath the caliber of the Louisville stations.

FCC members questioning this distinguished looking station executive of 55 found that behind a somewhat courtly demeanor and a disarming Kentucky drawl lies a whip lash, sometimes withering wit. After listening to Mr. Lord tell how he once tried without success to get a group of high-powered southern and midwestern radio and tv stations to form their own rep organization, one FCC member asked him: was this a sort of "must buy" idea?

"A 'must sell,' perhaps," Mr. Lord said. Describing the mode of communication between his stations and NBC Spot Sales, he told another FCC member: "We use three-cent stamps and they use the telephone." Did his station ever obtain feature films on a "barter" basis? "No," said Mr. Lord, "we don’t trade time for anything except money." Should the FCC decide to prohibit network rep activities, how many years would he allow a station to make the transition to another rep? "How about 50?" was the bland comeback.

Nate Lord has been running WAVE Radio with the same kind of self-assurance since it went on the air 25 years ago this Dec. 30 and he took over in the same way at WAVE-TV when it become Kentucky's first tv station 10 years ago today (Nov. 24). He has been president of WFIE-TV Evansville, Ind., since WAVE Inc. acquired that station in July 1956.

Born in Louisville, Mr. Lord went to grade school in Tennessee, returned to Louisville and started to high school, then moved with his parents to a ranch in Canada’s Alberta Province, coming back to his home town in 1920 to become a reporter for the old Louisville Post and later the Courier-Journal there. He left the newspaper as day side city editor in 1928 to become advertising manager for the Girdler Corp. (fittings for pipe-welding, helium gas, heat exchangers); in 1933, he joined the old Louisville Herald-Post under Girdler ownership, but left the same year to head the new basic NBC affiliate, WAVE.

Mr. Lord helped form the Louisville Area Development Assn., has served on chamber of commerce committees and in Red Cross, Community Chest and other civic drives. He helped found St. Francis in the Fields Episcopal Church. Under his hand, WAVE pioneered in local amateur contests in 1934, helped "send a boat" during the Ohio Valley flood of 1937, was cited during World War II by the Army, Navy, Coast Guard and War Production Board and in 1946 began airing a children’s concert series by the Louisville Philharmonic. WAVE has won national awards for "imagination in programming" and in 1949 pioneered in radio college courses for credit with the U. of Louisville.

WAVE-TV was first to telecast the Kentucky Derby in 1949 and in 1955 began a weekly program from its own experimental farm. Since 1956 its Bid for Kids telethon with the Jaycees has turned over an average $72,000 yearly to the local Children's Hospital. WAVE-TV claims a first in telecasting college courses for credit with the U. of Louisville in 1950. WAVE-TV helped educational WFKP-TV Louisville to go on the air last September, furnishing studios and technical personnel. WAVE-TV telecast 13 operas by the Kentucky Opera Assn. in the 1952-53 season, 6 the next season and WAVE Inc. has granted $25,000 to commission an original opera by the KOS to be simulcast when the new $1.5 million WAVE-AM-TV radio-television center is dedicated in the fall of 1959.

Mr. Lord has served as a director of NAB, helped reorganize it in the mid-thirties to cope with a threatened musicians' strike, has served on NAB's Legislative Committee and twice was on an all-industry committee to negotiate ASCAP contracts. He has been a member of the NBC Radio Affiliates Committee and helped form the NBC-TV Affiliates Committee.

Mr. Lord married Ruth Kammerer of Louisville in 1928 and they have three sons: Nathan Shrewsbury, 25, who practices law in Louisville; James Stephen, 22, a reporter on the Louisville Times, and Jim Craik, 23, who attends the U. of Louisville. The family lives in an old restored farmhouse 40 minutes from Louisville at Brownboro, population about 50.
This is the Distinguished Achievement Trophy of the Radio-Television News Directors Association and the Medill School of Journalism at Northwestern University... It was awarded to WTOP News on Saturday, October 18, 1958 at the Sheraton-Blackstone Hotel in Chicago for "the best coverage of a news story broadcast in 1958." WTOP News was honored for its coverage of the launching of the first United States satellite "Explorer" at Cape Canaveral, Florida, January 31, 1958, over WTOP Radio. We are gratified to have won this coveted award, but our gratification is tempered by realization of the continuing responsibilities facing broadcast journalism and determination to meet them in the best interests of our Radio and Television audiences.

WTOP NEWS
Broadcast House
Washington, D. C.
KDKA-TV Exposes 'Public Enemy' In Program for Health Service

The story of the U. S. government's fight against lung cancer and other diseases attributed to industrial smoke is told in a new documentary, Public Enemy, produced by KDKA-TV Pittsburgh.

This 30-minute public service program, produced at the request of Dr. Leroy E. Burney, U. S. surgeon general, was broadcast live in Pittsburgh Nov. 10. KDKA-TV's previous production for the U. S. Public Health Service, The Silent Invader (dealing with Asian flu), received more than 300 nationwide telecasts. The National Conference on Air Pollution in Washington last Tuesday through Thursday (Nov. 18-20) saw a kinescope of Public Enemy before copies were made for distribution to stations by the Public Health Service.

COMPETITIVE COOPERATION • CFCC, CRM and CKVL Montreal pooled time and talent to stage a seven-hour marathon radio campaign for the Springhill Relief Fund. Hundreds of professional performers from all phases of Montreal show business performed, while a fleet of cars circulated through the city collecting telephone pledges. The bi-lingual show, in English and French, produced $13,000.

THANKSGIVING AID • WCUE Akron, Ohio is conducting a campaign to help a needy family at Thanksgiving. The "Dimes and Dollars for Dave" project is collecting money for the family of a 17-year-old boy who has had 17 major operations in his life so far. The family has been denied help by local relief agencies reportedly because it has not lived in Akron a full year.

HOT RODS • WHB Kansas City, Mo., is putting local car thieves on the spot through a new feature called Hot Car Report on Eddie Clarke's morning show. Mr Clarke broadcasts information, provided by the local police department, on stolen vehicles. The first broadcast brought fast results as an alert listener heard the report, spotted the car, and called the police department as directed. Police picked up the car and returned it to its owner within an hour after the broadcast.

PHONY CHECKS • WGDY Minneapolis-St. Paul has inaugurated Check Alert, a new method of combating bogus checks and forgers. Twin Cities' police officials have expressed gratitude for the new feature calling it a quick and effective way to warn and educate the public against worthless checks.

CHILDREN'S CRUSADE • WHAS Louisville, Ky., reports its "1958 Crusade for Children" set a record high of $158,751.37 for collections, with a record low of only 7½% for expenses. The funds will be made available for use by handicapped children's agencies in Kentucky and southern Indiana.

BEHIND GLASS • WJBK Detroit conducted an entire day's programming from the show window of a downtown store to stimulate interest in the local United Foundation fund drive.
They're All Listening to AP News
in the Beaumont-Port Arthur-Orange market. It’s 88th* in the Nation, 4th* in Texas in service station sales. And KFDM-TV covers this entire market of prosperous Texas drivers. For gasoline sales, buy KFDM-TV

**Advertising**

*BROADCASTING* TELECASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

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**PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE**

- 52 weekly issues of BROADCASTING: $7.00
- 52 weekly issues and Yearbook Number: $11.00

- Enclosed
- Bill

---

**S. M. Survey of Buying Power, 1954**

---

**CBS ABC**

----
as basic as the alphabet

EGYPTIAN
Remember the Biblical story of Moses in the bulrushes? The Egyptian picture-sign for rush is considered the forerunner of our modern letter K.

PHOENICIAN
When the Phoenicians ruled the Mediterranean trade-lanes from their legendary cities of Byblos, Tyre, and Carthage, these ancient businessmen adapted the Egyptian sign and made it kaph (palm of the hand).

GREEK
Long before the majestic Parthenon crowned the Acropolis in Athens, the Greeks took over the mark from visiting merchants and made it their letter kappa.

ROMAN
Rome was not yet a large city when dwellers along the Tiber took the Greek letter from the Etruscans and gave it substantially the form we use today.

Historical data by
Dr. Donald J. Lloyd,
Wayne State University

Keep your product moving by using Michigan's fast-moving radio station. WWJ pleases dealers and distributors with its exceptional sales-power—pleases listeners with its hi-fi sound and up-to-the-minute service.

Keen personalities like WWJ Melody Paraders Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim Deland—exclusive features like the WWJ radio-vision studios at Northland and Eastland shopping centers—are "naturals" for mid-winter campaigns. Buy WWJ—it's the basic thing to do!

WWJ
AM and FM
Detroit's Basic Radio Station

Owned and operated by The Detroit News
NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.
RENEWED
2nd Big Year! Another 39 Half Hours in Production

MICKEY SPILLANE’S
MIKE HAMMER
STARRING DARREN McGAVIN

now available...78 of television’s highest-rated mystery thrillers
The No. 1 Mystery Series Nationally with a 17.1 Rating*

Who likes Mike? Just about everybody!
Take the viewers. They've already pushed MIKE HAMMER right up to the top — highest-rated of all syndicated mystery shows. Take the local sponsors. The minute MCA TV broke the big news on the second series, more than a score renewed for 1959!
A word to the wise — better get there fastest with the fastest action show on TV!

... in Signet editions alone! One title — "I, The Jury" — had the largest pre-publication print order in publishing history (4,500,000).

Write, wire, phone your MCA TV representative today.

mca tv FILM SYNDICATION

598 Madison Avenue
New York 22, N. Y. (Plaza 9-7500)
and principal cities everywhere

*Latest available ARB ratings thru October, 1958
"WRC RADIO for many years has consistently produced business for WOODWARD & LOTHROP."
-HARWOOD MARTIN ADVERTISING

"WRC RADIO is a long-time favorite of FIRST FEDERAL SAVINGS AND LOAN for reaching the Washington audience."
-HENRY J. KAUFMAN & ASSOC.

More and more D.C. advertisers are turning to WRC RADIO

"WRC RADIO has been selling merchandise for SAFEWAY in Washington for more than 13 years and continues to be an effective selling medium."
-J. GORDON MANCHESTER, INC.

WRC RADIO gets results for all kinds of advertisers in Washington, D.C., because it commands every segment of the adult, buying-powered, capital audience.

WRC-980
NBC LEADERSHIP STATION IN WASHINGTON, D.C.
SOLD BY NBC SPOT SALES

...because WRC RADIO gets results!
THE TOP 50 AGENCIES IN RADIO-TV

- J. Walter Thompson leads with all-time record billings
- McCann-Erickson, Young & Rubicam slip to second, third
- Ted Bates again is biggest agency in spot broadcasting

J. Walter Thompson is the top radio-tv agency in 1958 with $113.5 million in broadcast billing, an all-time high for any agency.

This is more than four times the broadcast total that JWT billed in 1952 and $10.5 million above the 1957 mark of McCann-Erickson, which was the No. 1 agency in broadcast billing last year.

Total 1958 broadcast billings of the 50 agencies included in the survey came to $1.3 billion.

It was evident a year ago that JWT was coming up fast. Its radio-tv billings in 1957 were $22 million bigger than those in 1956. More startling was that the agency did it again in 1958, shooting ahead of 1957 by $21.5 million or nearly 24%.

According to Broadcasting's seventh annual survey of the top broadcast agencies in the U. S.:

McCann-Erickson slipped from first place in 1957 to second in 1958, with a $1 million drop in its heavy broadcast billings. But its $102 million total placed it well ahead of this year's No. 3 agency, Young & Rubicam. Y&R, which was second to McCann-Erickson in 1957, had $95 million in broadcast billings in 1958, a $5 million drop from its 1957 level.

BBDO, in fourth place, came up with $88 million, an increase of $3 million; Ted Bates was fifth at $84 million (an advance of $7.5 million) and for the fourth straight year was tops in radio-tv spot, tallying $41 million (a drop of $2.5 million from last year). The runnerup in combined spot billing, which can be considered to be an important factor in this year's upset: J. Walter Thompson with a combined radio-tv spot figure of $40 million.

J. WALTER THOMPSON: Combined tv-radio billing $113.5 million; $101.5 million in television ($84 million in network, $17.5 million in spot); $12 million in radio ($5 million in network, $7 million in spot); tv-radio share of overall billing: 39%.

JWT is not only the largest billing agency in the world, it now also is tops in radio-tv. It became No. 1 this year with a radio-tv billing $21.5 million higher than 1957's estimated total, the greatest single jump recorded by any of the agencies.

Thompson's radio-tv total possibly is underestimated. The agency was not quite certain at Broadcasting's press time as to how high December radio-tv billing (in recent years a big radio-tv billing month) might go. The best informed slide-rule estimate is that the $113.5 million figure, impressive as it is, may be "conservative." Only six years ago JWT billed $27 million in the broadcast media. It now bills nearly that in combined radio-tv spot alone.

The increase at JWT is attributed to a number of factors: more tv spending by clients already big in television; more spot tv spending and increases in network tv allocation in budgets. The Eastman billing on CBS-TV's Ed Sullivan Show was entered in the ledger only late last year. Other top national advertisers and shows: Scott and Lever alternating on Father Knows Best (now CBS-TV, was NBC-TV in the...
last tv season); Quaker Oats alternate sponsorship of ABC-TV’s Naked City; Ford Div.’s alternate week on Wagon Train (NBC-TV) and weekly Ford Show (NBC-TV), plus short-term network segments for auto introduction; Eastman Kodak and Quaker Oats alternating on Ozzie & Harriet on ABC-TV; Kraft Div. of National Dairy Products weekly on NBC-TV with Music Hall (Milton Berle) and Bat Masterson (Sealtest Div. of National Dairy also shares); 7-Up alternating on ABC-TV’s Zorro; Sylvania’s Real McCos (ABC-TV); Lever alternating on CBS-TV’s Jackie Gleason Show; Lever alternating with Schlitz on Playhouse on CBS-TV; Lever alternating on Have Gun, Will Travel (CBS-TV); Pan American on NBC-TV’s Meet the Press and Aluminum’s part sponsorship of NBC-TV’s Omnibus.

Add to that lineup: about 30 quarter-hours per week of daytime network television with the advertiser list including such stalwarts as Lever, Scott Paper, Chesbrough-Pond’s, Libby, McNeill & Libby, Standard Brands and still others. Each of these advertisers uses spot tv: Ford Div., Lever Bros., Shell Oil, Ward Baking, Northeast Airlines (new account), Champion sparkplugs, Scott and American Home; Ford, Shell, Lever and Ward are in the more than $1 million class. Stauffer Foods billing is picking up with the impact of the new account to show up next year. American Home Products is a recent account. Ford and Lever are the big network radio clients, with radio spot provided by such majors as Lever, Scott, Ford, Shell and Coldene.

McCANN-ERICKSON: Combined tv-radio billing $102 million; $87 million in television ($61 million in network, $26 million in spot); $15 million in radio ($1 million in network, $14 million in spot); tv-radio share of overall billing: 51%.

McCann-Erickson passed the radio-tv billing baton to JWT this year. But indicative of the competition among the top agencies, M-E was off only a little under 1% from its 1957 total.

Though radio stood up well, it was tv in which M-E took its billing loss. Some of this loss, or actually failure to bill additionally, can be attributed to shifting accounts (Chrysler out and Buick in, Mennen out and Colgate in—but late in the year) and to some changes in media strategy (Bulova watch from spot to network, Chesbrough-Pond’s from network to spot tv and other ins-and-outs by other broadcast clients).

Bulova, with Frank Sinatra Show on ABC-TV and in spot last season, changed gears, bought into NBC-TV shows Dragnet, M-Squad, Ed Wynn, News, Iack Par and Today. Liggett and Myers is alternate sponsor of the Eddie Fisher Show (NBC-TV) and with Bulova of Ed Wynn Show (NBC-TV), with weekly underwriting on NBC-TV of Brains & Brawn and Steve Canyon. Last season, the tobacco firm was in Club Oasis, Sinatra and specials.

Westinghouse this year has Desilu Playhouse specials on CBS-TV (Studio One on same network last year). M-E is credited continues the page...
## AND THEIR 1958 RADIO-TV BILLINGS

### All Dollar Figures Are Millions

<table>
<thead>
<tr>
<th>Combined Broadcast Billing</th>
<th>Total TV</th>
<th>Total Network</th>
<th>Total Spots</th>
<th>Total Radio</th>
<th>Total Network</th>
<th>Radio Spots</th>
<th>Broadcast Share of Agency's Total Billing</th>
<th>Broadcast Billing Change From 1957</th>
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<td>$101.5</td>
<td>$94</td>
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<td>$12</td>
<td>$6</td>
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* Indicates agency was not listed in Top 50 last year.

** FCC & B's 1957 figures were adjusted to $18 million in radio-tr, $25 million in tv, $7 million in radio.
with Mennen co-sponsorship of Wednesday Night Fights (ABC-TV), lost in fall. Other network activity: National Biscuit in every other week of Wagon Train (NBC-TV); Buick’s one-half of Wells Fargo (NBC-TV). Bob Hope specials on NBC-TV and its summer Action Theatre on ABC-TV; Helene Curtis’ alternate weekend of What’s My Line on CBS-TV; Bell & Howell participation in Dragnet, Cimarron City and Ellery Queen (all NBC-TV) and Colgate’s every other week purchase in George Burns (NBC-TV) this fall. Activity in network by Swift (Derby foods), Tums and Chrysler came earlier in the year.

Spot tv centers with Chesbrough-Pond’s, Nat Food, General Foods, Exso, Coca-Cola, Bulova (earlier in year), L&M, Swift, Lucky Lager, S.O.S., Rival dog foods, Tums and Buick, among others: spot radio for most of the same advertisers. Network radio lodges with California Packing, Tums and National Biscuit.

YOUNG & RUBICAM: Combined tv-radio billing $95.2 million; $82 million in television ($62.5 million in network, $19.5 million in spot); $13.2 million in radio ($3.8 million in network, $9.4 million in spot); tv-radio share of overall billing: 45%

&Y&R was the 1956 radio-tv leader among all agencies. In 1957 it was edged by McCann-Erickson’s upward sweep. In 1958, Young & Rubicam was a solid third as JWT staged its startling billing climb to No. 1 last year.

At the $95 million radio-tv billing level, &Y&R’s broadcast figure shows a slip of nearly $5 million ascribed chiefly to the receding economic tide during the year. The agency’s network tv level suffered the most, dropping about $4.5 million, while the other lost billing was in radio. But spot tv at &Y&R climbed about $1.5 million for the year.

The agency as usual was paced by blue-chip advertisers, such as Procter & Gamble (Lineup on CBS-TV, also daytime network tv shows); Bristol-Myers (Peter Gunn on NBC-TV; Danny Thomas Show and Alfred Hitchcock Presents, both CBS-TV); General Foods (Bob Cummings Show on NBC-TV and a group of shows in ABC-TV’s Operation Daybreak—it was General Foods that led the way for other advertisers in ABC-TV’s new daytime programming); General Electric (GE Theatre on CBS-TV); Remington Rand (Gunsmoke on CBS-TV); Kaiser and Drackett (both on ABC-TV’s Monday Night Show); John Deere & Johnson & Johnson (Cheyenne on ABC-TV); Lipton’s and Singer Sewing (Californians on NBC-TV), and Beechnut (Dick Clark Show on ABC-TV). &Y&R bills in about 18 network tv daytimers, advertisers including P&G, General Foods, American Home and Beechut. Big spot advertisers (radio and tv) include P&G, Bristol-Myers and General Foods, Piel’s beer, Gulf Oil, Manufacturers Trust Co. and Metropolitan Life.

BBDO: Combined tv-radio billing $88 million; $73 million in television ($47 million in network, $26 million in spot); $15 million in radio ($12 million in network, $3 million in spot); tv-radio share of overall billing: 41%

BBDO, which maintains its four position in the top 50, begins the pattern in agencies retaining their ranking while increasing their billing. JWT, BBDO and Bates of the top five broadcast agencies all showed gains, BBDO coming up with the smallest increase ($3 million) among this trio.

Aiding the competitive strides at BBDO are such stalwarts as Campbell Soups, American Tobacco, DuPont, some Lever brands, General Electric, Armstrong, Bristol-Myers and General Mills.

Primarily, &Y&R’s (radio and tv) accounts are Campbell, Coty, Schaeffer beer, DeSoto and American Tobacco (Lucky Strike, Hit Parade cigarettes). In network tv, DuPont has Show of the Month (CBS-TV) and has bought into Steve Allen Show on NBC-TV; Pittsburgh Plate Glass made its first move into network tv (CBS-TV’s Garry Moore Show); Campbell has Lassie on CBS-TV, added Donna Reed Show on ABC-TV; Lever dropped Life of Riley but added You Bet Your Life (NBC-TV) as well as participating in two network daytime programs. BBDO handles billing on specials for General Foods, W. A. Sheaffer Co. (pens) and Philco. Veteran shows include General Electric’s GE Theatre (CBS-TV); Armstrong’s alternate Armstrong Theatre on CBS-TV and Bristol-Myers’ sponsorship in Playhouse 90 (CBS-TV).

TED BATES & CO.: Combined tv-radio billing $84 million; $78 million in tv ($39 million in network, $39 million in spot); $6 million in radio ($4 million in network, $2 million in spot); tv-radio share of overall billing: 79%

Ted Bates billed $41 million in spot (radio and tv) alone this year, and with about $6 million in network tv, in network tv has maintained itself as one of the top five radio-tv agencies. (After Bates there is a considerable drop to the No. 6 spot.)

The agency came up $7.5 million over last year, most of it in tv network increases (up $6 million), some in spot tv (up $2.5 million), while radio hit about $1 million below its level of a year ago.

Top spenders at Bates include Brown & Williamson, which is heavy in spot in these network shows—CBS-TV’s The Texan and Wanted, Dead or Alive and ABC-TV’s Naked City and Wednesday Night Fights; Colgate-Palmolive also in Bates’ spot arsenal, is in CBS-TV’s Mid-millionaire and Perry Mason and NBC-TV’s Thin Man and participates in daytime shows; Whitewall, in addition to spot use, numbers ABC-TV’s John Daly and the News, and alternate sponsorship of the network’s Colt 45; Have Gun, Will Travel, Name That Tune and alternate weeks of Pursuit, all on CBS-TV, and Behind Closed Doors on NBC-TV, among its network shows; also has sponsorship in a number of daytime network tv programs, in which Bates also handles billing for Standard Brands’ sponsorship in at least four, while Carters and American Chicle share with Whitewall in ABC-TV’s 77 Sunset Strip and Carters co-sponsors with Whitehall on CBS-TV’s Sunday News Special.

Also added to these are Carters in CBS-TV’s Doug Edwards and the News, American Chicle (Supermarket Brands), participation in daytime network programs and Continental, a big spot user, which also is in NBC-TV’s daytime Howdy Doody. Anshel (Warner-Lambert) is in spot only.

BENTON & BOWLES: Combined tv-radio billing $66.5 million; $65 million in television ($40 million in network, $25 million in spot); $1.5 million in radio ($250,000 in network, $1.25 million in spot); tv-radio share of overall billing: 41%

Led by Procter & Gamble and General Foods in spot and alternate sponsorship of Zen-Grey activity, Benton & Bowles attests to an unusual broadcast billing pickup in the year. Increase: $12 million.

Not only are the blue chips putting more into the media, particularly tv, but B&B has been handling accelerated broadcast activity in new such accounts as P&G’s Zantac and Post Cereal brands. Parliament cigarettes has upped its broadcast use during the year. P&G has several daytime shows on two networks (CBS-TV and NBC-TV), is a sponsor of Loretta Young Show and This Is Your Life (both NBC-TV) and The Rifleman on ABC-TV. General Foods has a network trio in daytime hours on weekends (Fury and Ruff ‘n Reddy on NBC-TV, Mighty Mouse Playhouse on CBS-TV), and has this network show arsenal: Danny Thomas Show, Ann Sothern Show and December Bride, all solely-sponsored on CBS-TV, and one-half sponsored on NBC-TV. S. C. Johnson is the other Zen-Grey sponsor, for which B&B bills, and also is in Red Skelton on CBS-TV. Bordens is in Fury (NBC-TV), while Schick has half of the Phil Silvers Show (CBS-TV).

LEO BURNETT: Combined tv-radio billing $54.25 million; $51.2 million in television ($39.3 million in network, $11.9 million in spot); $3.05 million in radio ($2.8 million in spot, $250,000 in network); tv-radio share of overall billing: 58%

Burnett’s star continued in the ascendency during 1958 as the agency hit close to the golden $100 million mark in overall billings and zoomed well over $50 million in broadcast monies. The agency increased tv billings but cut radio expenditures about half. Burnett added such prime accounts as Chrysler Corp. institution ($10 million) and export, Philip Morris cigarettes ($5 million), Swift & Co. (Arrow, Vigor, etc., $1.5 million) and Star-Kist Tuna (another $1.5 million), plus the life insurance and accident-sickness-hospitalization lines of Allstate Insurance Co. (minimal budget at present). With these new accounts, Burnett’s overall billings jumped over $15 million, with a good share in broadcasting.

The agency’s network lineup: Playhouse 90 (CBS-TV) for Allstate; Amos ’n Andy, Galen Drake and Robert Q. Lewis (CBS Radio) for Bauer & Black; Captain Kanga...
JWT'S $113.5 MILLION TEAM

J. Walter Thompson draws broadcast billing from 39 major accounts using the media and handled chiefly from the New York headquarters and the Chicago office. Buying is through account groups set up on the "horizontal" basis, media and radio-tv group heads (programming) specifically assigned account responsibilities. Media and radio-tv groups coordinate their buying strategy, the latter in the main concentrating on network programs. Each media director has space and timebuyers assigned to him. Each office operates autonomously, media and radio-tv group heads reporting to the office manager who in turn is responsible to the management committee in New York headed by President Norman H. Strouse. Says Mr. Strouse of JWT's broadcast buying climb: It's reflective of the rise in the economy, strength of the tv department and the quality of the work. JWT's strong broadcast departmental facility must include the executives who work at the agency, many of whom are pictured or listed here.

MANAGEMENT COMMITTEE
Major decisions at J. Walter Thompson traffic through the Management Committee, composed of President Strouse and Howard Kohl, JWT secretary; Henry Flower Jr., vice chairman, and Samuel W. Meek, vice chairman.

NEW YORK
As in all JWT bureau operations, New York operates by close liaison between media and programming teams. The two top media people are Arthur Porter, v.p. and media director (also account supervisor on Chesbrough-Ponds), and Richard P. Jones (account supervisor on Scott Paper). Programming chiefs are Dan Seymour, v.p. and director of the radio-tv department; John Devine, v.p. and the department's administrative chief, and H. Bart McHugh Jr., v.p. and associate director. The accounts they supervise are listed below, along with the associate media director (listed first) and radio-tv program man for each account.

ALUMINUM LTD.
Phillip Birch, Bart McHugh

ATLANTIS SALES
Robert Lilien, Storrs Haynes

BLUE CROSS
Anne Wright, Bart McHugh

BOYLE-MIDWAY
Robert Lilien, Storrs Haynes

BRILLO
Anne Wright, Bart McHugh

CHAMPION SPARK PLUGS
Ruth Jones, Robert Buchanan

CHESEBROUGH-PONDS
Anne Wright, Bart McHugh

CHURCH & DWIGHT
Robert Lilien, Storrs Haynes

EASTMAN KODAK
Phillip Birch, Woodrow Benoit

FORD DEALERS
James Luce, Bart McHugh & Norman Varney

FORD ENGLISH-BUILT
James Luce, Robert Buchanan

FORD MOTOR
James Luce, Robert Buchanan

JOHNS-MANVILLE
Robert Lilien, Bart McHugh

LEVER BROS.
Jack Green, Storrs Haynes

MENTHOLATUM
Anne Wright, Bart McHugh

NORTHEAST AIRLINES
Robert Lilien, Storrs Haynes & Norman Varney

PAN-AMERICAN AIRWAYS
Anne Wright, Bart McHugh

PURCOLATOR
Robert Lilien, Robert Buchanan

READER'S DIGEST
Robert Lilien, Woodrow Benoit

RICHARD F. BIRCHIE
Robert Lilien, Bart McHugh

SCOTT PAPER
Richard P. Jones, Robert Buchanan

SHELL OIL
Philip Birch, Norman Varney

STANDARD BRANDS
Robert Lilien, Storrs Haynes

SYLVANIA
Ruth Jones, Woodrow Benoit

WARD BAKING
Robert Lilien, Storrs Haynes & Norman Varney

W. F. YOUNG
Philip Birch, Bart McHugh

CHICAGO
The operational system is like New York's with media reporting to John de Bevec, v.p. and media director, and programming to John Mosman, v.p. and director of radio-tv. Associate media directors (listed first) and radio-tv group heads for each account are listed below.

BOWMAN DAIRY
A. G. Ensrud, Arthur Young

CHIN KING FOODS
Richard Hyland, Arthur Young

CONTINENTAL AIRLINES
A. G. Ensrud, Robert S. Wolfe

ELGIN NATIONAL WATCH
Richard Hyland, Sherill Taylor

JOHNSON MOTORS
Robert Thurmond, R. J. Brewster

KRAFT
E. K. Grady, Floyd Van Eten

LIBBY, McNEILL & LIBBY
Robt. Thurmond, Arthur Young

MURINE
E. K. Grady, E. J. Sherwood

PHARMA-CRAFT
Robt. Thurmond, R. J. Brewster

QUAKER OATS
E. K. Grady, Robert S. Wolfe

SCHLITZ
Lowell Helman, R. J. Brewster

SEALY MATTRESS
Richard Hyland, Robert Wolfe

7-UP
Robt. Thurmond, Sherill Taylor

DETECT
Eldon Hazard, v.p. for radio-tv
William Hocker, assistant (commercials)

HOLLYWOOD
Corwell Jackson, manager
Charles Vanda, v.p. and director of programming
William Wilgus, v.p. and production supervisor

SAN FRANCISCO
Forrester Mashbir, group head
Francis Austin, timebuyer
COMPTON ADV.: Combined tv-radio billing: $47.25 million; $45 million in television ($24.75 million in network; $20.25 million in spot); $2.25 million in radio ($750,000 in network; $1.5 million in spot); tv-radio share of overall billing: 63%.

Increasing its share of broadcast billing by 13% over 1957, Compton Adv. gained a number of radio-television users, among them the spot-heavy Jacob Ruppert Brewing Co. (from Warwick & Legler), General Baking Co. (from BBDO), and Eversharp-Schick Inc. (from Cunningham & Walsh). Additionally, Places new Brocket & Gamble products on the air (network as well as spot): Ivory Liquid and Comet Cleanser. Then, too, its broadcast hopper will be swelled next week when the Chesebrough-Pond’s billing on the recently-acquired Seaforth line (ex-Vick Chemical) becomes effective; Compton’s gain is Norman, Craig & Kummel’s loss.

P&G continued to be Compton’s biggest broadcast account, billing a spread of daytime serials on CBS-TV, NBC-TV’s Loreta Young Show, This Is Your Life, ABC-TV’s Wyatt Earp and CBS-TV’s The Line-Up, which it shares with Y&R. It lost the west coast portion of Bond Clothes and surrendered spot-using Nehi beverage to D’Arcy.

N. W. AYER & SON: Combined tv-radio billing $45 million; $30 million in tv ($17 million in network; $13 million in spot); $15 million in radio ($3 million in network; $12 million in spot); tv-radio share of overall billing: 35%.

Ayer increased its broadcast billing by $14 million over last year, paced by the network tv debuts of Breck and Hill Bros. and the return to this medium by Sealsetc, all of whom were sponsors of Shirley Temple Storybook on NBC-TV. Added billing also came from Bell Telephone System, which bought Telephone Time on ABC-TV, Bell Science Series and a group of music programs on CBS unaffiliated.

An extremely active advertiser in spot and network radio and television was Armour & Co., which bought into Arthur Godfrey Time on CBS-TV, Mickey Mouse Club on ABC-TV and daytime packages on NBC and ABC.

In 1958 Ayer represented 46 clients in television and 60 in radio. Expanded budgets in spot radio and television were ordered by such clients as Atlantic Refining Co. (active in sports and weather shows), Chrysler Corp., DuPont, Corning Glass Works, Hamilton Watch Co., Philip Morris and Yardley & Co., plus other clients who are busy in network radio and tv.

LENNEN & NEWELL INC.: Combined tv-radio billing $37.9 million; $32.2 million in television ($26.1 million in network; $6.1 million in spot); $5.7 million in radio ($500-000 in network; $5.2 million in spot); tv-radio share of overall billing: 52%.

Although its radio-television share dropped by 2% in 1958, L&N kept forging ahead, propelled in part by its acquisition of and merger with several other agencies this past calendar year. On June 1, L&N absorbed Merchandising Factors Inc., San Francisco, merged this agency with L&N’s San Francisco and Los Angeles offices to become the L&N West Coast Div.; on Oct. 1, L&N merged with Buchanan & Co., picking up the broadcast billing of Reynolds Metal Co., which when added to substantial spot billing of the Stokely-Van Camp account (gained by Merchandising Factors from Cunningham & Walsh) shot up the radio-television roster; on Jan. 1, L&N became a $38 million agency with the merger of C. L. Miller Co., agency for radio-television Corn Products-Best Foods—billing $8 million (50% in broadcast media).

One reason for a smaller percentage of overall business in radio-television this year is that L&N acquired so many print accounts; another was the loss of several radio-television users, among them Warner-Lambert’s Bromo Seltzer and Fizzies (to Warwick & Legler and Lambert & Feasley, respectively); Benrus Watch to Grey Adv., and some Colgate-Palmolive business to Norman, Craig & Kummel.

Conversely, L&N’s P. Lorillard business increased with hyped spot-network allocations for Newport and Kent cigarette brands (CBS-TV’s Arthur Murray Party, ABC-TV’s High Riders and John Daly news; CBS-TV’s $64,000 Challenge, dropped and replaced with Person to Person, and $64,000 Question, dropped and replaced with Keep Talking).


WILLIAM ESTY CO.: Combined tv-radio billing $39 million; $35 million in television ($27 million in network; $8 million in spot); $4 million in radio ($1.5 million in network; $2.5 million in spot); tv-radio share of overall billing: 52%.

R. J. Reynolds Tobacco Co. ranked highest in Esty’s tv-radio billing with network sponsorship of ABC-TV’s Lawman, CBS-TV’s I’ve Got a Secret, Playhouse 90. and Phil Silvers Show, and NBC-TV’s Bob Cummings Show, People Are Funny, Wagon Train, and Northwest Passage, plus heavy spot tv and radio. Reynolds also sponsors network radio newcasts on ABC. Second in network tv billing was National Carbon for Prestone antifreeze and Ever-ready batteries, with sponsorship in CBS-TV’s Perry Mason and Playhouse 90. ABC-TV’s Cheyenne and NBC News Spot tv and radio users, aside from Reynolds and National Carbon, included P. Ballentine & Sons beer and ale, Sun Oil, Ben Gay, Pauquin’s cosmetics and Hire’s root beer.

KENYON & ECKHARDT: Combined tv-radio billing $37.2 million; $30 million in television ($22.3 million in network; $7.7 million in spot); $7.2 million in radio ($1 million in network; $6.2 million in spot); tv-radio share of overall billing: 65%.

K&E has been shaving off a broadcast...
There is one Crown that always "wears well" — and that's the sparkling Royal Crown known familiarly as RC Cola. Thanks to WMAR-TV, the message about RC Cola's distinctive "lightness and lift" has definitely been getting across to our friendly customers.

The sale of Royal Crown Cola, Nehi flavors and Upper 10 is steadily increasing in the Baltimore market area, and WMAR-TV has played an important role in our successful campaign. We at Royal Crown Cola greatly appreciate the friendly co-operation on the part of the entire staff of WMAR-TV and are looking forward to continued pleasant associations in the future.

K. H. BURCHAM
Vice President

WMAR-TV
Channel 2, Baltimore
Sunpapers Television
"MARYLAND'S PIONEER TELEVISION STATION"

Contact Your KATZ Rep. Now!

TV SUCCESS STORY

ROYAL CROWN BOTTLING COMPANY

We at the D&H Distributing Co., Inc., are most pleased to say that our television spot schedule on your station really paid off with a plus volume. All of the retailers who participated in our sales promotion of Signal Fans stated that the results have been phenomenal for them. Ever since the inception of this TV Spot Promotion on WMAR-TV, Channel 2 we have been able to sell these famous fans in large quantity and at this point we would like to thank Stu Kerr and all station personnel for their fine spirit of cooperation. The Roman Advertising Agency deserves a mention for planning this perfect schedule since it brought us the ultimate in results proving again that a television advertising campaign for a good product guarantees results.

Edward Huppert
D & H Distributing Company, Inc.

WMAR-TV
Channel 2, Baltimore
Sunpapers Television
"MARYLAND'S PIONEER TELEVISION STATION"

NIELSEN: (SEPT. 7-OCT. 4, 1958)
Again WMAR-TV reached more homes than any other Baltimore station (aggregate total of 1/4 hours 7 A.M. to Midnight, Sunday through Saturday). Seven out of the top ten programs are on Channel 2.

AMERICAN RESEARCH BUREAU (ARB)
The October, 1958, ARB shows WMAR-TV leading with 35.8% share of audience—six out of the top ten programs in the Baltimore area are on Channel 2.
The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.
FOOTE, CONE & BELDING: Combined tv-radio billing $35.5 million; $29 million in television ($26.1 million in network, $2.9 million in spot); $6.5 million in radio ($3.9 million in network, $2.6 million in spot); tv-radio share of overall billing: 36%

FC&B’s pace has quickened by tv network billing, which accounted for most of the $3.3 million broadcast increase this year. Kimberly-Clark, for example, is in Playhouse 90 on CBS-TV and Perry Como on NBC-TV; S. C. Johnson’s wax is on Red Skelton (CBS-TV); Zenith Radio participated earlier in the year on Steve Allen (NBC-TV); Hallmark cards on its NBC-TV specials; General Foods (Kool-Aid) in Mickey Mouse Club (ABC-TV). In addition, FC&B billed on participation in Cheyenne-Sugarfoot on ABC-TV, I Love Lucy reruns on CBS-TV, as well as Lever Bros. product participation in a number of network shows. Reltngold buys tv syndication, and other spot tv users include Johnson’s Wax, Kimberly-Clark, PepsiCo, Sanka, Coffee, Armour, Tidewater and Kool-Aid among others; Lever’s Pepes and Air-Wick, Armour and Kool-Aid are heavy in radio.

SULLIVAN, STAUFFER, COLWELL & BAYLES: Combined tv-radio billing $30 million; $23.6 million in television ($17.2 million in network, $6.4 million in spot); $5.4 million in radio ($1.1 million in network, $5.3 million in spot); tv-radio share of overall billing: 70%

Up $3.3 million from last year, SSC&B continued the higher billing pace set in 1957 when it gained four new clients. Billing was coming in from its diversified package goods list, chiefly from Noxema (NBC-TV’s Perry Como Show); Pall Mall (NBC-TV’s Wells Fargo & M-Squad); Block Drug (NBC-TV’s Jack Paar) and Carter Products sponsorship in football (bowl games) and other sports events. Network radio clients include Lever’s Breeze, while Rise, Pall Mall, Salada Tea, Duffy-Mott Products (Clapp’s, Matt’s apple juice and Sunsweet) and Arrid are active in spot tv and spot radio.

CAMPBELL-EWALD CO.: Combined tv-radio billing $30 million; $25.5 million in tele-

CONTINUED
vision ($20.5 million in network, $5 million in spot); $4.5 million in radio ($3 million in network, $1.5 million in spot); tv-radio share of overall billing: 33%.

Campbell-Ewald continued boosting its broadcast spending in 1958 with 33 cents of each client dollar going into tv and radio instead of only 27 cents on the dollar last year. Partly responsible for the increase was Hertz Corp. (auto rentals) which bought CBS Radio news and Kroger Grocery Co., heavy in radio-tv spot. The agency resigned Kroger at the end of October, however, and the account landed at Campbell-Mithun Inc. Campbell-Ewald continued heavy spending for Chevrolet on Chevy Show With Dinah Shore on NBC-TV and Pat Boone Chevy Showroom on ABC-TV, adding news on CBS Radio. It also continued Lowell Thomas on CBS Radio and Mr. Thomas' High Adventure on CBS-TV for the General Motors Delco-Remy Div. Goebel beer is still heavy in radio-tv spot and sports.

CUNNINGHAM & WALSH: Combined tv-radio billing $22 million; $13 million in television ($3 million in network, $10 million in spot); $9 million in radio ($2.5 million in network, $6.5 million in spot); tv-radio share of overall billing: 40%.

C&W is up $5 million, most of the increase in spot tv—more spending by clients and additional spot billing this year from new accounts Jergens lotion and Stephan's continued strong in broadcast advertising in both radio and tv sports events such as Caflcade of Sports on NBC-TV and NBC Radio. General Electric kept Cheyenne on ABC-TV until September and returns Jan. 4, 1959, with College Quiz on CBS-TV. Heinz 57 foods vacated spot film syndicators on NBC-TV and Captain Gallant on NBC-TV in favor of participations on four NBC-TV daytime show while Pittsburgh paint sponsored the night version of Garry Moore Show on CBS-TV. Charles E. Hires Co. was light in spot tv. Maxon added Safeway Stores New York Div. during the year, a radio spot account.

Cunningham & Walsh: Combined tv-radio billing $16.8 million; $15.8 million in television ($14 million in network, $1.8 million in spot); $1 million in radio ($700,000 in network, $300,000 in spot); tv-radio share of overall billing: 55%.

Maxon held its dollar level of radio-tv billing during the year but increases in spending in other media dropped the broadcast proportion from a previous 60% to 55% in 1958. Gillette continued strong in broadcast advertising in both radio and tv sports events especially in its principal accounts, Goebel beer, heavy in radio-tv spot.

NEEDHAM, LOUIS & BRORBY: Combined tv-radio billing $16.8 million; $13.9 million in television ($11.4 million in network, $2.5 million in spot); $2.9 million in radio ($200,000 in network, $2.7 million in spot); tv-radio share of overall billing: 47%.

NL&B boosted its broadcast billing $2.8 million over last year, with tv responsible for $2.1 million of this jump. It added such broadcast accounts as Renault (small foreign cars) and Oklahoma Oil (estimated $2 million) and lost part ($3 million) of Quaker Oats (Ken-L products) to J. Walter Thompson (which earlier dropped Swift's Pard dog food).

Agency network activity during 1958 included S. C. Johnson & Son's Yancy Der ringer, Zone Grey Theatre, Red Skelton Show, Spotlight Playhouse, Johnson's Wax Theatre and Verdict Is Yours (all CBS-TV), and Steve Allen Show, Matinee Theatre, Treasure Hunt and Truth or Consequences (NBC-TV) for wax products; Lever Bros.' Father Knows Best, Jackie Gleason Show and For Love or Money (CBS-TV) and Confession (NBC-TV) for detergent and other products; Campbell Soup Co.'s Lassie (CBS-TV) and Donna Reed Show and Peter Lind Hayes Show (ABC-TV), for V-8 vegetable juices, pork and beans; State Farm Insurance Companies' Game of the Week (CBS-TV); Kraft Foods Co.'s Kraft Music Hall with Milton Berle and Baby毛泽东 (NBC-TV) for margarine, shortening, oil, other products; Morton Salt Co.'s Alex Dreier Show (NBC Radio). Renault, with $168,000 in fresh money, bought alternate weeks (six shows) on Edward R. Murrow's Small World (CBS-TV).

In Canada S. C. Johnson & Son Ltd. sponsored Cannonball, Red Skelton, Dragnet and five Wayne & Schuster specials.

Spot tv activity primarily involved Household Foods Co., Lever Bros., State Farm Insurance, Campbell Soup and Oklahoma Oil; spot radio was used for HFC, State Farm, Campbell and Oklahoma.

ERWIN WASEY, RUTHRAUFF & RYAN: Combined tv-radio billing $16.5 million; $11 million in television ($8 million in network, $3 million in spot); $5.5 million in radio (all in spot); tv-radio share of overall billing: 29%.

EWR&R's increase in broadcast billing of $1.5 million over last year resulted from acquisition of three air-minded, out-of-state accounts Pursettes, Lanolin Plus and Joe Lowe Corp. —and expanded budgets by some of its other clients. The gain was achieved despite the loss during the year of such spot advertisers as Bon Ami and Sun Oil. Network television advertisers include Carnation Co. for George Burns Show and Campana, A. & E. Staley Mfg. & Goodbody Co. for daytime segments. Active in network radio were Wrigley, Staley, Campana and White King Soap Co. EWR&R had impressive tv billing overseas in the United Kingdom but this business was not considered in this breakdown.

GREY ADV.: Combined tv-radio billing $16.5 million; $11.1 million in television

CONTINUED PAGE 48 BROADCASTING
KRON is TV in SF

San Franciscans are sold on KRON-TV

New Data on SF
"How Nielsen Sees San Francisco"
Ask PGW for your copy

- SAN FRANCISCO CHRONICLE - NBC AFFILIATE - CHANNEL 4 - PETERS, GRIFFIN, WOODWARD -
RUN YOUR OWN

YANKEE DAY

The story of George M. Cohan, "Mr. Show Business Himself," starring James Cagney in this greatest of all song and dance hits.

Audiences are still singing his grand old songs: "It's A Grand Old Flag," "Mary," "Over There," "Give My Regards To Broadway,"
SPECTACULAR!

DOODLE DANDY!

NOW AVAILABLE FOR THE FIRST TIME ON TV

LIMITED TO 2 SHOWINGS ONLY

What an opportunity to do the kind of spectacular only networks have been able to program! From December 1, 1958 to July 5, 1959 "Yankee Doodle Dandy," smash hit musical is available for two showings only! It's the film everybody wants to see again. Schedule one showing in the winter and the second as a perfect patriotic tie-in during the July 4th period.

WINNER OF 3 OSCARS. NOMINATED FOR 5 MORE!

ALREADY BOUGHT BY

WBBM-TV, Chicago; WTVN-TV, Columbus, Ohio; WJAR-TV, Providence; WFBM-TV, Indianapolis; WSYR-TV, Syracuse; KNXT, Los Angeles; KUTV, Salt Lake City; CKLW-TV, Detroit; WTEN, Albany; KTNT-TV, Tacoma-Seattle; KBET-TV, Sacramento; KVAR, Phoenix; KROC-TV, Rochester, Minn.; WWLP, Springfield, Mass.; WHDH, Boston; WCNY-TV, Carthage, N. Y.; KCSJ-TV, Pueblo; KTVU, San Francisco; and WABT, Birmingham.

For full details, write, wire, phone:

United Artists Associated, Inc.
345 Madison Ave., Murray Hill 6-2233
75 E. Wacker Dr., Dearborn 2-2030
1511 Bryan St., Riverside 7-8553
9110 Sunset Blvd., Crestview 6-5889

NEW YORK CHICAGO DALLAS LOS ANGELES
(8.5 million in network, $2.6 million in spot); $5.4 million in radio ($1 million in network, $4.4 million in spot); tv-radio share of overall billing: 39%.

Broadcasting at Grey this year showed a gain of more than $1 million over 1957, attributed largely to such new accounts as Westinghouse Electric Corp., Ronson Corp., and General Electric Co. The agency lost no radio-tv clients during the year.

Highlights of Grey's broadcast activity in 1958 include network sponsorship by Greyhound Corp. on NBC-TV's Steve Allen Show; Mennen Co. on CBS-TV's Pursuit; Ronson Corp. on CBS-TV's Arthur Godfrey Time, and Van Heusen Corp. on CBS-TV's Perry Mason. Spot radio-tv advertisers active during the year were Block Drug Co., Greyhound, Chock Full O' Nuts Corp., Chunky Chocolate Corp., Hoffman Beverage Co., G. Krueger Brewing Co. and R. H. Macy Co.

PARKSON ADV.: Combined tv-radio billing $15.8 million; $15.6 million in television ($15 million in network, $600,000 in spot); $200,000 in radio (all spot); tv-radio share of overall billing: 90%.

More J. B. Williams billing (obtained in October 1957 when Pharmaceuticals acquired the toiletries firm) showed up during the year. Parkinson, which picked up nearly $1 million this year, primarily bills in network tv for both Williams and Pharma-
cuticals. Activity was in such shows as Arthur Godfrey (both daytime and nighttime periods), Jackie Gleason, Amateur Hour, To Tell the Truth, all CBS-TV; the daytime and weekly nighttime Concentra-
tion, and Arthur Murray on NBC-TV (also 1958 but now off the air, End of the Rainbow and What's It For?, both NBC-
TV); and three other daytime shows on both NBC-TV as well as CBS-TV. Also during 1958, Parkinson handled billing on Twenty One (NBC-TV).

GRANT ADV.: Combined tv-radio billing $15.5 million; $12.8 million in television ($9.8 million in network, $3 million in spot); $2.7 million in radio ($100,000 in network, $2.6 million in spot); tv-radio share of overall billing: About 25%.

Grant Adv.'s domestic radio-tv billing dipped $500,000 from last year, with most other categories remaining about the same. The agency attributes the dip largely to the termination of its contract with The Angels last April and the summer hiatus of the Lawrence Welk Plymouth Show.

The biggest defection in the Grant camp was loss of Florists Telegraph Delivery Assn. (about $2.8 million), which went to Keyes, Madden & Jones, and for which, through September, it carried Edward R. Murrow's Person to Person and a subse-
quent film series. (It picked up the Swan-
son Cookie Co. account, worth about $500,-

00.) The biggest network advertisers were the Dodge Lawrence Welk Show and new Plymouth Show.

Active spot clients were Dodge, Ply-
mouth, Dr. Pepper, Comet Rice, Warren Petroleum and various other regional and smaller accounts.

D'ARCY ADV.: Combined tv-radio billing $15.5 million; $10.5 million in television ($6.5 million in network, $4 million in spot); $8 million in radio (all spot); tv-radio share of overall billing: 32%.

D'Arcy broadcast billing jumped by $1.5 million this year, resulting primarily from the Olin Mathieson Chemical Corp. entry into tv corporate advertising with Small World on CBS-TV and partly from Stude-
baker-Packard's campaign on NBC-TV and new spot tv business from Halo. Other network tv business came from Gerber's participations on daytime shows and Patterson-Sargent (paints) purchases on NBC-
TV's Today. Active spot-radio clients were Anheuser-Busch Brewing (Budweiser), Ger-
ber's, Standard Oil Co. of Indiana and General Tire & Rubber Co.

CAMPBELL-MITHUN: Combined tv-radio billing $15.5 million; $13 million in tele-
vision ($9 million in network, $4 million in spot); $2.5 million in radio (all spot). tv-radio share of overall billing: 48%.

The Minneapolis-based agency dipped

CONTINUED PAGE 50

THE PRINCIPLE OF MEDIOCRITY

Television is in "another season of sec-
ond-rate programming" and a "self-destruc-
tive cycle" in which "reduced audience" and "weakened economics" perpetuate one an-
other, according to an article in the De-
cember issue of Fortune, which appears this week.

The article is called "Tv: The Light That Failed." It says pay television may be the "curative force" of the piece is that while "tv might be a magnificent medium," the "sta-

tles of tv today are pap."

"Television's exotic economies have reached a stage where they cannot be de-
pended upon to improve the product [the program]," the article asserts. "On the con-
trary, tv economics tend to establish and perpetuate mediocrity. Moreover, a strong argument can be made that as mediocrity pervades the medium, a chain reaction is set up that leads to a further debasement of product and a further strain on television's financial structure.

Fortune cites "five factors" which it says have had "the effect of increasing the al-
ready awesome pressure within the medi-
dium." It summarizes them thus: "The finan-
cial squeeze, the buyers' market, audience saturation, greater selectivity among view-
ers, and some doubt among advertisers."

The article concludes:

"Most sponsors may still continue to stick it out in television, even those with

unhappy experiences like Bulova Watch (which took a beating last season on $1.75 million worth of Frank Sinatra shows) or Shulton (Old Spice toiletries), whose first-
quarter earnings were down because of high advertising costs (alternate sponsorship of the Eve Arden Show).

"But one bad experience makes them doubly wary about the shows they subse-
quent back in this biggest and costliest of advertising gambles."

The article says its "delineation of the strained state of affairs now prevailing in television is not intended to imply that some cabal of willful men is intent upon the de-
basement of a great medium of communica-
tion. Nor does it dismiss the good things to be found on television...but it does mean that television has reached a kind of ceiling in which mediocrity is increasing and that only through some drastic change in the medi-
dium's evolution will the excitement and aspiration of, say, 1954, return to our tv screens."

Fortune quotes Brig. Gen. David Sarnoff, board chairman of RCA, as having once said: "With television the future of the profession as a plumber laying a pipe. We're not responsible for what goes through the pipe."

Sylvester L. (Pat) Weaver Jr., former president and board chairman of NBC, is described as one "looked upon by many in the industry as a sort of personification of tv's potential scope, dynamism and audaci-
ty." His departure from NBC in 1956 is seen as the abandonment of "an entire pro-
gramming philosophy."

ABC-TV's rise as a third major network, the article continues, seems likely "to con-
tribute further to the degradation of quality at CBS and NBC." Fortune also says ABC-
TV made a "rate break" on daytime charges and that "rate cuts are in prospect [if the ABC venture succeeds] with an inevitable tightening up of program budgets."

Film packagers also get a going-over in the article. They are accused, generally, of contributing to the "mediocrity" of pro-
gramming.

The article sees some hope in color and videotape but its conclusion is that "the curative force" may be pay television.

"One thing for sure," it says, "a poten-
tially magnificent medium is not going to be kept in a state of continual adolescence on the notion that the public can get shoddy merchandise free, it won't pay to get quality merchandise elsewhere."

"As for commercial television's counter-
argument that it would collapse under the competition, pay tv is not going to come overnight. Commercial tv will have plenty of opportunity to make a solid structure of its jury-built establishment and do it for the first time under the influence of competition, a force that has worked miracles for quality improvement throughout our sys-
tem."
2nd ARBITRON Report, for October,

AGAIN ESTABLISHES lively

NEW YORK'S No.1

INDEPENDENT TELEVISION STATION

WNEW-TV ............... 10.8
Independent B ............... 6.7
Independent C ............... 6.1
Independent D ............... 4.8

* Based on TOTAL HOURS of viewing, sign-on to sign-off, entire week - NOT ON SELECTED TIME PERIODS - NOT ON ISOLATED FEATURES!
about $1.3 million in broadcast billing, off almost equally in network and spot tv, with radio up $1 million. Biggest switch of the year: C-M inherited 11 divisions of the Kroger Co. from Campbell-Ewald Co., giving it control over all Kroger's 22 units, plus the manufacturing division, for perhaps $3 million in billings, including $2.5 million in radio. (Billings actually started accruing Nov. 1. C-M previously had serviced 11 other divisions.)

C-M's leading network tv advertisers were Pillsbury Co., including As The World Turns, Edge of Night, Art Linkletter's House Party, and Love Lucy on CBS-TV; Gold Seal Co. (Glass Wax) for Mickey Mouse Club on ABC-TV; Hamm Brewing Co. (Hamm's beer) for NBC major league baseball on weekends, Green Bay Packers pro football on CBS-TV and Perry Mason on the same network, in the west and midwest, and American Dairy Assn., for participating sponsorship of the Perry Como Show on NBC-TV.

Prominent spot radio tv advertisers included Hamm's, Gold Seal, Malt-O-Meal (cereals), Ballard Flour Co., Kroger's, Morrell (Red Heart dog food), Top Value Stamps, and Northwest Airlines. Campbell-Mithun placed no network radio.

NORMAN, CRAIG & KUMMEL: Combined tv-radio billing $14.6 million; $10.5 million in television ($6.4 million in network, $4.1 million in spot); $4.1 million in radio ($1 million in network, $3.1 million in spot); tv-radio share of overall billing: 40%.

NC&K increased its radio tv billing $4.3 million and broadcast activity accounted for more of the agency's overall billing this year. The tally was aided by Colgate-Palmolive (Veto deodorant and Vel shampoo) which participated in Big Payoff, Top Dollar on CBS-TV and The Thin One on NBC-TV. Other advertisers: Pabst Co., acquired in 1957, was in spot tv; Warner Lambert, a radio-spot tv user, also was in NBC-TV's Restless Gun; Willys was in ABC-TV's Maverick; Speidel was in Price Is Right on NBC-TV, while Hudson Paper was in spot tv and spot radio.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: Combined tv-radio billing $13 million; $10.5 million in television ($6.5 in network, $2 million in spot); $2.5 million in radio ($500,000 in network, $2 million in spot); tv-radio share of overall billing: 54%.

A jump of more than $1.5 million in radio over last year was a strong factor in adding $3 million more in billing to the agency's 1957 broadcast total. In network radio, Bristol-Myers used the Wilma Soss financial news program on NBC Radio as well as special sports events. Activation of radio and spot tv advertisers were Fulham Bros. (frozen foods), the Borden Co. and its Pioneer Div., McCormick & Co. (spices) and two new accounts—Mueller macaroni and Noxzema. The dominant network tv advertiser was Bristol-Myers, with Peter Gunn on NBC-TV and Mickey Mouse Club on ABC-TV, and Pharmaco Inc., with It Could Be You and Comedy Time, both on NBC-TV.

GARDNER ADV.: Combined tv-radio billing $11.5 million; $8.02 million in television ($5.2 million in network, $2.83 million in spot); $3.45 million in radio ($750,000 in network, $2.7 million in spot); tv-radio share of overall billing: 50%.

The slight increase over Gardner's 1957 broadcast billing of $10.4 million can be ascribed to higher television costs. Gardner's major network advertiser continued to be Pepsi-Cola, which alternates weeks of CBS-TV's Red Skelton show with alternate week quarter-hour sponsorship of CBS-TV's Edge of Night daytimer and sponsorship of NBC Radio's Grand Ole Opry and Sunday Morning, the latter on a Southern regional network.

Ralston Purina for Dog Chow [ADVERTISERS & AGENCIES, Sept. 8] with Miles Labs (Geoffrey Wade Adv.) dropped ABC-TV's Broken Arrow, moving into Leave It to Beaver and Rifleman, both new to the network. On Rifleman, Ralston and Miles shared costs with Procter & Gamble for tv's first triple-sponsored regular weekly 30-minute series. Monsanto Chemical Co., despite the $10.5 million, stuck with CBS-TV's Conquest specials; Anheuser-Busch's "Busch Bavarian" again backed the hometown St. Louis Cardinals on both radio and tv, also buying syndicated film shows, and Grove Labs stuck to spot and network radio on behalf of Bromo Quinine. Gardner gained several new accounts not yet in broadcast media and continued spot testing P&G's new Duncan Hines foods line.

TATHAM-LAIRD: Combined tv-radio billing $11 million; $10.5 million in television ($8.5 million in network, $2 million in spot); $500,000 in radio (all spot); tv-radio share of overall billing: 57%.

Spot tv up, network tv down—but a bigger share for broadcast media overall. That's the story of Tatham-Laird during 1958 as the agency added four new clients and dropped one. Its radio tv billing increased from 48% to 57%, with preponderant emphasis on tv.

As last year, clients who bought sponsorship or participations on several network tv properties included Toni Co. (for White Rain, Prom), Wander Co. (Ovaltine), General Mills (for Kix, Muffin Mix, Sugar Jets, Sunrise soap, Trix), Campbell Soup and Procter & Gamble (Fluffo, American Family soaps, detergents). Spot users (primarily tv) were Campbell, General Mills, Wander, Parker Pen Co., Toni, P&G and Whitehall.

During the past year, Tatham-Laird lost some Armour business but added Whitehall Pharmaceutical ($300,000 Kolynos account) from Grey Adv.; Serta Assoc. ($1 million) from Erwin Wasey, Ruthrauff & Ryan; National Home Corp. from Powell, Schoenbrod & Hall Adv., and, Clark Oil & Refining Corp. (an estimated $1.5 million) from Mathisson & Assoc., Milwaukee.

Clark, aggressive midwest petroleum firm, is perennial sponsor of Braves baseball on a 40-station professional network out of Wisconsin football coverage on WEMP Milwaukee and a user of newscasts and spot announcements ranging up to 140 stations [ADVERTISERS & AGENCIES, Oct. 20].

It continues to put money heavily in radio (about 90% of the budget).

BRYAN HOUSTON: Combined tv-radio billing $10.8 million; $10.1 million in television ($6.6 million in network, $3.5 million in spot); $700,000 in radio (all spot); tv-radio share of overall billing: 60%.

A spurt in spot tv activity led Bryan Houston to a higher broadcast level, its combined figure up nearly $2 million, spot tv alone up $1.5 million. Dristan and Nestel were among the major active broadcast accounts. Whitehall (Dristan, other products) was in such network shows as Behind Closed Doors on NBC-TV; Doug Edwards and the News, Have Gun Will Travel and Name That Tune on CBS-TV, 77 Sunset Strip and John Daly and the News on ABC-TV, and various daytime segments. Nestle (Nescafe) in addition to Gale Storm Show on CBS-TV participated in ABC-TV's Operation Daybreak and was responsible for just about all of the agency's spot radio. Spot tv advertisers included Heublein, (chiefly Maypo and Maltese), Nestle and Whitehall.

OGILVY, BENSON & MATHER INC.: Combined tv-radio billing $10.1 million; $7.7 million in television ($4.8 million in network, $2.9 million in spot); $2.4 million in radio ($600,000 in network, $1.8 million in spot); tv-radio share of overall billing: 54%.

Up $3.7 million in tv-radio billing, O&M spent over half its allocation in broadcast networks. This move being predicated on the introduction of Lever's new Lucky Whip desert topping which supplemented the spot activities of Lever's

CONTINUED PAGE 54
SPeeDy's dominance in Toledo is dramatically demonstrated with the station's receiving the highest morning Hooper rating in its 37 years of operation—56%!* Top listeners' acceptance coupled with an all-time high in customer acceptance reflect WSPD's forward march to give you more mileage for your dollar.

This leadership has been created through balanced programming around the clock, aggressive merchandising, continuous audience promotion, and inspired public service. By all measurements, WSPD stays on top as the one buy to take the billion-dollar Toledo market. Ask your KATZ man for details. *Aug.-Sept. Hooper

"Famous on the local scene"

WSPD
NBC RADIO in TOLEDO

Storer Radio

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

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498
This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television
A gentleman who attributes his success to his knowledge of what goes on in every market. "I don't treat markets alike—because they're different," he says, with more than a little logic. "I cut my advertising pattern to fit my sales cloth."

Mr. Marketknewer obviously likes to coin a phrase as well as money, and he uses Spot Television because it enables him to control his advertising in every market.

To help you know and sell the markets we represent we’ve prepared a “SELLERS HANDBOOK” for each one. They give you everything from A&P Stores to Water Hardness, and we’d like to send you any or all of them listed below.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.
Dove and Good Luck (also at OB&M). Lever also assigned OB&M more network billing (Play Your Hunch, and The Verdict Is Yours [night and daytime versions], and The Price Is Right).

Armstrong Cork Co. continued with Armstrong Circle Theatre on CBS-TV which BBDO shares with OB&M. Pepperidge Farm superseded its successful radio push with a new spot tv broadside on behalf of its breads and new frozen pastries. Telley Tea also expanded radio spot and radio network ads for Helena Rubinstein Inc., which for the first five months of the year backed Sid Caesar Invites You—its first tv network vehicle—dropped this in favor of an extensive national tv spot drive. Rounding out the roster: Schweppes (USA) Ltd. which used radio-tv spot during the spring and summer months. OBM's broadcast total should gain, too, from new billing due on Maxwell House (regular) coffee which General Foods assigned it effective Jan. 1.

D. P. BROTHER & CO.: Combined tv-radio billing $9.15 million; $8.5 million in television ($8.0 million in network, $500,000 in spot); $650,000 in radio (all spot); tv-share of overall billing: 22%.

Brother continued with the broadcast-powered Oldsmobile account, which accounted for most of the agency's $2.3 million tv-radio increase over 1957.

Olds started the 1957-58 season with an hour-long Patric Page Big Record Show, but whittled it down to a half-hour sponsorship last spring when it stepped on the radio-tv spot accelerator in response to Detroit's recession call. This season the General Motors Olds division switched Miss Page from CBS-TV to ABC-TV, signed for two Bing Crosby specials (one of which will be aired this year) and also launched a heavy spot drive on behalf of the '59 model. Last season it sponsored five Jerry Lewis specials on NBC-TV, four of which registered for 1958. Brother withdrew GM's A.C. Spark Plug Div. from the late Wide World when that show went "institutional," but placed GM's public service " Aim To Live" campaign on WWW as a participant. A.C., meanwhile, went with Zorro on ABC-TV and renewed this season.

FULLER & SMITH & ROSS: Combined tv-radio billing $9 million; $7.5 million in television ($7 million in network, $500,000 in spot); $1.5 million in radio (all network); tv-radio share of overall billing 20%.

Among F&S&R's newly-acquired accounts in 1958, Libbey-Owens-Ford ranked highest among television users with its sponsorship of CBS-TV's Perry Mason. Heavy radio users included Ruberoid, CIT Financial Corp. and Sterling Silversmiths' Guild of America. Alcoa renewed its Alcoa Theatre on NBC-TV and was set to begin sponsorship of a half-hour Alcoa Presents series on ABC-TV after Jan. 1.

MACMANUS, JOHN & ADAMS INC.: Combined tv-radio billing $8.51 million; $7.7 million in television ($6.2 million in network, $1.5 million in spot); $810,000 in radio ($270,000 in network, $540,000 in spot); tv-radio share of overall billing: 25.4%.

MJ&A upped its tv-radio share of overall billing by 6.4% but actual billing in broadcast media increased 6.8%. Until the current season got underway, MJ&A's biggest network advertiser was General Motors Corp. (institutional) with Wide World of Sports on alternate Sundays; running second was GM's Pontiac Div. with a spread of six specials—including Phil Silvers, Victor Borge, Ginger Rogers and half of the Academy of Television Arts & Sciences "Emmy" extravaganzas.

Other network users were Dow Chemical (for Saran Wrap) on various NBC-TV daytime shows; Minnesota Mining & Mfg. Co. (for Christmas wrapping) which next month (December) sponsors an ABC-TV special and Polo of Rochester. Notre Dame grid games on MBS as well as several tv pro football games. GM's Cadillac, a some time spot user, bought network radio this year (NBC's Monitor). While spot continued for regional accounts such as Michigan Gas, Good Humor, S. B. Thomas bread and White Rock, Pontiac's sudden abolishment of its ambitious year-round tv spot plan (caused by the auto recession) cut MJ&A's spot billing to a considerable degree—but this money now is funneled to network tv.

NORTH ADV.: Combined tv-radio billing $8.4 million; $8.3 million in television ($6.8 million in network, $1.5 million in spot); $100,000 in radio ($65,000 in network, $35,000 in spot); tv-radio share of overall billing: 76%.

North Adv.'s combined tv-radio billing and broadcast share of all billings in its third year of operation dropped off from 1957's $11 million and 88%.

Network monies largely reflect the activi-
Q: what radio station do you first tune to for news of the Washington area?

A: WWDC, replied 21.7% of the people polled by PULSE. A clear-cut “first” if ever there was one—with our closest competitor 5.6 percentage points in the rear.

For full details on this and other important measurements of leadership, write WWDC or ask your Blair man for a copy of “Personality Profile of a Radio Station.” Based on a special qualitative PULSE survey, it gives you a true Washington, D.C., yardstick.

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

There’s exciting news in Jacksonville, Fla., too—where WWDC-owned Radio WMBR is changing listening habits overnight. CBS Spot Sales has the story.
ties of Gillette Co.'s Toni and Gillette Labs divisions, alternate-week sponsors of You Bet Your Life and People Are Funny (NBC's 'Fibber McGee and Molly', Godfrey Show (CBS-TV)), plus these daytime tv shows: Tic Tac Dough, Queen for a Day and Treasure Hunt (NBC-TV); House Party and Verdict Is Yours (CBS-TV), and American Bandstand (ABC-TV). During the summer, North network tv billing also included Its a Wonderful Life, Wango and Masquerade Party (all CBS-TV).

Active in spot radio and/or tv during 1958 were English Co. (mattresses), Lanvin Parfums, P.O.C. Pilser Brewing Co., Jewel Food Stores, and Toni and Gillette Labs.

North lost Lanvin—about $1 million—to Dowd, Redfield & Johnstone (radio-tv) and Wesley Assoc. (print) and picked up Pilser—about $600,000—from Clifford A. Kroening; additionally, Toni added new Self End Paper Permanent to its product line handled by North.

GUIDL, BASCOM & BONFIGLI: Combined tv-radio billing $8.3 million; $6.9 million in television ($5 million in network, $1.9 million in spot); $1.4 million in radio ($200,000 in network, $1.2 million in spot); tv-radio share of overall billing: 83%.

G&BB increased its broadcast billing by more than $1 million over 1957, largely reflecting the boosted budgets for old-line accounts and the acquisition of Rival dog food, active in spot radio-tv. Advertisers using network radio and television included Best Foods, Skippy peanut butter, Nucoa and Raiston Purina, who also ordered spot radio-tv campaigns, along with Breast O'Chicken tuna and Mary Ellen's jams and jelly.

DOYLE DANE BERNBACH INC.: Combined tv-radio billing $7.82 million; $7.4 million in television ($5.5 million in network, $1.9 million in spot); $420,000 in radio (all spot); tv-radio share of overall billing: 77%.

Up $1.3 million in tv-radio billing, DDB placed the most new broadcast accounts during the calendar year and added another that won't register billing till Jan. 1, 1959—West End Brewing Co. (Utica Club, other beers and ales). Though it voluntarily dropped $5 million in billing by resigning the Max Factor account earlier this year, this loss was more than offset in the broadcast category by the following new radio-tv accounts: N. Dorman & Co. (Endeco cheese), Melville Shoe Corp. (Thom McAn), Northam-Warren Corp. (Cutex, O-Do-Ro-No) and a potential radio spot user, Philip Morris' Benson & Hedges cigarette. The biggest network users continued to be Chilled up several (Sally, Jefferson Drum, Perry Como) and Polaroid-Land Corp. (Steve Allen), while radio-tv spot continued to be used for E&J Gallo Winery (syndicated films) and Venus Pen & Pencil Corp. (radio spot).

KEYES, MADDEN & JONES: Combined tv-radio billing $7.705 million; $7.13 million in television ($1.58 million in network, $5.55 million in spot); $575,000 in radio ($200,000 in network, $375,000 in spot); tv-radio share of overall billing: 43%.

In actual billings KM&J gained only a little over $350,000 for the year—but that's not the whole story. Billings on four new accounts were slow in mounting. New clients: Florists Telegraph Delivery Assn. (from Grant Adv.), Congoleum-Nairn, Oral Roberts Evangelistic Assn. and Weco Products Co. new push-button toothpaste. Lost client: W. A. Sheaffer Pen Co. (radio-tv). All told, the agency picked up over $6 million in overall billings.

As a result, KM&J leaned heavily to spot tv in campaigns that started late in the year, and potential billings are not reflected in account gains. Examples: Since it dropped Grant, FTDA is now in top 25 tv spots; Lambert's ad picked up over $6 million in overall billings.

COHEN & ALESHEIRE: Combined tv-radio billing $7 million; $3.6 million in television ($1 million in network, $2.5 million in spot); $3.4 million in radio ($1 million in network, $2.4 million in spot); tv-radio share of overall billing: 80%.

The agency maintained its level during the year but did so by spreading its billing more equally over radio and tv; last year it was heavy in tv, quite light in radio. Grove Labs is C&A's big billing broadcast advertiser, both radio and tv; Chattanooga Medicine is a spot tv advertiser as are Pharma-Craft, Lydia E. Pinkham medicine, Kiwi shoe polish, Frenchette Co. and F. W. Fitch Co. Fitch and Frenchette are spot radio users. Kiwi is on Yankee Network news. Among shows: CBS Radio's Impact package and NBC Radio's Monitor: 4 or 5 in tv, Panorama Pacific on CBS-TV and Today on NBC-TV.

EMIL MOGUL CO.: Combined tv-radio billing $7.49 million; $5.64 million in television ($3.1 million in network, $2.34 million in spot); $1.85 million in radio (all spot); tv-radio share of overall billing: 60%.

Though Mogul's total billing picture grew brighter this year, its radio-tv share declined proportionately—a drop that can be linked directly to stepped up print campaigning at Mogul which last year placed 75% of its billing in broadcast media. Its biggest broadcast account continued to be moss, with new broadcast accounts during the year, including new products assigned) which it placed both in spot and network tv (Garry Moore, Keep Talking and the two 64,000 quiz programs and Bid 'n Buy all on CBS-TV; and for Esquire shoe polishes, Perry Como, NBC-TV). In radio spot, Mogul's leader was again Rayco, but Mogul's strength in local spot was shown by Barney's Clothes, among others. Other radio-tv spot users: Ronzoni, Gold Medal Candy, Dr. Pierce's Proprietary, etc. Next year Mogul's billing will increase radically with the acquisition of Breakstone Foods, maker of Buttermilk and its merger with Lewin, Williams & Saylor, which should bring total 1959 billings at the start to about $20 million.

WARWICK & LEGLER INC.: Combined tv-radio billing $7 million; $5.5 million in television ($3 million in network, $2.5 million in spot); $1.5 million in radio ($1.3 million in network, $200,000 in spot); tv-radio share of overall billing: 35%.

Despite a 30% gain in overall billing, W&L's radio-tv share dropped 5% from 1957. Yet tv spending alone rose $1.8 million (all from spot placement). This is accountable to its swelling Revlon coffers as well as new business from Warner-Lambert Pharmaceutical Co. (Bromo-Seltzer and other products), Mennen Co. (Gold Crest products, deodorants, Skin Bracer picked up from Marschall & Pratt and McCann-Erickson.) It took over as agency of record on all Revlon network shows.

GORDON BEST ADV.: Combined tv-radio billing $6.8 million; $5.7 million in television ($2.1 million in network, $3.6 million in spot); $1.1 million in radio ($300,000 in network, $800,000 in spot); tv-radio share of overall billing: 63%.

Gordon Best continued in the Top 50, despite a decline of $500,000 in broadcast billings. Best broadcast users acquired in 1958 include Campana's Italian Balm, heavy in radio-spot tv; Lake-Shore honey, heavy in spot tv, and Yarn-Glo Sweater Bath, currently in spot and shortly to enter network radio. Helene Curtis (Shampo Plus Egg, Suave), continued this year as a sponsor of CBS-TV's What's My Line?, after last season's co-sponsorship of CBS-TV's Galen Storm Show.
ABC Television, this fall, is the only network to increase its evening share of audience over last year. To our sponsors, to our affiliated stations, and most particularly to all the families who tune us in, our thanks.

REACH, MCLINTON: Combined tv-radio billing $6.057 million; $5.85 million in television ($4.05 million in network, $1.8 million in spot); $207,000 in radio (all spot); tv-radio share of overall billing: 33%.

On the strength of its handling The Prudential Insurance Co. of America's Twenty-fifth Century on CBS-TV, Reach, Mclinton's broadcast billing last year placed the agency in the Top 50 listing. Also serviced by Reach, Mclinton: a big spot tv advertiser, International Latex, which in addition to its non-billed barter use, does bill some newly-purchased spot and commercial tv production through the agency.

GEYER ADV.: Combined tv-radio billing $5.85 million; $4.35 million in television ($3.3 million in network, $1.05 million in spot); $1.5 million in radio ($500,000 in network, $1 million in spot); tv-radio share of overall billing: 30%.

Although Geyer gained a number of small accounts, they were almost wholly industrial, billing nothing in broadcast media. The slight increase of $400,000 over last year's radio-tv billing is explained by the higher costs of television and does not reflect new broadcast activity. Geyer's principal network advertiser continued to be American Home Products Corp. (Boyle-Midway Div.) which participated in Love of Life, Secret Storm and Doug Edwards and the News (CBS-TV), and sponsored Ziv's Mike Hammer on a syndicated basis. AHP also spot advertised in tv. American Motors Corp.'s Rambler continued on NBC Radio's Monitor, also used CBS Radio's "Impact" participation plan and used short-run spot campaigns as did AMC's Kelvinator division for home washers. The latter also used NBC-TV's daytime Price Is Right and Play Your Hunch.

EDWARD H. WEISS: Combined tv-radio billing $5.7 million; $5 million in television ($3 million in network, $2 million in spot); $700,000 in radio ($500,000 in network, $200,000 in spot); tv-radio share of overall billing: 43%.

After emphasis on network tv properties earlier this year, the Weiss agency shifted primary emphasis to spot radio and tv in the last six months of 1958, with virtually all its clients involved in such activity.

Earlier, Weiss network activity involved Perry Mason for Purex, Dick & the Duchess for Helene Curtis and Mogen David Wine Corp., Gale Storm Show for Curtis, Beat the Clock for Mogen David, and Tie Dye Dough for H. W. Gossard (foundation garments). As of November, Weiss was still active for Curtis in network tv—What's My Line?* and for Amity Leather Products (Rolfs Div.) on Jack Paar Show (starting Nov. 26). In network radio Mogen David had participations in Arthur Godfrey's morning strip and in such programs as Monitor, Dateline, News of the Day, Bandstand and various soap operas.

Active in spot radio and/or tv were such clients as Mogen David, Sealy of Chicago, Amyt, John B. Canepa Co. (Red Cross macamari, spoons, etc), Jose Escamante Co. (Corina cigars), Perk Dog Food Co., Curtis, Little Crow Milling Co., and Carling Brewing Co. (Stag beer).

*Editors' Note: Curtis has notified CBS-TV it is dropping its sponsorship, effective Feb. 1, 1959.

C. J. LaROCHE: Combined tv-radio billing $5.28 million; $4.98 million in television ($3.43 million in network, $1.55 million in spot); $300,000 in radio ($500,000 in network, $250,000 in spot); tv-radio share of overall billing: 33%.

The agency's strength is in television, Revlon and Norelco supplying the most billing (Revlon in Garry Moore on CBS-TV and, earlier this year, Walter Winchell File on ABC-TV which went off the air, as well as product exposure via LaRoche on other Revlon network programs, and Norelco participation in NBC-TV's Jack Paar, Steve Allen and NBC News). Spot activity centers on Revlon, Norelco and Necco wafers.

FLETCHER D. RICHARDS INC.: Combined tv-radio billing $3 million; $3.4 million in television ($2 million in network, $1.4 million in spot); $1.6 million in tv's $500,000 in network, $1.1 million in spot); radio-tv share of overall billing: 27%.

Although growing in size and accounts through several mergers, the Richards agency this year faced two major losses. It lost American Machine & Foundry Corp. to Cunningham & Walsh and, with it, sizable network billing (ABC-TV's Bowling Stars and NCAA football on NBC-TV) and potential billing on summer-long tv spot and Steve Lawrence-Eddy Gorme Show (both placed by C&W). Later in the year Eugene I. Harrington pulled out as president to join Honig-Cooper & Miner as agency head, taking with him Bank of California, Wooten's Western Rock Pile, Amigo and the California portion of Squirt Bottling Co. (though Richards retained the Chicago and Mexico bottlers). Merger with Harris-Harlan-Wood (outgrowth of west coast office of Brooke, Smith, French & Dorrance) equalized loss of Mr. Harrington and clients but did not offset AMF's departure.

HONIG-COOPER, HARRINGTON & MINER: Combined tv-radio billing $5 million; $4 million in television (all spot); $1 million in radio (all spot); tv-radio share of overall billing: 45%.

Strong spot advertisers helped push this west coast agency into the Top 50 list this year for the first time. It is the only one in the list with no network billing. The present agency is the product of a three-way merger of older agency entities well-known to station salesmen and representatives west of the Rockies: San Francisco-based Honig-Cooper, Los Angeles-based Dan B. Miner Co. and Eugene I. Harrington, former president of Fletcher D. Richards Inc., New York. Accounts in broadcast include; Italian Swiss Colony wine, Clorox, S&W Fine Foods, Interstate Bakeries, Bank of California and Squirt Beverages (West Coast).

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PREVIEW: BUTTER-NUT USES THE 'SP' IN SPOOF

Perhaps the new commercial for Butter-Nut Instant Coffee, created by Stan Freberg Ltd., Los Angeles, for Paxton & Gallagher Co., Omaha, and its agency, Buchanan-Thomas, will revitalize the subliminal school of commercials.

The subliminal commercial is one of three animated cartoons to be used for Butter-Nut Instant Coffee (the other two are now in production) and is now being broadcast in one-minute and 10-second versions on 30-40 midwestern tv stations, along with radio commercials.

Here's how the commercial goes:

Flustered announcer explains this is to be "subliminal"—"subliminal"—commercial and starts to tell funny story during sp message. Fizzing sound grows, erupting into skyrocket, drowning out announcer. Explosion marks start of fireworks that animate into "Instant Butter-Nut Coffee." Band plays wildly.

As announcer continues funny story, an eagle carrying banner, little guy with placard, and an elephant go by.

Announcer nears end of story with backgrounds giving message that it took five years to make the coffee but "it was worth it" (accompanied by dancing girls). Final backgrounds bring out Instant Butter-Nut Coffee as announcer completely breaks up on punch line of funny story. Nobody in audience laughs. Crushed announcer slinks offstage.
Timber...

ANOTHER OF MINNESOTA'S GIANT INDUSTRIES!

50,000 workers earn $134,000,000 annually... and they ALL LIVE and SPEND in KDAL-KDAL-TV land!

RADIO KDAL CBS * DULUTH

Dominating Minnesota's Timber Industry!
One of a series of salutes to successful Television and Radio stations across the nation...and to the Northwest Schools graduates who have contributed to their success.

KLZ-TV
Channel 7
DENVER, COLORADO

The management of KLZ-TV has this to say of Joan Fields, Northwest Schools graduate: "Joan has been with us for two years, and has been a valuable asset in our Continuity Department. Besides handling our continuity, she is an integral part of our Production Department. When called upon she even performs in front of the camera for live commercials."

JOAN FIELDS, Continuity Editor

JACK TIPTON, Station Manager

SALUTE TO KLZ-TV, Denver, Colorado—Award Winning Station.

The first call letters heard in the State of Colorado were KLZ Radio. This pioneer radio station has been on the air for 36 years, and was joined by KLZ-TV in 1953.

Channel 7 went on the air on November 1, 1953, to serve the city of Denver and the State of Colorado. Transmitting facilities are on top of Lookout Mountain, making the antenna height 2,380 feet above Denver. Operating with 316 KW of power, KLZ-TV reaches 34 counties in Colorado, Wyoming and Nebraska.

In the past five years, over 300 live remote telecasts have been aired by KLZ-TV... and 78% of the present staff has been with the station since its debut in 1953.

Among the outstanding awards won by this outstanding station are:

- The George Foster Peabody Award for 1958—won by the live KLZ-TV production "PANORAMA".
- Sigma Delta Chi Award for Outstanding Reporting won by the KLZ-TV News Department for 1958, and a Distinguished Achievement Award from the Radio & Television News Directors Association.
- CBS Television Films Award for 1958 won by the Promotion Dept.
- Colorado Medical Society presented KLZ-TV a special award.

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WHY THEY KEEP ON BUYING RADIO
Seven big customers show RAB audience of 700 the radio way to sales

Case after case of sales success with radio was recounted last week as the Radio Advertising Bureau held its fourth annual National Radio Advertising Clinic before some 700 advertising, sales and broadcast executives in New York.

The two-day clinic was broken into three workshops: one dealing with success stories, one with the creation of radio commercials and one consisting of a series of roundtables at which station officials put pointed questions to media buyers.

In the opening session Tuesday (Nov. 18), presided over by Kenyon Brown of KFOX Long Beach, Calif., RAB board chairman, and Allen M. Woodall of WDAK Columbus, Ga., RAB executive committee chairman, seven advertisers spelled out details of their own successful usage of radio. They were: Robert M. Woods, vice president, Eskimo Pie Corp.; William M. Ehart, advertising director, National Airlines; Bernard J. Wiernik, sales and advertising vice president, Mogen David Wine Corp.; Martin Morici, sales and advertising vice president, Contadina Foods; John F. Ambrose, executive vice president, Sterling Silversmiths Guild of America; Vincent La Rosa, Advertising and marketing vice president, V. La Rosa & Sons, and Fred R. Cross, advertising director, Alemite Div., Stewart-Warner Corp.

ICE CREAM • Mr. Woods, pointing out that Eskimo Pie Corp. has used radio since 1928, said radio "deserves much credit for Eskimo Pie being where it is today"—in the position of selling more than 300 million Eskimo Pies in 1957. The company, he said, has always spent more than half of its advertising budget in radio; this year the figure comes to 51%.

Eskimo Pie, a division of Reynolds Metals, has been estimated by RAB to stand 28% among radio spot users in the second quarter of 1958. Said Mr. Woods: "From April to June of this year we used 3,272 one-minute spots and 2,313 10-second spots. We also scheduled 144 20-second spots. We have found that saturation spot advertisements beam into the home on the days Mrs. Housewife does her shopping is a powerful stimulant for sales."

He said Eskimo Pie chose radio as its major medium because of its (1) flexibility; (2) economy, which he called the best in the market today on a cost-per-thousand basis, and (3) maximum penetration.

AIRLINES • Mr. Ehart said radio "is ideally patterned" for National Airlines' needs and accordingly is the line's exclusive medium. In the past, he said, National used several media, including tv, which proved successful. But several factors, including a presentation by RAB's vice president and general manager, John F. Hardesty, moved the company toward radio, he explained. He added that every study seemed to show that radio was "gaining in stature and vitality" and also met National's needs.

A test in the New York area a few months ago, Mr. Ehart reported, jammed National's switchboards. In Norfolk, Va., when a competing airline was on strike, radio first overtaxed the company's reservation facilities and then, after a copy change to explain that reservations were not necessary, successfully diverted the reservation traffic to the airport. "No other medium could have done the job so well," he declared.

Mr. Ehart said National currently uses radio in 24 East and Gulf Coast markets with about 420 announcements a week on 35 stations. The announcements are prepared in four lengths to allow for flexibility and still keep openings and closings identical. "National goes with radio," Mr. Ehart concluded.

WINE • Mr. Wiernik posed a "challenge to the radio industry"—to prove that Mogen David was right in switching predominantly to radio this year. He said research had showed that radio offered values that past campaigns did not have, and that it "would be able to reduce advertising costs without reducing advertising effectiveness." He continued: "Radio would give us frequency of message, broader coverage and enough flexibility to reach men and women during many parts of the day. Of great value also would be radio's unique ability to register impressions while listeners were engaged in some other activity, such as cooking, sewing or eating."

"Accordingly, this year we devoted a large
RAB-HONOR-HOT SPOT CREATORS

Winston—and seven other radio-advertised products—sounded good, like radio commercials should, as Radio Advertising Bureau last week gave a gold-plated disc of each of the year's "best" spots to the men and agencies responsible.

Making the awards at the fourth annual RAB-sponsored National Radio Advertising Clinic (see story, page 51) was Kenyon Brown, RAB board chairman. Cited were the leaders of: the agency, talent, copy, station, director, account men—who supervised the overall execution. They were: Jack Macheca (vice president, D'Arcy Adv.) for Anheuser-Busch's Budweiser beer; Edward H. Mahoney (radio-tv vice president, Cunningham & Walsh) for Contadina Foods' tomato paste; Lawrence McIntosh (executive vice president, Grant Adv.) for Chrysler Corp.'s Dodge Div.; Guild Copeland (senior vice president, Lennen & Newell) for P. Lorillard Co.'s Newport filter cigarette; Joseph Sperry (radio-tv manager, Campbell-Mithun Inc.) for Northwest Orient Airlines; Edwin Cox (board chairman, Kenyon & Eckhardt) for Mennen Co.; Paul Caravatt (vice president, Ogilvy, Benson & Mather) for Tetley Tea Co., and Grant Thompson (vice president, William Esty Co.) for R. J. Reynolds Tobacco's Winston branch.

part of our budget to network radio. We are currently using 42 spots per week on practically all stations of the NBC Radio network, plus a concentrated schedule of local radio spots in 104 markets.

"So far we have received a great deal of favorable comment on this new commercial approach. Our entire radio advertising campaign is being noticed, talked about and, more important, is selling wine."

Mogen David's advertising budget, Mr. Wiernik noted, is up from $8,500 in the early days to more than $3.5 million this year. He expressed the hope that the radio industry would follow suit, "that the advertising policy" regarding its restrictions on advertising—presumably referring to current self-imposed bars against hard-liquor advertising.

He also advised broadcasters to "promote radio. In so doing, he said, they also will be promoting advertisers' products.

TOMATO PASTE • Mr. Moricci said that Contadina for the past four years has concentrated on radio "for a selfish reason—we want to sell our products." The company's experience, he said, shows that "radio is a pretty-tense medium." October sales figures, he continued, "set an all-time record" and "much of the credit must go to radio."

Contadina first got into radio in 1954, Mr. Moricci said, the campaign was so successful that "we were actually completely out of product long before the new crop of tomatoes was ready for harvesting."

"Currently we use commercials in two eight-week flights per year, rather than on a continuing 52-week basis. We attempt, during these flights, to dominate the medium with as heavy a schedule as possible." We buy up to 180 spots per week in a market. In other words, when we do advertise, we attack with saturation impact. During this time we hope to establish buying habits and brand loyalty. We buy 7 a.m. to 4 p.m. to reach the housewife.

SILVERWARE • Mr. Ambrose said the Sterling Silversmiths Guild had asked nine agencies how to put the Sterling story across and that the agency that won the account, Fuller & Smith & Ross, had advocated radio.

"They sold us on [radio's] selectivity in terms of the audience we wanted to reach and the informality of radio as a natural asset for our attitude-changing campaign," he said, explaining that the goal was to make women aware of sterling silver and show them its importance in daily living.

"Further, they explained radio could augment and amplify the advertising of our individual manufacturers, and that it would not be merely duplicating the. The creative theme they developed, which we still use, is: 'Sterling is for now... and for you.'"

Paraphrasing the slogan, he told the agency, advertiser and broadcaster audience: "Radio is for now... and for you."

MACINTOSH • Mr. La Rosa said that for his company "radio has been important for over a quarter-century." He said he could not remember a time when radio was not valuable, nor envision a time when it would not be.

"Radio has proved itself to be a "get-more-sales medium," he declared, describing La Rosa's usage thus: "We take our spot radio coverage to give us saturation in the individual markets we reach. We also try to get additional mileage... for example, when we prepare a mailing piece for key buyers we give them the frequency of spots we are using, where they can find them on the dial."

"Our commercials are getting played back to us as never before. Second, we get letters—including letters saying the local store has run out of the products we are advertising, and asking where they can be purchased."

OIL ADDITIVE • Mr. Cross, whose alemite CD-2 motor oil additive puts virtually 100% of a $1 million advertising budget into "radio, offered these "reasons" which he said radio delivers for his product's campaign: (1) continuity of advertising, (2) male audience, (3) low cost, (4) auto audience and (5) "a good program setting, to establish a recognizable pattern around the country."

"Radio alone was able to do these things for us," said Mr. Cross. "Right from the start, we standardized on the one-minute commercial and a pattern of radio news to be purchased during driving hours... We have added two companion products to the line and I am happy to report that in the face of a rather severe recession in the auto-motive and petroleum industries, our sales of these automotive chemicals for 1958 are ahead of any previous year."

WRITING COMMERCIALS • In the Tuesday afternoon NRAC session Handley Norins, vice president and copy director of Young & Rubicam, offered some rules for writing radio commercials in a speech on "Radio: A New Frontier for Copywriters."

His rules included:

(1) Become aware of sound; (2) select the product's prospects; (3) get attention fast; (4) state the main sales points clearly; (5) repeat the main sales points; (6) avoid dithyrambic sound and; (7) throw away the book—be different.

"The important thing is to seize the listener's attention, and then tell him you're selling something," Mr. Norins said. He did not rule out the so-called "straight-sell" commercial, delivered by an announcer or local personality, so long as the announcement "has character." He said, "Be simple, idiomatic—and avoid tricky, literary sentences. Make sure your transcribed announcements are thoughtfully cast and use phrases that ring true."

CREATIVE ROSTER • Other speakers at the creative session, along with Mr. Norins, were the following:

An executive who reported on their development of these commercials: Harry B. Bressler, vice president and director of radio-tv commercials, Doherty, Clifford, Steers & Shenfield for Borden's milk and other products; Arthur A. Fischer, president and media director, Co., Fischer & Ami for Chrysler; Joseph Forest, vice president and commercial radio-tv director, William Esty Co., for Ballantine beer; Ray J. Mauer, vice president and assistant creative director, Geyer Adv., for Rambler automobile, and Willigh H. Schneider, vice president and chairman of the plans board, Donahue & McCallion.

PLEA FOR PUBLIC SERVICE • In the NRAC luncheon speech Tuesday, Michigan Gov. G. Mennen Williams said radio and television are "the only source" of current information for many Americans, and urged broadcasters to take advantage of "this great opportunity for public service." He suggested that stations set aside specific times for public service programs. In this field, he told broadcasters, "you represent one of the most important media."

"I would suggest," he said, "that a council be established to select public interest issues to be discussed. Representatives of government, political parties, the major interest groups, should be on this council, of course, the radio industry should be represented. Naturally, the council would only recommend, and the industry in the final analysis would have to assume its own responsibility of choice..."

"How would this be financed? I suggest that it must be financed both by the networks and by the advertisers. I suggest that modern industry, as Mr. Edward R. Murrow has stated so well [Trade Assns., Oct. 20], has a vital stake in the preservation of this nation and that it's not too much to ask that it accept responsibility to open channels of information for the public."

Page 62 • November 24, 1958
United Air Lines Captain Jack Holst tells how radar works: "With radar, United pilots can look 150 miles ahead day or night, 'X-ray' cloud masses, and avoid centers of turbulence without long detours. We can give you smoother flights, more on-time arrivals, for United is the only coast-to-coast airline with radar on every plane, deluxe First Class or economical Air Coach." Next time you plan to travel, for extra care, fly United, the Radar Airline. For reservations, call United Air Lines or your travel agent.
To a child, one minute is as fascinating as the next. To a timebuyer, minutes are not child's-play. Judging each one by the company it keeps, he demands program surroundings that will show his client's commercials off to best advantage.

Enter VICTORY PROGRAM SALES—in the niche of time! And with the very properties today's timebuyers are seeking: 22 sales-proven series to meet your every programming need, around the clock. These off-the-network offerings, for example:

**MEDIC:** No one else in 1958 will offer a program that approaches MEDIC's prestige, production quality and dramatic content.

**THE ADVENTURES OF HIRAM HOLLIDAY,** starring Wally Cox: Recently bought by the Canadian Broadcasting Corporation for network showing, now available for local sponsorship in the U.S.

**PANIC:** New VPS release, already going big in the leading markets, including New York, Chicago, Detroit, Seattle.

**CAMEO THEATRE** (26 full-hour “Matinee Theatre” productions): Completely sold out on WWJ-TV, Detroit, within eight days... before the show had even hit the air, and to national advertisers!

Telecasters, there's not a minute to lose—not when it can be filled with VPS shows that hold such appeal for timebuyers who have turned clock-wise! Gentlemen, VICTORY is at hand!

**VICTORY PROGRAM SALES**

A Division of California National Productions, Inc.

Canadian Representative: Fremantle of Canada, Ltd.

**ADVENTURES OF THE FALCON** • **CAMEO THEATRE** • **CAPTURED** • **CRUNCH AND DES DANGEROUS ASSIGNMENT** • **FRONTIER** • **HIS HONOR HOMER BELL** • **HOPALONG CASSIDY INNER SANCTUM** • **IT'S A GREAT LIFE** • **MEDIC** • **PANIC** • **PARAGON PLAYHOUSE** • **STEVE DONOVAN, WESTERN MARSHAL** • **THE ADVENTURES OF HIRAM HOLLIDAY** • **THE GREAT GILDERSLEEVE** • **THE LILLI PALMER SHOW** • **THE VISITOR** • **VICTORY AT SEA** • **WATCH THE WORLD**
MAJOR DISTILLERS COOL TO AIR ADS

- WOTM rescinds wet stand
- But others say they'll accept

Any moves to let down the bars against advertising of hard liquor on the air will find major distillers disinterested.

A 20-year policy against broadcast advertising was unanimously reaffirmed Thursday by the Distilled Spirits Institute. Meeting in New York, the DSI board of directors voted to continue the voluntary ban against radio as "response to reports that isolated stations in some sections of the country are soliciting distilled spirits advertising."

The board, by formal resolution, reapproved all provisions of the advertising code except that banning illustrations of women in printed advertising. This easing of a historic ban was qualified by an admonition that advertisements with pictures of women must be in good taste and avoid provocative dress. In no instance may women be shown holding or consuming drinks.

When the code was drawn up in 1936 the code was worded to warn stations that were banned in conformity with social standards of that period, the DSI board said, pointing to changing customs that now make such a ban unrealistic.

The man who started the liquor advertisement excitement a month ago, Francis Kadow of WOMT Manitowoc, Wis., reversed his position last week. In mid-October he had stirred an NAB Fall Conference in Milwaukee to its grass-roots by announcing his station planned to accept all alcoholic beverage advertising, including liquors, effective Nov. 1 [Lead Story, Oct. 27, 20].

A Man of Two Faces. But Mr. Kadow changed his policy in an open letter. "I can give you any one of 60 or more reasons for the change of our position in this matter," he wrote. "However, the one re-occurring argument advanced by interested parties who are not in radio broadcasting industry but who were interested and that was: 'Such advertising as we proposed to carry is all right in magazines and newspapers, as these mediums do not have the absorption, persuasiveness or the impact of radio.'

"Re-evaluating our medium, it maybe is for the best interests of all that the great force of radio be kept in restriction. It's unfortunate that the five words of our rate card No. 25 were blown to the proportions they were."

The WOTM reversal caused "mild surprise" at Ogilvy, Benson & Mather, New York, which has been seeking the cooperation of radio stations in promoting Schweppes quinine water as a mixer in gin and tonics. But Mr. Kadow's new attitude apparently has had no effect on the flow of station mail responding to OBM's query: Will you accept the words "gin" and "vodka" in copy for Schweppes? OBM hopes to collate its answers by the end of this week in time to report back to Comdr.

Whitehead, President of Schweppes (U. S. A.) Ltd.

The agency has indicated that the mail to date has been favorable, that some stations willing to accept the taboo words even suggested specific time slots in which they'd accept the commercials [Closed Order, Nov. 1]. However, this does not mean that OBM will automatically place orders on these stations. "We merely want to get the feel of the situation," is the way one OBM executive phrases it. "Then we'll see in which direction we can move."

Another Ready Station. KADY St. Charles, Mo., last week invited listeners to accept liquor commercials. It carried six spot announcements daily, feeling the answer should come from listeners, whom stations are licensed to serve.

William R. Cady Jr., KADY president-general manager, said, "If we find listener apathy, or a strong listener reaction pro or con, it will influence station policy."

First audience comments were heavily against acceptance of liquor business, Mr. Cady said. Listeners' comments ranged from a threat not to listen to the station if it advertised liquor to the observation there's too much beer advertising already and the view that the younger generation shouldn't hear liquor commercials.

Mr. Cady pointed out that "although NAB and DSI have come out strongly against liquor advertising on radio and tv it is hard to decide whether this stand is based on fear of possible future federal or state action if the voluntary ban is lifted, or whether it is based on radio and tv audience reaction not yet made public."

E. J. Jansen, KASK-AM-FM Ontario, Calif., said he received inquiries from reps asking if the stations would accept liquor business. He answered, "Why not? Attached please find available regular rates apply. When may we expect copy?"

Mr. Jansen noted the liquor industry has used good taste in its advertising, adding, 'If the same pattern were followed in liquor advertising for radio, there would be no logical reason for radio to be stand-offish. Let's not be silly as broadcasters. After all, whether or not we accept hard liquor advertising is merely a matter of percentage of alcohol—beer 4-8%, wine 12-20%. All broadcasters accept these. Tv spells them on your carpet by the barrel any hour of the day. Hard liquor runs 80-100%.'

Vick Buys Foreign Drug Firm

Vick Chemical Co., New York, a major radio-spot user, is continuing its announced expansion by acquiring its first overseas drug firm, Milton Antiseptic Ltd., London. Vick paid cash for approximately 97% of Milton's 391,922 outstanding shares. The acquisition is Vick's third since late summer, and follows its pattern of building its drug line at the expense of non-drug business. Vick recently rid itself of its cosmetics line by selling a number of products to Cheseborough-Pond's [Advertising & Agencies, Sept. 15] using monies toward acquiring firms engaged in allied drug activities. The other two acquisitions were of Walker Labs, Mt. Vernon (vitamin and nutrition specialties) and Lavoris Co., Minneapolis (proprietary mouthwashes). In making the announcement last week at Greensboro, N. C., Vick President Smith Richardson Jr. took note of the firm's 12-fold growth since 1938, compared the 1938 total sales of $8.9 million to 1957's $107 million.

Radio-Tv Get Extra Movie Money
As Chicago Papers Spurn UA

Initial refusal by four Chicago newspapers to accept ads for United Artists Corp.'s new "Anna Lucasta" film has resulted in increased allocations for Chicago radio-tv stations. Originally UA allocated no more than $4,000 to a five-day saturation radio push to precede the Dec. 26 opening of the new Sammy Davis Jr.-Eartha Kitt drama; now, it turns out, UA's radio-tv budget has been boosted to $13,000—$8,000 for radio, $5,000 for tv. The campaign gets underway today (Nov. 24).

Between Nov. 12 and Nov. 15, the four Chicago papers—the Tribune, Sun Times, Daily News and American—rejected UA art and copy as being "in bad taste." Thereupon, Roger H. Lewis, UA's national director of advertising-publicity-exploitation, wired the papers challenging them to describe all editorial copy (especially that involving race relations—the theme of "Anna Lucasta") as being "in good taste," and proposed to submit it to "an unprejudiced jury . . . to be weighed against your editorial copy for the last 30 days." Then, UA began looking for broadcast availabilities above and beyond the initial schedule.

Mr. Lewis last week sent a telegram to D. Tennant Bryan, president of the American Newspaper Publishers Assn., denouncing "the arbitrary action which constitutes censorship of the worst kind." On Monday (Nov. 17) the Daily News reversed itself and agreed to take the ads. By midweek, the three other papers conceded they may have erred and began accepting "modified" art and copy—the ads being toned down somewhat.

White King to Give Ad Plans

Sales and advertising plans of White King Soap Co. for 1959 will be revealed to more than 50 top company executives from the 11 western states, Dec. 2-4 at a meeting at the Sheraton West Hotel in Los Angeles.

New advertising and sales promotion will be introduced at the three-day meeting, along with product tie-in plans and details of media and promotions for the first quarter of next year.

AGENCY APPOINTMENTS

Dodge New York Retail Selling Assn., representing 100 Dodge dealers in metropolitan New York-New Jersey area, has appointed Wexton Co., N. Y., to handle $1 million advertising-publicity account.

Lave Co. (cedar chests, tables, other furniture), Altavista, Va., appoints Doyle Dane Bernbach, N. Y., effective Jan. 1. $750,000 account formerly was handled by C. J. LaRocche & Co., N. Y.
new RCA magnetic disc recorder combines advantages of tape and disc!
A great new tool for broadcasters... makes possible fast recording and playback of commercials and announcements.

This new Disc Recorder, a completely self-contained unit, meets the broadcaster's requirements for fast recording and playback of commercials and announcements. Extremely simple in operation, it minimizes the skill required to produce a professional recording. Grooves for recording are molded into the blank disc. No cutting mechanisms, optical devices and heated stylus are needed; the same equipment serves for recording and playback. All of the advantages of magnetic tape recording are retained in the magnetic discs, yet winding, splicing, cueing and other tape handling problems are eliminated.

A recording time of 70 seconds is obtained from each side of the magnetic disc, which includes 10 seconds for "cue-in" and "trip-out" cue tones. The magnetic discs are recorded at 33⅓ rpm.

The magnetic head used in the system consists of two C-shaped laminations made of a material that is extremely hard physically, but with very high permeability. A newly designed tone arm which accommodates standard MI-11874-4 (1 mil) and 11874-5 (2.5 mil) pickups also can be handled by means of a plug-in socket arrangement. It can be used for reproducing standard transcriptions and phonograph records up to 12 inches in diameter at 33⅓ or 45 rpm.

Magnetic Recording Head. The magnetic pole pieces which do the recording protrude through the narrow slot (see arrow).

The Magnetic Disc Recorder can be the first of the building blocks in preparing for automatic programming. For complete information on the Disc Recorder and companion units call your RCA Broadcast Representative. In Canada: RCA VICTOR Company Limited, Montreal.
DOES PRESIDENT WANT A SUPER-FCC?
He orders report by Dec. 31 on how to reorganize spectrum management

The first step in a complete re-evaluation of the radio spectrum and how it is administered and managed has been taken by President Eisenhower.

Last week the President, through Leo A. Hoehn, director of the executive level Office of Civilian & Defense Mobilization, appointed a special telecommunications advisory committee "to review the role of the federal government in the management of U. S. telecommunications."

The committee comprises two retired AT&T executives, a political scientist, a practicing radio consulting engineer and a retired Army Signal Corps general.

It is headed by Victor E. Cooley, former deputy director of ODM and retired Southwestern Bell Telephone Co. executive. Others are William G. Thompson, retired AT&T assistant vice president in charge of long lines; Dr. Irvin Stewart, former FCC commissioner, State Dept. telecommunications aide and until this summer president of W. Virginia U.; Frank G. Kear, Washington radio consulting engineer, and Maj. Gen. W. Preston Corderman, USA (ret.), former Deputy Chief Signal Officer. (See box this page.)

The committee was given a hurry-up assignment. Target date for its report is Dec. 31.

It is expected that the report will deal primarily with administration.

A recommendation for a further study on a long range basis also may emerge.

The announcement stated that the committee’s main task is to recommend methods to bring about improvements in the use of telecommunications resources. "It will examine the existing government policies, use of facilities and administrative arrangements and procedures for the allocation, management and control of telecommunications," the announcement read, "including the radio frequency spectrum for government and non-government use."

It is felt that this is the President’s method of accomplishing an all-embracing study of the radio spectrum. A similar proposal failed to pass in the last Congress. There, a resolution by Sen. Charles Pot-

THE ADVISORY COMMITTEE ON TELECOMMUNICATIONS

- Walter Edward Cooley served as deputy director of ODM from 1953 to 1958. A retired Bell System executive, he started his telephone career with the Pacific Telephone & Telegraph Co. in San Francisco, served with Southwestern Bell Telephone Co. in St. Louis for five years, and for 20 years went up the promotion ladder with the New York Telephone Co., becoming a vice president, a director and member of the executive committee. In 1945 Mr. Cooley rejoined Southwestern Bell as operating vice president and director. Two years later he was named president and subsequently chairman. He retired in 1953. He was born and raised in California. He is 68.

- Irvin Stewart is a former member of the FCC, former telecommunications expert at the State Dept., and until recently president of West Virginia U. at Morgantown, W. Va. He was chairman of the President’s Policy Communications Board (1950-1951) and his name is used in referring to that board’s report (“Telecommunications—A Program for Progress”) issued in March 1951. Dr. Stewart is a native of Texas. While in the State Dept. he was an active participant in many international telecommunications conferences. He was an FCC member from 1934 to 1937. During World War II, Dr. Stewart was executive secretary of the Office of Scientific Research & Development. He became president of West Virginia U. in 1946 and retired last August. At present he is doing scholastic work in political science at the U. of Hawaii, Honolulu, under a Ford Foundation grant. He is 59.

- Frank Grego Kear is the senior member of the Washington radio consulting engineering firm of Kear & Kennedy. Dr. Kear is a native of Pennsylvania, a graduate of Lehigh U. and Massachusetts Institute of Technology, from which he received a Sc. D. degree in 1933. He was with the National Bureau of Standards and Washington Institute of Technology, College Park, Md., before World War II. During the war, he was chief of the radio section, Bureau of Aeronautics, U. S. Navy, attaining the rank of captain. In recent years, Dr. Kear’s firm has represented ABC; it also was the consulting engineering company supervising the installation of the antennas of the seven New York TV stations atop the Empire State Bldg. He is a fellow of the Institute of Radio Engineers. He is 55.

- William Glasgow Thompson has spent his entire adult life with AT&T, and, with only a short exception, all in the Long Lines Dept. He is a native New Yorker, was graduated from The Citadel, Charleston, S. C., and during World War I was in what was then called the Aviation Section of the U. S. Army Signal Corps. He joined AT&T’s Long Lines Dept. in 1914 as a rate clerk and when he retired last June he was assistant vice president in charge of overseas radio and cable communications. He is 65.

- Maj. Gen. William Preston Corderman, USA (ret.), former deputy chief signal officer, is now vice president of Litton Industries, Los Angeles, Calif., electronics manufacturer of navigation and guidance equipment, radar, computers, components, and other equipment. A native of Hagerstown, Md., Gen. Corderman was graduated from the U. S. Military Academy in 1926, served in various Signal Corps posts in the U. S. and its territories and in the European Theatre of Operations. He is 54.
MEET U.A.A.
(United Artists Associated, Inc.)

As the lawyers phrase it, “the assets and business of Associated Artists Productions Corp. have been acquired by United Artists Associated, Inc.”

Translated this means that the same management, the same sales staff that brings you fine A.A.P. films will now also handle the great feature motion pictures of United Artists.

This is important news to our friends in television. U.A.A. will provide you with a wide choice of outstanding films from a single source... films that will hold audiences and sell sponsors. PLUS the kind of increased service that can add up to increased profits.

Now that you've met us, let's get together!

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK
345 Madison Ave., Murray Hill 6-2322

CHICAGO
75 E. Wacker Dr., Dearborn 2-0109

DALLAS
1212 Bryan St., Riverside 7-8553

LOS ANGELES
9110 Sunset Blvd., Crestview 6-5886
THE GREEKS HAD A WORD FOR IT...
ΔΥΝΑΜΙΣ
JUPITER
ΔΥΝΑΜΙΣ
ΠΟΛΕΩ

Jupiter (Zeus to all Greeks) was top man on the totem pole, so far as the Olympian gods were concerned. He was described as Supreme Ruler, Lord of the Sky, the Rain-God and the Cloud-gatherer. Like a lot of male mortals, he also had an eye for pretty girls, but we're not concerned with that here.

So—to the Greeks, he represented Power, and his symbol and weapon was the Thunderbolt, which he may have used a little indiscriminately here and there.

And what does all this have to do with WCKY? Well, we want you to know we've POWER, too—50,000 whole watts of it; in fact, we're "as powerful as any station in the entire United States." We try to use our power constructively in the public interest. We operate 24 hours a day, serving the Cincinnati market, and doing our damnest to do a good selling job for our advertisers. Cincinnatians like WCKY's 50,000 watts of POWER for its good clear signal covering all of the Cincinnati trading area. Advertisers like WCKY for its selling POWER to the Cincinnati adult audience, and by Jupiter, with a combination like that, how can you lose?

If you want to know more about WCKY's POWER to reach listeners and produce sales, call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

EIA REPEAT

The Electronic Industries Assn. last week renewed its recommendation for a long range study of the military and civil uses of the radio spectrum. EIA's statement was issued last Thursday, following the announcement earlier in the week of the establishment of a Presidential Telecommunications Advisory Committee.

In a letter to Victor E. Cooley, chairman of the advisory committee, H. Leslie Hoffman, chairman of EIA's spectrum study committee, expressed the hope that the committee's appointment was the first step toward launching an overall investigation of the spectrum.

Last September the EIA board formally urged the establishment of a commission to study the spectrum and its uses by both government and non-government users. Some segments of the electronics industry have been advocating such a probe for the last year or more.

EIA has not suggested how this should be done, but it has recommended that a commission be appointed for this purpose.

one agency should control both government and non-government use of the spectrum.

Under the 1934 Communications Act, the President is the final authority in licensing government stations. The FCC is empowered to regulate all non-government use of the radio spectrum. The President's responsibilities are carried out through the Interdepartmental Radio Advisory Committee, on which sits a representative of each department and agency of the federal government which uses radio frequencies.

The Communications Act is silent, however, on a supreme arbiter for the assignment of frequencies between the government and civilian use. This has been accomplished through a "gentlemen's agreement" between the White House and the FCC.

The latest expression of this liaison was the FCC's action last April in removing 8500-9000 mc from civilian use for military usage. The band had been assigned for civil aviation radionavigation; it was reassigned to government use for radiopositioning.

This has become a key law case. Aviation interests have asked the appellate court to force the FCC to provide the normal rule-making and hearing safeguards spelled out in the Communications Act. The Commission ordered the change in allocations into effect without preliminary notice or a hearing. The reason given was the request of OCDM for these frequencies. When civilian aviation interests protested, the Commission refused to reconsider its order. The objectors have appealed this particular action, and last week a pre-trial conference was held in the U. S. Court of Appeals in Washington, D. C.

Actually the FCC order pre-empted 14

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bands in the 220-10,500 mc region. Among these were some broadcast studio-transmitter link and remote pickup bands.

Military development in missiles and space vehicles in recent years—with their great reliance on electronics for control, guidance and surveillance—coupled with the establishment of forward scatter as the newest method of over-the-horizon communications has given rise to fears that portions of the television and fm bands might be requisitioned by the military.

Aside from military weaponry, a vast upsurge in demands for spectrum space by industrial users has also inundated the FCC in recent years.

The Commission has under way a study of the entire spectrum beginning at 25 mc. This is in two phases, 25-890 mc (this includes tv and fm), and above 890 mc.

In evaluating the import of the establishment of the new presidential advisory committee, there have been recent, regulatory straws-in-the-wind pointing to a possible outcome. These are the recent establishments of "super" agencies—one dealing with aviation and the other with space.

The Federal Aviation Agency was established last August. It is headed by retired Air Force Lt. Gen. Elwood R. Quesada and has jurisdiction over both government and non-government aviation. This includes military aviation.

The FAA was layered over the existing Civil Aeronautics Board-Civil Aeronautics Authority establishment precisely because of the same difficulties plaguing the radio spectrum—divided authority.

Similarly, the National Aeronautics & Space Administration was organized last September to take over astronomical projects involving satellites, lunar probes and other space age developments.

The last telecommunications advisory committee was the President's Communications Policy Board, appointed by President Truman in February 1950. Members of that committee included Dr. Stewart as chairman, and Lee A. DuBridge, president of Cal Tech; William L. Everitt, U. of Illinois; James R. Killian Jr., then MIT president, now science advisor to the President, and David H. O'Brien, retired vice president of the Graybar Electric Co.

In March 1951 it issued its report, the 226-page Telecommunications A Program for Progress. It advocated the establishment of a three-man Telecommunications Advisory Board to advise and assist the President. It recommended that this board be empowered to require all government users to justify and periodically to rejustify their need and use of the radio spectrum. It recommended that this board, in cooperation with the FCC "supervise the division of spectrum space between government and non-government users."

It also called for the FCC to be strengthened in funds and structure.

Justice Says It'll Defend Secrecy of FCC Spectrum Moves

The Dept. of Justice has announced it is preparing to claim the right to withhold the reason why the FCC was asked to reassign 14 bands in the radio spectrum from civilian to government usage.

The announcement was made last Thursday in a pre-hearing conference before Circuit Judge John A. Danaher of the U. S. Appeals Court in Washington.

The conference, at which attorneys representing Aeronautical Radio Inc., Bendix Radio (Bendix Aviation Corp.) and other aeronautical companies met with Justice Dept. and FCC lawyers, was in preparation for the argument on the appeal against the FCC's April 16 decision reallocating various bands ranging from 220 mc to 10,500 mc. This was done without notice or a hearing. Last July the FCC turned down a petition for reconsideration.

In last week's conference, the Justice Dept. counsel told Judge Danaher that the administration was willing to give the court the basis for the OCDM requirement, but not the parties. He said he was preparing to claim executive department privilege. The White House has claimed this privilege for executive departments, but this will be the first time it has been claimed for an independent regulatory agency.
with apologies to Rudyard, the west does meet the east...

...yes, even in California, wise westerners who want to woo wily easterners (New England variety) check their Hildreth Stations.

Let's tune in on Charlie Farrell, flicker and TV flame, as he tells how to serve an "ace" every time in Maine.

"Those Hildreth people have their "racquet" all figured out. Just look at what they did in Portland—Maine's first market. Two months after they put their brand on WPOR, the ratings zoom 49%—and that's some zooming.

"They play that kind of game all over the State. Why, in Bangor it's practically a "love" set. WABI's pulse-beat is greater than the other stations combined. And the net play by its doubles partner, WABI-TV, makes it the highest rated NBC station east of the Mississippi.

"Then take Aroostook County, the throbbing thriving home of people, pilots and potatoes. WABM and WAGM team with WAGM-TV to make it a straight set sweep.

"Now that I think about it, the Hildreth Stations might well be the answer to the Davis Cup problems."

check your

Hildreth Stations

wabi AM/wabm/wagm AM TV/wpor

BANGOR HOULTON PRESQUE ISLE PORTLAND

HORACE A. HILDRETH, PRESIDENT
LEON P. GORMAN, JR., EXECUTIVE V. P.
WILLIAM J. MULLEN, NAT'L. SALES MGR.

Represented by:

GEORGE P. HOLLINGBERY—Nationally
KETTLE-CARTER—in New England
HARRIS GROUP UNWILLING TO DIE

- Legislative Oversight may live on in 86th Congress
- Staff report hits Justice on FCC ex parte contacts

In all probability, there will be a Legislative Oversight Subcommittee during the 86th Congress, which convened Jan. 3.

And last week, the subcommittee received a report from one of its staff members criticizing the FCC and Justice Dept. for failure to take action against individuals who have made ex parte contacts. The report says 30 such cases have been investigated and "there are probably more."

All earlier indications had been that no effort would be made to extend the controversial investigative body's life after its authorization expires Dec. 31, but developments in the past few weeks have completely changed the outlook.

Rep. Oren Harris (D-Ark.) last week told Broadcasting the subcommittee's report, due by the end of the year, would recommend its renewal. All of the six other subcommittee members remaining in Congress (five Democrats, and one Republican) have urged that it be given new life.

Previously, Rep. Harris had been against the subcommittee's continuance and planned to absorb its work into the parent committee. In fact, last September he sent word to the chief counsel to inform the staff the subcommittee would expire Dec. 31 and that they should make other arrangements for jobs (closed Circuit, Sept. 29).

One source close to the House leadership predicted last week the subcommittee would not run into any major difficulties in getting renewed. He said that House Speaker Sam Rayburn (D-Tex.) would abide by the recommendations made by Rep. Harris.

The committee was established in March 1957 with a $250,000 appropriation and the blessings of Speaker Rayburn, who made the original suggestion for the need of such an investigative body. A second appropriation will be necessary for its continuance and indications are that a fight may develop in this respect on the House floor.

Rough Sledding: The committee's history has been a stormy one. Cries at the start arose that it would do a "hatchet job" on the FCC. This was denied by all parties, although the Commission has borne the brunt of the subcommittee's attacks and has been severely chastised in the eyes of the public.

As a result of the committee's investigations, one commissioner has been forced to resign and has been indicted, a former chairman has been accused of accepting a bribe, the character and integrity of all except the newest members of the FCC have been attacked, a cloud of suspicion has been cast on a majority of the Commission's major TV grants and a dozen decisions have been returned to the courts.

In addition, disclosures of the subcommittee forced the resignation of President Eisenhower's top aide.

Nor was all the turmoil created outside the subcommittee. Intramural clashes were frequent and bitter in the early stages. The subcommittee fired its chief counsel after a name-calling fight with him in the press. The first chairman "resigned" as a result but was allowed to remain as a member of the subcommittee. Latest to go was the chief investigator who quit last summer under fire.

Rep. Harris said the recommendation would not be that the subcommittee be continued on the broad scale and type of operation it pursued in the past. He would not comment on whether it would continue in its present form and personnel. He hopes the new Oversight Subcommittee can devote its time to less sensational but constructive reviews of the regulatory agencies and their activities in carrying out the law.

The subcommittee's report also will include a draft of an "across-the-board" code of ethics for all agencies under itsjurisdiction. In addition, it will take up the powers (probably recommending more) and tenure of the chairman of the FCC and the method of his selection (the subcommittee, it's reported, is split on whether this position should be rotated from year to year). Still another phase of the report is expected to put teeth into laws governing conflicts of interest and ex parte contacts.

Some Speculation: Talk centered on whether Rep. Harris would step down as chairman of the subcommittee. If he does, Rep. John Bell Williams (D-Miss.) is expected to become chairman. Rep. Harris refused to comment on this aspect.

Members of the subcommittee have commented that it has just "scratched the surface" of its announced and intended job. The consensus was, following informal talks the past two weeks, that Congress could ill afford to do away with its newest investigative arm. In fact, talk now is that the subcommittee will be established on a permanent basis.

Several of the attorneys who appeared as panelists last week before the subcommittee urged the continuance of its work by the same group or another body (see separate story). "There is a great need for additional information, not about bribery, not about influence, but how these agencies are doing their jobs," Prof. Clark M. Byse of Harvard stated.

Last week's report, submitted by staff attorney Stephen J. Angland, did not figure in the decision to recommend continuance of the subcommittee. It does, however, offer a future course for the subcommittee if Mr. Angland's charges are investigated further.

"The recent publicity received by the Attorney General with respect to his position on the [Miami] ch. 10 proceedings [Government, Nov. 17] does not stand inquiry," Mr. Angland stated. He said the subcommittee has made evidence public that is "quite clearly sufficient to convict several persons" of violating the section (409, [c] [2]) of the Communications Act dealing with ex parte contacts and illegal pressures.

"As an explanation for no indictments," Mr. Angland stated, "it has been indicated that Sec. 409 (c) [2] is not clear. This haziness has just developed since this subcommittee went into tv cases. Mr. Angland cited several official FCC and court documents which, he alleged, showed that there had been no "haziness" on interpretations in the past.

Mr. Angland said that in his investigations of tv cases, he found indications of ex parte contacts in over a dozen of which have been made public." It was unnecessary to develop all these cases for legislative purposes," he told the subcommittee. "However, for law enforcement, it would be necessary. I am also very certain that there are cases I did not uncover.

The obvious conclusion is that the Attorney General has evidence of a number of calculated, and in some cases, gross violations of Sec. 409 (c), but that he does not want to prosecute." Mr. Angland also charged that members of the bar have been publicly involved in ex parte representations, "an additional area where the Attorney General could be helpful."

EX-FCC HEAD DENIES ALL BRIBE RUMORS

- Oversight can't track sources
- More hints of planted rumors

Former FCC Chairman George C. McConnaughay swore under oath last Monday (Nov. 17) that he did not solicit or accept a bribe for his vote in the Pittsburgh ch. 4 tv case. Previous witnesses before the House Legislative Oversight Subcommittee had testified they heard "rumors" of bribes totaling $250,000 in the case [Government, Nov. 17].

"I have definite proof that no money was paid,"" either while on the FCC or since, Mr. McConnaughay said. "Your committee has all the records of my bank accounts."

Mr. [Robert] L'Heureux' and Mr. [George] Sutton's," he added, referring to his former associates in a law firm now dissolved. The former commissioner testified he first heard of the alleged bribes when questioned on the subject by the FBI in September 1957.

The subcommittee has been unable to determine the source of reports Mr. McConnaughay was to receive $50,000 from ch. 4 applicant TV City Inc. or $200,000 from a second applicant, Hearst-WCAE.

MR. L'HEUREUX
MR. McConnaughay

BROADCASTING
Pittsburgh, in exchange for his vote. The subcommittee also has been unsuccessful in efforts to learn who told the competing applicants, the day of a June 3, 1957, oral argument, that the Commission was split 3-3 for Tv City and Hearst.

These two applicants merged and received the grant 3½ weeks after Mr. McConnaughy left the FCC on June 30, 1957, and formed the McConnaughy, Sutton, L'Heureux firm. Three others seeking the Pittsburgh station, Wespen Tv Inc., Irwin Community Tv and Matta Enterprises, withdrew from the contest and were paid $50,000 each in expenses.

Mr. McConnaughy, now practicing law with his son in Columbus, Ohio, stated without reservation that he did not solicit a bribe, in the form of money or legal clients, from the Pittsburgh applicants or in any other case. He also denied that an intermediary had made a solicitation on his behalf or that he informed anyone of the 3-3 tie vote.

He said the Commission voted in the case immediately after the oral argument with himself, Comrs. John Doerfer and Robert E. Lee voting for Hearst, while Comrs. Rosel H. Hyde, Robert T. Bartley and Richard A. Mack favored Tv City. Comr. T. A. M. Craven abstained. The witness maintained he had supported the Hearst application from the beginning and for that reason voted against letting Tv City amend its application to show the death of one of its principals, Irvin Wolf.

Mr. McConnaughy, under questioning by Acting Chairman John Bell Williams (D-Miss.), said the bribe rumors could have been “manufactured” to force him to be disqualified from voting in the case. He also said Tv City stood to gain the most from his disqualification, since the vote then would be 3-2 in its favor.

At a May 8, 1957, luncheon with Earl Reed, Tv City president, Mr. McConnaughy said, Mr. Reed tried to tell the commissioner what outstanding and prominent men were associated with the applicant. Mr. McConnaughy, an Eisenhower appointee in October 1954, said he changed the subject of conversation.

Mr. Reed also talked of his (Reed’s) association with National Steel, Mr. McConnaughy said, and that this firm often had legal business in Ohio. Mr. McConnaughy said he again changed the subject and that the Tv City president “could see I didn’t appreciate that kind of talk and it was dropped.”

Mr. McConnaughy said he did not consider this “in any respect an offer of a bribe” and thought no more of it until the FBI questioned him. He denied telling Mr. Reed he was leaving the FCC and going into private practice, as had been testified earlier by Mr. Reed. Mr. McConnaughy said the McConnaughy, Sutton, L'Heureux law firm first was proposed by Mr. Sutton, counsel for Tv City Inc.

Testifying just ahead of Mr. McConnaughy, Mr. L'Heureux also said he first heard of the bribe rumors in September 1957. Mr. L'Heureux had been Mr. McConnaughy's administrative assistant at
the FCC and left when the chairman did. He said he was unsuccessful in attempts to learn the source of the allegations.

Mr. L'Heureux vigorously denied he had contacted Mr. Reed or anybody else regarding the bribe solicitation or the 3-3 tie vote. He said only one side could benefit from the rumors and that if he were sitting on a jury he would "have some very strong suspicions..." about TV City.

He was first informed of the bribe rumors by Messrs. Sutton and McConnaughey. Mr. L'Heureux said, the same day the two attorneys were questioned by the FBI. He said that in March 1958, Mr. McConnaughey told him and Mr. Sutton that Mr. Reed had offered the former FCC chairman "about $10,000" a year for his vote.

At the conclusion of Monday's hearing, Reps. Williams and Charles A. Wolverton (R.-N.J.) called on the Justice Dept. to investigate the Pittsburgh case. Three days earlier, both congressmen had called on the FCC to reopen the case [AT DEADLINE, Nov. 17].

The Justice Dept. had the case under grand jury scrutiny for several months but no indictment was returned and the jury was dismissed. A Justice spokesman said last week that no new evidence was unearthed in the House hearings which had not been presented to the grand jury.

FCC Chmn. Doerfer said the Commission would have to consider the possibility of reopening the case but as yet, has not done so.

Several members of the subcommittee have expressed a desire to recall a number of witnesses because of inconsistencies in testimony before the congressional body. Among those facing a possible recall are Messrs. Sutton, Reed and Lee W. Eckels, TV City principal. The congressmen also want to question William Matta, ch. 4 applicant who has not testified.

OVERSIGHT SPONSORS

PANEL DISCUSSIONS

- 30 examine regulatory ills
- FCC declines participation

Thirty prominent attorneys, government officials and professors at the invitation of the House Legislative Oversight subcommittee, participated last week in two days of panel discussions on how to cure the ills of federal regulatory agencies.

And, one of the panelists used the forum to get in a lick against the parent Commerce Committee and for pay tv. James M. Landis, counsel for pay tv-proponent Skiastron, charged the committee with interference in "a carefully worked out program" by the FCC to authorize a test of pay tv.

Topics for discussion were "(1) Should the clearly judicial functions of the administrative agencies be divorced from them and lodged with the federal courts? (2) Should the legislative functions of administrative agencies be restricted? (3) How much overseeing of the administrative process should be undertaken by the Executive branch and the legislative branch? (4) How can improper pressures be best dealt with?"

The FCC was conspicuous in its failure to participate in the panel. Charles E. Smoot,
You shift speeds to 78, 45 or 33 1/3 by simply moving the shift lever to the desired index point—then touch the button to either start or stop. Complete one-hand operation leaves the other hand free for cueing or control board.

Gates' positive operating 3-speed transcription turntables are designed entirely for the professional demands of radio and television stations, advertising agencies and recording studios. These turntables are capable of unusual speed accuracy, low vertical and lateral rumble and utilize the direct "speed shift" approach to eliminate springs, multiple drive wheels or gravity methods of speed change.

The transcription chassis only (CB-100), and the CB-210 complete turntable are both in stock for immediate delivery. The turntables are available with or without the CAB-6 cabinet illustrated above. Place your order today.
How many puffs in a station break—
or when does sales resistance become resentment?

Here's another place where film comes into the picture . . . because pre-testing is easy with commercials on film—lets you test to your heart's content before you show them. Important, too—film gives you full control of time and station . . . keeps you in the driver's seat all the way.

Use black-and-white—or color . . . there's an Eastman Film for every purpose.

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.
Assistant general counsel, was listed on the program as one of the panelists but was not present for any of the Tuesday-Wednesday sessions. A subcommittee spokesman said FCC General Counsel John FitzGerald sent word Mr. Smoot was too busy to participate.

Many of the panelists, gathered by subcommittee Chief Counsel Robert W. Lishman, favored a code of ethics for agency personnel; stricter conflict of interest laws; placing commissioners on a judicial level; higher standards for commission appointees.

The panelists were divided on the question of placing an agency's judicial functions in federal courts. No, said Minnesota Prof. Kenneth Davis, Robert W. Ginnane, Interstate Commerce Commission general counsel, and Joseph Zweckling, Federal Power Commission hearing examiner, all of whom delivered 15-minute papers on the question. Yes, said private attorneys Robert M. Benjamin, Donald Beeler, Ashley Sellers, John Cragun, former FCC Hearing Examiner Fannie Litvin and others. All cited a similar proposal of the American Bar Assn.

William Gatchell, FCC general counsel, proposed that agencies function more as courts, with the Executive branch given "limited or general control" over them.

U. of Minnesota Prof. Kenneth W. Culp said "many good men want to play the game according to the rules and can't find the rules. The cure for pressure on administrative agencies is not to destroy the agencies and transfer their functions to the courts any more than the cure to judicial abuses is to destroy the courts."

The SEC general counsel, Thomas G. Meeker, told the panel and congressmen that ex parte contacts are "few in number."

The greatest deterrents, he said, are "the quality and loyalty of the personnel serving the agencies." He urged caution in the enactment of legislation designed to prohibit improper influence which also would prevent useful legitimate practices.

Profs. Arthur S. Miller of Emory U. and Clyde Bye of Harvard recommended more precise legislative standards for the FCC and other agencies to follow in granting licenses as a cure for curbing pressures. Both educators also urged the idea of selling tv channels to the highest bidder be seriously considered.

Mr. Landis, former chairman of both the SEC and CAB, said the activities of congressional committees should be directed to recommendations for legislation. "An unfortunate tendency has manifested itself recently in the fact that acting only individually or as a committee they have sought to interfere in the shaping of policy by the administrative agencies," he charged. "The most patent of these is the recent action of the House Committee on Interstate & Foreign Commerce in setting aside a carefully worked out program of the Federal Communications Commission in the field of subscription television."

At the close of the final panel Wednesday, proposed codes of ethics submitted by all agencies under the subcommittee's jurisdiction except the FCC were entered into the record. The Commission has promised to submit a proposal of its own in the future.

Oversight Subcommittee Told Court Cannot Dictate to FCC

A court is not authorized, under the Communications Act, to impose any "real direction" on the FCC as to how the Commission must "ultimately dispose" of a case, the House Legislative Oversight Subcommittee has been advised by the Library of Congress' legislative reference service.

James P. Radigan Jr. and Hugh C. Keenan Jr. of the legislative reference service gave the subcommittee their opinion at the House unit's request. They concluded: "The court is not a superior and revising agency in the field. Its remand obligates the Commission to correct the mistakes of law but leaves it free to take such action as it deems meets the standards of public interest, convenience or necessity."

The report also, at the subcommittee's request, digested the 12 cases which had been remanded by the U. S. Court of Appeals for the District of Columbia to the FCC or by the U. S. Supreme Court to the appeals court between Jan. 1, 1958, and Oct. 30, 1958, reporting on the progress of the cases as of the latter date.

Five of the cases were remanded—three by the Supreme Court and two by the appeals court—in view of testimony before the House subcommittee of ex parte influence. The other seven cases were remands by the appeals court.

Supreme Court Refuses Plea To Upset St. Louis TV Grant

The Supreme Court last week upheld a U. S. Court of Appeals decision [GOVERNMENT, July 14] and refused a writ of certiorari to the St. Louis Amusement Co., a former applicant for tv ch. 11 in St. Louis. The Court of Appeals had affirmed an FCC dismissal of a St. Louis Amusement request that a March 1957 grant for ch. 11 be declared vacant and that it be returned to the Commission for new applications.

CBS won the grant last year, after a contest with 220 Television Inc., St. Louis Telecast and Broadcast House. St. Louis Amusement had previously withdrawn its application because, as it was explained to the Court of Appeals, it felt it had no chance against CBS Inc. as a competitor. Instead of building on ch. 11, CBS bought ch. 4 KWK-TV St. Louis for $4 million and turned ch. 11 over to 220 TV. St. Louis Telecast and Broadcast House were paid $200,000 each by 220 TV. Ch. 11 is now KCPP (TV) while CBS is operating ch. 4 as KMOX-TV.

100W Maximum for Translators

The FCC last week finalized its rule making to increase the maximum permissible transmitter power output of tv translators from 10 w to 100 w, effective Dec. 26. According to the Commission, this will further tv translator reception in communities where present maximum power is inadequate. The first translator began operation in 1956. There are presently over 140 such stations bringing tv to outlying areas.
CH. 10 DECISION EXPECTED MONDAY

- Arguments in Miami case end
- Charges include 'wire-pulling'

An initial decision in the Miami ch. 10 case may be issued next week by special FCC hearing examiner Judge Horace Stern. The retired Pennsylvania Supreme Court chief Justice last week said that he hoped to have his decision out by Monday (Dec. 1). This was at the completion of oral argument by all parties.

The oral argument, the last move in the hearing on charges of behind-the-scenes wire-pulling in the 1957 Miami ch. 10 grant, heard pleas ranging from the argument that all but one of the applicants should be disqualified to a request that the "climate" of doing business before the FCC be taken into account and the activities of some of the applicants not be considered disqualifying.

Running as an undercurrent—beyond its application in the Miami case—was the argument between the Dept. of Justice and others that even involved charges that the White House was trying to save face by urging the disqualification of all federal officials and parties who resort to ex parte representations.

The Justice Dept. argued in its brief filed two weeks ago that any tampering outside the accepted procedures of adjudication before federal agencies be labeled illegal [GOVERNMENT, Nov. 17].

This was termed too broad by some of the parties in the case.

Paul A. Porter, attorney for WKAT Inc., declared the FCC does not need an "iron curtain" to protect the commissioners.

Norman E. Jorgensen, attorney for Public Service Television Inc. (WPST-TV), maintained that the Dept. of Justice "sped right by the record roughshod in its haste to get an Administration face-saving before the American public."

Considered the bellweather case in the dozen tv grants which have been scheduled for reopening—or which have been the target of allegations of back door machinations—the Miami ch. 10 rehearing began last September. The charges were originally aired earlier in the year before the House Legislative Oversight Subcommittee and resulted in the resignation of Richard A. Mack as an FCC commissioner. Mr. Mack and his friend Thurman A. Whiteside were indicted by a grand jury and have both pleaded innocent.

The gist of the oral arguments before Justice Stern was as follows:

Edgar W. Holtz, FCC associate general counsel—urged that Judge Stern find Comr. Mack disqualified and therefore the grant to the National Airlines' subsidiary void. He also asked that WKAT; Public Service and North Dade Video Inc. be disqualified from any further participation in the case. This would have left L. B. Wilson Inc. the only applicant.

Both the FCC counsel and that for L. B. Wilson pointedly reminded Judge Stern that the question of what to do with the grant if all except one applicant is disqualified was not an issue in the hearing. The Justice Dept. in its brief two weeks ago suggested that new applications be accepted for ch. 10, while all present applicants but L. B. Wilson should be disqualified.

Mr. Holtz asked Judge Stern to hand down a decision which would "completely protect FCC commissioners from all influence, direct or indirect, from all sources, including Congress."

Mr. Porter, for WKAT—Declared that Mr. Katzenstein's activities were right and proper; that Mr. Katzenstein was the only party to bring the allegations of wire-pulling to light. He called for the disqualification of Public Service. He maintained that Mr. Katzenstein and his intermediaries who saw Comr. Mack did not attempt to persuade him to vote for WKAT, but only to get him "uncommitted" from what he understood was his pledge to Mr. Whiteside to vote for Public Service.

Paul M. Segal, attorney for L. B. Wilson—Maintained that no accusations had been made against his client. He stated that arguments by other counsel excusing the activities of their clients were "adolescent." He quipped that from the arguments of parties it seems that "it is all wrong to fix a case, but it's all right to unfix a case." He declared that North Dade must be considered to have engaged in off-the-record representations through the use of Robert F. Jones, former FCC commissioner and former congressman (R-Ohio), now in private law practice.

Nathan David, attorney for North Dade Video Inc.—Emphasized that no one representing North Dade made any representation to the FCC commissioners. He termed Mr. Jones' activities on Capitol Hill seeking legislation prohibiting an airline from owning a tv station as perfectly proper. He accused the Dept. of Justice of "gerrymandering" the record adverse to North Dade.

Mr. Jorgensen, for Public Service—Called for a new FCC vote on Miami ch. 10 to lift the cloud on the grant. He stressed that Public Service tried to get Mr. Whiteside to serve as counsel, but when Mr. Whiteside refused to accept employment that was the end of Public Service's connection with him. He intimated that Mr. Whiteside became active in the Miami ch. 10 case for his own benefit.

Judge Stern intervened with questions only three times, warning each time that his questions should not be considered as indicating his views. He inquired about the status of the majority vote if Comr. Mack had abstained or had voted for another applicant; he asked if the FCC was required to grant an application after a hearing or whether it could deny all parties, and he observed that Mr. Jones had testified that he turned over a document favoring North Dade to Comr. T.A.M. Craven after the final vote was issued (in which Comr. Craven had abstained) and after Comr. Craven had told Mr. Jones he would not participate in any further deliberations of Miami ch. 10.

CRAVEN BOWS OUT FROM CH. 13 CASE

- FCC orders new argument
- Croley gets interim use

Comr. T. A. M. Craven last week severed himself from any further part in the Indianapo- lis ch. 13 case as the Commission ordered a second oral argument under an order from the U. S. Court of Appeals for the District of Columbia. The FCC set no date for the argument.

At the same time, the FCC granted a request by Croley Broadcasting Corp. that the company be allowed to continue operating its WLW (TV) Indianapolis on ch. 13 pending a final FCC decision on whether Crosley or WIBC Indianapolis, the other applicant; gets the facility. A WIBC petition for joint trusteeship-operation of ch. 13 with Croley pending final decision was denied, as was a request for oral argument on the petition.

The FCC also dismissed as moot a request by WIBC that Comr. Craven be disqualified in the proceeding—in view of the commissioner's statement that he will not participate in any further proceeding in the case.

The court last June remanded the FCC's March 1957 grant of ch. 13 to Croley, holding Comr. T. A. M. Craven should not have voted because he did not hear oral argument in the case [GOVERNMENT, June 23]. Comr. Craven had abstained from voting because the engineering firm of which he formerly was a partner is employed by one of the former applicants, WIRE Indianopolis, but at the FCC's request voted to break a 3-3 tie. The same court, all nine judges, denied a later Croley request for rehearing [Government, Sept. 29].

Comr. Craven said that since the court didn't decide on whether he was disqualified to participate in the ch. 13 case, he will not take any part in the case, "including the further oral argument which has been ordered." The commissioner said that even if the FCC reaches another "impass" (i.e., a tie vote) he will not participate to break the deadlock unless the question of his qualification is "judicially settled." This means that even if he were to be found qualified "judicially," he could not vote in the ch. 13 case unless a third oral argument is held.

Comr. Craven said his practice since being appointed to the FCC has been to abstain from taking part in matters in which he previously was associated as a private radio engineering consultant. Thus, he said, he refused to vote in the ch. 13 case until he was advised by the FCC general counsel that it was his duty to take part in the final disposition of a case. His failure to do so would prevent the FCC from performing its administrative functions.

WIRE (Indianapolis Star and News and
It's Easy
To Pick
A Winner
In Memphis

It's Channel 3 First By All Surveys

In Memphis they say "There's more to see on Channel 3." That's because more people enjoy WREC-TV's combination of superior local programming and the great shows of the CBS Television network. It's the right combination for your advertising message. See your Katz man soon.

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

<table>
<thead>
<tr>
<th></th>
<th>A.R.B. May '58 (Metro Area)</th>
<th>Pulse May '58 (Metro Area)</th>
<th>Nielsen Sept. 7-Oct. 4 (Station Area)</th>
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<tr>
<td>WREC-TV</td>
<td>201</td>
<td>240</td>
<td>279</td>
</tr>
<tr>
<td>Sta. B</td>
<td>122</td>
<td>93</td>
<td>35</td>
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<tr>
<td>Sta. C</td>
<td>53</td>
<td>47</td>
<td>63</td>
</tr>
</tbody>
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WREC-TV
Channel 3 Memphis

Represented Nationally by the Katz Agency
sell

FLINT

home of great '59's... set for a
record-breaking '59

Two great cars
for '59, Buick and
Chevrolet, mean great things now
for this World's largest General Motors
plant city. They're made in Flint... and backed-up by
AC Spark Plug, Fisher Body, and Ternstedt... all
going full speed. Sell this big, rich
market... and all of Northeast
Michigan, too... on
WFDF.

sell Flint on
WFDF
5 KW for Flint and Northeast Michigan
dial 910

NBC Affiliate — Represented by the KATZ AGENCY

EXCISION IN EXCISE

The federal government took in a
million dollars less in taxes on radio-tv,
phonographs, components, etc. for the
first quarter of fiscal 1959 than the
same period the year before. The In-
ternal Revenue Service reported last
week that excise tax collections for
the fiscal period ending Sept. 30 on
these items totaled $26,995,000—com-
pared to $27,987,000 in the same
period in 1957. Taxes collected for
phonograph records jumped $1 million
—from $2,757,000 in 1957 to $3,767,-
000 in the 1958 period; taxes on ad-
missions to theatres, concerts, etc., also
moved upward—from $13,918,000 in
1957 period to $14,395,000 for this
period; taxes on admissions to cab-
arets, roof gardens, etc. slumped—
from $11,029,000 to $10,584,000.
Total excise taxes from all sources
showed a $100 million slump—from
$2,842,433,000 in 1957 to $2,746,-
156,000 this year's period.

other newspapers) and Mid-West Tv Corp.
(local businessmen), the two other applicants.
also had appealed the grant to Crosley, but
both withdrew their appeals—WIRE in De-
cember 1957 and Mid-West in January 1958
—in consideration of undisclosed amounts
paid by Crosley. The March 1957 FCC
grant [AT DEADLINE, March 11, 1957] re-
versed an examiner's initial decision favoring
Mid-West.

Ad Rekindles San Diego Fight

An advertisement in BROADCASTING link-
ing ch. 6 XETV Tijuana, Mexico, with San
Diego, Calif., prompted a request for the
reopening of an FCC decision permitting
ABC-TV to feed its programs to the Mexi-
can station. KFMB-TV San Diego, last
week asked the FCC to revoke the Commis-
sion's April 22 decision approving the feed
of ABC-TV programs to XETV. The San
Diego station, which fought bitterly against
the Commission action, said that an ad-
vertisement identifying XETV with San
Diego was "a blatant and outrageous fraud,
deception, misrepresentation and imposture
upon the broadcast industry..." KFMB-
TV claimed that the advertisement attempts
to "foist" the station upon American ad-
vertisers as an American station.

Wins Libel Damages in Oklahoma

Mrs. Pearl Wanamaker, former Wash-
ington state superintendent of public in-
struction, was awarded $7,500 damages for
libel by a court in Oklahoma City last week
from three Oklahoma radio stations which
aired an MBS broadcast by Fulton Lewis
jr. in 1956 [NETWORKS, Jan. 16, 1956].
She had claimed Mr. Lewis called her the
"ringleader" of a White House education
conference he said was "stacked and
phony" and mistaken her as the sister of a Communist. The stations
were KGWA Enid, KOME Tulsa and
KOCY Oklahoma City. She has filed similar
suits against other stations.
PEACHTREE STREET WAS JUMPING. Never in the history of fun-loving Atlanta had so great a throng turned out for any event. Nearly a quarter-million people came to help celebrate WSB-TV's 10th birthday; to show their affection for WSB-TV stars and appreciation for the programming this station gives them.

This thundering response gives you a more revealing picture of WSB-TV's dominance in the Georgia market. Skillful showmanship teamed with intelligent programming in the public interest has made WSB-TV one of the nation's truly great area stations. Certainly your advertising in Atlanta belongs on WSB-TV.
BPA GETS RIVAL MEDIA BRIEFING

- Delegates also discuss ratings, other radio-tv necessities
- Westinghouse's McGannon urges greater stress on promotion

The competitive spirit was double-edged at last week's third annual Broadcasters Promotion Assn. meeting. It combined the liveliness of friendly intra-organization play with the spirit of not so friendly intra-media fight.

After the smoke cleared, most delegates agreed the convention-seminar at St. Louis' Chase Hotel Nov. 17-19 was the best yet. Organization members returned to their home bases with brand new ideas on a wide range of promotion topics and the conviction that BPA as an organization has come of age.

At Tuesday's business session, BPA members elected Charles A. Wilson, sales promotion and advertising manager of WGN-TV Chicago, as new president (story, page 88). They also chose Philadelphia as the 1959 (Nov. 2-4) BPA convention site.

The 1958 meet took on a distinct competitive flavor, including speakers from newspaper, magazine, outdoor and station representative fields, headed by Edward A. Falasca, creative vice president of the American Newspaper Publishers Assn.'s Bureau of Advertising. Key speaker at Tuesday's luncheon was Donald H. McGannon, president of Westinghouse Broadcasting Co., who called on radio and tv each to more aggressively promote itself for a respectively greater share of the total national advertising budget.

Among topics explored during the convention, aside from inter-media competition, were ratings, promotion as a key management function, and such bread-and-butter subjects as sales and audience promotion, publicity and exploitation, merchandising and trade advertising.

BPA members were given statistics indicating growth of the organization the past year under Mr. Henry's leadership and prospects for future membership increases. They also were apprised of management's increasing recognition of their role in station policy and operation.

Radio-Tv Dollars in Print • ANPA's Mr. Falasca reported radio-tv spent $14 million in 1956 and over $17 million last year in newspaper advertising to promote their stations and programs. He noted local advertisers allocated $2.5 million in daily newspapers in 1957, which he described as growing competition for radio-tv.

Newspapers provide a good medium for building local station identity and promoting its operation and personalities, he asserted. Mr. Falasca suggested stations spot their ads in special interest sections, such as the women's or sports page, as well as in the radio-tv department.

By and large, Mr. Falasca felt, local station promotion in newspapers can stand a "creative hypo," with tv doing a somewhat better job than radio.

Mr. Falasca said that newspapers render aggressive campaigns of self-promotion. No longer can the broadcast media expect automatic growth, he said. Broadcasting commanded but 18.8% of the total national advertising budget last year, he stated, adding that broadcasting and the print media are competing for the same advertising dollar.

Mr. McGannon pointed out that this was why print has become the broadcasting industry's most vociferous critic. He urged broadcasters to use their own sales tools in their own behalf. Mr. McGannon did feel, however, that competition between print and broadcasting could be a beneficial rivalry.

Magazines in the Tv Era • Kicking off the Monday afternoon session was Albert M. Snook, Midwest manager of Magazine Adv. Bureau, followed by Steve Libby, publicist with Communications Counselors Inc., and Peter Rahn, radio-tv editor, St. Louis Globe-Democrat.

Mr. Snook observed that, despite the "tremendous increase" in tv homes, 1950-57 magazine circulations grew over three times as fast as the growth in U. S. population.

Comparing the pre-tv era of 1946-50 with that period, Mr. Snook pointed out that adult population expanded an average of 1.4 million a year as against 1.1 million for the era of tv's growth. Magazine circulations increased considerably—4.9 million annually. Even during radio's heyday (1933-40), he reminded, magazines jumped about four times as fast as the increase in U. S. population.

Taking 1956, for which the most recent advertising figures are available, magazines claimed 2,278 out of 2,742 national advertisers, with 1,134 in newspapers, 286 in tv, and 160 in radio. Splitting the national ad-

SOCIALIZING in the Edward Petry & Co. suite after a seminar roundtable meeting during the Broadcasters Promotion Assn. convention in St. Louis were several BPA delegates from stations on the sales representative's list. Standing (l to r): Walter Paschall, WSJ Atlanta; Andy Amyn, WTVH-TV Peoria, Ill.; Dan Bellus, KFMB-TV San Diego, Calif.; Ray Reisinger, WISH Indianapolis, Ind.; Amos Eastridge, KMTV (Tv) Omaha, Neb.; Charles Cash, WSM-TV Nashville, Tenn.; James W. Evans, WSCC-TV Charlotte, N. C.; Tom Sumner, WNET-TV Bay City, Mich.; Fred Johnson, Petry-St. Louis, and Doug Duperrat, KTSV-Shreveport, La. Seated (l to r): Henry F. Hines, WIBAL-AM-TV Baltimore, Md.; Monte Tjaden, KWTW (Tv) Oklahoma City, Okla.; Robert Hutton, Petry tv promotion manager; Mitchell Krauss, WIP Philadelphia, Pa.; Kirt Harriss, KPAC Houston, Tex. (Not shown but also present were executives from the Corinthian station group.)
These famous imports delivered as a gift from coast-to-coast

Three superb brands—each accepted the world over as best of its kind—each bearing a label that labels you a business man of good taste. Take care of your entire business gift problem in one handsome gesture—by having any one or all of them delivered to each name on your gift list! Send coupon below for full information.

SOLE U. S. DISTRIBUTORS, SCHIEFFELIN & COMPANY, NEW YORK

TEACHER’S HIGHLAND CREAM SCOTCH WHISKY
86 Proof
Blended Scotch Whisky
In a class by itself since 1830. It’s the Scotch you know is always right because the good taste of Teacher’s never changes.

HENNESSY COGNAC
84 Proof
HENNESSY Supremacy is unmistakable—Americans choose it over all other Cognacs combined. Hennessy maintains its unmatched character by drawing on aged Cognac stocks unrivaled in size as well as variety.

MOET CHAMPAGNE
The truly great Champagne of France— from the fabulous, 15 mile cellars of Maison Moet & Chandon in Epernay. An outstanding and memorable gift that will be long remembered.

NOW ONE ORDER SENDS THESE GIFTS COAST-TO-COAST IN A HURRY!

Make your gift shopping easy. Send the coupon for order form, price list and full information about this convenient, new service. All gifts delivered gift-wrapped with your card enclosed. Do your Holiday shopping early. Send coupon today!

All Year Liquor Gifts
Dept. 3E
6066 Sunset Blvd.
Hollywood 28, California

Please rush me your order form giving delivered prices and gift delivery information for Teacher’s Scotch, Hennessy Cognac or Moet Champagne.

NAME
FIRM
ADDRESS
CITY, ZONE, STATE

November 24, 1958 • Page 85
A ROUNDTABLE session was included in the promotion workshop held by H-R Television Inc.-H-R Representatives Inc. Monday (Nov. 17) concurrently with Broadcasters Promotion Assn.’s annual convention in St. Louis. Seated around the table (l to r): Mike Schaffer, WAVY-AM-TV Portsmouth, Va.; Don Softness, promotion director for the H-R companies, and Doug Holecomb, WGBI-WDAU-TV Scranton-Wilkes-Barre, Pa. Standing (l to r): Chuck Olson, WREX-TV Rockford, Ill.; Haywood Meeks, WMAL-TV Washington; Wilson Schroeder, WKUJ-AM-TV Fort Wayne, Ind.; Len Anderson, WKBH-WKBT (TV) La Crosse, Wis., and James Evans WSOC-AM-TV Charlotte, N. C.

Dr. Coffin predicted three trends—emergence of the “instantaneous ratings, multiplication of rating services in numbers and a growing availability of qualitative data. With various services expanding in market coverage, the station and advertiser will get additional and more frequent checks on program performance. Too, there will be “further confusion and increasing contention,” he observed.

It’s still too early for a “definite evaluation of instantaneous ratings,” Dr. Coffin asserted, noting activity involving American Research Bureau’s Arbitron system the past three months. The fact remains, however, that the “quick reporting of ratings increase their value” to stations and advertisers alike, he asserted.

Mr. Riemenschneider claimed magazines “do a better job than broadcasters in providing us with more qualitative information” on audiences. Age, occupation, sex and other socio-economic factors are important to clients in selling their products, he said, and for that reason “we want to know more about the type of people who are listening and viewing.” BPA is performing a valuable function in the area of media selection, “rather than continuing the emphasis of competition within a medium.”

Broadcast ratings “can be very useful tools in the evaluation of broadcast media and the audience they reach, but have ‘definite limitations,’ in influencing media buys,” Mr. Riemenschneider declared, pointing out that Gardner planning or purchasing is not based beyond the scope of a rating service’s information. What ratings can do, he suggested, is to measure overall size of audience and compare programs, time periods and stations.

The Gardner executive also urged BPA, RAB, TVb, ARB and others to look further into means of expanding the increasingly important cumulative audience concept.

Speakers following Tuesday’s business meeting were Lon King, assistant vice president, Peters Griffin Woodward; John Stilli, sales manager, KDKA-TV Pittsburgh, and Joseph M. Baisch, general manager, WREX-TV Rockford, Ill. They explored promotion as a key management function.

Mr. King urged promotion managers to pass out a continuous flow of information to all agencies and timebuyers, pointing out that station representatives depend on promotion people for various data. Sales promotion, he added, is “no ivory tower job, but a key management function.”

The Unrecognized Element Mr. Stilli stressed that promotion, as the “key” to successful management, “opens the door called dominance.” Recognition is long overdue for promotion people, he said.

Challenge to promotion managers was built by Mr. Baisch around the concept of “VIPmanship—video interest promotion and viewer interest professionals,” an extension of showmanship. Urging better coordination of promotion efforts to all station levels. Mr. Baisch asserted: "promotion managers must have vision to meet the challenge with a professional approach, and develop and execute missions as a key management man.”

Several BPA delegates participated in Wednesday morning’s “Let’s Swap Ideas” exchange on radio-tv sales audience promotion, publicity and exploitation, merchandising and trade advertising.

You get better pictures with Du Pont film

The photo above is an actual enlargement of a single 16 mm frame from a newsreel shot on Du Pont Type 931 Film early in the morning after a light plane crash near Portland, Oregon.

KGW-TV counts on 930 and 931 to get the news on the air fast!

Richard Ross, News Director of KGW-TV, Portland, Oregon, says that his station has used Du Pont film for newsreels since it started operations in December, 1956. "Despite some rough assignments, it has never let us down," says Mr. Ross about Du Pont Rapid Reversal Film. "It was certainly a powerful factor in our news programs having been listed by the American Research Bureau as the top multi-weekly news program in several consecutive rating periods.

"One of the reasons we get our news on the air so fast is the rapid drying time of Du Pont 930 and 931. They dry at least five minutes sooner and those five minutes mean smoother editing, more professional treatment of the coverage."

Portland has frequent rains during the winter and spring, with dull skies, early darkness and very poor lighting conditions. "We find that 931 film has the necessary speed, resolution and contrast to make good, usable pictures under extreme conditions. With the added bonus of fast processing, you can see why Du Pont is one of the vital tools in our operation," concludes Mr. Ross.

For more information on Du Pont films for every TV need, contact the nearest Du Pont Sales Office or write Du Pont Photo Products Department, 2432-A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

Better Things for Better Living...through Chemistry
BPA ELECTS WILSON PRESIDENT FOR 1959

Charles A. Wilson, WGN-AM-TV Chicago, is the new president of Broadcasters' Promotion Assn. for 1959. He was elected "unanimously" in last Tuesday's convention business meeting—but not without a spirited and sometimes bitter floor fight—and succeeds Elliott W. Henry, press information director of ABC Central Div.

A rival slate was offered against the BPA nominating committee choice of Mr. Wilson, advertising and sales promotion chief of the Chicago Tribune radio-television properties; Gene Godt, WCCO-TV Minneapolis, for first vice president, and James M. Kiss, WPEN Philadelphia, for second vice president. The second slate, offered on the convention floor, included Mr. Kiss as president and John F. Hurlbut, WFBR-AM-TV Indianapolis, and Janet Byers, KYW Cleveland, as first and second vice presidents, respectively. Mr. Henry was not a candidate.

The new officers, aside from Mr. Wilson, are Mr. Godt, first vice president, and Burt Toppan, WTVJ (TV) Miami, Fla. New directors for three-year terms are L. Walton Smith, Transcontinental TV, Rochester, N. Y.; Austin Heywood, KNXT (TV) Los Angeles; Harvey M. Clarke, CFPL Toronto, and Miss Byers. They replace Robert Moran, WBEL Beloit, Wisc.; Joe Hudgens, KNXT-AM-TV Des Moines; Marion Annenberg, WDSU-AM-TV New Orleans, and Mr. Godt.

Also named director was Don Curran, KTVI (TV) St. Louis, to serve on for the remaining two years of the term of Edward M. Morrissey, KIMA-AM-TV Yakima, Wash., who resigned because of the pressure of other duties. William Pierson, WBKB (TV) Chicago, was re-elected secretary-treasurer.

Movement for the Kiss-Hurlbut-Byers slate developed before the BPA convention-seminar started. Spearheaded largely by Bruce Wallace, WTMJ-AM-TV Milwaukee, it was drawn up as an alternative to the Wilson-Godt-Kiss ticket proposed by the BPA nominating committee.

A petition circulated early during the convention explained that a similar slate of candidates "can be downright harmful" and was neither "healthy or democratic." Members should have the opportunity of multiple choices for each of the top BPA posts, the petition explained. The board leaned slightly to the Kiss-for-president slate, according to a consensus of its members. The petition promised nominations from the floor, which materialized at the elections Tuesday.

BPA members chose Philadelphia over Chicago for the 1959 convention Nov. 2-4 (probably at the Sheraton Hotel) and approximately mid-November for the 1960 meeting.

Membership committee reported that 71 new memberships were gained since January, including 64 voting, three affiliate and four associate members. Mr. Hurlbut also reported BPA hopes to complete a success story file project with help of station management in 1959. It would show what percent of gross sales in radio-television are devoted to promotion.

NAB Fm Committee Optimistic, Maps Out Monthly Publication

The fmm industry is enjoying a "bullish climate," judging by the views of NAB'S Fm Committee.

Even the word "boom" was bandied about at intervals during an all-day session of the committee, held Nov. 18 at NAB Washington headquarters. The committee was impressed by the steady increase in the number of applications for fm station permits.

Ben Strouse, WWDC-FM Washington, committee chairman, said there are now 565 commercial fm stations on the air compared to 533 last year. Fm set sales will top 500,000 in 1958, he added, estimating the total number of receivers in the nation at 14 million.

One of fmm's toughest projects, development of fm auto set circulation, is showing slow progress. About 5,000 cars in the Chicago-Milwaukee area are described as having fm sets.

A new monthly publication, FM-PHASIS, will be produced for NAB fm members. It was proposed by John F. Meagher, NAB radio vice president, and will keep ffm broadcasters informed of latest developments in the medium.

The fmm Committee was told by FCC Comm. Robert E. Lee and Kenneth W. Miller, U. S. Conelrad supervisor, that fmm radio is vital to the nation in defense, weather and other emergencies. The committee set up a format for fmm programming during the 1959 NAB convention (March 15-19, Conrad Hilton Hotel, Chicago). Richard M. Allerton, NAB research manager, reported on fm growth.

Committee members attending the session besides Mr. Strouse included Russell R. Caskey, WPEN-FM Philadelphia; Raymond S. Green, WFLN-FM Philadelphia; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Merrill Lindsay, WSOY-FM Decatur, Ill.; and Frederic Rabell, KITT-FM San Diego.

NEW BPA PRESIDENT Charles Wilson, WGN-AM-TV Chicago, is flanked by the association's new Second Vice President Burt Toppan (left), WTVJ (TV) Miami, and First Vice President Gene Godt, WCCO-TV Minneapolis.

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BROADCASTERS RISE IN SIGMA DELTA CHI

• Jim Byron to be president
• Eric Sevareid named fellow

James A. Byron, news director of WBAP-AM-TV Fort Worth, last Friday was nominated for the presidency of Sigma Delta Chi, national professional journalism fraternity.

Election of new officers and executive council members was to be held Saturday (Nov. 22) during the fraternity's annual convention in San Diego.

Assuming Mr. Byron's election, he was to become the first broadcaster to head the fraternity, which represents all facets of journalism, in its 49-year history. V. M. (Red) Newton Jr., managing editor of the Tampa (Fla.) Tribune (WFLA-AM-TV), was nominated for vice president in charge of professional affairs, equivalent to the first vice presidency, thus placing him in line for the presidency in 1960.

Mr. Newton is chairman of the fraternity's Freedom of Information Committee and has been a vigorous critic of secrecy in government.

Mr. Byron, upon election Saturday, was to succeed Robert J. Cavyganaro, San Francisco general executive of the Associated Press.

In recognition of their contributions to journalism, three newsmen were nominated last Thursday for election as fellows of Sigma Delta Chi. They are Eric Sevareid, chief of the CBS news staff in Washington, for "his distinguished commentaries over the years on national and international affairs and the brilliance of his depth reporting and analyses"; Willard M. Kiplinger, editor of the Kiplinger Washington letters and of Changing Times magazines, for his "pioneering of the newsletter field as a journalistic pursuit," and as a commentator on the national scene; and J. N. Heisell, editor of the Arkansas Gazette, Little Rock, for his "courageous coverage and forthright editorials during the school crisis in Little Rock."

In connection with the observance of the fraternity's golden anniversary next year, a series of programs dealing with the fundamental freedoms in news gathering and dissemination will be developed by CBS for both radio and television.

Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, advised the fraternity's executive council of his network's decision at the council meet-
"Ad Age has been my weekly refresher course for 12 years..."

says IRWIN H. ROSEMAN
Advertising & Sales Promotion Director
Exquisite Form Brassiere, Inc.

"For those who would keep pace with the swift flow of events in advertising—let alone find opportunities for leadership—prompt and detailed information on new developments, new ideas, is essential. In every issue, Advertising Age succeeds in combining the speedy news report with the depth coverage that keeps us in school, as it were, learning and growing week by week."

Advertising professionals know that making the marketing grade—and keeping it—requires a constant awareness of the news and trends in the advertising-marketing sphere. So, whether they're concerned with hard goods, soft goods or services, you can be sure that most of the executives of importance to you depend on Advertising Age. For Ad Age's immediate and penetrating coverage provides a "weekly refresher course" for the admen who influence as well as those who activate broadcast decisions.

Exquisite Form Brassiere, Inc., for example, devotes a major portion of its ad budget to television. A leader in its field, this brassiere manufacturer launched its heaviest spot tv campaign during the summer of 1958. Spot tv time appropriations for the first six months of this year alone totaled $1,046,600, a substantial increase over the $634,190 spent for the same purpose during the preceding twelve months.*

Every Monday, market-interested executives at Exquisite Form turn to Ad Age to keep posted on the developments affecting them. Altogether, Ad Age covers this important advertiser and its agency, Grey Advertising, with a total of 131 paid-subscription copies each week.

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

*Television Bureau of Advertising, Inc.

IRWIN H. ROSEMAN

Mr. Roseman came to Exquisite Form Brassiere, Inc. in 1955 as sales promotion director, and the following year assumed full charge of its advertising and public relations as well as sales promotion. Before joining the brassiere concern, he had been sales promotion manager for the Bulova Watch Co., and prior to that, advertising manager for the International Latex Corp.

Exquisite Form, Mr. Roseman believes, is a pace-setter in its market because of the application of hard goods selling and merchandising techniques to its product. Among the company's packaging innovations has been a Twin-Pak developed by Mr. Roseman to encourage multiple-unit sales.

Outside the business world, Mr. Roseman contributes time to directing a little theatre group in Roslyn, Long Island, and also is active in civic and school activities in that community.
Seventh-day Adventists like to—

Get The Facts

A story we read the other day painted conservative Protestants (fundamentalists if you will) as a semi-literate, highly emotional type, fanatically devoted to faith without facts.

Nothing could be further from the truth so far as Seventh-day Adventists are concerned. This Christian group is committed to a concept of faith supported by knowledge. Here are some specific points:

1. Three times as many Seventh-day Adventists are college graduates as compared with the general population.
2. By occupation, Adventists tend to be professional people, skilled artisans, foremen.
3. It is characteristic of the church to research important questions of faith and practice. For example—

The Revised Standard Version. Rather than crying out emotionally against the new version, Adventists assigned a group of scholars to look into the RSV, came up with a valuable, analytical report, documenting points of disapproval, points of agreement.

Creationism vs. Evolution. In this, Darwin’s centennial year, Adventists have a scientific commission at work exploring the case for creationism.

Man in Death. A three-to-five-year study is under way on the history of man’s thought regarding death.

Bible Prophecy. A twenty-year study of man’s thought on the prophecies of the Bible has yielded a four-volume treatise, commended by liberal, conservative, Protestant, Jew and Catholic.

Adventists do look for the facts. Religion, they believe, should be more than an emotional experience, for religion embraces all of man’s environment and existence. Man must know as well as believe.

For a 125-page, thumb-indexed reference volume on the Seventh-day Adventist Church, write:

Seventh-day Adventist Information Services

WORLD HEADQUARTERS:
Washington 12, D. C.
Randolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 46th Street
Judson 6-2336 • Helen F. Smith

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

TRADE ASSNS. CONTINUED

ing last Thursday. Mr. Mickelson also was the principal speaker at the convention’s radio-televison luncheon last Friday.

S. Calif. Station Execs Hear How to Aid Admen

How radio stations can help advertising agencies produce more business for them was the theme of the Southern California Broadcasters Assn. meeting held Thursday (Nov. 20) at the Hollywood Roosevelt Hotel.

The session marked the first media presentation of the Western States Advertising Agencies Assn. following the agency group’s adoption of a media relations program earlier this fall [TRADE ASSNS., Nov. 3]. A four-man delegation headed by WSAAA President Rod Mays utilized such radio aids as a taped (simulated) newscast and a soap opera script in presenting the message to station operators that “your sales staff gets the business our creative staff originated.”

Jack Johnstone of Guerin-Johnstone-Jeffries, in explaining “how the agency’s 15% creates 85% for radio,” presented a hypothetical case history of an agency’s research activities discovering a new use for an outmoded product, opening a new market for it and using saturation radio to reach this new market.

Douglas E. Anderson, Anderson-McConnell, reported on his agency’s development of the “Every Day’s a Special Day At—” campaign which, after seven presentations to as many foodstore chains, was adopted by Thriftymart and has since poured thousands of dollars into radio in Southern California. Reporting that the agency spent $5,000 to develop the presentation, Mr. Anderson stated that most agencies, including his own, can’t pioneer many campaigns like that on their 15% media commissions. But, he declared, with the help of the broadcasters, the agencies can bring revenue to radio from many types of businesses which in the main are ignoring this medium.

Stan Brown, General Adv. Agency, in another case history gave the other side of the story: an actual but unidentified moving and storage company which should use radio but is not because of an unfortunate experience when a lot of money was spent for the wrong time on the wrong station for this service, convincing the company that “radio is no good for us.” He urged broadcasters to give agencies the true facts and not to “try to shove a lot of fancy figures down our throats.”

Concluding the session, Mr. Mays noted that advertising agencies are in the best position to make media presentations to advertisers. “If you will sell the agencies on radio and on your stations, we’ll sell the clients,” he stated.

SCBA has appointed a three-man committee: Calvin J. Smith, KFAC; Robert Purcell, KFWB, and Terry Mann, KHIJ, all Los Angeles, to work with the media relations committee of WSAAA.

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WESTERN AGENCYMEN ANGRY WITH Sweeney

- Cite RAB retailer pitch
- Protest bypassing agencies

Kevin Sweeney, president of Radio Advertising Bureau, has an angry letter in his mail this morning (Nov. 24).

The board of directors of the Western States Advertising Agencies Assn., in a letter addressed to the RAB board, with copies to all radio stations in western metropolitan markets (and to advertising trade publications), is their response to a talk Mr. Sweeney made to the Sales Promotion Convention of the National Retail Merchants Assn. In his talk, Mr. Sweeney was reported to urge retailers to turn their advertising dollars over to RAB to conduct a radio campaign for them and to bypass agencies which, he said, aren't equipped for the job.

The WSAAA letter said in part:

"... This is a surprising statement to come officially from an industry that has grown to its present stature within the framework and as a direct result of the creative effectiveness of the advertising agency system. Radio of the thirties and forties existed on agency-produced programs. Radio of the fifties exists on agency-produced commercials. Probably no advertising medium in the nation owes more to the agency system than radio. Outside the radio industry itself, there has been no bigger hand in developing the value of the franchise you possess than the hand of the advertising agency. We now witness the spectacle of Mr. Sweeney biting that hand because it has not delivered as much of one segment of advertising as he would like to have. As a result, he has proposed that the RAB assume the functions of the advertising agency, in the placement of time, the creation of copy, and in merchandising collaboration with the advertiser. Furthermore he is willing to pay for the privilege—on a two for one basis, and to the tune of $64,000.

"If the RAB wants to pay $64,000 to increase its share of department store advertising, I suggest that it pay the money to the people who have always delivered the goods, namely the advertising agencies. Sweeney himself says the agencies aren't being paid enough by the normal 15% commission to handle department store accounts. All right, put up a worthwhile premium commission—a percentage paid by RAB in addition to the regular station commission payments—and agencies will go out and get you the business you want. What's more, they'll get it for you permanently. Sweeney's plan won't. Plans like his for radio to capture department store business were falling on their face before there was an RAB."

Maine AP Users Organize

Radio station subscribers to Associated Press have formed a new association, Maine Associated Press Broadcasters. Frederick Gage, WLAM Lewiston, was elected president; Elden H. Shute Jr., WKTQ South Paris, vice president, and W. C. Langzeitel, AP Portland bureau, secretary.
GOING TO TOWN IN THE COUNTRY

Country and western music provides "one of the hottest advertising tools in the media field," according to Ray Morris, advertising manager of Pet Milk Corp. Actual sales of Pet Milk products and successful promotion provided evidence that radio programming of this type is moving merchandise off retailers' shelves, Mr. Morris told the seventh annual National Country Music Disc Jockey Festival in Nashville.

The assembly of country-western personnel filled all the hotels around the Tennessee capital as WSM was host to more than 2,000 delegates. The proceedings opened Friday morning (Nov. 21). Major record companies were represented by exhibits and hospitality suites.

Mr. Morris said Pet Milk sponsorship of WSM's Grand Ole Opry on 200 stations over Keystone Network facilities was based on the large number of listeners reached, their loyalty to country and western music, and the high believability factor that marks the reception of commercials.

Grand Ole Opry observed its 33rd anniversary Nov. 22 (Saturday) with a broadcast attended by delegates in historic Ryman Auditorium.

John H. DeWitt Jr., WSM president, welcomed delegates at the opening session Nov. 21. He traced growth of Grand Ole Opry and the recent increase in popularity of this type of music.

Describing the program as a basic selling tool, Mr. Morris said it has universal appeal, particularly in smaller communities and non-urban areas where there is a great potential market for Pet Milk products. Listener loyalty helps bring an attentive ear to the music besides lending believability, he said, adding the loyalty can be directed to personalities or to type of program or both.

Country music programming inspires greater loyalty than most other broadcast types, Mr. Morris added, since it creates a favorable mood. He said a cookbook offer, a difficult type of premium, drew over 15,000 requests from Grand Ole Opry listeners. A talent contest last May was effective, he added, with sales showing a sharp increase in areas where the program is broadcast. Pet Milk plans a second talent contest next year.

Matthew J. Culligan, executive vice president in charge of the NBC Radio Network, described broadcast radio programming blended with the service offered by radio stations. He arranged shortwave tieups with NBC correspondents in London, Berlin and Tokyo. They told the convention about growing popularity of American country music abroad. Roy Acuff, Opry star, spoke from Munich, Germany, by direct link.

Connie B. Gay, head of Town & Country Network, outlined the growth of country music and its place in broadcasting's future.

The weekend program included panel discussions, entertainment features and a series of receptions. A highlight was the celebration of the "1,000th anniversary" Opry program on NBC Radio Network under sponsorship of Prince Albert pipe tobacco. Other portions of the weekly four-hour broadcast are sponsored in segments.

Nashville has become the home of western and country music, described at the convention as a $50 million annual business. The city is second only to Los Angeles as a recording center. WSM's talent agency makes an average of 3,500 unit bookings a year for the large cast.

TvB Passes $1 Million Budget, Hears Shanks Extol Television

A budget of "just under" $1 million was approved by the Television Bureau of Advertising board of directors last Thursday (Nov. 20) for the activities of TvB during 1959.

Action on the budget came on the eve of the bureau's fourth annual membership meeting at the Waldorf-Astoria Hotel in New York Friday. The board also voted to open a branch office in Chicago to supplement the work of New York headquarters and a branch in San Francisco.

Four staff members of TvB were named to vice presidencies and to the directorate. The officials and their new titles are: George Huntington, vice president and general manager; John Sheehan, vice president in charge of sales; Howard Abrahams, vice president in charge of retail sales, and Dr. Leon Arosh, vice president in charge of research.

More than 200 members of the bureau, as well as advertiser and retail executives from various parts of the country, attended the meeting Friday.

The key speaker was Carrol M. Shanks, president of The Prudential Life Insurance Co. of America, Newark, who paid tribute to television for helping to establish a favorable corporate image of the company. He noted that Prudential invests 69% of its national advertising dollars in television, and added:

"For one thing, television effectively covers all the well-populated regions of the United States and Canada — a territory in which the majority of our agents operate. And it brings our message right into the home where we do most of our selling; ours is basically a family product."

Mr. Shanks remarked that in the past, Prudential has sponsored You Are There and Airpower and currently places The Twentieth Century Op. CBS-TV.

Edward P. Engle, manager of sales promotion, National Retail Merchants Assn., told the meeting that until the advent of TvB, retail stores were reluctant to use television because it was a "new and untested medium, in which old guide lines no longer held." In turn, he observed, tv stations often were unfamiliar with retail operations, and this lack of knowledge on both sides led to a "serious breakdown in communications and understanding of each other's problems." TvB's retail department, Mr. Engle said, has made a significant contribution to retailing by helping stores use tv more effectively.
TeleFrance to Market Tv Commercials in U.S.

Organization of TeleFrance to market in the U.S. the tv film commercials produced by Andre Sarrut of France was announced last week by Fred A. Niles, president of the new company which is a subsidiary of Fred A. Niles Productions, Chicago. Mr. Sarrut is a major producer of tv commercials and theatre advertising films for the European market and has made commercials for major American advertisers to use abroad for several years. These include Procter & Gamble, Lever Bros., Colgate-Palmolive, Standard Oil and Shell.

Other principals in TeleFrance include Marvin Frank, president of W. B. Doner Adv. Chicago, as treasurer and Aaron D. Cushman, head of his own Chicago public relations firm, as secretary. TeleFrance holds the U.S. franchise for film commercials in the U.S. produced by Mr. Sarrut and his production firm, S.A.R.L. LaComete, Neuilly-sur-Seine, France. He also heads Les Geweaux S. A., animated cartoon producer. His tv commercial output now goes principally to England, Germany and Italy. His firms claim 10% of all film export from France today.


Messrs. Sarrut, Niles, Frank and Cushman were in New York last week to introduce the commercials to agencies and advertisers. Mr. Sarrut, who flew by commercial jet transport, pointed out that jets make Paris and his studios as handy to Madison Ave. as Hollywood "and much more interesting."

Columbia Has $5 Million Loss But $12.1 Million Boost in Tv

Columbia Pictures Corp. last week reported a gain of $12.1 million in film rentals including tv film series and feature films for the fiscal year ended June 28. However, the studio's fiscal year closed out with an all-inclusive loss of $4.98 million (due to unabsorbed studio overhead, abandoned story material, etc., arising out of the industry trend to independently-produced films) which President Abe Sader said would be carried forward against future taxable income. Net earnings of $2.25 million were reported for the fiscal year.

Columbia's Screen Gems Inc. tv subsidiary "completed another year of heartening progress, to add measurably to the gains it has recorded during each year since its founding only 10 years ago," the report said. It pointed to Columbia's distribution rights to some 500 Universal-International films, sale of six new 30-minute network tv shows plus renewals, bringing the total number of Screen Gems shows now on the air to 14. Also, SG reports broadening of foreign busi-ness with the opening of Paris and Melbourne offices to supplement those in Great Britain, Canada and Mexico (plus the Columbia exchanges in the Far East). Outside of the U.S. there are 24 different SG packages being seen in 24 countries, the report adds.

The consolidated balance sheet shows that for the fiscal year just ended, $6.86 million was earned from installments on tv contracts due within one year (as against $3.32 million reported for the period ended June 28, 1957). Columbia notes that for the fiscal year just ended it adopted the practice of accounting for tv income—except for newly-produced tv films being released for the first time—by recording, as of the date signed, the entire income from an exhibition contract. However, Columbia points out "provision is made for shares to independent producers and any other costs or expenses to be incurred in fulfillment of the contract. The net addition to earnings for the year as a result of this change was approximately $1.9 million. Income from new film series released for the first time has, as heretofore, been recorded as billings are made over the term of a contract."

Negro Tv Series Asked To Boost Export Sales

A U. S. film exporter last week volunteered to underwrite in part a tv series which will emancipate the Negro from the accustomed role of servant—if for no other, reason than to add some "excitement" to tv programs now being shipped abroad.

A such a move, Paul Talbot, president of Fremantle International Inc., said, would help maintain U. S. sales supremacy overseas which now is being seriously challenged by "considerable clamor" for indigenenous programming.

Mr. Talbot, speaking before the International Advertising Assn. on Thursday (Nov. 20), scored as shortsighted the argument of U. S. film makers that to build a tv series with and around Negroes might result in a southern boycott. "This may well be true, but for every dollar lost below the Mason-Dixon line there are two across the Atlantic and on the other side of the Pacific. I will go further and say that my own company will back an appropriate series which features Negroes as an important part of the dramatic story to the entire portion of the budget which the South represents in exchange for an opportunity to distribute overseas."

A different sort of challenge was put to U. S. tv film firms by Thomas W. Hughes, president of National Export Advertising Service Inc., New York, an advertising agency whose Latin American client budget runs 41% in tv, 52% in radio and 9% in press media. Mr. Hughes said that too many film shows dubbed in Spanish are unreasonably priced by U. S. standards and in many cases cannot be accommodated in export budgets. Latin American advertisers, he said, are used to extremely low rates.

The third speaker at the luncheon was Ernesto Balleste, export advertising manager of the Gillette Safety Razor Div., Gil-
United Artists Promotion Drums Dedicated to UA-TV Sponsor Use

Old-fashioned movie drumbeating techniques will be applied to the promotion and sale of United Artists Television Inc.'s five new tv films, it was announced last week in New York. UA-TV President Herbert T. Golden and Executive Vice President Bruce G. Eells Tuesday (Nov. 18) said the parent company's theatrical film publicity-exploitation department would lend the force of its 100-man "army of specialists" to any advertiser signing for the UA-TV film product and that for "the first time in tv history" such sponsors will have a "ready-made network" of promotion experts at 33 theatrical film exchange offices from coast to coast.

Roger H. Lewis, the parent company's national director of advertising-publicity-exploitation, helped explain the new promotion service. Where sponsors of tv film series now on the air are forced to hire outside public relations firms or merchandising specialists who in turn must dispatch their people to the local market for special promotion, UA's plan enables the sponsor to take advantage of an already-established and operating system.

To date, UA-TV has been aiming for the spring replacement market with its video series, three of which are currently being shot, two others being in the preparatory stage. Now in production are The Troubleshooters with Kenan Wynn and Bob Mathias, International Airport with Lee Bowman, and Hudson's Bay with Barry Nelson. Upcoming is The Dennis O'Keefe Show and scheduled for the cameras in January is The Vikings.

Meanwhile, UA (parent) last Wednesday (Nov. 19) reported an 11% increase in net earnings for the first nine months of 1958 over a like 1957 period. Of a worldwide gross of $61.6 million for the January-September period, net earnings came to $2.6 million as against $2.3 million for 1957's first nine months. The increase also represents UA-TV income from the sale of theatrical films to tv stations—understood to be in excess of $180,000 net.

**ITC to Handle Tv Film Series Based on "Satevepost" Stories**

Plans to distribute a series of tv films based on stories originally in The Saturday Evening Post were announced last week by Independent Television Corp., which has effected a partnership with Curtis Pub. Co., copyright holders, and Robert J. Enders Productions Inc., Washington, D. C., which already has 18 of the first 39 films "in the can."

Though some "Satevepost" material has already been transplanted to tv—notably ITC's "Tugboat Annie" series—this latest deal will provide tv with the magazine's "almost limitless supply of short fiction," ITC President Walter Kingsley noted last week.

**FILM CONTINUED**

lette Co., who told of his firm's overseas sponsorship problems. Gillette in Latin America spends 30% of its budget in tv—99% of this in sports, the balance for such shows as Gunsmoke and Cavalcade of 1,000 Pesos (Mexican equivalent of $64,000 Question). The bulk of M. Balleste's talk was devoted to Gillette's sponsorship of sports over the Cuban CMQ Network—invoking the first regular use of Stratovision to transmit Gillette-sponsored U. S. baseball game coverage direct to Havana, after having to "make do" with an intricate system of shipping kinescopes from Miami to Havana in "4½ inning takes."

Caribbean Networks Inc., station representative, which directed last week's lunch-eon session, made available a world tv factsheet. It found that between August 1956 and August 1958, worldwide (excluding U. S. and Canada) stations had jumped from 230 to 566 and that tv homes had grown from 9.7 million to 21 million. Of the 566 stations, 404 are commercially operated, reaching 16,277,600 homes and a potential 501,208,045 consumers. The largest tv growth was recorded in Europe where stations jumped from 157 to 442 tv homes from 8.4 million to 16.8 million.

**Feiner Brings Second Claim Against C&C for Commission**

A damage suit has been brought by ex-salesman Richard Feiner against C & C Films Inc. to recover his share of an alleged $400,000-potential commission pool in barter-tv film sales—but it is not the first such complaint against C & C, it was learned last week. A similar action was filed in the same New York Southern District Federal Court last January by another former C & C salesman, Jerome Weisfeldt. The latter case is now ready for hearing. In its answer to the Weisfeldt suit, C & C denies that the purpose for which the salesman was hired involved licensing motion picture films to tv stations "in consideration for a certain number of television 'spots' per day." No answer has been filed yet to the Feiner complaint.

Mr. Feiner says he was hired by C & C in February 1956 at a salary of $20,000 plus commissions and expenses but was fired "without due cause" in October 1957 before he collected his share.

**TIP of WEEK for SMART BUYERS**

Going up and crazy, man! Our stock market tip this week is Minute Maid (that's orange juice) selling around 16½ on the big board. And you smart time buyers will be wise to check these top-rated Hooper and Pulse stations of the Rohall group, from New England to Florida.

**WKAP**

**ALLENTOWN, PA.**

Again #1 Pulse September, morning and afternoon. Check the afternoon show 4 to 6 p.m. with Depey Duncan live and George Stahl at the organ.

**WFEA**

**MANCHESTER, N.H.**

Top Pulse, Manchester, Concord, Nashua markets. Try the afternoon show with Norm Bailey 4:30 to 5:45 p.m.

**WTSP**

**ST PETERSBURG-FLA.**

5000 watts, top Pulse station in the St. Pete-Tampa markets. The only full time independent in the fast growing St. Petersburg-Tampa area.

**WWNR**

**BECKLEY, W. VA.**

As usual, #1 Hooper, morning, noon and night. Reach this rich market with Big Al Sloley 3:30 to 5:30 p.m. on the "Going Home Show".

**WNAR**

**NORFOLK, VA.**

Top Pulse in the rich Montgomery County market. Afternoon show 3 to 5 p.m. "Juke Box Jamboree" with Buddy Brads.

- sold nationally thru WEED & CO.

Joe Rahall, President "Oggie" Davies, Gen. Manager
Tv Week Proves Success; National Figures Salute

Observance of National Television Week, which ended Nov. 22, far surpassed the promotional impact of past years, judging by a scanning of network and station participation and the support given by civic and educational organizations.

President Eisenhower saluted the medium in a special Television Week message, calling it "an almost universal necessity" in the national scheme.

The President's complete statement follows:

"National Television Week presents a special opportunity to our people to acknowledge the great influence which this medium brings to bear upon the nation.

"The television set has become an almost universal necessity in our lives. In the American living room it brings both entertainment and a knowledge of news events and personalities of our time. In our classrooms it is becoming an important piece of teaching equipment. In business and industry it has useful applications. Obviously it has become an instrument of great influence in America.

"It is my pleasure to send my congratulations and best wishes to those who are responsible for the programming and production of television in America."

Arthur S. Flemming, Secretary of Health, Education & Welfare, said TV "has achieved a great deal in making available to millions of people a wide diversity of information and entertainment. . . . He said "current successes" in the field of educational programming, and the "imaginative planning that is now in progress give high promise of a fertile future."

Chairman Oren Harris (D-Ark), chairman of the House Interstate & Foreign Commerce Committee, called the American TV system "the best and freest yet devised," pointing to "its potential for the future welfare of this nation and other nations."

Barrett in Katz Tv Development

Halsey V. Barrett, for the past three years with Television Bureau of Advertising where he was director of national sales, has been named manager of new tv business development at The Katz Agency Inc., station representation firm. His appointment is being announced today (Nov. 24). Mr. Barrett reports to Scott Donahue, vice president in charge of tv sales. Mr. Barrett in 1952-54 was eastern sales manager of Consolidated Television Sales, a former film distributor; was spot sales manager for the old DuMont Television Network, 1948-51; member of the Eisenhower Television Plans Board, 1951-52, and promotion manager for CBS-TV, 1947-48.

TAXES

Your Energies To A Useless Degree

to search for any better TV program or spot buys than those offered to you by KJEO-TV, the all-family TV Station in the billion dollar rich Fresno and San Joaquin Valley. Don't hesitate, act now, call your nearest H-R man for FREE information on how you too can be a hero! Give your clients INCREASES in sales at LOWEST cost per thousand on KJEO-TV!
ANNOUNCED The following sales of station interests were announced last week. All are subject to FCC approval. For Commission sale approvals of last week, see For The Record, page 109.


It was announced that there would be no change in the KFRE stations' personnel or operating policies. Ed Frech will continue as manager of KFRE-TV and Robert Klein as manager of KFRE. Howard Stark acted as broker in this sale for Triangle Publications. KFRE-TV operates on ch. 12, and the FCC is currently considering the possibility of deintermixing Fresno to an all-vhf community. The other two Fresno tv outlets, ch. 47 KJEO (TV) and ch. 24 KMJ-TV, have suggested that more vhf channels be allocated to Fresno instead. KFRE is on 940 kc with 50 kw. KRFM (FM) is on 93.7 mc with 68 kw. KFRE-AM-TV are affiliates of CBS.

Triangle last week also purchased Television Digest Inc., publisher of the Washington trade newsletter Television Digest with Electronic Reports and Television Factbook. Former Publisher-Editor Martin Codell continues as associate publisher, although it's understood he will not devote full time to that function.

KBBT-TV SACRAMENTO, CALIF. * Sold to Corinthian Broadcasting Co. by Sacramento Telecasters Inc., William Wright and sons, John H. Schachts, and others, for $4.55 million [Closed Circuit, Oct. 27]. This will be Corinthian's fifth tv outlet, its fourth vhf. Other Corinthian stations: KOTV (TV) Tulsa, Okla., KGUL-TV Houston, Tex., and WANE-AM-FM-TV Fort Wayne and WISH-AM-TV Indianapolis, both Indiana. WANE-TV is the uhf station. Corinthian stations are owned or controlled by J. H. Whitney & Co. (including Ambassador to Great Britain J. H. Whitney, 48.5%, Benno C. Schmidt, 12%, C. Wrede Petersmeyer, 6%, in charge of broadcasting). KBBT-TV is on ch. 10 and is CBS-TV affiliate.

Storer Nine-Month Profit Cut By Total Write-Off of WVUE (TV)

Losses suffered by Storer Broadcasting Co., through closing of WVUE (TV) Philadelphia-Wilmington brought down the company's nine-month net profit to $264,782, President George B. Storer disclosed in a letter to stockholders. The entire WVUE loss of $4,709,063 was written off in the third quarter. Storer paid $7,159,000 for WVUE and WIBG Philadelphia.

"The company's future earnings will not be subject to the drain of WVUE losses and we have been able to recapture $2,448,713 of the reserve for federal income taxes which had previously been established," he said.

"As a result of this credit from our income tax reserve, your company enjoys the best financial condition in its history. Cash and government income tax notes and bonds on hand of $6,259,121 plus other current assets give it a net working capital of $6,110,086 as of Sept. 30."

A regular quarterly dividend of 45 cents per share was declared, with 6 cents on B common, payable Dec. 15 to stockholders of record Nov. 28.

WIBG Philadelphia is the largest and fastest-growing of the seven Storer radio stations, Mr. Storer said, adding that it is No. 1 in the market according to rating services and showing a very substantial increase in advertising revenues. A new transmitter will boost daytime power from 10 kw to 50 kw.

Closing of WVUE was ascribed to the business recession, lack of network affiliation in the four-station market and transmitter location 23 miles from the other stations. The site problem was aggravated by the fact that set owners had their antennas oriented toward the other stations.

Mr. Storer told of the purchase contract for WITI-TV Milwaukee, ch. 6 outlet, for $4,462,500.

Net profit from station operations (after taxes but before non-recurring losses) for
In more than a score of newscasts in recent months, Mr. Ward has cited irregularities in operations of the coroner's office, notably alterations in death certificates which allegedly were made to benefit insurance companies, a charge which the grand jury is to investigate.

Mr. Ward began his investigations into the coroner's method of running his office about a year ago. Since then, he and his staff have kept a careful watch over the coroner's office, investigating fully anything that looked questionable. In addition to his broadcast reports, Mr. Ward also saw to it that copies of the evidence on which they were based were delivered to the district attorney and to the county board of supervisors. One result of these activities is the grand jury investigation. Another was a public commendation of Mr. Ward by Burton W. Chase, chairman of the board of supervisors, last week.

New CBS TV Spot Client Dept. To Be Run by Thompson, Adler

Creation of a client relations department for CBS Television Spot Sales and appointment of Lamont L. (Tommy) Thompson as director of client relations, New York, and Sherman Adler as head of the midwestern office of the new department was announced last week by Bruce Bryant, general manager of CBS Television Spot Sales. The appointments are effective Dec. 8.

Mr. Thompson has been sales manager of WHCT (TV) Hartford for two years. CBS is selling the uhf station for $250,000 to Edward D. Taddei, general manager of WNHC-AM-TV New Haven (STATIONS, Nov. 17). Mr. Adler has been account executive for sales development in the New York office of CBS Television Spot Sales since February 1957.

Mr. Bryant said an important function of the new department will be to help clients evaluate their schedules and advise them on the most efficient use of spot.

3 Towers Gone, KWFT Carries On

Three towers of KWFT Wichita Falls, Tex., were included in the damage toll of a tornado last Monday (Nov. 17). The top of a 368-ft. tower fell to within three feet of the transmitter building. Nevertheless, speedy repair work by Lewis Dickensheets, engineering director, enabled KWFT to return to the air the same morning with its one remaining tower. According to Ben Ludy, station president, KWFT was the only station in town able to resume operations the same morning, and during that time substituted on-the-scene storm reports for regular programming.

Meredith Buys WOW-AM-TV Site

Meredith WOW Inc. (WOW-AM-TV Omaha) has purchased the property formerly leased from Woodmen of the World Life Insurance Society for WOW-TV and announced it is building new studios and offices on that site for both its Omaha outlets. WOW-AM-TV operations will be consolidated at 35th and Farnam Sts. WOW is presently housed at 17th and Farnam Sts.
WJR QUIT CBS, BLAMES 'BARTER'

CBS Radio's new "Program Consolidation Plan" brought its first disaffiliation last week. Fifty-kw WJR Detroit, an affiliate of the network for 23 years, gave notice that it was leaving next spring.

John F. Patt, president of WJR, also disclosed that his station had urged for more than two years that the network "organize and develop a pure network program service, which all affiliates could underwrite." He said that "in our considered judgment, this is the only healthy way that network radio can be maintained and grow in service to our country."

What he called the "barter plan"—under which CBS Radio would provide stations with programs for local sale, in return for taking programs sold by the network [LEAD STORY, Nov. 3]—"will only continue the eroding and shrinking process of network radio which has been its problem for many years," Mr. Patt asserted.

He said the decision to disaffiliate was reached "with regret and no little reluctance" because "our personal regard for the fine people in the CBS organization is of long standing." However, he continued:

"The plan of the network to barter for the time of its affiliates that it would then sell to advertisers under its own prices and policies—a plan over which we would have virtually no control—leaves us no alternative. We value our own facilities too highly to permit our station time to be handled on a brokerage basis."

Mr. Patt said that "from a practical sales standpoint, we cannot continue to compete with the network in the commercial use of our own facilities. Particularly is this so with the network's price for WJR facilities discounted so drastically as to be totally unrealistic—so unrealistic that even advertisers and their agencies find it confusing."

"Nor is it economically sound or, we believe, in the public interest for us to carry advertising in large blocks without compensation. We cannot regard 3½-minute news summaries—provided under this plan by the network—as compensation for valuable WJR time sold to other advertisers. And the virtually complete relinquishment of control of both the programming and the selling functions—inherent in the CBS Radio plan—is not a policy to which we can subscribe."

WJR will not become a "music and news" station as an independent, it was understood, but plans to "augment its already comprehensive station programming with enlarged activity in the national and international areas, and in increased regional news, sports and public affairs programming." Formation of a Washington news bureau presumably will be one step in the new direction.

On the subject of the network changing format to become "a pure network program service," Mr. Patt said: "This would permit the radio network to concentrate its efforts in providing a superior program product to its affiliates which they in turn could sustain or sell at their own established rates. Under this concept, the network would relinquish its function of broker-agent, justified only historically."

The WJR decision was the second major disaffiliation in recent network radio history. In 1956 Westinghouse Broadcasting Co.'s NBC Radio affiliates went independent in a move ascribed to dissatisfaction with network programming, network pricing, and station compensation [NETWORKS, July 16, 1956].

WJR was one of nine CBS Radio affiliates which voted against the Program Consolidation Plan when it was presented at the annual convention of affiliates last month. Other dissenters in the 86-to-9 endorsement of the plan (8 others at the convention abstained) were KFRE Fresno, KTHS Little Rock, WHAS Louisville, WWL New Orleans, KWKH Shreveport, KTKO Oklahoma City, WRVA Richmond and WTAG Worcester, Mass.

Network TV Up Jan.-Oct.—TvB

Television Bureau of Advertising last week released its January-October audience report which only confirmed earlier studies pointing to a continuing increase in network tv audience size. The average evening program audience, TvB reported, reached new heights and its findings on Nielsen statistics—increased by 8% for the first 10 months of the year, as daytime audiences grew 9%. Average weekday daytime programs reached 276,000 more homes per broadcast than in programs calculated at 620,000 television 1957, with the average increase for evening homes.

Six New Affiliates for Mutual

Six more stations have joined Mutual as affiliates, raising the total to 453, it has been announced by Blair A. Walliser, executive vice president, who said MBS is processing applications from 18 additional outlets. The latest affiliates are WHSM Hayward, Wis.; WIMC Rice Lake, Wis.; WGN9 Murfreesboro, Tenn.; KFRM Concordia, Kan.; KMBC Kansas City, Mo., and KMPA Bakersfield, Calif.
Network Data Cheers ABC-TV Affiliates

ABC-TV primary affiliates heard some encouraging business news when they met in New York last Wednesday (Nov. 19)—commercial hours up from 27 a year ago to 48 now, total advertisers at an all-time ABC-TV peak of 63, compared to 50 last year. The new “Operation Daybreak,” they were told, is 95% sold out.

The affiliates were not without problems, however, partially because of the number of network’s sponsors. ABC-TV’s product protection policy protects sponsors for 15 minutes in both directions, thus limiting the prospect categories for additional sales.

Officials also pointed out that ABC-TV now allows its affiliates 92 minutes per week for local sale. The stations hoped to change the system, however. Instead of getting 30 seconds on the quarter-hour, as now, they were seeking a 60-second break every half-hour. Officials indicated late last week the request was still being considered.

There also were questions about ABC-TV’s daytime ratings, which have left some affiliates dissatisfied. Network President Oliver Treyz assured them, however, that he was confident the ratings “will build.” He cited instances on other networks to back his argument that daytime ratings almost traditionally build slowly. “This daytime will work,” he asserted.

Theme of the meeting was “ABC-TV Has Come of Age,” and the attitude of affiliates generally, after the session, was one of confidence.

Joseph C. Drilling of KJEO-TV Fresno, Calif., chairman of the affiliates association, told newsmen at a Wednesday luncheon that a number of affiliates had come to the meeting “with a sort of chip on their shoulders,” forgetting that up to a few months ago they had practically no networks programming at all during daytime. By lunchtime, he said, this attitude had been replaced by more enthusiasm and confidence in what the network was doing.

Mr. Treyz said the business outlook for next spring was more “bearish” now than this fall’s outlook had been last spring.

Among new programs being considered, the affiliates were told, are The Alakans, a Warner Bros. production slated to go into the Sunday 9-10 p.m. period starting in early April; Dr. I. Q., being considered for Mondays 9:30-10 p.m. beginning in January, and, for this season or next, such other productions as Crisis with Ray Milland, Doc Holliday, The Fat Man, Dial M for Murder, Public Enemy, and Amazon Traders. ABC-TV is already planning for the 1959-60 season, Mr. Treyz asserted.

Key speakers at the meeting, aside from Mr. Treyz, included John Daly, news vice president; Thomas W. Moore, programming vice president; William P. Mullen, sales vice president; Julius Barnathan, research director; Donald W. Coyle, vice president and general sales manager, and Bert Briller, sales development director. Alfred R. Beckman, station relations vice president, presided.

Nielsen Shows....
WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area.... more counties where circulation exceeds 50%.... more circulation nighttime and daytime.

...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you, the June ARB report for Syracuse gives WSYR-TV 52.0% of total weekly audience; 61.9% from noon to 6 P.M. Mon.-Fri.; 54.0% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M., Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR-TV

Channel 3 • SYRACUSE, N. Y. • 100 kW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

POWER to penetrate!

* This powerful RADIO voice sends your message to a greater number of listeners.... you get more for your promotion dollar.

* This powerful TV signal is sent to a greater number of viewers.... costs you less by exposing your product to a bigger audience.

GENERAL OFFICES GUARDIAN BLDG., DETROIT

J. E. Campeau President

ADAM YOUNG, INC. National Representative

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MANUFACTURING

Nine-Month TV Shipments Down

Shipments of TV receivers by manufacturers to dealers totaled 3,498,118 units during the first nine months of 1958 compared to 4,249,775 in the same 1957 period, according to Electronic Industries Assn. September shipments totaled 663,073 TV sets compared to 789,675 in the same month a year ago. Radio shipments for nine months of 1958 totaled 5,182,851 sets compared to 5,844,280 a year ago.

MANUFACTURING

Adler Electronics Inc., New Rochelle, N. Y.; has been awarded contract for design and manufacture of single sideband communications systems by U. S. Army Signal Supply Agency, Philadelphia. Each of four mobile and air-transportable systems consists of transmitter and receiver vehicle. Delivery on $932,000 contract is scheduled for 120 days.

Ampex Corp., Redwood City, Calif., announces shipment of videotape recorders to WFIL-TV Philadelphia and WNTA-TV New York. When completed, installation will be WFIL-TV's second.

RCA reports shipment of uhf pylon antenna to KBAS-TV Ephrata, Wash.; traveling wave antenna to WXYZ-TV Detroit; six-section superturnstile antenna to WCSC-TV Charleston, S. C.; 12-section superturnstile antennas to WKWB-TV Buffalo and WTOL-TV Toledo, and 50-kw transmitter to WTOL-TV.

Camera Equipment Co., N. Y., appointed U. S. distributor for new Gaumont-Kalee "1690" sound recording unit for Arriflex 16 camera. Transistorized magnetic sound attachment designed to broaden sound and silent newsreel and documentary photography with its lightweight portability. Two-channel recording amplifier unit contains not only recording amplifier with input mixer for two microphones but also bias oscillator, monitoring amplifier (for headphones audio monitoring off either input or film) and volume indicator drive amplifier. Write J. M. Kesslinger & Assoc., 37 Saybrook Pl., Newark 2, N. J.

General Radio Co., Cambridge, Mass., reports new standard frequency multipliers, type 1112, with crystal-controlled frequency standard. Multipliers generate sine-wave signals of 1, 10, 100 and 1000 mc and greatly extend useful range of conventional frequency standards such as GR type 1100-A. Instruments are characterized by low noise and by almost complete freedom from submultiple-frequency spurious signals, claims GR. Type 1112-A standard frequency multiplier is $1,450, type 1112-B, $1,360. Write General Radio Co., 275 Mass Ave., Cambridge 39, Mass.

Wollensak Optical Co., Rochester, N. Y., announces new remote control zoom lens, TV f/2.7 Raptar auto zoom lens. Lens increases effectiveness of camera by permitting various degrees of wide angle and telephoto coverage with single lens. Special control panel enables cameraman to zoom in or out on subject by pushing key. Silence of opera-

tion is another feature of Wollensak auto zoom. Lens complete with control unit is $1,350; without control unit, $1,275.

Prodelin Inc, Kearney, N. J., announces availability of complete microwave antenna systems featuring their newly developed semi-flexible Spir-O-line coaxial cables. Copies of illustrated "Microwave Antenna Systems" bulletin and related antenna gain charts may be secured by writing Prodelin Inc., Dept. GE-24, 307 Bergen Ave., Kearney, N. J.

Minnesota Mining & Manufacturing Co., St. Paul, Minn., announces publication of how-to-do-it folder showing through series of drawings how to make "professional" magnetic tape splices. Folder also lists valuable tips on tape editing and storage. For copies write MM&M Co., 900 Bush St., St. Paul 6, Minn.

RCA electron tube division announces new short vidicon (RCA-7262), 5½ inches in overall length, especially designed for compact transistorized tv cameras—black-and-white or color. Vidicon has bulb diameter of one inch and is approximately 1½ inch shorter than similar tubes of same diameter. It employs low-power heater which requires only 0.6 watt—reportedly one third lower than any other commercial vidicon.

Westinghouse Electric Corp., Elmira, N. Y., announces new small-size vidicon camera tube (WL-7290) designed for slow speed scanning operations. Low residual current of tube reportedly permits high resolution, long-storage time with higher sensitivity, higher output signal and better signal-to-noise ratio. WL-7290 is also useful for transmitting high resolution information over conventional audio circuits as system bandwidth requirements are sharply reduced with slow scan. For further information write Westinghouse Electric Tube Div., P. O. Box 284, Elmira, N. Y.

Bell & Howell, Chicago, announces new concept in automatic slide projectors, featuring rear and front panels, illuminated "dashboard" controls at back and remote control system permitting move of slides in reverse and forward at touch of button. Four new models are included in new Explorer series.

"Jops in Towers"
for
W L S T
ESCANABA, MICH.


UTILITY TOWER COMPANY
Oklahoma City, Okla.
WI 3-5578 BOX 7022 WI 3-4303

Photo Courtesy of Escanaba Daily Press

Page 100 • November 24, 1958
Postal Workers Union Reports
60 Acceptances of 1V Series

The National Federation of Post Office
Clerks said last Thursday (Nov. 20) that 60 TV stations have indicated they would like to receive "free" weekly 15-minute news reports on Congress the AFL-CIO union plans to distribute, starting in March.

Stanley Allen, public relations representa-
tive of the union, said 28 stations replied they were not interested in airing the show, titled Spotlight on Congress, while one station referred NFPOC to its commercial rate card. In a letter to tv stations, E. C. Halbeck, union legislative director, said the film is being offered as a "public service . . . to provide straight, unbiased commentaries.

"This is not a propaganda program," he said. "It is a straight news report." There is no gimmick, he maintained. He explained the show is being offered free to tv stations "because our advertising budget isn't big enough to buy time nationally on a continuing basis.

"Mr. Halbeck said the union plans to use one-minute institutional commercials midway through the program. "These institutional commercials will not be inflammatory union pitches nor will they contain material of a controversial nature," he promised station owners. The program will have 30-second opening and closing periods which can be tailored to suit local needs, he said.

Gotham Recording to Open
Expanded Studios in New York

Gotham Recording Corp., New York, will open its new $100,000 recording studio late this month to service radio and television clients, it has been announced by Herbert Moss, president. The 30 x 51 ft. studio will accommodate a full-orchestra and choral group, Mr. Moss said. The company will continue to maintain its smaller studios.

Gotham, organized in 1950, produces radio programs for public service organizations and spot radio and tv film commercials, musical jingles and industrial records. The Marine Corps has renewed with Gotham for its Take Five program for 26 additional weeks although the original 13-week cycle will not expire until Jan. 1, Mr. Moss reported. The five-minute program, featuring singer Betty Johnson and former New York Yankee star Gerry Coleman, is carried on 1,300 stations three times a week on an exclusive market basis. Gotham also produces time and weather signal spots for the Marines which are integrated into programs by local announcers. Mr. Moss said more that 2,000 stations now are carrying these spots.

Gotham also is headquarters for other Moss interests. They include Metropolitan Jazz Quintet Inc., a jazz group that has recorded five albums for release on MGM records; Galaxy Productions Inc., a radio-tv merchandising organization; Ile de France Productions, an international music record-
ing company and Ile de France Interna-
tional, a company set up to produce the Brains & Brawn tv program in the U. S., now carried on NBC-TV.

ANOTHER VTR USE

Because the California-Stanford football game last Saturday (Nov. 22) was to decide which team would represent the Pacific Coast Conference in the New Years Day Rose Bowl and since it was a sellout, the NCAA gave permission to KTVU (TV) Oakland, Calif., to record the play-by-play for re-telecasting in full that evening to the Bay Area.

Swanson Forms Production Firm

Formation of Robert Swanson Productions, New York, to specialize in production of musical commercials, was announced last week by Robert Swanson, formerly associated with BBDO, Cunningham & Walsh, Campbell-Mithun and other agencies. His credits include the "Piel's is the beer for me, boys" jingle of several years ago as well as the current Northwest Orient Airlines broadcast jingle.

The Swanson office will be located at 1 E. 54th St.; New York, telephone: Murray Hill 8-4355. Mr. Swanson has reported signing several clients, including Texaco, Bristol-Myers (Ban.), American Tobacco (Lucky Strike), U.S. Steel and E. I. Du Pont de Nemours.

UPCOMING

Nov. 28-30: National Assn. of TV & Radio Farm Directors, annual convention, Conrad Hilton Hotel, Chicago.

December

Dec. 2-4: Electronic Industries Assn., quarterly meeting, Roosevelt Hotel, New York.
Dec. 4: NAB, TV film committee, NAB headquarters, Washington.
Dec. 12: Connecticut UPB Broadcasters, winter meeting, Commodore McDonough Inn, Middle-
town.
Dec. 13: NAB, Broadcasting engineering conference committee, Mayflower Hotel, Wash-
ington.

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.
Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Claremore.
Jan. 25-26: Advertising Assn. of the West, midwinter conference, Rickey's Studio Inn, San Jose, Calif.
Jan. 28-29: Georgia Radio & TV Institute, U. of Georgia, Henry W. Grady School of Journal-
ism, Athens.

February

Feb. 5-8: High Fidelity Music Show, Shoreham Hotel, Washington.
Feb. 24-25: NAB, conference of state broadcast association presidents, Shoreham Hotel, Wash-
ington.

March


April


New transistorized headset amplifier
for TV studio communication

Daven announces a new Transistorized Interphone Amplifier, Type 59, which provides a marked improvement in studio communications. As a companion to unit to the Western Electric Type 52 head-
set, advantages of this transistorized amplifier over the normal induction coil are:

1. A gain of 20 db.
2. Mounts directly in place of the induction coil.
3. Sidetone automatically adjusts when additional stations join the circuit. Receiver level min-
imized local acoustical interference.
4. No significant increase in power consumption.
5. Permits up to 32 stations.
7. Operates from 24 volt "Talk Bus" independent of polarity.

Write today for further information.

TODAY, MORE THAN EVER, THE DAVEN® STANDS FOR DEPENDABILITY

* * *

SACP - The DAVEN CO.
940, Livonia, New Jersey

November 24, 1959 • Page 101
AFTRA, Networks Close to Contract Agreement

Outlook for agreement on a new contract between television-radio networks and the American Federation of Television & Radio Artists brightened considerably last Thursday following several late evening-early morning negotiating sessions. The old contract expired at midnight Nov. 15 [PERSONNEL RELATIONS, Nov. 17] but performers were continuing on the job until further notice.

Network and AFTRA officials declined to discuss the latest developments but it was reported that "considerable progress" was achieved in the main area of friction: rates and working conditions for performers in videotape programs and commercials.

Negotiators met late Wednesday (Nov. 19) and until 3 a.m. Thursday and at that time the networks made what they called "an ultimate offer." A source close to AFTRA acknowledged that the latest proposal on videotape rates was "substantially in excess" of the Screen Actors Guild rates for TV filmed commercials. Neither networks nor union officials would discuss the details of the network offer but it was said to be one that AFTRA considered "negotiable," contrary to "monopolistic" and "take it or leave it." AFTRA has received strike authorization from its members but has extended the deadline without setting a new one.

Another negotiation session was scheduled for Thursday evening.

It was learned that agreement had been reached on virtually all provisions of the radio network and transcription codes, with rates in some areas rising from 10 to 15%.

Networks were reported to have agreed to some reduction in rehearsal time before the overtime rate prevails and upon the formula for taped commercials and programs to cover payment up to eight replays (instead of five in replays as under the old contract).

A spokesman for AFTRA said a detailed list of specific rates and conditions in videotape still had to be agreed upon. Along with network officials, he declined to speculate on the possibility of an early agreement.

On a related matter, the National Labor Relations Board continued to hear testimony last week on a petition by AFTRA calling upon NLRB to hold a referendum among performers to select a single union in the field of videotape commercials. At present, AFTRA has tape jurisdiction at networks and stations, while the Screen Actors Guild handles film studios. The networks, SAG and the Screen Extras Guild are opposing the petition.

WINS Continues Programming Despite 'Surprise' IBEW Strike

New York Local 1212 of the International Brotherhood of Electrical Workers called a strike against WINS last Tuesday (Nov. 18). Station programming continued uninterrupted, except for two hours on Tuesday, with the use of supervisory personnel as engineers, technicians and announcers. Nine staff announcers declined to cross the union's picket lines.

The strike caught station officials by surprise, a spokesman said. The old contract expired on Sept. 15 and, he added, negotiations were set to begin on Dec. 3. The reason for the delay, he explained, is that J. Elroy McCaw, WINS president, has been in a hospital on the West Coast for about seven weeks, recovering from injuries received in an automobile accident. He said that the Dec. 3 date had been set with the union's knowledge.

Charles Calame, business manager for Local 1212, declared that station officials have failed to respond to a bid to negotiate a new contract for 14 engineers and technicians. The union is seeking an increase in wages and fringe benefits.

A WINS spokesman said that despite the strike no plans have been made to move up the date for negotiations.

Assoc. Directors, Stage Mgrs. At Networks Get NLRB Ballots

The National Labor Relations Board last week distributed ballots to TV associate directors and stage managers employed at the three TV networks in New York, Chicago and Hollywood, asking them to certify the Radio & Television Directors Guild as their bargaining agent, or vote for "no union." The ballots are returnable Dec. 3.

INTERNATIONAL

Backers of Commercial TV in Britain Hitting Jackpot

British commercial television, once considered an ugly duckling, has laid a golden egg. Within three years, investors have seen their check go up 20,000%, it was stated Wednesday (Nov. 19) in a report to stockholders.

In its first year in Britain, commercial TV lost money; the following year it cleared only $600,000. In 1957 profits rocketed to $10 million and are expected to reach $14 million this year. A $6,300 investment in the medium by former BBC chief Norman L. Collins has netted him more than $1.4 million. Other investors have converted a $2,500 investment into $560,000 and 3,000 into $625,000. Shares originally selling for 14 cents are now worth $31—an increase of 22,042%.

ABROAD IN BRIEF

TV TEST CASE: A 35-year-old law regulating transmitter licensing was invoked by the Italian government in confiscating the transmitter of Televisione Libera, Milan, an independent TV station that is ready to commence commercial operations. By this means the government-owned RAI broadcasting system retains its monopoly but Libera's case is before the courts and decision in its favor may portend the advent of commercial TV in Italy.

UNINTERRUPTED VIEW: Britons will have commercially uninterrupted television programs from their independent TV networks if a bill now before the House of Commons goes through. Labour Christopher Mayhew, who gives occasional news commentaries on noncommercial BBC-TV, introduced a bill Nov. 12 to prohibit the interruption of shows for commercials. The measure is slated for debate session.

FILM ENTENTE: The newest effort to speed up international TV transmission is a daily half-hour closed-circuit link between five countries to exchange newfilm. The system, involving Britain, France, the Netherlands, Italy and Belgium, has concluded two weeks of tests in cooperation with Movietone, which provided some of the news coverage exchanged.

1.1 Million Watching in Day

Canadian daytime television is delivering about 1.1 million homes weekdays from 3:30 p.m., as reflected in an analysis made by the TV division of the Broadcast Advertising Bureau, Toronto. This represents about 45% of the peak evening audience. The analysis, made from all Canadian TV stations, shows that the peak weekday afternoon audience is from 3:30-4 p.m. local time, with 1,129,000 homes tuned in at that time and audience of 1,456,000 of whom 1,005,000 are women.

The audience, reported by half-hour periods, from noon to 6 p.m. goes from 309,000 homes from 12-12:30 p.m., to 1,656,000 homes from 5:30-6 p.m.
IRE Honors Thornton, Blecher; Weber New Institute President

The Institute of Radio Engineers board of directors announced last week that the 1959 W.R.G. Baker Award for 1959 will be given to Richard D. Thornton, assistant professor of electrical engineering, Massachusetts Institute of Technology. M. Thornton was cited for his paper entitled “Active RC Networks,” which appeared in the September 1957 issue of IRE Transactions on Circuit Theory. The award is given annually for the best paper published in the Transactions.

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At the same time, election of Ernst Weber, president of the Polytechnic Institute of Brooklyn and president of the Polytechnic Research & Development Corp., as president of IRE, was announced. Dr. Weber succeeds Donald G. Fink, director of research, Philco Corp. Newly-elected vice president is Donald B. Sinclair, vice president and chief engineer of General Radio Co., West Concord, Mass., succeeding Carl-Eric Granquist, director of Svenska Aktiebolaget Gasaccumulator, Stockholm-Lidingo, Sweden. Elected as directors for the 1959-61 term are Ferdinand Hamburger Jr., professor of electrical engineering, Johns Hopkins U., Baltimore, and Bernard M. Oliver, vice president of research and development, Hewlett-Packard Co., Palo Alto, Calif.

Pioneers Honor CBS’ Paley

William S. Paley, CBS board chairman, was honored with a special citation from the Broadcast Pioneers last Thursday at a meeting of the New York chapter. He was hailed for 30 years service to radio-tv as “one of broadcasting’s most imaginative and resourceful leaders.”

Other awards were presented to Carl Haverlin, president of Broadcast Music Inc., and to William S. Hedges, NBC vice president in charge of general services, for their contributions to the growth of Broadcast Pioneers. In the principal speech at the luncheon, Mr. Paley recalled some of the highlights of his early years in the broadcasting business.

AWARDS

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This year, of all 17 years since 1941, we have enjoyed our greatest business. Recession-wary executives must have said to themselves, “This is no time to monkey around!” So they investigated—bought Pulse—and used the mine of qualitative Pulse information profitably.

Pulse alone delivers the 100% whole sample. Unlike mail-diary, meter, or telephone methods that miss millions—the educationally handicapped millions unable to cooperate in paper work; the indifferent millions who refuse the chore of record keeping; the millions who lack phones—Pulse alone uses direct, face-to-face interviewing right in the home.

Information from $0,000 trained interview specialists reaches you in ample time for important decisions. For your Network TV investment, for your individual market-by-market implementation, let us show you how Pulse may be able to help you during 1969. A personal interview will be appreciated. Please write—or phone Judson 6-3316.

ADVERTISERS & AGENCIES

A WEEKLY REPORT OF FATES AND FORTUNES

WILLIAM T. LANE, head of own advertising-public relations firm William T. Lane Co., Syracuse, N. Y., to Carrier Corp. (air-conditioning, heating), there as corporate relations v.p. Mr. Lane formerly was part owner-general manager of the former WABF Syracuse, and the old WLTV (TV) in Atlanta.

HOWARD SHANK, formerly v.p. and creative supervisor, Benton & Bowles, appointed v.p. and creative director, Roy Ady, succeeding ARKADY LEOKUM, retired.


EDWARD W. KARNAUS, account executive at Erwin Wasey, Ruthen & Rynan, N. Y., named v.p.

PAUL E. MATHIAS, account executive with EBDO,

N. Y., resigns to join P. L. Brandt & Sons, N. Y., producer of supermarket promotions and displays, as v.p.


ROBERT R. ELIS, since 1933 an automotive account executive with McCann-Erickson, Detroit, to Kenyon & Eckhardt, Detroit, in similar capacity.


JACK HOUSE, former William Esty Co. tv executive and one of organizers of WVTM-TV Rochester, named advertising manager of Taylor Reed Corp. (QT instant frothings, Cocoa-Marsch), Glenbrook, Conn.

JERRY LUBOVISKI, manager of public affairs for Union Oil Co. of California, appointed director of public relations and advertising, succeeding C. HAINES FINNELL who has become manager of retail marketing for Union Oil.

SI SCHRACK, formerly general manager of Mayfair supermarket chain, to B. Jay Reiner Co., N. Y., merchandising consultant, as vice president-merchandising director.

EARL IMHOFF appointed v.p. of Derby Foods Inc., Chicago, RALPH MAUN, formerly assistant to president, promoted to director of marketing of Derby.

PAUL W. SHELTON, formerly supervisor in public relations, Young & Rubicom, N. Y., to Gulf Oil Corp., N. Y., public relations department.

HOWARD CLAYPOOLE, formerly advertising manager, Redly-Wip Inc., appointed advertising director, new post, with supervision over all advertising, merchandising and sales promotion.

FRANK ANSELL, formerly with General Mills Co., named general sales manager, succeeding T. C. THOMPSON, retired.

EDWARD MUCHA, assistant to treasurer, W. S.

PEOPLE

Rings doorbells

... interviews families in their homes

Largest Scientific Sampling

“Only U.S. Census talks with more families”

PULSE, Inc.

730 FIFTH AVENUE • NEW YORK 19, N. Y.

LOS ANGELES • CHICAGO • LONDON

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Walker Adv., Pittsburgh, promoted to company controller.

JOHN SAUNDERS appointed account executive on United Motors Service and ROBERT S. KNAPP appointed account executive on Hertz System Inc., in Campbell-Ewald's tv-radio department in Detroit.

HERB ZEITNER, assistant media director, Lennen & Newell, N. Y., promoted to v.p.-assistant media director of agency.

JULIAN KOENIG, Ellington & Co., N. Y., to Doyle Dane Bernbach, N. Y., as copy supervisor.


FRANK CHIZZINI, last with NBC-TV Sales, to sales associate. TPI Ratings Inc., division of M. A. Wallach Research Inc., N. Y.

GARTH SALISBURY, formerly advertising manager of Benda Bros. Bag Co. and previously news writer at WKW St. Louis, appointed assistant print media manager at D'Arcy Adv. Co., St. Louis.

JORN BRYAN DAVIS, formerly art department supervisor in Chicago office of Kenyon & Eckhardt Inc., to McCann-Erickson, also Chicago, as senior art director.

ROBERT S. WRIGHT JR., formerly art director at J. M. Mathes Inc., N. Y., to Hogan & Hoyt, Knoxville, Tenn., advertising agency as creative director.

JACK WISE, formerly radio-tv farm director at KCMO Kansas City, to farm radio department of Aubrey, Finlay, Marley & Hodgson, Chicago agency.


FILM

SIDNEY MORSE named associate producer on The Veil, tv film series starring Boris Karloff, currently in production at Hal Roach Studios, Hollywood.

BURTON J. LIPPMAN, since 1956 assistant comptroller of National Telefilm Assoc., N. Y., and previously in certified public accounting, appointed comptroller of NTA, succeeding LEONARD S. NOLSTAD, resigned.


WILLIAM GILBERT, formerly with Granada Theatres Inc., London, named assistant to managing director of National Telefilm Assoc., London. Appointed account executives for NTA's owned and operated radio and television stations (WNTA-AM-FM-TV Newark and KMSP-TV Minneapolis-St. Paul); JOHN FERNANDEL, MARSHALL KARP and PETER YAMAN, all formerly with Adam Young Inc., N. Y., and LAWRENCE GERSHMAN, previously assistant to Ted Cost, v.p., in charge of NTA broadcasting properties.

STATIONS


RICHARD M. THOMAS, audior, WJR, named treasurer. Mr. Siebert, with the station since 1920, remains as a director of WJR, The Goodwill Station Inc.

EDWIN L. DENNIS, local tv sales manager, KMBC-TV Kansas City, Mo., named v.p. of KMBC Broadcasting Co. Mr. Dennis has been associated with Cook Paint & Varnish Co. (station's owner) for 27 years.

RICHARD M. FAIRBANKS, WIBC Indianapolis president and general manager, appointed trustee of Cornelia Cole Fairbanks memorial fund, established in 1920 by late Charles Warren Fairbanks, v.p. of United States under Theodore Roosevelt and Mr. Fairbanks' grandfather, for betterment of Indianapolis through educational and charitable enterprises.

JAMES T. O'NYON, general manager of KONT and KELE-FM, both Phoenix, has announced appointment of new officers and directors for both stations. President of Auto Broadcasters & Telecasters Inc., owner of stations, is Mr. O'Nyone; v.p., ANNIE DEE DAVIS, secretary-treasurer, MARY JANE PHILLIPPI; and directors, CHARLES S. VOIGHT and ROBERT C. BOHANNAN JR. Mr. O'Nyone also announced that new offices and studios will be occupied by both stations at 2500 North Central in Phoenix.

JOHN T. CAULEY, formerly station manager of KCMH Henderson, Tex., named manager of KPLT Paris, Tex.

EDWARD HARVEY LONG, 60, treasurer of WSAZ Inc. and parent, Huntington (W. Va.) Publishing Co., died of cancer Nov. 19 at Cabell-Huntington Hospital.

CHANDLER R. MELOY, tv sales operation manager. KGO-TV San Francisco, named national spot sales manager succeeding NUEL FAIRBANK, recently discharged from U. S. Army. Mr. MACKAY, national spot sales manager named KGO account executive.

DAVID GREEN, formerly with KCMK (FM) Kansas City, to KCMO-FM, that city, as account executive.

JAMES A. JORDAN, formerly sales manager of WJJD Chicago, to WOKY Milwaukee in similar capacity.

GORDON LLOYD, formerly sales manager of KBOX Dallas, returns to KBOX as account executive.

JACK JETER, formerly account executive with KCKN Kansas City, to KCMO Kansas City, Mo., sales department.

ROBERT E. HAGAN, account executive, WZRP-TV Wheeling, W. Va., named local sales manager.

RUSS NAUGHTON, chief announcer of WDRC Hartford, Conn., won seat in Connecticut House of Representatives as Republican, in Nov. 4 elections.

RICHARD BRODIE, father of WDRC Chief Engineer HARRY BRODIE, was elected to same body as Democrat.

RICHARD REAGAN, public relations director of KTLA (TV) Los Angeles, to director of publicity and public relations, replacing RICHARD P. ROBINSON, former director of press information, who has been made staff producer-writer for station.

THOMAS A. MAGER, formerly buyer with Atlantic & Pacific Tea Co., to WABC New York as merchandising manager, succeeding JACK DUNN, resigned.

ROBERT J. DUFFY, assistant manager-sales manager. KCLR Sterling, Colo., named manager succeeding JOHN GAIZKIN, who joins Tiedgen-Rambler (car dealer) there.

WCBS-TV New York Sunrise Semester course. Dr. Haywood succeeds Dr. Casper J. Kramer, who died Nov. 5.

M. L. Nelson, 49, managing news editor, WHIO-AM-TV Des Moines, Iowa, died Nov. 16, following heart attack.

Larry Wilson, disc jockey, WTIX New Orleans, named program director, MARSHALL PEARCE, program director, WSMB New Orleans, to WTIX as promotion director.

Jim Randolph, formerly program director of KGAY San Francisco, to KGFT Los Angeles in similar capacity.


Oscar H. Hurr, formerly news and program director of WKFY Flint, Mich., to WTOL-TV Toledo, Ohio, as news director.

James Burns, news development specialist at WDRC Hartford, Conn., promoted to news manager.

Norman Gorin appointed director at WTOP-TV Washington, replacing Vic Hirsh, resigned. John Drew, who directed several radio programs for Voice of America, named to assist director succeeding Mr. Gorin.

Harry Reigert, acting production manager. WPXV-TV Green Bay, Wis., named production manager. Len Greenba succeeds him as assistant production manager.

Ted Barbons, formerly d.j., WFIN Findlay, Ohio, to WTOP as program director.

Franklin Hobs, formerly v.p. for Remington Record Corp., N.Y., to WISK St. Paul, Minn., as promotion director.

Bewey Drum, announcer, WSOC Charlotte, N.C., named operational manager. Jack Knight, formerly with WLAS Jacksonvile, N.C., to WSOC as announcer-salesman.

David A. Ring, formerly associated with General Elec. and Life Magazine as merchandising field rep., has joined KMOX St. Louis' merchandising department.

Don Henry, previously affiliated with WPAAAA-TV Dallas and KFIZ-TV Fort Worth, to WBAR-TV Fort Worth in commercial department.

John Albert, salesman, Amsterdam Press, to WWJ-TV Detroit, in similar capacity.

Bill Hargan, formerly chief engineer at KSBW-TV Salinas-Montery, Calif., appointed director of technical operations. Other Salinas Valley Broadcasting Corp. appointments include Wes Chaney, named to post vacated by Mr. Hargan, and Charles Mitchell, to chief engineer at KSBW-TV San Luis Obispo, Calif.

Jim Hall named d.j. of WMAL Washington's 3:30 p.m. record show, succeeding Johnny Batchelor, who will devote full-time to WMAL-TV commitments.

Conrad Patrick to WDKH Detroit as disc jockey succeeding Frank Simms who is named the station's sportscaster.

Mary Ann Varga, secretary to manager of KGJF Los Angeles, named program service manager of station.

George Corwin, formerly assistant sales manager, WAMM Flint, Mich., and Tom Whittmore, formerly account executive, WWCA Gary, Ind., to WALT Tampa, Fla., sales staff.

William Valentin, formerly in WIBG Philadelphia sales department, to WNAR Norristown, Pa., sales staff.

Bill McReynolds, KCMO Kansas City newsman, transfers to KCMO sales department.

Jim Hawnthorne, program director and air personality of KDAY Santa Monica, Calif., adds duties as m.c. of late-night program over KTTV (TV) Los Angeles.

Bob Engel, formerly with WJW Cleveland, to WHK, that city, as newscaster.

Jack Taylor, formerly with WBBM, WCFL and WIND, all Chicago, to announcing staff of WGN-AM, that city.

Gene Filip promoted from special events editor to assistant director of news at WGN-AM-TV Chicago.

 NETWORKS

Bob Finkel, NBC-TV contract producer, has been assigned to produce and stage four Eddie Fisher shows. Chris Stone, executive producer of the Tennessee Ernie Ford Show was elevated to producer, replacing Mr. Finkel.


Harper C Armour, research director; Philip Levenson, assistant supervisor of technical operations, and Alice Santi, spot sales research manager—all CBS Radio—inducted last Monday (Nov. 17) into CBS 20-Year Club, receiving club membership to 210.

Peter Saran, former engineer, WINR Binghamton, N.Y., and NBC, to ABC, N.Y., in similar capacity.

PROGRAM SERVICES

Ernest G. Fanning named to newly created post of executive assistant to the general manager for diary reports of American Research Bureau. Mr. Fanning will be responsible for overall coordination of sales and production departments with respect to ARB's diary based surveys.

MANUFACTURING

Raymond F. Kelley, v.p.-director, Raytheon Manufacturing Co. of America (Waring Blender, tv broadcast equipment, single side-band radio equipment, etc.), N. Y. elected president board chairman of DCA, succeeding late David T. Bonner.

John B. McLaughlin has resigned as v.p. for marketing of Purex Corp. South Gate, Calif. He has not announced future plans, nor has successor been appointed.

Albert E. Kelember, manager, equipment operations long range planning activity. Raytheon Manufacturing Co. (lighting equipment), Waltham, Mass., named manager of government relations marketing planning, for government equipment division.

E. K. (Buck) Rogers, affiliated with Packard Bell Electronics Corporation, in various capacities since 1928, appointed district sales manager for Northwest.

Maurice Kaisen, manager of budgets and inventory control, RCA Electron Tube Div., Harrison, N. J., to controller of division.


John Cantwell, formerly district sales manager for Washington branch of Sylvania Sales Corp., to district sales manager, Washington, D. C., for Sylvania Home Electronics, division of Sylvania Electric.

L. Harris Robinson, former regional sales man-

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ager of Motorola Inc., appointed manager of marketing, surface communications dept., RCA defense electronic products, Camden, N. J.

DR. RUDOLF G. E. NUTTER appointed chief engineer, special tube operations, Sylvania Electric Products Inc. and manager of Microwave Components Labs, Mountain View, Calif.

WILFRED WEISS, formerly with Knudsen Agency, N. Y., to director of public relations at Electronic Corp. of America, Cambridge, Mass.

PROFESSIONAL SERVICES

BUELL A. PATTERSON, 63, account executive at Communications Consultants Inc., N. Y., died last Wednesday (Nov. 18) in Miami, Fla., on return from business trip to Havana. Mr. Patterson's previous public relations experience included advertising sales promotion manager for Curtis-Wright, during the 40's; director of public relations for both American Airlines and Pan American Grace Airways during the early 60's.

FRANK B. EIDEL, Miami bureau manager for United Press International, promoted to Florida manager for UPJ, DICK MATCH, Charlotte bureau manager, succeeds Mr. Eidel as Miami head.

ALVIN WEBB JR., Greensboro manager, succeeds Mr. Hatch in Charlotte. J. D. SEVERS, manager of WCIA from Columbus, S. C., to Greensboro, replacing Mr. Webb.

INTERNATIONAL

VIN DITTMER, formerly sales manager of CKNO-TV Whingot, Ont., to CFCF Montreal as station manager.

JOHN C. MORRIS, formerly sales manager of CKRL London, Ont., to manager of the radio times sales division at Toronto, Ont., of Stovin-Byles Ltd., Toronto, station representation firm.

JACK KENNEDY, senior sales representative of Canadian Broadcasting Corp., Toronto, to CFRB Toronto.

REYMOND TEASDALE, manager of CBAF Moncton, N. B., to production manager of CBF Montreal, Que.

LYMAN POTTS, manager of CKXL London, Ont., to station manager of CIAD Montreal, Que.

ROCH DEMERS, chief engineer, CFCL-TV Timmins, Ont., elected chairman, Central Canada Broadcasters Asen. Engineers, succeeding BILL OHN, CHLOE ST. THOMAS, Ont. CLIVE EASTWOOD, CFRB Toronto, Ont., named manufacturers liaison officer. JACK BARNABY, CFCH North Bay, Ont., elected secretary-treasurer.

WALTER SHEAN, with extensive press, tv and commercial background, has been appointed advertising and promotion manager for S. W. Caldwell Ltd., Toronto.

W. C. MOODIE has been appointed manager of newly opened office of A. C. Nielsen Co. of Canada Ltd., Toronto, at 550 Sherbrooke St. West, Montreal, Que. J. A. GOVIER, client service executive, will also move to Montreal office from Toronto.

PROGRAMS & PROMOTIONS

KAKE-TV Raises Prize Offer As Oil Lease Value Climbs

Oil wells being what they are, first-prize winner in KAKE-TV Wichita's "Name the Network" contest is going to fare a lot better than originally anticipated when the competition was first announced, the station reports.

The original plan was to give the winner the option of the oil lease, which could amount to $10,000 or more, or a cash prize of $1,000. Additional wells have increased the present lease value to the point where the winner will be offered the choice between a $5,000 cash purchase of his interest or the oil royalty interest.

In addition to an interesting in a producing oil lease the contest offers runner-up prizes of a whole grade "A" beef, income from 50 bushels of wheat and shares in Boeing, Beech and Cessna aircraft companies.

The purpose of the contest, KAKE-TV said, is to name the three-station network with "Blanket Coverage of the 50% of the tv homes in Kansas"—KAKE-TV, KTVC (TV) Ensign and KAYS-TV Hays. Advertising agency personnel have until Dec. 12 to name the network and give a reason for the name in no more than 50 words.

WTOL Event Revives Record Hits

Recording hits of the past 30 years were utilized recently by WTOL Toledo, Ohio, during its "Big Record Week" promotion to sell the music industry. Every half-hour throughout the week WTOL played million-seller records.

Promotion tie-ins included personal appearances and remote broadcasts by the station's disc jockeys, called Toledo's Big Five, at four shopping centers and two downtown stores where drawings were held for free records. In five days, more than 15,000 persons registered for drawings at the various locations. To publicize the event the d.j.'s wore special shirts with their names and the station's call letters printed on them; over 500 posters were distributed, and promotion spots were run during the day. Mail going out of the station also carried the Big Record Week identification.

WCIA (TV) Relays Ideas for ID's

The technique of presenting effectively an eight- or ten-second promotion of "The Idea" is demonstrated in a brochure prepared by WCIA (TV) Champaign, Ill., for distribution to advertisers and agencies. Entitled "What's the Idea," WCIA's presentation appeals to the advertiser who "feels he has too much to say and not enough time in which to say it." According to WCIA, the purpose of the brochure is the single idea, in the same manner in which highway billboards make one impression on a speeding driver. The booklet includes ID's originated by WCIA's staff of commercial artists and copywriters for a local food store account and illustrates how the station and client work together to get across a single selling point.

KBKC Celebrates First Birthday

The first anniversary of KBKC Kansas City is being celebrated in a series of station promotions during an eight-week campaign. KBKC personnel recently served birthday cake and distributed free door prizes to more than 2,000 visitors to a hi-fi music show in Kansas City's Belvedere Hotel. A current on-the-air promotion offers more than $3,000 worth of prizes to listeners who display numbered car window stickers bearing the call letters and frequency of the independent music-news station. Lucky numbers are announced periodically. Some 20,000 stickers were distributed in the first two weeks. Weekly "appreciation" cocktail parties for advertisers and agency personnel are being held in KBKC's studios.

VOTERS' CHOICE

The Democrats were not the only ones winning by a landslide in this election year, according to WDAK Columbus, Ga. WDAK also reports a victory from voters in similar geophysical terminology. During a week-long voting machine demonstration sponsored by the Provincial League of Women Voters of Columbus at the 1958 Chattahoochee Valley Exhibition more than 600 persons voted on questions of local and national political interest as well as on radio listening habits and preferences.

Out of a total of 14 questions on the league's ballot, seven were concerned with radio. A majority of the voters preferred newscasts of five-minute length; a total of 350 said music was their reason for listening to radio, and WDAK personality Dick Killebrew won the most votes for "favorite local radio disc jockey." Television was named 241 times on the question "with which do you spend the most time?" Radio got 235 votes and newspapers only 22 votes.

Votes were also asked their favorite area radio station and disc jockeys with WDAK coming out on top, according to the station.
Irving Berlin Saluted on VOA

A three-day radio tribute to composer Irving Berlin was scheduled for last week over the planet-wide facilities of the Voice of America, with the participation of show business celebrities and President Eisenhower. The program marked Mr. Berlin's 50th anniversary in show business and his 70th birthday.

In his statement, President Eisenhower expressed his admiration for Mr. Berlin's music, Bing Crosby, Louis Armstrong, Benny Goodman, Ethel Merman, Fred Astaire, Eddie Cantor and others were heard on the series. Many of the guests performed the Berlin songs with which they are identified. Kate Smith, for example, sang "God Bless America," as recorded from her radio program of Armistice Day, 1938, when she introduced the song.

A portion of one of the programs was devoted to a selection of Berlin songs sung by Ella Fitzgerald at the Hollywood Bowl accompanied by a 60-piece orchestra. Willis Conover wrote and produced the salute to Mr. Berlin and served as narrator. At the conclusion of the series, Mr. Berlin replied to the President and his other friends.

WCPO-TV Show Solves Problems

WCPO-TV Cincinnati is proving once again that men and women observe the world through different eyes and can discuss their opposite observations with verve and interest. A new WCPO-TV daily morning show called Jim and Joan Advise...is the proof offered. Never seen in person, but only silhouetted behind a screen, Jim and Joan present the masculine and feminine viewpoints, respectively, on personal problems sent in by viewers. In addition, a panel of four selected citizens shoots further questions at Jim and Joan and gives its own opinions. The panel then votes on which advice the letter writer should follow.

WRCA-TV Sends TV-Movie Listing

A 244-page pocketbook published by Bantam Books, New York, and listening to a description and rating of over 5,000 theatrical films now available to tv is being mailed to prospective and present advertisers of WRCA-TV New York's Movie 4 program. The book was compiled and edited by the staff of T.V. Key, a preview service.

THE VERY LAST HURRAH

The elections were over in Seattle, Wash., and Minneapolis, Minn., the tumult and shouting had died. There remained only the joy of victory and the sorrow of defeat and a few thousand useless election signs and posters littering the cities.

WDGY Minneapolis offered two cents each for posters collected by its listeners and a fifty-dollar bonus for the individual collecting the greatest number. Over 11,500 posters were collected in the WDGY effort. Meanwhile, KOI, Seattle offered a penny apiece for any signs or posters brought to the station and managed to collect 21,751 separate pieces. Civic officials in both localities congratulated the stations for a job well done.

Five Stations Give Stereocast

A musical demonstration of fm and stereophonic sound featuring stereo disc and tape recordings of popular and classical music was presented Nov. 26 by four Houston, Tex., fm radio stations and KUHT (TV), that city. The half-hour stereophonic program was televised by KUHT and carried simultaneously by KFMB (FM), KHGM (FM), KTRH-FM and KUHF (FM). Representatives of each station introduced and played stereo recordings of the type of music typical of their stations. The stereocast was directed by Lynn Christian, sales manager of KHGM.

WTG (TV) Kicks Off Art Contest

Details for entering an annual Christmas Card Art Contest were announced last week by WTTG (TV) Washington, D.C., on the station's children's program Grandpa's Place (Mon.-Fri., 3:30 p.m.). Guests on the program were Al Capp, creator of Li'l Abner, who spoke earlier at the annual Christmas Seal Sale luncheon sponsored by the D.C. Tuberculosis Asn., and Patty Ann Gerrity, star of NTA Film Network's This Is Alice series.

The grand prize for WTTG's five-week card contest will be an art scholarship at Washington's Corcoran Gallery of Art for the winning child and a $100 savings bond for the child's parents. Mr. Capp furnished the area's youngsters with helpful ideas for making original Christmas cards, using Christmas Seals in some manner. Miss Gerrity, who was accompanied by her co-star Hector, the St. Bernard, bought the first sheet of seals from Mr. Capp.

KETV (TV) Prize: Liberace

In a new contest, KETV (TV) Omaha, Neb., has offered its feminine listeners the ultimate in prizes; a two-day stay in Hollywood topped by an appearance on the Liberace television show (ABC-TV, 1-1:30 p.m.). Housewives merely have to complete a statement in 25 additional words or less as to why they "would like to appear on..."
Thursday, drama
Wednesday
been
Airline
Monday, sports on Tuesday, comedy on night. The rest of the
except,
where they forward them
World Wide
Denny Jr., founder
private enterprises
New York. The seminars conducted
ing
Wrote
friendly
the
both
As
Portions of
The
Liberace because

...In each of the cities visited the local affiliated station of the World Wide Broadcasting System Network will record the seminar discussions and forward them to WRUL in New York, where they will be edited and broadcast in a series.

Brochure Describes Night Format

WPIX (TV) New York has invested $20,000 in an elaborate, 19 x 17 in. promotion mailing piece for its new programming concept, which sets aside each night of the week for a certain type of show. Example: Wednesday is mystery night, which the brochure illustrates with stills from the six mystery shows which run consecutively that night. The rest of the week: Adventure on Monday, sports on Tuesday, comedy on Thursday, drama on Friday, movies on Saturday and “family” shows on Sunday.

Airline Serves Grounded D.J.’s

As part of a major promotion in markets served by the airline, Northeast Airlines, a radio user, has been serving breakfast to station disc jockeys. By pre-arrangement with program directors, stewards have been marching into studios with trays of typical breakfasts served during flight. The airline reports it has received on-air attention from disc jockeys as a result.

Thermometer Plugs Spot Radio

Peters, Griffin, Woodward Inc., New York, station representative, has sent to advertisers and agencies a “gimmick” thermometer which “determines how retail sales are going while a campaign is running.” On its current advertising brochure PGW affixed a tube containing a green fluid which rises when fingers grip the tube’s base. A printed scale under the tube marked near the bottom: “Not enough spot radio”; and near the top: “Spot radio pays off.” The brochure also includes a reprint of a radio advertisement which advises prospective clients to “take your sales temperature fast with spot radio.”

KAKC Adds Punch to Pepsi Drive

KAKC Tulsa, Okla., and the Tulsa Pepsi-Cola Bottling Co. staged a direct mail promotion to tie-in with the bottling company’s radio spot saturation campaign—the heaviest air schedule ever carried in Tulsa for a 13-week period, according to KAKC. Called a “Spotacular,” the campaign was stepped up by sending empty Pepsi-Cola cartons to retail outlets. With the cartons went messages saying the spot drive had resulted in empty Pepsi-Cola cartons throughout the area and dealers should order more Pepsi.

Tv Ads Smile for WMT-TV

WMT-TV Cedar Rapids, Iowa, has rounded up a dozen of its advertising success stories for a brochure entitled “The Sweet Smile of Success,” now being sent to advertisers and agencies. In introductory remarks WMT-TV declares “... it’s the rock crusher of Iowa advertising and is capable of reducing mountains of sales resistance to talcum.”

Attention Wins ‘Shock’ Album

WABC-TV New York is finding out to what extent viewers are glued to their sets (not to mention seats) during their late night horror films. Host Zacherley, the ghoulish impresario of Shock Theatre, is offering viewers an ABC-Paramount long-playing disc titled “Shock” should they correctly answer such questions (based on film scenes they just saw) as “What was the height of the cliff from which Lon Chaney was thrown?” The album contains such cheerful numbers as “Haunted Heart,” “Gloomy Sunday,” etc.

WMIK Celebrates Tenth Year

WMIK Middlesboro, Ky., has announced that as part of its tenth anniversary festivities it will award cash prizes to listeners who correctly answer special questions dealing with events from the station’s initial year, 1948. WMIK’s promotion theme is “Leadership, in radio broadcasting and in service to the community by station personnel.” Taped salutes from radio and recording stars as well as those from local and state government officials will be broadcast, according to WMIK.

NTA to Pick Best Film Promotion

NTA Film Network last week announced an on-the-air promotion contest for station promotion managers in support of the Shirley Temple Film Festival series of six feature films, which now are being telecast on 63 stations. At the conclusion of the Festival on Dec. 14, the NTA Film Network will select winners. The first prize will be a trip for two to Mexico and Bermuda; second prize, a mint stove, plus runner-up prizes including Necchi Mirella sewing machines and Westinghouse transistor radios.

KDKA Bricks Turn to Gold

KDKA Pittsburgh reported a capacity crowd of 3,800 turned out Nov. 8 for the first annual “Miss Brick Throw” beauty contest in the brick throwing promotion concocted by wake-up man Rege Cordic. Like other Cordic capers, the whole thing started as a gag on his program. Local firms and industries contributed more than 100 prizes—including, of course, bricks. An airline (KLM) got in the act by flying bricks from around the world.

PRESSED INTO ACTION

Another attempt by print media to snipe at television brought an instant rebuttal from WTVJ (TV) Miami, Fla.

A brochure that the Miami Herald sent out maintained that the Herald delivered 87% more customers per ad dollar than WTVJ. The station replied with 1,000 brochures mailed to national and local advertisers and agencymen who use the Herald. In it WTVJ “corrects a number of faulty premises and incorrect figures to prove that WTVJ’s advantage is actually 236% over the Miami Herald.” Using the paper’s basis of figuring and matching Audit Bureau of Circulation figures with A. C. Nielsen’s, WTVJ showed that its average cost-per-thousand is $1.02 compared with the Herald’s $3.43 c.p.m.

Press Release

The Classic

How to keep top giveaway shows on top

Creating more sales for your advertisers depends upon prizes of real value, prompt and trouble-free delivery and the services of a specialist with a record of many years of dependability.

S. JAY REINER COMPANY is a nationwide merchandising organization providing ideas, free prizes and a completely coordinated service for radio and television stations, advertising agencies and sponsors of audience-participation shows.

One such client, Station, KTUL-TV of Tulsa, Okla. writes:

“We had excellent success with ‘Play Marko,’ due in no small part to the excellence of the prize. In which made the difference between a good show and a bad one. Heartily recommend the S. Jay Reiner Co. to anyone planning this kind of show.”

May we show you what we can do for you?

The S. Jay Reiner Company, Inc.

155 Mineola Blvd, Mineola, N.Y. Pl 1-7300

Eleven Years in Business + Eleven Years of Dependability

Page 108 • November 24, 1958
Station Authorizations, Applications
As Compiled by BROADCASTING
Nov. 13 through Nov. 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Existing TV Stations
CALL LETTERS ASSIGNED

KPTVE El Dorado, Ark.—South Arkansas TV Co., ch. 10. Changed from KBBB.
KSCD-TV Sacramento, Calif.—Capital TV Co., ch. 25.
KALA Wahuku, Hawaii—Radio Honolulu Ltd., ch. 8.

Translators
APPLICATIONS
(Announced Nov. 13)

International Falls, Minn.—Minnesota TV Inc., ch. 75; ERP 50.8 w. P.O. address Chamber of Commerce Bldg., Second Ave. and Fourth St., International Falls. To translate programs of WDSM-TV Duluth, Minn.
Kathogama, Minn.—Minnesota TV Inc., chs. 78 and 241; ERP 458 w. To translate programs of KDAL TV and WDSM TV Duluth, respectively.
Orr, Minn.—Minnesota TV Inc., chs. 85 and 94; ERP 458 w. To translate programs of KDAL TV and WDSM TV.
Virginia, Minn.—Minnesota TV Inc., ch. 74; ERP 715 w. To translate programs of WDSM TV.

New Am Stations
ACTION BY FCC


APPLICATIONS

Roseville, Calif.—Service Best Co., 1110 kc, 500 w. P.O. address Box 1944, Modesto, Calif. Estimated construction cost $24,460, first year operating cost $72,500, revenue $90,000. Ownership: Frank M. Helm (?%), auto dealer and real estate man; Ronald C. Reeves (25%), owner of KZAI Auburn and one-third of cp for KACY Port Huron, both California, and Judson Stuart Jr. (10%), one-third owner of KACY. Announced Nov. 17.
Clayton, Ga.—Blue Ridge Best Co., 1570 kc, 1 kw, D. P.O. address Box 443, Seneca, S. C. Estimated construction cost $12,940, first year operating cost $31,440, revenue $30,000. Applicants are Mr. and Mrs. J. A. Gallimore who also own 60% of WPLS Lafayette, Ga. and 50% of WSEK Sumter; 50% of WBSE Hampton; 60% of WBAW Harwell, and 50% of WABV Abbeville, all South Carolina. Announced Nov. 12.
Ferry, Iowa—Ferry Best Co., 1230 kc, 500 w. P.O. address G. E. Whitehead, Ferry. Estimated construction cost $22,850. First year operating cost $29,000, revenue $36,000. William D. Archie, newspaper man, and Mr. Whitehead, printer, are equal partners. Announced Nov. 17.
Morganfield, Ky—Union County Best Co., 1920 kc, 1 kw D. P.O. address Box 188, Campbellville, Ky. Estimated construction cost $11,800, first year operating cost $22,600, revenue $47,400. One-third owners R. L. Tamer, W. B. Kelly and Mr. Willis also have interests in WYKQ Campbellville, WJOK Scottsville and WLOK Muncie. Announced Nov. 17.
Portland, Me.—Casey Best Co., 97.9 mc, 1 kw. D. P.O. address By Middle St. Estimated construction cost $14,915, first year operating cost $13,000, revenue $26,500. Ernest E. Patrow (50%) also has interest in WHIL Medford (94%) and WAMC Claremont (51%), both Massachusetts. WYBE Roanoke, Va. (35%); WWOX Charlotte, N. C. (18%), and is buying $15 of WJWB New Orleans. Faust Couture (5%) owns 8.6% of Twin City Best Co. (WCOJ-SF New Lewiston, and WPAO Augustus, both Maine; 25% of WLOB Portland, 25% of WGGG San Francisco, 25% of WMSM Sanford, all Maine. Announced Nov. 17.
Greensboro, N. C.—Frankis M. Ball, 1550 kc, 1 kw D. P.O. address 2331 Overfull Rd., Charlotte, N. C. Estimated construction cost $15,830, first year operating cost $36,200, revenue $60,000. Mr. Fitzgerald, sole owner, also owns WGIV Charlotte. Announced Nov. 13.
Chesterland, Ohio—Northern Ohio Best Co., 600 kc, 500 w D. P.O. address Herrick Dr. and Rt. 366. Estimated construction cost $11,680, first year operating cost $75,000, revenue $90,000. Applicant is composed of 13 stockholders, none of whom has subscribed for more than 15%. Announced Nov. 17.
Portland, Ore.—David M. Segal, 1550 kc, 5 kw D. P.O. address R. 23, Aurora Ave. NW, Portland. Estimated construction cost $25,000, first year operating cost $46,000, revenue $56,000. Mr. Segal, sole owner, has majority interest in KOBY San Francisco, KOBY-SF Oakland, and KYYE-WO Wellite Green- ville, Miss. Announced Nov. 17.
Baytown, Tex.—Boyertown Best Co., 690 kc, 250 w D. P.O. address Box 88, Red Lion, Pa. Estimated construction cost $38,000, first year operating cost $44,615, revenue $53,375. Owners are Mr. Segal, sole owner, WCOJ Red Lion, and Lester Greenwell, minor- or. Announced Nov. 17. WGGF Ephrata, Penn. Announced Nov. 14.
S. Ga.—Radio Newspapers Inc., 1380 kc, 300 w D. P.O. address Box 279, Vidalia, Ga. Estimated construction cost $9,261, first year operating cost $17,500.
FOR THE RECORD

Continued


Mayaguez, P. R.—WPRA Inc., $600 kw, 1 kw unl. P.O. address Box 339. Estimated construction cost $15,000; first year operating cost $35,000. Applicant is licensee of WPRJ, which has applied for move of its facilities to San Juan. Announced Nov. 19.

Gatesville, Tex.—Horace K. Jackson St., $1500 kw, 5 kw D. P. O. address Gatesville. Estimated construction cost $17,000; first year operating cost $20,000. Applicant is licensee of WMAW which has applied for move of its facilities to San Juan. Announced Nov. 19.

EXISTING AM STATIONS

APPLICATIONS

WLDD Homewood, Ala.—Cp to increase day-time power from 250 w to 1 kw and install new trans. KNRX Lompoc, Calif.—Cp to increase power from 500 w to 1 kw and make changes in transmitting equipment. KDEK Palm Springs, Calif.—Cp to increase power from 1 kw to 5 kw and install new trans. KYC Yreka, Calif.—Cp to change frequency from 1680 kc to 1380 kc; increase power from 250 w to 1 kw; change hours of operation from unii. to daytime and install new trans. WLBR Carrollton, Ga.—Cp to increase power from 250 w to 1 kw and install new trans. WPIC Morningside, Md.—Cp of license to change main studio location and station location to Washington, D. C. WGAW Gardner, Mass.—Cp to increase day-time power from 250 w to 1 kw and install new trans. WBEX Salem, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans. KANX Knoxville, Tenn.—Cp to change frequency from 1460 kc to 110 kc and make changes in ant. system (increase height). WFBK Babylon, N. Y.—Cp to increase power from 500 w to 1 kw and install new trans. WROK Poulsbo, Wash.—Cp to increase power from 1 kw to 5 kw, install directional ant. daytime and new trans. KGAY Salem, Ore.—Cp to change frequency from 1430 kc to 1350 kc. WXRF Guayama, P. R.—Cp to change frequency from 1800 kc to 1320 kc. (Continued on grant of WRIO change frequency.) WPRA Mayaguez, P. R.—Cp to change power from 10 kw to 11 kw; change from DA day and night to non-directional ant.; change ant.-trans. and studio location; changes in ground system and change station location to San Juan. P. R., and operate trans. by remote control.

KEUX Opportunity, Wash.—Cp to increase power from 500 w to 1 kw and make changes in ant. system (increase height). KWSQ Pullman, Wash.—Cp of license to change hours of operation from fulltime day and share nighttime (KWF) to unii.

CALL LETTERS ASSIGNED


NEW FM STATIONS

APPLICATIONS

Newhall, Calif.—Newhall Bestg. Co., $91.5 mc, 1 kw. P.O. address 722 Mott St., San Fernando. Calif. Estimated construction cost $12,125; first year operating cost $39,000, revenue $35,000. Israel Martines, sole owner, is in primaries. Announced Nov. 17.

San Luis Obispo, Calif.—KATY Inc., $99.9 mc, 1.5 kw. P.O. address Box 700. Estimated construction cost $5,500; first year operating cost $11,000, revenue $13,000. Applicant is licensee of KATY San Luis Obispo. Announced Nov. 17.

Arlington Heights, Ill.—John D. Mother, $27 mc, 1.2 kw. P.O. address 321 S. Drury Lane. Estimated construction cost 426,000, first year operating cost $12,000, revenue $15,000. Mr. Morgan, sole owner, is in primaries. Announced Nov. 17.

Fitchburg, Mass.—Wachusett Bestg. Corp., 101.7 mc, 20 kw. P.O. address 455 Main St. Estimated construction cost $16,000, first year operating cost $1,300. Applicant is licensee of WFGN Fitchburg. Announced Nov. 15.


Staunton, Va.—American Home Bestg. Corp., 101.3 mc, 85 kw. P.O. address Box 488 Staunton. Estimated construction cost $7,735, first year operating cost $7,520. Lloyd Goetheen (80%) and Charles E. Heateowl (20%) are with WAPC Staunton. Announced Nov. 15.

Madison, Wis.—Paul A. Stewart Enterprises, 102.5 mc, 345 kw. P.O. address Box 1004. Estimated construction cost $18,000, first year operating cost $9,000, revenue $13,000. Mr. Stewart, sole owner, is in insurance and real estate. Announced Nov. 19.

EXISTING FM STATIONS

CALL LETTERS ASSIGNED


OWNERSHIP CHANGES

ACTIONS BY FCC

KFSA Fort Smith, Ark.—Granted transfer of control from Southerwestern Radio and Television Co. to Southwestern Owners, Inc., which owned transferee company, now dissolved. Announced Nov. 19.

KCMJ Palm Springs, Calif.— Granted assignation of KCMJ to ARW of radio stations (D. M. Drayton, president); consideration $200,000. Assignee's shareholders to be employed as consultants for eleven years at $12,000 a year. Applicant to compete within 50 miles of Palm Springs for one station. Stockholders are Drayton, C. L. Perkins, C. E. W. Wight (KREW Sunnyvale, Wash.) and Louis W. Wageman. Announced Nov. 19.

KBLF Red Bluff, Calif.—Granted transfer of control from B. G. Frey and Rawlinn Coogan to Lynn and Winson E. Smoot; consideration $25,000 for 81.1% interest. Announced Nov. 19.

KFMA Davenport, Iowa—Granted assignment of license to Borslar Associates Inc. (Howard M. Borslar, chairman).

RADIO CORPORATION OF AMERICA

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PROFESSIONAL CARDS

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National 8-7757
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Riverside Road—Riverside 7-2153
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CONSULTING RADIO ENGINEERS
6962 International Airport
San Francisco 25, Calif.
Member AFCCE

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consulting Radio Engineers
2007 P St., N.W.
Washington 6, D.C.
Columbia 5-4666

JAMES C. McNARY
Consulting Engineer
National Press Blvd., Wash. 4, D.C.
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BROADCASTING MAGAZINE
1325 DeSales St., N.W.
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for availabilities

November 24, 1958 • Page 111
CONSIDERATION.


WPBS New Orleans, La.-Granted assignment of license to Roussaville of New Orleans Inc. (Robert W. Roussaville, owner of WQX1 Atlanta, WCN Cincinnati: WTTR Tampa, WSRM Miami Beach, WLOU Louisville, WQVL Nashville, and WYLD New Orleans); consideration $179,000; subject to condition that assignment not to be consummated until assignee has disposed of all interest in WYLD. Announced Nov. 19.

WYLD New Orleans, La.-Granted assignment of license and up to Connie M. Goy (owner of WFTC, Kansas, N. C., and KITE, San Antonio, Tex., and majority interests in WTCR, Ashland, Ky.); consideration $79,000. Announced Nov. 19.

WILD Boston, Mass.-Granted assignment of license to Norfolk Bcstg. Corp. (Nelson B. Noble, president; consideration $200,000. Announced Nov. 19.

WKIZ Muskegon, Mich.-Granted transfer of control from Arch Shawd to WKIZ Radio Corp. (Frederick L. Altman, president, has interest in WTRN Belleair, Ohio; WTKY Keyser, W. Va., and WEFL Lexington, Va.); consideration $200,000 plus $1,000 a month for 10 months to Mr. Shawd for consultant service. Announced Nov. 19.

KWVR Winner, S. D.-Granted transfer of control from William H. Finch et al., to L. Clark, etc.; consideration $31,028 for 92.46% interest, as of Nov. 19.

KEAN Brownwood, Tex.-Granted acquisition of negative control by C. E. Farren and Pat Ferren Davidson (each now having one-third interest) pursuant to remaining interest from Clifford J. Ferren for $4,750. Announced Nov. 19.

KSWA Graham, Tex.-Granted assignment of licenses from J. Earl and Gilbert T. Webb to Bruner B. Jones and Neil J. Gilligan Jr., d/b as Jones & Gilligan; consideration $71,250. Announced Nov. 19.

WSKI Montpelier, Vt.-Granted transfer of control from Ellis E. Kedman, et al., to Ewen and Edwin M. Parsons and Daniel B. and Elaine P. Rugec; consideration $100,000. Announced Nov. 19.

KPMW Pascagoula, Miss.-Granted assignment of license to Robin Hill; consideration $58,000. Announced Nov. 19.

APPLICATIONS

KOMG-AM-TV Honolulu, KHBC-AM-TV Hilo, KNX-AM-TV Walnut, Calif.-Seeks transfer of control (75.4%) of licensee (Hawaiian Besty System) from Consolidated Amusement Co. to Hawaii Development Corp., for $1,500,000. Announced Nov. 19.

WEND Baton Rouge, La.-Seeks transfer of 100% of license (VOS, Inc.) from Charles E. Kay et al. to Capital Bestg. Bcstg. for $750,000. Transferee includes Bruce Broussard (50%), WEND general manager; Robert S. Bokker (30%), third; Howard N. Kumpf, Jr. (20%), and Kari G. Corbin (10%). WEND employee. Announced Nov. 19.

WGVY and WAYL-FM Silver Spring, Md.-Seeks assignment of license from W.T. Zimmerman to WKRV Radio Inc. for $505,000 for assets other than real estate; and $500,000 for operation; owners are equal partners James S. Johnson, employee, KWK Mt. St. Louis, and Harry G. Kime, good brokerage representative. Announced Nov. 14.

WXKX-AM Ft. Lauderdale, D.C.-Grants assignment of license from Ted Greuderfelder Bestg., Co., to WOV Radio Co., for $60,000, Mr. G. also owns 67.9% of WTCR, Ashland, Ky., and 100% of WFTC, Kansas, N. C., and KITE, San Antonio, Tex. Announced Nov. 14.

WWDC-AM-FM Silver Spring, Md., and WBMK-AM-FM Jacksonville, Fl.-Seeks involuntary transfer of 89.8% of former and 10% of latter from Joseph Katz to Leslie Katz and Benjamin Streus, executors of estate of Joseph Katz. Transferees are executives in both stations; Mr. Streus also owns 25% of WBBU Dunblane, Md. Announced Nov. 14.

WKEW Warren, W. Va.-Seeks assignment of license from J. Earl and Gilbert T. Webb to Bruner B. Jones and Neil J. Gilligan Jr., d/b as Jones & Gilligan; consideration $71,250. Announced Nov. 18.

KWRC Pendleton, S. C.-Seeks assignment of license from Western Radio Corp. to WBC Bestg.

Co. of Ore. (Fred W. Stevens, 86.7% owner) for $375,000. Mr. Stevens is in auto insurance and Wonderwall. Announced Nov. 19.

WWWV Rio Piedras, P. R.-Seeks assignment of license from Frank A. Gandia to Aboaca Radio Corp. for $550,000. Manuel Pirilo-Lopez (95%) and Rosita Pirilo-Lopez (5%) of WAYA, both Puerto Rico, and Carlos Pirilo-Lopez (10%) of WAPA, each will own 37.5%. Announced Nov. 15.

KWDW Bamburgh, N. D.-Seeks transfer of control from Rambus (Ramsey County Bestg., Corp.) from Eugene Brulock et al. to Joe Spindell, III, who is president and general manager of WKNM Columbia and WAPL Charleston, both South Carolina; increases ownership from 100% through purchase of $59,000 for $47,500. Announced Nov. 15.

WHLP Centerville, Tenn.-Seeks assignment of license from Frank F. and Donald Barham, Lewis and Perry Counties to Trans-Air Broadcasting Corp., for $20,000. Transferee is equally owned by William R. McDaniel, (former owner of WFVG, Sunset, S. C., and also owner of WVEP, Franklin, Tenn.), and Eugene N. Hester, battery manufacturer. Announced Nov. 15.

WBAC Cleveland, Tenn.-Seeks involuntary transfer of negative control (30%) of licensee (WATE, Harriman, Tenn.) to Susan J. M. Fitch, executrix of estate of Mr. Fitch, deceased. Announced Nov. 15.


Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Oct. 1, interim decision and order, of Appeals Commission, granting application of Bicycle Station Inc. for renewal of new am station to operate on 1010 kc. 500 w DA, at New Orleans 13.

By order of Nov. 19, Commission granted renewal of WARE, West, and WTHD, Mesquite, N. M., WYBE, Roanoke, Va., WLOI, Portland, Me., and WWOX, Charlotte, N. C., for operation for one 10-year consultancy. Buyers are Mr. Barham to Leslie Katz, and Ben Hill Bcstg. Corp. to Charles M. and Elaine P. M. Fitch, executrix of estate of Mr. Fitch, deceased. Announced Nov. 15.

NEW GIGAS 26U-1 AMPLIFIER

- Capable of 30 db compression
- Silicon rectifiers and special electrostatic capacitors for extra years of maintenance-free service
- Illuminated 4-inch VU meter monitors five functions
- New self-balancing circuit eliminates necessity of tube selection
- Remote input and output controls
- Hinged front panel for access to internal wiring and components
- NEW low price — only $475.00

CONTACT your Collins representative for specifications

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Broadcasting
CLASSIFIED

Payable in advance. Checks and money orders only.

DEADLINE: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

- $10.00 per word; 20¢ per word • $2.00 minimum • HELP WANTED 25¢ per word • $2.00 minimum.

- All other classifications 30¢ per word • $4.00 minimum. Repeat at $2.00 per word.

- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transparencies or bulk packages submitted, $1.00 charge for mailing (Forward remittances separately, please). All transcriptions, photo, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Advertising teacher for creative and sales courses in large midwestern school of journalism. Newspaper, radio-tele and foreign-caste experience. Send personal application with resume of professional background and education. Box 782G, BROADCASTING.

Attention all managers, sales managers, salesmen, program directors, disc jockeys, production men, engineers and combo men! Are you ready for top pay and very good prospects? hiking salaries for the right man. Position for the right man. Send personal application with resume of professional background and education. Box 782G, BROADCASTING. Americas fastest growing radio group needs qualified and experienced personnel in all of the above categories for major market stations. If you are interested in a career with top pay and very good prospects, you might want to give us a word. Full details and salary information. Send tape and details to Box 782G, BROADCASTING.

Management

Commercial manager capable of moving up to station manager in California group operation. Commercial background necessary. Good personal story of yourself to Box 593G, BROADCASTING.

Sales manager for aggressive, new independent. Outstanding opportunity to develop your abilities. Full details first letter. Box 789G, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WPGS, Auburndale, N. Y.

Inland Musak franchise needs top industrial sales. Good experience and contacts throughout industry necessary. Box 895G, BROADCASTING.

Aggressive, promotion minded salesman for top-ranking station in medium-sized market. Unusual opportunities for man with ambition to work. Send full particulars and photo. Box 785G, BROADCASTING.

Northern Illinois—Independent top money and future for salesman who loves to sell. Box 786G, BROADCASTING.

Minimum—marketersales—managers—come to the city and sell for the south's most progressive Negro radio group. Top sales men make $10,000 and over per year. Advancing opportunities for the right man. Write for further details. Box 787G, BROADCASTING.

Quality announcer, first class opportunity. Send complete resume, tape, photo to John Aldern, K2KX, Fort Collins, Colorado.

An announcer is needed for a station in Kentucky. Salary competitive. Box 788G, BROADCASTING.


Men wanted a larger opportunity. Must be of good character and willing to learn and work hard. In addition, an automobile is required. Good general knowledge of the field as well as some sales background would be helpful. Your interview will be conducted in Atlanta. Chicago, New York, or other major cities. Information, please write Paul H. Chapman, Media Broker, 1182 West Peachtree, Atlanta.

RADIO

Help Wanted—(Cont'd)

RADIO

Help Wanted—(Cont'd)

RADIO

Technical

Wanted: Experienced radio engineer, must be familiar with small midwesten station. Box 899G, BROADCASTING.

Announcer-first class engineer for mountain station-studio-transmitter. Single, car, like good music, able to live and work well with others. Liberal time off, good pay, references, salary requirements to WMAT, Charlotte, N. C.

Engineer wanted immediately for WMFPM, Smithfield, North Carolina. No announcements. Call John Townsend at 9-6861 in Durham, N. C.

Immediate opening for engineer at WBSA radio, York, Pennsylvania. For full details, contact Glenn Winter at York-5351.


Mobile radio technician wanted. Must be experienced in independent station, have good knowledge of equipment. Ideal man must be capable of checking out equipment and have a license or above. Call T. C. Wood, Jr., Edison 1102, Charlotte, N. C.

Production-Programming, Others

Program director opportunity. Outstanding opportunity to work in one of the best known southern radio stations. Must be outstandingly efficient with success record. Modern, but not wild. Character station needs of a character person. Big man, but not a dictator. Send outlines and picture immediately. Tape if you do work. Dribbles and incompetents would be wasting their time. Box 792G, BROADCASTING.

Girl writer-announcer in resort area radio station. Box 786G, BROADCASTING.

Eastern station has opening for newswoman-announcer. Good voice with experience. Proficiency in writing and copy work. Excellent working conditions with good salary and insurance plans. Actors, singers and cabaret numbers do not apply. Box 710G, BROADCASTING.

Newswoman-announcer combination to complete three man news operation in northeastern Ohio metropolitan operation. Must be able gather, write and air news and do some board work. Excellent working conditions with good salary and excellent talent setup. Send photo, tape, resume first letter. Box 715G, BROADCASTING.

WBRC, modern radio for Kansas City, is searching for a news director. Adequate news background. Must be able to work smoothly in delivering a top good pay for the right man. Send tape, picture and information to Roy Stanley, WBRC, Mission, Kansas.

WWW, Plateauville, Wisconsin, seeking reliable, experienced newswoman to gather, write and air tri-county news. Experience included remote, special events, record hops, etc. First class operation. Perfect for a honest, sober, and industrious newswoman needing good pay. Send tape, resume, picture and references.

RADIO

Situations Wanted

One complete experienced radio staff including: station manager-announcer-salesman-program director-technical staff. Send resume and photo. Experience included remote, special events, record hops, etc. Excellent working conditions with good salary and copy writer. All this in five people. The opportunity for a good mechanic. Highest wages paid, must furnish reference. Out of or notice. Write Box 795G, BROADCASTING.

Independent Connecticut daytime-combo man with 1st ticket for chief engineer position. Send resume tape to Box 878G, BROADCASTING.

KW daytimer in bluegrass needs experienced combo-engineer, announcer, salesmen. WKLX, Fort Knox, Kentucky. Call John Townsend at 9-6861 in Durham, N. C.

Announcer-director wanted for WQSC radio, New Orleans. Must be known south. Salary, plus 15% of anything he sells. Not a hotshot, no work around, but a man who really sells products and items. Box 796G, BROADCASTING.

A discount, $2.00, is granted for the purchase of 12 or more transparencies. The preceding publication is not paid for in advance. A 50¢ charge is made for telephone calls.
RADIO
Situations Wanted—(Cont'd)

Napoleon Jones ... The only man in America who can take a biscuit apart, and put it back together again.

Jock Laurence and the voices in the news—featured by over half a hundred radio stations coast to coast. Famous for his experience in all phases of radio, Laurence is known as one of the most dependable and professional announcers anywhere. Fock will report to your listeners from your Washington Newsroom. Jock Laurence and the voices in the news is the original regularly scheduled "bipper" newscast to network affiliates and independents alike. His voice and prestige of maintaining their own Washington news staff. Well known to your congressional delegation, Jock and his staff check daily for local items for your newscast. The 6:30-7:00 a.m. program has appeared and faded from the scene. Don't buy the impression that we are the "last word" on news. We check our and quality of news thoroughly. Jock Laurence Radio News has consistently been named as one of the 10 most listened-to news programs in the country.

The only man in America who can take a biscuit apart, and put it back together again.

RADIO
Situations Wanted—(Cont’d)

Management

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 589G, BROADCASTING.

The BIG MONEY goes to F.C.C. LICENSED MEN

F.C.C. License — The Key to Better Jobs

An F.C.C. commercial license and experience.

An F.C.C. commercial license and experience means higher pay and more interesting employment. This license is Federal Government evidence of your credentials in the broadcasting field, so more employers are eager to hire licensed technicians.

Grantham Training Prepares You

Grantham School of Electronics specializes in preparing students to pass FCC examinations. We train you quickly and well, with all courses begin with basic fundamentals — no previous training required. A beginner may qualify for his first FCC license and commercial as a qualified technician within a 12 week training course.

Learn by Mail or in Residence

The Grantham F.C.C. License Course in Communications Electronics is available by mail or in residence to all classes begin with basic fundamentals — no previous training required. A beginner may qualify for his first FCC license and commercial as a qualified technician within a 12 week training course.

For our free booklet giving complete details concerning our F.C.C. license training, write to the Grantham School nearest you and ask for booklet #2-2.

WASHINGTON

Grantham School of Electronics

821-19th Street, N. W.
Washington 6, D. C.

HOLLYWOOD

Grantham School of Electronics

1305 N. Western Avenue

Hollywood 27, California

SEATTLE

Grantham School of Electronics

408 Marion Street

Wash., Seattle, Washington

Page 114 • November 24, 1958

RADIO
Situations Wanted—(Cont’d)

Management

Capable, experienced manager of small-market and or TV stations desired to complete your te-

RADIO
Situations Wanted—(Cont’d)

Announcer

Breezy, versatile deejay with experience in broadcasting. Excellent speaking voice. Ex-perienced in KNX, Los Angeles, and KYW, Philadelphia. Excellent personality. Box 589G, BROADCASTING.

Announcer

Country music personality looking for steady employment in south-east. Have thorough knowledge of music and will sing for you a tape. Send for reply. Box 589G, BROADCASTING.

Announcer

Available immediately, 1st phone announcer, no maintenance. $60, no car. Box 590G, BROADCASTING.

Announcer

Bartender wanted for steady work in southeast. No experience necessary. Write Box 590G, BROADCASTING.

Announcer

4 years experience, mid-twenties, all phases of radio: News, sports, deejay, idea man for production tapes. Married. $100 minimum. Looking for station with possible advancement. Now employed. Box 590G, BROADCASTING.

"Do-everything" announcer, wants small market, part-time experience. Box 590G, BROADCASTING.

Robert T. Easinger, announcer-personality disc jockey. Friendly, commercial, good news. Box 590G, BROADCASTING.

Announcer light but good experience, much potential. Desires music, news, and sports. Tape, travel, and money. Box 590G, BROADCASTING.


Daughter of Emily Morgan, the famous English radio actress, Miss Morgan is drilling for steady employment, and is looking forward to a "big job." Box 590G, BROADCASTING.

Hungry for talent? Be the first to send for my tape and get some money! Married, veteran, ready to travel. Box 590G, BROADCASTING.

Sports deejay, wants to be in your operation. Box 590G, BROADCASTING.

Frosty Clever! Voice College, single, 27, experienced. Take me and get a lot for your disc jockey business. Most requested DJ in all parts of the United States. Radio Stations, Air, Carson City, Nevada.

This is a radio man! Six years. First phone, DJ-sports/caster-copywriter, creative production work. Well known for "Classy Call." 1415 River-side Drive, Van Nuys, California.

Country and western DJ. Due to a change in a permanent move from East to West, seeking station with part of one with Charlotte's top c & w disc jockeys. Brought in the first time and off the air due to your needs for a dependable all-around c & w man. Audition for "live spot." Box 591G, BROADCASTING.

Manager or Program Director of WXTU, Char- lotte, N. C. Edison, 485-A, 9th Ave., New York, N. Y.

Permanent position. Announcer, or news deejay, quality station. Experience dates back ten years. Box 591G, BROADCASTING.

Announcer-disc jockey platter specialties. 3 years experience. Great with commercials, news—permanent position wanted. Young, single, eager. Box 591G, BROADCASTING.


News director, newscaster, and news commenta-


Available!!! A Mike that makes money. Good looking, top flight, known personality to bring you overwhelming response from sponsor and public alike. Will wire or phone 7 after 7 p.m.; Mike Pace, 521 Bradford St., Brooklyn 7, N. Y., Ever- green 4-5125.

Technical

Engineer-announcer-Spanish and English. Ten years presentation Spanish programs with large network syndication. Thorough knowledge of studio and maintenance, excellent English, first class phone. Reply Box 589G, BROADCASTING.

Engineer: Seiber, single, solid background, salary open. Experienced all radio. Box 590G, BROADCASTING.

Production-Programming, Others

Newman, 10 years experience, includes broadcast- ing, reporting, writing, state news. Bert Hattei, Box 251, Philadelphia, Kansas.

Technicai

BROADCASTING.


Newman: Former news director with announc- ing and production background, desires oppor- tunity for on the spot coverage of local news. Has tape mobile unit and police radio. East only. Box 726G, BROADCASTING.

Newman, experienced all phases radio-tv news; emphasis "depth" reporting. Journalism degree; 7 years with leading bureau; 2 years college journalism teaching. 100 references. Available June 5th. Must decide by January 1. Center southwest or midwest. Box 750G, BROADCASTING.

Announcers

Announcer--midwest television station. Televi- sion experience not necessary, but radio back- ground a plus. RCA, BROADCASTING.

Announcer: Needs local morning show with present station and chain. Address complete details to Box 760G, BROADCASTING.

Wants professional hard-working salesman for progressive television station in southeastern location. No experience necessary. Must have hot-shots or high-pressure artists. If you have good, stable background, and if you have had tv sales experience, or have been sales man- ager or manager of small market radio station, and maybe had some announcing experience also, and if you sincerely want to work hard to merit advancement to administrative responsi- bility, then write Box 760G, BROADCASTING.

Technical

Maintenance supervisor: for tv station increasing power. Must have experience in installation of equipment and good maintenance man. Leader- ship needed to train inexperienced personnel. Opportunity to grow with growing station. Box 776G, BROADCASTING.

Two engineers needed by south Texas vhf sta- tion. Box 745G, BROADCASTING.

Immediate opening for experienced video en- gineer. Good progressive vhf station. Contact Chief Engineer, WBB, Augusta, Ga.

Production-Programming, Others

Young lady wanted, age 18 to 24, attractive, for television program production work. small east- ern station, $60.00 plus talent per week. Must be free to travel. Send picture and data to Box 666G, BROADCASTING.

Photographer--commercial artist. Man or woman who can handle layout and slide photography for small commercial vhf station. Must have experience, but not essential if you have proof of ability. Box 745G, BROADCASTING.

Continuity writer for full power vhf south. Can open door to sales or production career. Box 750G, BROADCASTING.

ANNOUNCERS: TV-station or sales manager. Mature man with 10 years experience in management of top market station. Ran sales office in New York, Chicago, etc. Cre- ated impressive revenue. Planned programming, bought spot time, controlling major market daily with desire to return to tv. Good radio background, too. Box 686G, BROADCASTING.

Situations

Sales

Fifteen years broadcasting experience. Desire permanent sales position. Box 652G, BROADCASTING.

Announcers


Available December 1st, experienced announcer, very good eye-commercial, sports, news, weather, commercial program host. Married, veteran, theatrical background. Box 686G, BROADCASTING.


Production-Programming, Others

Sportscaster, seven years, big ten sports. Now with Q&O newspaper. Vet, MSJ, pilot, profes- sional photographer. Box 760G, BROADCASTING.


News director employed medium market wants staff job or better with larger chain. Experience in all phases of production (personally handled over 1500 stories and 500 past two years). Excellent on-camera director, writer. Transmitter experience, desire executive on-camera delivery, Veteran, degree. Box 724G, BROADCASTING.

New idea, Three years network production and creative experience, Single. Travel anywhere. Box 765G, BROADCASTING.

Photographer: Well experienced and educated. For last two years have handled all news and commercial photography for midwest station. Excellent production manager. Relocatable anywhere. Box 765G, BROADCASTING.

Make your local look like one of the top-notch television operations and manager program- mer. Experience all phases. On-camera every- thing, young, energetic. B.S. radio and television. Work is more interesting. Current job is in to- p rated vhf. Wants progressive station. Box 766G, BROADCASTING.

Director with 7 years experience in film and live tv directing wishes to relocate. Currently em- ployed in larger midwest independent. Family man. Box 768G, BROADCASTING.

WEST: Ideal climate. Daytime, music and news. Big market. Box 741G, BROADCASTING.

Florida station, 1 kw in small market. A neat well run operation, accepted in market. Can be leased purchased with $10,000 down. All equip- ment nearly new. Write Box 741G, BROADCASTING.

Top tv program and production director, also excels in announcing. Five and ten years age. Aggressive, imaginative salesman. Opportunity not to be missed. Write Box 754G, BROADCASTING.

Rocky Mountain high profit full timer. Top rated in market. Annual gross $135,000. Paid at least $100 per week. Excellent real estate included. Box 744G, BROADCASTING.

Gulf coast fulltimer, making money, $125,000. SPS, 3:00. By the spot. Box 752G, BROADCASTING.

Midwest station, Des Moines, Iowa. Salesman, desires broadcast or television position west of 90th parallel and preferably handle with care and discretion. Experienced. Former radio and television owners and opera- tors.

New England small market station (2), $50,000: $100,000; $250,000; terms. Chapman Company, 1210 Avenue of Americas, New York.


Florida medium market stations (4) $90,000 to $250,000. Terms. Chapman Company, 1125 West Peachtree, Atlanta.

Equipment

Used rear screen projector, good condition $750. Box 756G, BROADCASTING.

Two RCA 723 vertical/modified lateral turn- tables, excellent mechanical condition, NAB fil- ters, one 300 ohm unit. Individual booster amplifiers. One at $100. Write, or call collect New York, 45-534. Priced at $200.00.

Television monitors. We manufacture the most widely accepted monitors in broadcast and in- dustrial applications. Delivered under several trade names. Tilted front, plug-in construction. $140.00, 12", $212.50, 16", $275.00. Miraito, Inc., 1060 Donee St., St. Paul, Minn.

WANTED TO BUY

Stations

AM or fm station in or near metropolitan city by church-non profit corp. Strictly confidential. Box 748B, BROADCASTING.

Cash for profitable or unprofitable station in west. 24 to 55. No brochure. Box 742G, BROADCASTING.

Operator-owner wishes to buy medium market am station. Approximately $100,000 down. Box 706G, BROADCASTING.
FOR THE RECORD continued from page 112

WANTED AT ONCE
For WPM, 5000 watt daytime—Opening about December 15. Top-flight Program Director, also First Ticket Combo. Rush resume, tape, photos, salary expected to William A. Knight, General Manager, WPM, P. O. Box 1470, Pompano Beach, Florida.

TELEVISION
Help Wanted
Announcers

FOR SALE

Equipment
Western Electric console model 23, turntables, microphones and what you have. Box 7BG, BROADCASTING.

Used
256 fm complete with monitors. Immediate need. State best price and condition. Box 7BG, BROADCASTING.

AM-FM isolation unit. Cash. KVMA, Magnolia, Arkansas.

Used studio console or console in working condition. WBSR, P. O. Box 569, Pensacola, Florida.

Tape Playback machine-Presto PR-17. Radio Station WMHE, 4656 W. Bancroft St., Toledo 7, Ohio.

BROADCASTING

TELEVISION
Help Wanted
Announcers

WANTED . No. 1 Deejay for No. 1 Station. Send tape, photo, resume now! Box 725G, BROADCASTING.

HELP WANTED

Help Wanted
Announcers

WE ARE LOOKING for men who want commercial or military field engineering assignments in the installation and servicing of television systems at domestic and overseas locations. Excellent starting salaries and living allowances.

Applicants should be thoroughly grounded in overall television station or radar system maintenance, have two or more years accredited technical school training and three years experience.

All replies held in strict confidence. Send resume to Supervisor, Field Engineering.

Dage Television Division Thompson Ramo Wooldridge Inc., Michigan City, Indiana

WEATHER:

Western Electric console model 23, turntables, microphones and what you have. Box 7BG, BROADCASTING.

Used
256 fm complete with monitors. Immediate need. State best price and condition. Box 7BG, BROADCASTING.

AM-FM isolation unit. Cash. KVMA, Magnolia, Arkansas.

Used studio console or console in working condition. WBSR, P. O. Box 569, Pensacola, Florida.

Tape Playback machine-Presto PR-17. Radio Station WMHE, 4656 W. Bancroft St., Toledo 7, Ohio.

BROADCASTING

TELEVISION
Help Wanted
Announcers

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HELP WANTED

Help Wanted
Announcers

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Applicants should be thoroughly grounded in overall television station or radar system maintenance, have two or more years accredited technical school training and three years experience.

All replies held in strict confidence. Send resume to Supervisor, Field Engineering.

Dage Television Division Thompson Ramo Wooldridge Inc., Michigan City, Indiana

WEATHER:

WANTED TO BUY

Equipment
Western Electric console model 23, turntables, microphones and what you have. Box 7TMG, BROADCASTING.

Used
256 fm complete with monitors. Immediate need. State best price and condition. Box 7BG, BROADCASTING.

AM-FM isolation unit. Cash. KVMA, Magnolia, Arkansas.

Used studio console or console in working condition. WBSR, P. O. Box 569, Pensacola, Florida.

Tape Playback machine-Presto PR-17. Radio Station WMHE, 4656 W. Bancroft St., Toledo 7, Ohio.
Plains' petition for extension of time to Nov. 19 to file exceptions and required data. (Referred to Secretary in proceeding on application for new fm station in New York, N. Y.)

Granted motion by Plains Television Corp. (WRSU, Muskegon, Mich.) for extension of time to Nov. 17 to file response to opposition to Plaintiffs, permit exceptions, etc., in proceeding on applications for Wabash Valley Broadcast, Inc. re-assignment of license of station WTVK-TV, (ch. 19) Terre Haute, Ind., and Libsens Music Co., for new tv station to operate on ch. 19, Terre Haute.

By Hearing Examiner Jay A. Kyle on November 12.

Closed record in proceeding on application of South County Broadcast, Co., Wick- for, N. Y.

By Hearing Examiner Forest L. McClearon on dates shown.

Granted, petition by WBRM-AM of Detroit, Mich., for exceptions and required data.

By Hearing Examiner Albert E. Irion on dates shown.

Reopened record on applications of Fox Valley Broadcast, Co., Chicago, Ill., and Radio Wisconsin Inc. (WIZC), Madison, Wis., and Logansport Broadcast, Inc., Logansport, Ind., in procedural hearing on application of South Bay Broadcast, Co. (KRAP), Redondo Beach, Calif. Action Nov. 10.

By Hearing Examiner Millard F. French on November 12.

On own motion, continued prehearing conference on Nov. 5 proceeding on application of South County Broadcast, Co., Wick- for, N. Y.

By Hearing Examiner Forest L. McClearon on dates shown.

Reopened record on applications of Fox Valley Broadcast, Co., Chicago, Ill., and Radio Wisconsin Inc. (WIZC), Madison, Wis., and Logansport Broadcast, Inc., Logansport, Ind., in procedural hearing on application of South Bay Broadcast, Co. (KRAP), Redondo Beach, Calif. Action Nov. 10.

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By Hearing Examiner Millard F. French on November 12.
THE BEST DAMN SOUND IN THE WEST!

KDYL AM, KDYL FM and KTVT 4 UTAH NBC

Are Now Broadcasting STEREOPHONIC SOUND Daily...

130 Social Hall Ave. Salt Lake City 11, Utah
National Representatives: Katz Agency, Inc.
Ivory tower is no place to run a store

It's time for advertising men to climb down from their ivory towers for a closer look at what is happening to the nation's political economy. While they are at it, they might also take an even closer look at their own professional techniques.

In this era of continuous and rapid change, that it doesn't move in that direction too fast because we didn't fight hard enough to build our own free and independent businesses and make future events justify themselves.

While advertising men take a thoughtful look at what's happening in the political scene, they must decide whether the whole concept of national advertising is keeping pace with economic evolution. Are advertisers close enough to the retailer's shelves and the factors that influence buying? Should the national advertising approach be adapted to the immediacy of retailing techniques?

The national advertiser should learn a lesson the successful retailer learned long ago—that the best way to build a good product or corporate image is to promote on a specific item basis with precise and complete product information rather than on the so-called institutional basis.

For several years Cunningham & Walsh has required its copy writers, art directors, radio-television men, merchandising specialists and account executives to spend at least a week a year working at the retail level—in service stations, drug stores, supermarkets, etc., selling to the consuming public. Today, hundreds of case histories, developed by our own agency people at the point of sale, strongly suggest that the whole concept of national advertising must be primarily adapted to the immediacy of the retailing approach.

Some national advertisers and agencies still take a rather dim view of retail advertising, which can't be supported with as much expenditure for copy art and preparation as national accounts. Further, the topological nature of retail copy demands fast preparation. Even after allowing for these factors, many advertising people scoff at the quality of retail campaigns. But this attitude is changing—and rapidly. The new approach to national advertising is that of the modern merchant who demands that his advertising dollars should be closely related to sales results.

Media purchases should conform to distribution and sales patterns, with minimum waste in coverage and adequate flexibility. It is becoming increasingly difficult to justify expenditures for broad shotgun exposures of advertising messages to a faceless entity called the "national market." Advertising copy should be more informative and immediate in its appeal to buy. Descriptive material should be basic and clear to show the individual quality and character of the product or service. The retailer has learned that much of his advertising is not designed to create wants but to inform—to tell how, why and where wants can be better satisfied.

The kind of company and kind of product should be clearly defined. When products are alike, people and personality make the difference, no matter whether they are in a store or in an advertisement. Retailers know how to present their message clearly. They have a short-range objective—today's sales today. They capture public interest with excitement, color, news, education and entertainment.

These merchants set a good example for the national advertisers because in today's expensive, complex and fast-moving consumer market you cannot build a company or a product brand image with the traditional approach. There is no magic in advertising unless related to sales at the point of sale.

The retailer-minded advertiser or agency knows there is no more important use of good art, copy and creative talent than for promotion and merchandising aids. Advertising and promotion programs should be fully integrated.

The need for more retail-mindedness in national advertising is part of the movement of our times.

There are major economic, political and sociological factors working for rapid change that make imperative the development of advertising and marketing programs of directness and immediacy.

The creative direction for national advertising must do almost the same job as the local merchant in moving goods.

Ivan Hill, born in Louisiana and attended grade school and high school in Arkansas. Principal college work was obtained at the U. of Washington, but he was graduated from the U. of California in Los Angeles. Began advertising career on the West Coast working with newspapers, radio stations, and network. He went to Chicago to enter the advertising agency business. After a number of years of operating his own agency, he merged with Cunningham & Walsh Inc., and is now executive vice president of Cunningham & Walsh in Chicago. Married and lives in Winnetka, Ill., with his wife and their three children—blond, redhead and brunette.
Shooting Out the Light

TELEVISION is the victim of a hatchet job in a piece which will appear in the December issue of Fortune magazine. The title of the piece is "Tv: The Light that Failed"—and that is only the beginning, literally. What the piece says, in endless ways, is summarized neatly in an accompanying blurb: "Another season of second-rate programming has started tv on a self-destructive cycle: program mediocrity reduces audience, reduced audience weakens the medium's economics, weakened economics seems to bring on more mediocrity."

This venture into subjective journalism can be challenged on a number of scores. One of the most obvious is what Fortune calls television's "exotic economics." No one questions—unless it be the Barrow Committee or certain elements of Congress—that television's economics can be difficult. Yet can Fortune, or print media generally, claim to have come through the recession with billings higher than before? Television can make that claim.

Audiences are less bewitched with television than they used to be—so goes another theme of the Fortune article. The facts do not justify any such conclusion. Actually, viewing per tv home is running about the same, sometimes higher than a year ago, sometimes a little lower. For the past September it was 260 minutes a day per home as against 274 in September 1957. How much time per day is spent with Fortune? Or with all printed media?

Overall, the aim of Fortune seems clear: make television look like a bad media buy.

Some advertisers may get that notion, but any number of them can cite their own case histories in proof that this is not true. In the meantime we suggest that, next time, Fortune's editors begin by consulting their colleagues, the television stations owned and operated by Time-Life-Fortune (TLF) Broadcasters Inc., which contribute so notably to the fortunes of the Lucce empire.

Testimonials

THERE was a full house at the Radio Advertising Bureau's National Radio Advertising Clinic last week, but it's a pity that all advertisers couldn't be there. It was just about the best forum imaginable to convince doubting Thomases that radio can sell more, for less, for everyone.

One after another, advertisers took the stand to tell how radio had meant money in the bank for them. Officials representing such diverse products as tomato paste and ice cream bars, macaroni and air lines, a motor oil additive, wines and sterling silver paraded their success stories in a program that could not fail to inspire new confidence in the medium.

There was even one advertiser, B. J. Wiernik of Mogen David Wine Corp., who is using radio heavily this year without any hard experience to justify it. His company, he said, was influenced by an RAB presentation—and an awareness of a growing trend toward radio. If Mr. Wiernik had any serious doubts about the results of the move to radio they weren't apparent. And if he did have doubts, they should have been put to rest by the next speaker, Martin Morici of Contadina Foods, who pointed out that his firm turned to radio in 1954 with such success that "we were actually completely out of product long before the new crop of tomatoes was ready for harvesting."

That's the way it went throughout the session—one success story after another. RAB is to be complimented; so is radio.

A Loaded Committee?

THE mission of the newly appointed Special Advisory Commit-tee on Telecommunications is to recommend means of tidying up the government's housekeeping in the communications field. Undeniably, present arrangements are untidy. The FCC, by Congressional mandate, manages allocations and licensing in all areas of the spectrum except those used by the federal government. The substantial parts of the spectrum used by government are under the President's control. Division of management creates inefficiency. Strictly as a matter of good administration it would make sense to create some kind of agency with general authority over spectrum allocations.

But what kind of agency should it be?

It is that question which will trouble broadcasters when they examine the composition of the telecommunications advisory com-

mittee that was established last week. It includes two former executives of the telephone company, a retired Army signal officer and an academican who, on a previous government assignment, issued recommendations which broadcasters did not find particularly reassuring. The member with a broadcasting background is Frank Kear, a consulting engineer.

No matter how well-intentioned its members may be, the committee is oriented by background more toward communications uses of the spectrum than toward broadcast uses. For broadcasters there may be further concern in the reasons given by Leo A. Hoegh, director of the Office of Civil and Defense Mobilization, for the committee's creation. Here is a quote from his announcement: "Mr. Hoegh said that rapidly changing technology and changing needs in both government and non-government areas are present-
ing increasingly difficult problems in telecommunications manage-
ment. The situation, he said, is becoming no less complicated by developments in satellites and space vehicles as well as defensive weapons systems and civil defense communications."

We fail to find in those sentences any reference to the important developments in television and radio broadcasting which also are difficult problems in telecommunications management.

Yesterday's Heroes

IN its conduct of hearings in the Pittsburgh case the House Over-
sight Subcommittee has acted like a faded matinee idol removing his pants on Hollywood Boulevard in a last convulsive effort to attract attention.

The spectacle has been both unrewarding and indecent. It is time the subcommittee retired from the public scene.

There is no denying that the subcommittee was a celebrity at the peak of its career. Its investigations led to the indictment of an FCC commissioner and the resignation of the President's principal aids.

But the peak of its career is long past. In recent months the subcommittee has been groping. It has found nothing new of consequence. Yet it has persisted in paving through hearsay and rumor in public.

It first brought the Pittsburgh case to public view two months ago when it put one of its own investigators on the stand and let him testify—under immunity from libel action—to what he frankly admitted was hearsay information.

No committee with the most elementary respect for morality or law would have condoned that procedure. Yet the Oversight Sub-
committee followed its first gross error with another. Last week and the week before it summoned other witnesses to compound the hearsay testimony.

What was the subcommittee seeking to accomplish? Certainly it could not have believed it would discover, during public hearings, new evidence which its investigators had been unable to turn up. Notoriously must have been its purpose.

As reported elsewhere in this issue, some members of the sub-
committee are talking about its perpetuation. On its recent record, it deserves to be dissolved.
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