Supreme Court throws two jolts at radio-tv
Tv spot in '58: up 14% to over $511 million
House surprises with network regulation bill
FCC officially signals for programming probe

Local boy makes good business ... via SPOT-TV
Selling for national advertisers at the local level is child’s play to the M. C. who makes tying a shoe-lace or washing the ears a special kind of fun for the children of the community. Kids know him as a pal and a swell guy. He’s seen at all the best places in town—the supermarket right after the show, the Ladies Auxiliary in the afternoon . . . and the PTA that evening to discuss Spock. He’s one of the biggest reasons why so many national advertisers consider SPOT-TV their basic advertising medium.

Edward Petry & Co., Inc
The Original Station Representative
NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT
LOS ANGELES • SAN FRANCISCO • ST. LOUIS
John D. Craig's middle name, we suspect, is Danger. He's been chasing it, recording it on film and paper, for more than 30 years.

Col. Craig's life reads like one throat-clutching adventure after another: deepsea diver, big game hunter, aerial photographer, decorated combat flyer.

So he comes inordinately well-qualified to produce, host and narrate a new documentary TV series that fairly bristles with excitement.

It's titled, appropriately enough, *Danger is My Business*, and we've snapped it up for Los Angeles showing. Week after week, Col. Craig shows breathtaking true adventures of men in dangerous professions. Speedboat jockey, test pilot, bronc buster, shark doctor... brave men who daily risk their lives. From stalking man-eating tigers in Viet Nam... to fighting bulls in Spain... to treasure-hunting at the bottom of the Caribbean. Portraits in icy courage.

We believe that sponsorship of *Danger is My Business*—Wednesdays at 7 p.m.—is a great buy for any business.
Participation in three key 1/2 hours one week, alternating with three other key 1/2 hours the next week to give the participating advertiser exposure in six different shows (Class AA and A time) every two weeks.

3—Minutes per week...$1200
3—CB per week .......$ 900

The November ARB gives the six BIG 11 REACH shows a two-week cumulative rating of 85.2. This figures to a weekly average of 42.6 average rating. ARB shows non-duplicated reach for these programs of 50.2 homes one or more times.

WIIC CHANNEL 11, PITTSBURGH

REPRESENTED NATIONALLY BY BLAIR-TV
Lancaster
Harrisburg
York
is ONE TV market
when you use
WGAL-TV

WGAL-TV
CHANNEL 8
LANCASTER, PA.
NBC and CBS

In addition to being the first choice of viewers in these three important markets, WGAL-TV is the television station for Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

STEINMAN STATION • Clair McCollough, Pres.
Rising Sun • Fast moving Consolidated Sun Ray Drug, which now owns WPEG-AM-FM Philadelphia, has contracted to purchase WALT Tampa for $300,000 and will file soon for new 10,000 w daytime station in Washington, D.C. area. WALT, on 1110 kc with 10 kw, is being purchased from owners Robert Wasdon, president-general manager, Emil J. Arnold and Jack Siegel.

Consolidated Sun Ray also had option, recently extended, for $800,000 purchase of WCKR Miami from Biscayne Television Corp., of which former NBC President Niles Trammell is directing head and 15% owner. This transaction, however, has been tied up in FCC reconsideration of ch. 7 grant to Biscayne (see CLOSED CIRCUIT, Feb. 23).

NBC-TV Programmer • Top agency tv executive David Levy (associate director and vice president in charge of talent and new programming at Young & Rubicam, New York), moves soon to NBC-TV in "executive capacity." For Mr. Levy, this will be departure from agency with which he's been associated since 1938. He's ex-radio writer (We the People and Kate Smith Show of late '30s), became tv supervisor in 1947 and received vice presidency in 1950. Mr. Levy was one of select cadre in Y&R's new radio-tv department (BROADCASTING, Jan. 12).

Boycott Problem • Legislation designed to plug loopholes in secondary boycott provisions of Taft-Hartley expected to reach Senate floor this week in form of amendment to $76, to be offered by Sen. Carl T. Curtis (R-Nebr.). Measure is of particular interest to broadcasters because of sponsor boycotts invoked by labor unions in recent past (WCKY Cincinnati and WKRG-AM-TV Mobile) and currently being invoked against WBFR Baltimore through efforts of AFTRA. Baltimore, incidentally, is new battleground for all-out organization effort by AFTRA with two stations involved in NLRB proceedings (WMAR-TV and WITI) (see story page 62).

Vote of Confidence • Five-year renewal of BMI performance rights licenses, which expire March 11, are "coming in like hot cakes" it's learned authoritatively. In excess of 4,000 licenses are involved for all types of broadcast stations aside from other users. Original BMI radio contracts were issued in 1941 and current contracts constitute third renewal since then. BMI licenses for radio are 1.2% of net time sales, with tv 10% less than the radio fees (BROADCASTING, Feb. 2).

Oversight Forecast • Although Chairman Oren Harris (D-Ark.) of revived House Oversight Subcommittee is keeping his own counsel, other committee members indicate that explosive proceedings of last year will continue to avert play in contrast to what's upcoming. While further inquiry into purported "fixing" in tv cases is not necessarily precluded, indications are that committee's primary targets will be other administrative agencies, particularly Civil Aeronautics Board and Securities & Exchange Commission. Last week, Chairman Harris received special appropriation of $200,000 plus, holdover balance of $13,000 from last year's oversight fund. All told, committee spent $297,000 last year.

Radio World Wide • Backers of Radio World Wide, radio program service supplying network-type programs but no advertising, will know where they stand after noon of March 17. Meeting of station operators who have signed letters of Intent, or who have shown interest in proposed new type of cooperative enterprise (BROADCASTING, Feb. 2), is scheduled during vacant spot in agenda of NAB's Chicago convention at Conrad Hilton Hotel.

Option Time • Victor E. Hansen, antitrust chief of U.S. Justice Dept., said last week department's opinion on legality of network option time would be submitted to FCC "very shortly." At Justice's request, FCC (with three dissents) last month sent to Justice findings that option time was reasonably necessary for networking. Question now is what course Justice will take if it decides option time is antitrust violation. Under Supreme Court decision last week in NBC-Westinghouse swap case (story page 29), Justice—not FCC—has primary responsibility to enforce antitrust laws.

Far-Flung TV • NBC International, NBC division which is exploring investments in tv outlets overseas (already has interest in Brisbane, Australia, station), is eying South American market. Richard Berman, manager, international facilities, spent two weeks in South America this month and considers Argentina ready to break loose with privately-owned tv outlets, perhaps within six months. NBC International will explore possibility of investment there.

Clear Channels • Clear Channel Broadcasting Service, which has operated on Washington front for quarter of century to keep radio frequencies uninviolate, will decide whether it will continue its Washington office at meeting in Chicago, March 15, before NAB convention. Hollis Seavey, director of Washington-based organization, has resigned, effective after FCC approval of his purchase of WCUM Cumberland, Md.

Question is whether CCBS will appoint successor to Mr. Seavey or leave Washington representation entirely in hands of its law firm, Kirkland, Ellis, Hodson, Chaffetz & Masters. Mr. Seavey's predecessors in post include Victor A. Sholits, vice president and director, WHAS-AM-TV Louisville; late Alven Miller, who had been aide to Secretary of Commerce Harry Hopkins, and Ward L. Quaal, now vice president-general manager of Tribune stations, WGN-AM-FM-TV Chicago.

Posh Picket • AFTRA's talent-studded picket line at WBFR Baltimore boasted novelty in labor negotiations—one multiple station owner. Connie B. Gay, group station operator, drove over from Washington to join picketers. His $11,800 Cadillac pulled into two parking spaces near WBFR, sign was handed him as his chauffeur opened the rear door and he fell in line. Station-operator Gay, country music impresario, (see Our Respects to, BROADCASTING, Feb. 2), is board member of AFTRA.

Western Note • NBC-TV is thinking about putting live cowboys in as summer replacement for filmed cowboys. There's possibility weekly rodeo from Houston will take over Thursday 7:30-8 p.m. slot now occupied by western Jefferson Drum.

Dissenter No. 1 • Challenging veteran Comr. Robert T. Bartley as FCC's most persistent dissenter is neophyte Comr. Frederick W. Ford. Forty-nine-year-old commissioner, who assumed office Aug. 29, 1957, after having served at Dept. of Justice (1953-57) and as attorney on FCC staff (1947-53) is establishing track record as legal purist who wants regulations rigidly applied down line. Causing greatest consternation is his persistent position that all station transfers should be subject to comparative hearing, with FCC selecting what it believes to be best qualified operator based on comparative bids (virtual return to old Avco procedure which was dropped in 1952).
Children off to school . . . husband off to work . . . a cup of coffee and now a Good Movie! The "Morning Show" is the first feature film of the day in Detroit, Monday through Friday at 9:00 AM. Every show is a top-flight feature from UNITED ARTISTS, SCREEN GEMS, NTA, RKO, and coming soon, PARAMOUNT.

Strategic programming to 1,900,000 Television homes is one reason why WJBK-TV has a consistent #1 rating in the nation's fifth market — 9 billion dollars worth of purchasing power! With this leadership and being Michigan's first station with full color and Video-Tape facilities, WJBK-TV tops them all in dominating Detroit and southeastern Michigan. Represented by the Katz Agency

Storer Television
WEEK IN BRIEF

Spot radio is a means as well as an end • Gene W. Dennis, Potts-Woodbury, details campaign for client D-X Sunray Oil to prove that spot radio “can be made to work most efficiently when combined with personal selling.” For the how and why of the healthy sales tan produced by D-X Sunray, see Monday Memo. Page 23.

Supreme Courts' two haymakers • High court (1) says NBC must stand trial on antitrust and monopoly charges; (2) upholds state tax case that could prove real headache for national firms doing business within states. Page 29.

Spot TV billing • Over the $500 million mark last year, fourth quarter total is highest quarter in history. TVB gives breakdown for fourth quarter. Reports top spot TV advertisers for 1958. Page 41.

National spot radio off • Station Representatives Assn. reports gross national spot radio sales in 1958 were 1.9% behind 1957; fourth quarter drops 8%. Page 44.

The case of a taped commercial • BBDO and U.S. Steel forge 2½ minute “auto industry” commercial in one day, put it on air 24 hours later. Page 48.

Where the tall corn grows • Twelve stations of Iowa network and Colorado hookup have just about completed shifts to single (and flat) rate for national and local advertisers. Agency commission stays—save where station handles the agency’s functions. Page 53.


Hoegh on NAB convention program • Director of Civil & Defense Mobilization to discuss allocations at March 15-18 industry meeting in Chicago. First listing of program features scheduled during convention. Page 60.

CBS-TV weighs nighttime rate change • May differentiate between those periods judged the more and the least desirable to advertisers. Page 62.


Program pressures • Do television networks require to be cut in on programs before buying them or placing them in prime spots? This question will be subject of FCC inquiry; Commission order names Cunningham to preside. Page 68.

What talk’s loudest at Loew’s • TV has been talked up a good deal at Loew’s; now the money actually is coming in. Breakdown by share earnings. Page 76.

DEPARTMENTS

DEPARTMENTS

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BROADCASTING, March 2, 1959
Exciting Production — Interesting Results

BARTELL FAMILY RADIO places a firm accent on audience attention. A wide range of service features, attractively produced, gives to each advertising message deeper impact, more definite response, greater RESULTS.

Audience dominance in each of our markets is only part of the Bartell Family Radio results story. Habitual audience reliance upon Bartell Family Radio for entertaining, honest program material — performed with a touch of excitement — makes for RESULTS of interest to an advertiser.

That's why products that depend upon volume sales depend upon Bartell Family Radio.

Bartell it . . . and sell it!

BARTELL FAMILY RADIO
COAST TO COAST

AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.

BROADCASTING, March 2, 1959
CBS darkens u., takes Storer in Milwaukee

Another setback befell uhf television Friday with CBS announcement it would darken ch. 18 WXIX (TV) Milwaukee and affiliate Storer Broadcasting Co.'s ch. 6 WITI-TV there, effective April 1. Dr. Frank Stanton, CBS president, said decision to abandon WXIX "was made reluctantly and only after the most exhaustive efforts to compete successfully against the superior physical performance" of Milwaukee's three v.s. But he said "we continue to believe that uhf can provide a satisfactory service under appropriate conditions," and that CBS will "look for opportunities to restore the full quota of uhf stations permitted under FCC regulations."

Decision to close came four months after CBS announced it would drop its other uhf station, ch. 18 WHCT (TV) Hartford (BROADCASTING, Oct. 13). With WXIX dark, only one of four uhf stations originally owned by networks will still be in network operation—NBC's ch. 30 WNBC (TV) New York. Conn. NBC closed ch. 17 WBUF (TV) Buffalo last summer with explanation that single u could not compete with multiple v's—situation akin to that which CBS finds untenable in Milwaukee.

Dr. Stanton's announcement gave some clue to problems single uhf can face in predominantly vhf markets. Despite switch from ch. 19 to ch. 18 last fall to avoid technical interference, he said, WXIX "attracts only about 20% of the total television audience even within the Milwaukee metropolitan area, while the average CBS-TV network affiliate in a four-station market achieves a 33% share of audience." Where WXIX reaches about 341,000 homes, of which 258,000 are converted to uhf, Dr. Stanton said, CBS-TV's new affiliate reaches about 648,000. CBS has operated station for more than four years.

NBC officials had no comment on CBS WXIX decision, except to reiterate intentions to continue with WNBC.

ASCAP radio rates

Petition asking that ASCAP fix reasonable rates for radio stations served against that organization Friday (Feb. 27). Robert T. Mason, chairman of All-Industry Music Licensing Committee, announced action on behalf of 685 radio stations. Proceedings are being brought in U.S. District Court of Southern New York. Emanuel Dannett is counsel to all-industry committee.

Stations' action is being taken under terms of consent decree specifying that if ASCAP and stations are unable to reach agreement on rates, matter will be left to court and stations can continue under existing rates pending court determination.

FCC, Harris approach pay tv test agreement

FCC Friday (Feb. 27) released statement to Rep. Oren Harris (D-Wash.) agreeing in essence to congressman's resolution prohibiting FCC from authorizing pay tv except for "limited technical tests" (BROADCASTING, Jan. 19). FCC said Harris resolution "conforms essentially" with its planned approach but suggested amendments to clarify language.

Resolution would give Commission jurisdiction over wired as well as broadcast pay tv. FCC said this raises constitutional question of federal regulation of intrastate activities when wired service is wholly within single state. Also, Commission pointed out, Communications Act prohibits any charges for "technical" (experimental) tests and it would be necessary to make distinction between this operation and "technical" pay tv tests. Comr. Robert T. Bartley abstained from voting on opinion.

Also Friday, commissioners met in secret session with Rep. Harris' Commerce Committee on pay tv situation. No decisions were reached by either group and another meeting will be held before any action is taken. Among problems discussed were best ways to conduct and control tests and necessity of public hearings on Mr. Harris' H J Res 130. Rep. Harris formerly had planned to hold hearings in near future but this course of action now is not definite.

Mutual on the block

Marathon negotiations seek to close deal for sale of Mutual network were still going at presstime Friday. Deal with Max Factor & Co., considered sure thing Thursday, collapsed early Friday morning, and Blair Walliser, MBS executive vice president, immediately went behind closed doors with three other prospects.

Davis Factor, board chairman of cosmetic company, went into New York Thursday after announcing on West Coast that sale was virtually set. Terms at time were said to involve assuming network's "hefty debts," paying little if any cash.

At least two threats hang over Mutual sale possibilities. One is Detroit court action restraining sale of F. L. Jacobs assets, though network denies it has specific application to Mutual. Other is possibility of move by Scranton Corp. Stockholders protective committee, which at week's end "had under serious study" matter of what action to take in event of sale. Mutual is direct asset of Scranton Corp., only an asset of Jacobs through that company's ownership in Scranton.

Screen Gems buys film-tape producer

Purchase of Elliot, Unger & Elliot Inc., New York, producer of filmed and videotaped commercials and non-theatrical film, is being announced today (March 2) by Screen Gems Inc., New York. Purchase price is not disclosed.

Simultaneously, SG reported that Joe Swavely and Dick Kerns, both in executive production capacities with Universal Pictures' commercial and industrial film department, have resigned to join EU&E and will direct West Coast production activities, working out of Columbia Pictures' lot. EU&E, which will serve as division of Screen Gems, owns two film studios at 414 W. 54 St. and videotape studio with two stages and one tape recorder at 210 E. Fifth St., both New York. EU&E formed in 1946 by Stephen Elliot, president, William H. Unger, secretary, and Michael Elliot, treasurer. Alfred Mendelsohn, formerly of Universal, is sales manager.

Democrats for L. A.

It's now official: Democratic Party will select its 1960 Presidential candidate in Los Angeles. Democratic National Committee, meeting in Washington Friday (Feb. 27), adopted recommendation of its Site Committee that nominating convention be held in West Coast city. Final vote, by 71-35, came after several hours of heated debate during which bids of Philadelphia (by 68-37 vote) and Chicago (by voice vote) were turned down.
New western rep firm

George H. Anderson, former vice president and station manager of KDY, Santa Monica, Calif., has been appointed vice president and principal of new station representative firm, B-N-B Inc. Time Sales, organized by Blanchard-Nichols & Assoc., West Coast advertising sales representative of national magazines and business publications. Mr. Anderson will make his headquarters at B-N-B's Los Angeles office at 633 S. Westmoreland Ave. New firm also has opened San Francisco office at 900 Third St.

AFM open shop

Settlement agreement by WBKB (TV) Chicago and American Federation of Musicians—which could loosen AFM hold on musician hiring and firing throughout broadcasting — reported Friday. Station and union agreed not to make AFM membership condition of employment of musicians, in short not to maintain musicians' closed shop. Case was started before NLRB by two musicians who alleged they were fired by WBKB at request of local AFM. Under NLRB-approved settlement, AFM must pay each musician $1,520.

'Trib's' network

New York Herald Tribune today (March 2) is announcing formation of Herald Tribune radio network of three state stations with possibility of fourth. Paper and stations (WVIP Mt. Kisco, WVOX New Rochelle, WSKN Saugerties), united through common association with Plymouth Rock Publishing Co. (J.H. Whitney), will have cooperative news arrangement. Stations are owned by VIP Radio, a partnership of Martin Stone and Plymouth Rock.

WEEK'S HEADLINERS

JOHN B. LANIGAN, v.p. and account supervisor Compton Adv., N.Y., appointed v.p. and general manager of Videotape Products of New York Inc. Mr. Lanigan's addition to firm came as tv tape production house stepped up activity in commercial field (also see U.S. Steel—BBDO tape story, page 48). Before he joined Compton in 1957, Mr. Lanigan for five years served as NBC-TV's eastern sales manager after having been v.p. in charge of tv sales for ABC. Videotape Productions of New York was formed in March 1958 (Howard S. Meighan, former CBS-TV executive is president and majority stockholder, with stock also held by Ampex Corp. and Minnesota Mining & Mfg. Co.), a tape production center opened in December 1958.

CORNWALL JACKSON, v.p. of J. Walter Thompson Co. in charge of its Hollywood office since 1945, has announced his resignation "effective immediately." Mr. Jackson and his wife, Gail Patrick, own 50% of Paisano Productions, whose Perry Mason series on CBS-TV is produced by Miss Patrick. No replacement has been named for Mr. Jackson and none is expected, according to JWT. Charles Vanda, v.p. in charge of programs, and William Wilgus, v.p. and production supervisor, both in Hollywood, will continue as before but will now report directly to Dan Seymour, v.p. in charge of all radio-tv activities, in New York.

O. B. Hanson retires as vice president, engineering services, RCA, continuing as consultant. Mr. Hanson has been RCA v.p. since 1954 when he left NBC where he was v.p. and chief engineer for 17 years and chief engineer for 10 years prior to that. He is credited with directing establishment of first radio and television networks, designing studios of WNBT (TV) New York, predecessor of WRCA-TV, and preparation of NBC facilities for introduction of color tv. Mr. Hanson first reached electronic prominence with microphone design while chief engineer at WAAM Newark, N.J., in 1922. He moved to WEAF New York in 1923 and was there when station became part of NBC in 1926.

TERRY R. RICE, formerly national advertising manager of air media, Borden Co., named national advertising manager of all media for general advertising department. RONALD M. GREENER, assistant national advertising manager of print media, and EDWARD J. PEGUILLAN, assistant national advertising manager of air media, take on responsibilities of print media-outdoor ads and radio-tv, respectively. Change triggered by move of William H. Ewen, former national advertising manager in charge of print media in department, to director of advertising-promotion for Borden Foods., Co., Borden Food products and cheese division. SAM D. THOMPSON, v.p., named to develop and direct industry relations program for Borden foods.

ROBERT E. BRITTON, v.p. of MacManus, John & Adams Inc., Bloomfield Hills, Mich., named executive director of newly-consolidated marketing-media-research department. Mr. Britton will headquarter in Bloomfield Hills from where he will supervise New York and Los Angeles divisions. MJ&A veterans appointed to assist Mr. Britton are ROBERT J. HECKENKAMP, media director for automotive accounts and supervisor of media administration; KENYON M. LEE, media director for commercial products and supervisor of media strategy, and CHARLES W. CAMPBELL, media director for consumer products and supervisor of broadcast media.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

BROADCASTING, March 2, 1959
96% renewals to date!
Most renewed adventure series gallops into
3rd Great Year way out front in the ratings race!

<table>
<thead>
<tr>
<th>Market</th>
<th>Rating*</th>
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<tbody>
<tr>
<td>Miami</td>
<td>34.3</td>
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<tr>
<td>New Orleans</td>
<td>28.7</td>
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<tr>
<td>Pittsburgh</td>
<td>42.2</td>
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<tr>
<td>St. Louis</td>
<td>31.9</td>
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<td>Beaumont-Port Arthur</td>
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<td>Buffalo</td>
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<td>Burlington-Plattsburg</td>
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<td>Columbia, S.C.</td>
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<tr>
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<td>Montgomery</td>
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<td>Rockford</td>
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<tr>
<td>Sacramento</td>
<td>38.1</td>
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</table>

NATIONAL AVERAGE 47.6 Share of audience

STATE TROOPER

STARRING ROD CAMERON

104 half hours now available!

mca tv FILM SYNDICATION

produced by revue productions

*Latest available ARG ratings.
are you interested in a moderate low-fat well-balanced breakfast?

When a moderate reduction of fat in the diet is indicated, a basic cereal and milk breakfast shown in the table below is worth consideration. Not only is the fat content moderate (10.9 gm.—20 per cent of total calories), but this convenient, economical breakfast is well balanced as demonstrated by the chart below showing its nutritional contribution to the recommended dietary allowances\(^1\) for "Women, 25 Years." This basic cereal and milk breakfast is well balanced and nutritionally efficient as demonstrated by the Iowa Breakfast Studies.

**Recommended dietary allowances** and the nutritional contribution of a moderate low-fat breakfast

**Menu:** Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

<table>
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<tr>
<th>Nutrients</th>
<th>Calories</th>
<th>Protein</th>
<th>Calcium</th>
<th>Iron</th>
<th>Vitamin A</th>
<th>Thiamine</th>
<th>Riboflavin</th>
<th>Niacin</th>
<th>Ascorbic Acid</th>
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</thead>
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<tr>
<td>Totals supplied by Basic Breakfast**</td>
<td>503</td>
<td>20.9 gm.</td>
<td>0.532 gm.</td>
<td>2.7 mg.</td>
<td>588 I.U.</td>
<td>0.46 mg.</td>
<td>0.80 mg.</td>
<td>3 mg.</td>
<td>65.5 mg.</td>
</tr>
<tr>
<td>Recommended Dietary Allowances—Women, 25 Years (58 kg.—128 lb.)</td>
<td>2300</td>
<td>58 gm.</td>
<td>0.8 gm.</td>
<td>12 mg.</td>
<td>500 I.U.</td>
<td>1.2 mg.</td>
<td>1.5 mg.</td>
<td>17 mg.</td>
<td>70 mg.</td>
</tr>
<tr>
<td>Percentage Contributed by Basic Breakfast</td>
<td>21.9%</td>
<td>36.0%</td>
<td>66.5%</td>
<td>22.3%</td>
<td>11.8%</td>
<td>38.3%</td>
<td>53.3%</td>
<td>17.8%</td>
<td>93.6%</td>
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</tbody>
</table>


\(^1\)The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition
DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

MARCH

*March 2-4—Press Congress of the World, U. of Missouri School of Journalism, Columbia, Mo. Three days of panels on journalism problems including discussions of TV's impact on news presentation and freedom of access to news. Dean Earl F. English will preside.

March 3—Special meeting of Technical Committee, Assn. of Maximum Service Telecasters, at AMST headquarters, Washington. Meeting will deal with allocations matters in preparation for annual meeting of AMST March 15 in Chicago.


*March 4—California Broadcasters Assn., annual membership meeting, El Dorado Inn, Sacramento. Business session in afternoon, followed by dinner to which Gov. Edmund Pat Brown, all 59 state senators and 13 key members of the assembly have been invited. A new board and officers will be elected.

March 5—Tentative date for argument before U.S. Supreme Court in Farmers Union v. WDAY Inc. (WDAY-TV Fargo, N.D.), involving question of immunity of broadcast station when political candidate, invoking Sec. 315 of Communications Act, utters lie on air. Case No. 248.


March 6-7—14th annual Radio-TV Conference & Clinic, U. of Oklahoma, Norman, Oklahoma Broadcasters Assn. and Oklahoma chapter of Assn. of Women in Broadcasting are co-sponsoring with U. of Oklahoma. Some 30 speakers from industry will appear on program.

March 7—Academy of Television Arts & Sciences, N.Y., br tape study and demonstration, NBC Telecast Center, 67th & Broadway, New York.

March 13-14—Arkansas Broadcasters Assn., spring meeting, Hotel Marion, Little Rock.


March 15—Assn. of Maximum Service Telecasters, annual membership meeting, Conrad Hilton Hotel, Chicago, 9:30 a.m.

March 15—Mutual Affiliates Advisory Committee, Conrad Hilton Hotel, Chicago.

*March 15—Daytime Broadcasters Assn., Conrad Hilton Hotel, Room 12, Chicago. All daytimers invited when non-NAB members or non-members.

March 15-18—NAB's annual convention at the Conrad Hilton Hotel, Chicago. Exhibits open; non-agenda meetings scheduled March 15. Formal sessions open March 16 with keynote speech by Robert W. Sanoff and continue through March 18; schedule topped by an address by FCC Chairman John C. Doerfer and FCC-industry roundtable. Only NAB associate members supplying broadcast equipment are eligible to exhibit. Annual NAB Engineering Conference, with several joint management-technical sessions, will be held concurrently with convention in the same hotel.


*March 16-18—Canadian Board of Broadcast Governors, public hearings, Tariff Board Hearing Room, 70-74 Elgin St., Ottawa, Ont.

*March 16 and 23—Hearing before Securities & Exchange Commission, Washington, D.C. March 16, on charges F. L. Jacobs Co. (Alexander Guterma) failed to report financial transactions. Mr. Guterma, until his troubles with SEC began, was president and chief owner of Mutual Broadcasting System. Similar Bon Ami Co. hearing March 23.


*March 21—American Women in Radio and Television, Chicago chapter, second annual conference, open to TV and radio industry, Guild Hall, Ambassador East Hotel, Chicago.

March 23-26—Annual convention Canadian Assn. of Radio & Television Broadcasters, Royal York Hotel, Toronto, Ont.

March 23-26—National convention, Institute of Radio Engineers, Waldorf-Astoria, New York. The nation's leading electronic scientists will attend. Advances in space technology and major new electronic fields will be explored.

March 23-29—Short Course in Crime News Analysis & Reporting, Northwestern U., Fisk Hall, Evanston, Ill. Journalism and law schools, with Ford Foundation grant, will conduct intensive instruction for radio-television, press and magazine newsmen. Courthouse broadcasting is one of topics. Attendance fee $100. Registration must be received by March 16. Scholarships for needy available. Members of lecture staff will be available for interviews.

*March 25—Comments due on proposed FCC rule-making to change ch. 12 Wilmington, Del., from commercial to educational or, in alternative, move ch. 12 to Atlantic City, N.J., or allocate it to Atlantic City-Wilmington. Docket No. 12,779.

March 30—Deadline for filing copies of direct testimony in FCC's May 15 allocation of frequencies between 25 mc and 890 mc. Number of copies to be filed: 1 notarized original, and 20 copies.


APRIL

April 1—Research workshop Assn. of National Advertisers, Hotel Pierre, New York.

April 3-4—Oregon Assn. of Broadcasters, U. of Oregon, Eugene.

April 3-5—Mississippi Broadcasters Assn., annual meeting, Buena Vista Hotel, Biloxi.


April 5-8—National Retail Merchants Assns., sales promotion division, Eden Roc Hotel, Miami Beach.

April 6-9—National Premium Buyers, 26th annual exposition, Navy Pier, Chicago. Premium Advertising Assn. of America will meet April 7, same site.


April 8—Deadline for comments to FCC on day-time radio stations' request to operate from 6 a.m.-6 p.m. or sun-rise-sunset, whichever is longer. Docket 12,729.

April 10-11—West Virginia Broadcasters Assn. spring meeting, Press Club, Charleston.

Clients might give you a medal if you installed TelePrompTer. But probably they'll give you more business instead. With TelePrompTer prompting equipment you can turn out a smooth, effective commercial even after a single run-through. You can actually cut down rehearsal time and still deliver network quality in a live local message. Another reason why "No station is fully equipped without TelePrompTer."

**TelePrompTer Corporation**

Originators of

GROUP COMMUNICATIONS

311 WEST 43 ST., NEW YORK 36, N.Y.

LOS ANGELES • WASHINGTON, D.C. • CHICAGO • HUNTSVILLE, ALA. • TORONTO • LONDON
The average increase in TV Headley-Reed represented over last was 46%
spot billings, for the sixteen TV stations for this January. 

Was yours?
Another thriller-diller from WJRT—

"All fours, Ponsonby?"

"Stop hounding me, Chief. I'm making like WJRT—the single-station way to pounce on Flint, Lansing, Saginaw and Bay City."

**Time-buyers' best friend:** WJRT, the easiest way known to round up Flint, Lansing, Saginaw and Bay City. And the most efficient way, for this single-station buy reaches all four mid-Michigan metropolitan areas with a grade "A" or better signal. No more hit and miss propositions! WJRT puts you on location with penetration from within. If your market includes Flint, Lansing, Saginaw and Bay City, WJRT's single-station approach is your corner. Try it on for size. See how success becomes you in mid-Michigan.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Detroit • Boston • San Francisco • Atlanta
KCMC-TV PROVES COMPLETE DOMINANCE IN 18-COUNTY AREA

Texarkana, Texas-Arkansas—Walter M. Windsor, recently reappointed Manager of KCMC-TV, factually points out the dominance of KCMC-TV in the Texarkana 18-county area.

In the November ARB, KCMC-TV leads all stations by 3 to 1. Here is the share of audience from sign-on to sign-off:

<table>
<thead>
<tr>
<th>Station</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCMC-TV</td>
<td>64.8</td>
</tr>
<tr>
<td>Station B</td>
<td>22.4</td>
</tr>
<tr>
<td>Station C</td>
<td>12.9</td>
</tr>
</tbody>
</table>

Advertisers can take advantage of top ratings such as these:

- I've Got a Secret: 59.5
- The Texan: 59.7
- Sheriff of Cochise: 50.6
- The Millionaire: 58.9
- 6 P.M. Local News (Mon.-Fri.): 54.8
- Doug Edwards (Mon.-Fri.): 53.0
- Zane Grey Theatre: 55.3
- To Tell the Truth: 59.9
- Name That Tune: 68.5
- Have Gun, Will Travel: 67.5
- Ed Sullivan: 54.6
- Gunsmoke: 63.7
- Playhouse 90: 50.1

Not only is the KCMC-TV dominance reflected in the ratings, but here is the coverage picture according to NCS #3:

**In the 18-county area 91.4% view KCMC-TV weekly after 6 P.M. while 86.3% view KCMC-TV weekly before 6 P.M.**

The advertiser needs KCMC-TV to sell and sell hard this prosperous half-billion dollar 18-county market area.

Call Venard, Rintoul & McConnell, Inc. for more information.

---

**KCMC-TV**

**CHANNEL 6**

**Texarkana**

100,000 WATTS MAXIMUM POWER

Walter M. Windsor, General Manager

Jack Rollings, National Sales Manager

**BROADCASTING,** March 2, 1959
OPEN MIKE

Videotape roundup
EDITOR:
Just a note to tell you what a great article you did on videotape (Feb. 9, page 112). It was a most comprehensive coverage of the... situation.

Dorothy L. Winter
BDDO, New York

Sid Hix scores a hit
EDITOR:
John Cameron Swayze brought to my attention the cartoon which appeared in the Jan. 12 issue of Broadcasting and which was subsequently reprinted in the Jan. 16 edition of the Chicago Sun Times...

I am referring... to the cartoon with the caption: "It's a Mrs. Swayze. Her husband dropped a watch in her washer."

As you may... know, we are the agency for Timex watches and... I would like very much to present the original artwork of this cartoon to the client as sort of a souvenir memento.

James M. Ellers
Doner & Peck Inc.
New York

[EDITOR'S NOTE: Original cartoon is en route.]

Legislative roundup
EDITOR:
... Not only was I glad to get the highlights of the circus that will be performing in the Interstate Commerce ring (Jan. 26, page 27), but it was also good to have a picture of the members of the committee—and their backgrounds...

Rep. Hastings Keith
(R-Mass.)

Packs a wallop
EDITOR:
Buried somewhere in the middle of the book (Jan. 26) you carried a small item concerning a reported television effort on behalf of one of our clients. I thought you would be interested and pleased to know that within one week following the appearance of this item, I received phone calls from every television station and/or its representative concerning possible business.

Although I have always been aware of the impact delivered by the pages of Broadcasting, I never quite realized how very complete is the penetration.

Peter M. Bardach
Senior Media Buyer
Foote, Cone & Belding
New York

'Quiz of Two Cities' status
EDITOR:
Regarding Albert Buffington's letter (OPEN MIKE, Feb. 16) complaining that I did not originate the Quiz of Two Cities, he is so right.

Our press department made a boobo in using the word 'originated.' They should have said, 'wrote and produced.'

Brent O. Gunts
Station Manager
WBAL-TV Baltimore

Intermountain keeps climbing
EDITOR:
On page 45 of the Jan. 19 issue... there is a news item regarding the drop in national spot billings during 1958. (Jan. 21) we closed the calendar year 1958 for Intermountain Network and in spite of drops in national spot, declining revenues on national networks, Intermountain Network, I am very proud to report, had a gain in total gross sales of 34%, 1958 over 1957. Even more interesting, Intermountain Network's gain in national spot is 13%, 1958 over 1957.

Lynn L. Meyer
President
Intermountain Network Inc.
Salt Lake City

Valuable 'textbook'
EDITOR:
I can't begin to tell you how important Broadcasting is to a college student majoring in radio and television.

Al Husted
WHCU Ithaca, N. Y.
"When a man's business card reads 'HAVE GUN — WILL TRAVEL' he must always stay one jump ahead of the competition." Again KSLA-TV has "notched-up" EIGHT of the TOP TEN shows . . . 20 of the TOP 25 with a weekly audience of 51.1% mornings, 61.2% afternoons and 57.5% nighttime.*

You just can't quarrel with a station that promotes consistently . . . programs imaginatively . . . delivers a clean, clear picture . . . is backed up with BASIC CBS programming . . . and comes out ON TOP in every TV audience survey, time after time.

You can hire a TOP GUN to work for you in Shreveport by contacting Messrs. Harington, Righter and Parsons for the complete KSLA-TV story.

Colt .45 engraved by E.C. Prudhomme, Shreveport

KSLA TV
basic CBS channel 12 shreveport, la.

* November, 1958 ARB

Represented nationally by: HARRINGTON, RIGHTER and PARSONS, INC.
WHIRLYBIRDS moves ratings just one way... straight up! Ask Conoco, which has just renewed WHIRLYBIRDS for its third year in 65 markets. Or National Biscuit (10 markets), Scudder Foods (9 markets), Coca-Cola (4 markets). Or Anheuser-Busch, Citizens Savings & Loan, Duffy-Mott, General Electric, R. J. Reynolds, Philco, American Oil or Pillsbury Mills. These advertisers (major-leaguers who know all the angles) know that WHIRLYBIRDS outclimbs competition. This high-flying action series is first in its time period in Portland, Me. (39.8 rating); Miami (35.4 rating); Roanoke-Lynchburg (39.7 rating); Milwaukee (30.8 rating); Mobile (44.1 rating); Atlanta (33.5 rating) and Denver (32.1 rating). These are only a few of the places where WHIRLYBIRDS commands supremacy of the air.

Make WHIRLYBIRDS your sales vehicle. You'll have the climb of your life.

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

NEW YORK, CHICAGO, LOS ANGELES, DETROIT, BOSTON, SAN FRANCISCO, ST. LOUIS, DALLAS, ATLANTA. IN CANADA: S. W. CALDWELL, LTD.
This is the kind of hold our station has on people...

You've heard of the “distaff side.” And a very rare view it is. But not everyone can show you mother handing down to daughter the veritable power symbol of her sex!

We can—because things are different in this thriving land. The home and family is an institution here, where 68% home-ownership compares with a national 55% average. And to furnish and provide for the hundreds being built, our breadwinners boast the highest average pay-check in a very wealthy state.

They turn instinctively, compulsively, to our kind of programming—to our unfrenetic, low-key voicings. They crave a good balance of public service, news and sports unmarred by such two-way irritations as triple-spots. They express their desires in every tangible way you wish—including far superior mail counts and ratings. Plus loyalty to sponsors' products.

Here, you not only reach a purchasing power of over 3½ billions a year—but you reach its people with enough expressed loyalty to make America's 17th market even more rewarding to you than rank indicates—Let George P. Hollingbery show you what “hold” means.

ONE OF AMERICA'S GREAT AREA STATIONS
Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

WHIO-TV
CBS
dayton, ohio
Spots not an end but a means

Far too often we have all seen spot radio being used as an end in itself rather than as the important component of a sales campaign that it can be. To achieve the maximum efficiency from radio in many instances, it pays to approach as closely as possible the ideal of translating each bit of interest aroused into a sale.

In January 1957, we found ourselves in a position to put this theory to work for our client, D-X Sunray Oil Co. Market research indicated that the rural market was an important segment of D-X Sunray's 18-state market area. It further indicated that major oil companies were directing no concerted campaign at this market.

**The Decision to Revamp D-X decided to revamp and expand its approach to the farm market by launching a campaign that would increase sales to rural customers. This was distinct from its over-all consumer drive in various media, including tv and radio. D-X wished to accomplish these three objectives set forth by Clarence F. Niessen, advertising and sales promotion manager of D-X Sunray: (1) Build listenership for D-X Sunray's advertising, (2) Tell the D-X farm product story to more people than ever before, (3) Build prestige for D-X in the farm market.

The attack was an innovation in farm programming, called the **D-X Farm Information Center**, under the direction of Roy B. Middleton Jr., D-X Sunray assistant advertising manager.

The first step: Get the farmer's interest by giving him material he wants and finds genuinely valuable in his work; information not usually presented during local farm broadcasting.

To do this, D-X Sunray set up a regional farm radio network. Twenty-seven radio stations are used. They were selected for their strong farm programming and listenership and they give saturation of the rural market within the 18 state D-X Sunray market area.

The **D-X Farm Information Center** is broadcast as five-minute programs three times a week on each of these stations. In each instance, the 52-week schedule is set at the peak listening time of the rural audience, within farm programming segments.

Another first by the **D-X Farm Information Center** is its group of 17 radio farm directors—each the leading farm director in his state. These D-X farm directors represent the top farm men in the **Farm Information Center** broadcasts and appear on a rotating basis. The farm directors also serve as guest editors in the client's editorial type farm publication advertisement.

Each farm director is required to write only one script a month, which allows plenty of time for research. As a result of this research, D-X has found itself aligned with many of the leading agricultural institutions of the country.

**That Extra Touch • Basic to the set-up of the D-X Farm Information Center** is the idea of offering the listener service beyond that which he receives by listening to the broadcasts. The script of each program is offered free to listeners. Quite often, an authoritative booklet on the subject, or plans for farm buildings, are offered free upon request.

This service of offering further free information to the farmer is the first link in translating mass media interest into personal sales. As of Jan. 14, 1957, the **D-X Farm Information Center** had received 497 mail requests for information on farm problems. Here's what happens to such a request.

Each radio station forwards all Farm Information Center mail to the D-X Farm Information Center in Kansas City, Mo. All requests are filled by return mail and carry a covering letter thanking the writer for his interest.

At the same time the request is answered, the writer's name is sent to the D-X division office which has sales jurisdiction over his area. From there, it is forwarded to the D-X farm service-man nearest the writer's address. Within a week, the D-X farm serviceman calls on the writer, explaining that he has heard of his mail request from the **D-X Farm Information Center** and asking if he can be of further assistance. Naturally, the subject of D-X farm products comes up. The farmer who showed interest in the **D-X Farm Information Center** a week ago finds himself the recipient of a personal call by a man interested in his problems.

Each D-X farm serviceman has attended a **D-X Farm Information Center** clinic held in his own area by D-X division office personnel. This program is under the direction of E. T. Marshall Jr., Potts-Woodbury account executive.

87.5% Are Sold • A recent study shows that 87.5% of all farmers who have been called upon by agents in this way bought some D-X product as a result of the call. Mass media and personal sales have cooperated to translate a farmer's interest into a sale, and a new customer for D-X products.

In addition, the **D-X Farm Information Center** provides copies of all scripts to a large number of vocational agriculture instructors and farm youth leaders within the client's marketing area. These scripts are put to use in classrooms, and as reference material by 4-H clubs, FFA chapters and other farm youth groups.

In offering a program which provides a genuine service to farmers, D-X has made an investment which is already beginning to pay handsomely. During the last six months of 1957, D-X farm sales were up 8% over the same period for 1956. For the first six months of 1958, they were 6% ahead of the corresponding period of 1957. In both instances, these sales gains were far above the industry averages.

There is always a proper place for radio to be used in almost any conceivable combination with other media, and in certain cases it may be the best medium for whole selling campaigns. But in many instances, with a broader view of radio's place in the entire selling picture, spot radio can be made to work most efficiently when combined with personal selling.

We cite the **D-X Farm Information Center** as a prime example of an excellent and underworked idea.

**Gene W. Dennis; b. Feb. 6, 1918, at Sioux Falls, S.D. Joined KSOO-KELO Sioux Falls as announcer-newscaster in 1935. With KMBC Kansas City as director of special features, 1938-1942. Served as CBS correspondent, writer and producer, 1942-1946. Joined Potts-Woodbury Inc., Kansas City in 1947, where he is presently air media executive on D-X Sunray and several other major accounts.**
THE IRE NATIONAL CONVENTION
Waldorf-Astoria Hotel

AND THE RADIO
ENGINEERING SHOW
Coliseum, New York City

THE INSTITUTE OF RADIO ENGINEERS
1 East 79th Street, New York 21, N. Y.

MARCH

23 • 24

25 • 26

YOU ARE NEEDED
FOR THIS YEAR OF PROGRESS

You are unique. You are a one-of-a-kind man needed to think for a new world of tomorrow. Your greatest gift to progress can be your ability to apply your inherent differences in thought and background to your field of specialty in radio electronics.

To help you think, to help you generate new ideas, come see the Radio Engineering Show that requires all 4 floors of New York City’s Coliseum. Come hear your choice of more than 200 papers to be given during the Convention. You are needed. Yes, it takes a coliseum to hold the greatest show on earth. Then, it takes you to have the great thought, the inspiration in radio electronics.

in Synonyms...

it’s Roget’s Thesaurus

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

Finding the right word is the first principle of being articulate. Respected (esteemed, time-honored, venerable) and authoritative (reliable, accurate, informative) fittingly describe Roget’s Thesaurus, famous reference book of synonyms and antonyms. In the business world of television and radio, they apply just as fittingly to BROADCASTING YEARBOOK, the most complete and dependable reference volume for busy people in broadcast advertising. To them, finding the right facts is the first principle of being profitably informed. The 1959 BROADCASTING YEARBOOK—covering both TV and radio—will be on their desks in August (and a full 12 months thereafter). They’ll find it more valuable than ever—a veritable thesaurus of information on every aspect of broadcast advertising. If you have a message for people who make TV-radio decisions, here’s THE forum wherein to speak up! Circulation: 16,000. Final deadline: July 15 (or—for proofs—July 1). Reserve the position you want NOW before it’s gone!

*The Greeks had words for almost everything. “Thesaurus” meant a treasury or storehouse; the 1959 BROADCASTING YEARBOOK is a treasure-trove of facts. Get it!

BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W., Washington 6, D.C.

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VICE PUBLISHER... Maury Long

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ASSISTANT... Lawrence D. Taishoff

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Broadcast Advertising was acquired in 1922, Broadcast Reporter in 1933 and Telecast* in 1953.

* Registered U. S. Patent Office

Copyright 1959 by Broadcasting Publications Inc.

BROADCASTING, March 2, 1959
It's the matchless experience in camera tube design that puts RCA-5820's...

This is an "inside look" at the famous RCA-5820 Image Orthicon. The design is backed by 25 years of research and manufacturing experience in television camera tubes. RCA originated it. And RCA continues to make improvements in this famous camera tube in accordance with the best tube engineering practice known.

Consider, for example, just a few of the important advantages now incorporated in RCA-5820's—MICRO-MESH and SUPER-DYNODE design. These two innovations alone (1) do away with dynode burn, (2) eliminate the need for defocusing to stop mesh pattern and moiré, (3) improve picture-signal output, (4) reduce tube cost per hour of camera operation.

Leader in camera tube development ever since the early days of electronic television, RCA today offers a complete line of TV camera tubes. Your RCA Electron Tube Distributor is "headquarters" for the entire RCA line of camera tubes.
HAVE WONDERFUL TIME
Want to Buy Some?
TIDEWATER, VA., tops all metro areas in the Southeast but Atlanta and Miami.

TIDEWTAR is a better way to spell it... and the best way to sell it... for WTAR-TV is the greatest marketing force in this great and growing market.

The picture is of Virginia Beach, front yard of TIDEWTAR, Va. . . . the big, fast growing, surprising Norfolk-Newport News market: largest U.S. port in total export-import tonnage; a manufacturing and shipbuilding center; major base of air, land and sea forces; and the greatest concentration of population and purchasing power in the southeast, excepting Atlanta and Miami. There are nearly 1,000,000 permanent residents in the metropolitan county area alone... to say nothing of the hundreds of thousands here temporarily during the year as vacationers at the more than 20 miles of beach (within the metro area), or from merchant and U.S. Navy ships standing in the world’s greatest natural harbor.

WTAR-TV CHANNEL 3, NORFOLK, VA.

Represented by Edward Petry & Co., Inc.

President and General Manager—Campbell Arnoux • Vice President for Sales—Robert M. Lambe • Vice President for Operations—John Peffer
Now Cover

57.4% of Carolina TV Homes in one buy at an attractive discount.

WBTV, Charlotte, and WBTW, Florence, are now linked by two-way microwave, enabling these great area stations to telecast simultaneously and giving advertisers an exciting double buy at an attractive bonus discount.

Extend your advertising on either Jefferson Standard television station to include the other—or buy both stations together. You'll cover almost 60%* of all television homes in the Carolinas!

Combination buys earn 15 discount on WBTW rates, in addition to all other applicable discounts—increased economy with increased coverage.

If you're already using WBTV, you can add the rich, balanced agricultural-industrial WBTW market at an exceptionally low cost-per-thousand.

Here's the combination for increased Carolina sales at a most economical rate. WBTV-WBTW, by microwave.

*NCS #3—March, 1958.
TWO SUPREME COURT HAYMAKERS

• Lower court ruling on NBC antitrust suit reversed
• It means network must go to trial on stations swap
• Other blow: state taxes on out-of-state firms upheld

The Supreme Court last week issued two drastic rulings: one completely reversing the picture in the Justice Dept.'s antitrust action against NBC, the other affecting the economics of broadcasting as an element of the American business community.

The high court swept aside the contention that the Justice Dept. could not institute an antitrust suit when the FCC approved a transaction involving broadcast licensees.

It held that the government suit against NBC, involving the NBC-Westinghouse swap of stations, must go to trial. The suit had been dismissed by a federal district judge on the ground that the Commission's approval of the station exchange barred the Justice Dept. from bringing suit against the same transaction.

In a sweeping—and in many quarters considered a sharp reversal of past decisions—the court held by a split vote that a state may levy a tax on the net income of a company that has no relation to the state except that some of its business emanates therefrom. The court did say that the tax must be laid only on that portion of a company's net income that can be apportioned to business from the taxing state.

How the high court upset the applecart for NBC:

The charge that NBC conspired to establish a monopoly in tv station ownership must now be litigated.

The result could be forced divestiture of tv stations from NBC ownership. This is what the Justice Dept. asked in its antitrust suit against NBC involving the 1955 NBC-Westinghouse swap of stations.

The U.S. Supreme Court last week ruled that the courts, not the FCC, have the right to dispose of charges of antitrust violations.

The unanimous ruling—by seven of the high court's nine justices (the other two did not participate)—reversed a Philadelphia district judge who dismissed antitrust charges against NBC.

The lower court held early last year that the Justice Dept. should have intervened before the FCC while the Commission was considering the NBC-Westinghouse Broadcasting Co. transfer case. It also held that since the FCC approved the matter, the Justice Dept. was debarred from attacking the same transaction.

This was NBC's position before the Supreme Court when the case was argued last December. Both the Justice Dept. and the FCC contended that it was up to the courts to decide antitrust charges.

Approved by FCC • The FCC in December 1955 approved the swap of radio and tv stations between NBC and WBC. This involved NBC's stations in Cleveland being exchanged for WBC's Philadelphia stations. WBC also received $3 million from NBC.

The Justice Dept. brought suit in December 1956. It charged that NBC forced WBC to acquiesce to the transfers on threat of withdrawing NBC affiliations from Westinghouse stations.

The acquisition of the Philadelphia television station (WRCV-TV) gives NBC a monopoly position in five of the eight largest market areas in the country, the Justice Dept. alleged. It asked not only that the Cleveland-Philadelphia swap be abrogated, but that NBC be forced to divest itself of such assets as

---

The seven votes in the NBC antitrust ruling: Warren, Black, Clark, Harlan, Brennan, Whittaker, Stewart.

Two non-voters: Frankfurter, Douglas.

Majority of six upholding state taxes: Warren, Black, Douglas, Clark, Harlan, Brennan.

The three dissenters: Frankfurter, Whittaker, Stewart.
Putting antitrust enforcement where it belongs

Here are significant excerpts from the Supreme Court opinion written by Chief Justice Earl Warren in the antitrust case against RCA-NBC:

"... While [legislative] history compels the conclusion that the FCC was not intended to have any authority to pass on antitrust violations as such, it is equally clear that courts retained jurisdiction to pass on alleged antitrust violations irrespective of Commission action...

"This court consistently held that when rates and practices relating thereto were challenged under the antitrust laws, the agencies had primary jurisdiction to consider the reasonableness of such rates and practices in the light of the many relevant factors including alleged antitrust violations, for otherwise sporadic action by federal courts would disrupt an agency's delicate regulatory scheme, and would throw existing rate structures out of balance.

"While the television industry is also a regulated industry, it is regulated in a very different way. That difference is controlling. Radio broadcasters, including television broadcasters... are not included in the definition of common carriers in Paragraph 3(h) of the Communications Act... as are telephone and telegraph companies. Thus the extensive controls, including rate regulation, of Title II of the Communications Act... do not apply. Television broadcasters remain free to set their own advertising rates.

"[RCA-NBC], like unregulated business concerns, made a business judgment as to the desirability of the exchange. Like unregulated concerns, they had to make this judgment with knowledge that the exchange might run afoul of the antitrust laws. Their decision varied from that of an unregulated law only in that they had to obtain the approval of a federal agency. But scope of that approval in the case of the FCC was limited to the statutory standard, 'public interest, convenience and necessity.'...

"This is not to imply that federal antitrust policy may not be considered in determining whether the 'public interest, convenience and necessity' will be served by proposed action of a broadcaster, for this Court has held the contrary. Moreover, in a given case the Commission might find that antitrust considerations alone would keep the statutory standard from being met, as when the publisher of the sole newspaper in an area applies for a license for the only available radio and television facilities which, if granted, would give him a monopoly of that area's major media of mass communication..."
WE'VE TURNED THE AUDIENCE UPSIDE DOWN!

Yes Sir, NCS No. 3 reveals a significant television situation in Central Iowa. Here WHO-TV is one of three stations competing for circulation. Of the three, WHO-TV gives you considerably the largest DAILY circulation—daytime and nighttime. The station with the largest weekly circulation actually retains the smallest percentage of DAILY circulation, daytime and nighttime.

To us, this clearly indicates that more people watch WHO-TV, more often and more consistently, than watch any other station. This seems logical, too, because WHO-TV gives this big market the costliest, fastest-moving, most exciting television fare available—not occasionally, but EVERY day and night!

Take films, for example. WHO-TV has practically every big film package in America—a quarter of a million dollars' worth—including MGM . . . Champagne . . . Galaxy 20 . . . Vanguard . . . Big 50 . . . Warner Brothers, and others.

Ask PGW for all the facts on WHO-TV.

<table>
<thead>
<tr>
<th>NCS No. 3 CIRCULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td><strong>DAYTIME</strong></td>
</tr>
<tr>
<td>Weekly</td>
</tr>
<tr>
<td>WHO-TV</td>
</tr>
<tr>
<td>Sta. &quot;K&quot;</td>
</tr>
<tr>
<td>Sta. &quot;W&quot;</td>
</tr>
</tbody>
</table>

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines

WHO-TV
Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., National Representatives

BROADCASTING, March 2, 1959
showed that Congress considered the right of challenge to be made even of transactions approved by the FCC, Mr. Warren declared.

In the most significant portion of the decision, Mr. Warren ruled that the FCC does not have primary jurisdiction to enforce the antitrust laws in the field of broadcasting. Regulatory agencies which control rates and practices do have that right, Mr. Warren implied, but:

"While the television industry is also a regulated industry, it is regulated in a very different way. That difference is controlling. Radio broadcasters . . . are not included in the definition of common carriers . . . as are telephone and telegraph companies. Thus the extensive controls, including rate regulation . . . do not apply. Television broadcasters remain free to set their own advertising rates. Thus, there being no pervasive regulatory scheme, and no rate structures to throw out of balance, sporadic action by federal courts can work no mischief."

In a footnote, the Chief Justice called attention to the fact that since the FCC disavowed the power or the desire to foreclose the government from antitrust actions aimed at transactions which the Commission has approved, "it would be odd to impose the doctrine [of primary jurisdiction] when the experts deny the relevance of their skill."

The FCC may, however, consider antitrust policy in considering whether the "public interest, convenience and necessity" will be served by a proposed action of a broadcaster, Mr. Warren stated. In a given case, Mr. Warren noted, the Commission might find that the antitrust considerations alone might disqualify an applicant, "as when the publisher of the sole newspaper in an area applies for a license for the only available radio and television facilities, which, if granted, would give him a monopoly of that area's major media of mass communication."

Justice John M. Harlan commented in concurring with the result that the FCC's determination of public interest cannot constitute a "binding adjudication" upon any antitrust issue or serve to exempt a licensee from the antitrust laws.

And here's the tax jolt for many in broadcasting:

The business of broadcasting—in all its ramifications—is on notice that its net income is eligible to be taxed by every state in the Union.

This is the import of the U.S. Supreme Court ruling last week. The high court upheld state taxes on out-of-state companies doing a national business, provided that the tax is placed only on that portion of a company's net income generated by sales in the taxing state.

The decision, considered by one of the dissenting justices as a sharp break with past rulings, is considered likely to affect every segment of the broadcasting and advertising business.

Past Supreme Court decisions prohibited states from taxing companies engaged in interstate commerce, except where the companies had tangible assets in the taxing state.

States, networks, station representatives, advertising agencies, program syndicators are considered liable now for taxes in 49 states. All do business on a national scale.

Every element of the broadcast medium—which by its fundamental nature is interstate—is involved in the scope of this decision.

Speculation was rife last week that the Supreme Court's decision would encourage the imposition of a tax on net earning of any and all corporations doing business in any state.

Only 35 states now impose corporation income taxes on companies located within their borders. Companies pay such taxes in those states where they have their headquarters, or in which they maintain offices or plants. They have never paid an income tax to a state in which they had no tangible property or assets.

The 6-3 Supreme Court ruling involved income taxes by Minnesota and Georgia on out-of-state companies.

The Supreme Court upheld a Minnesota Supreme Court decision upholding the tax on an Iowa cement company, and reversed a Georgia Supreme Court decision holding unconstitutional a similar tax on an Alabama firm.

Justices Felix Frankfurter, Charles Evans Whittaker and Potter Stewart dissented. They said that the majority decision conflicted with the commerce clause of the Constitution which grants to Congress the sole right to regulate commerce with foreign nations, among the states and with Indian tribes.

Major advertising trade associations and networks declined to comment on the ruling. It was the feeling of many of these organizations that criticism of the decision was pointless.

One spokesman said "undue publicity" may give other states "ideas."

In both the Minnesota case and the Georgia cases, the out-of-state companies involved had offices in the taxing state.

In its broad endorsement of the state statutes, however, the court did not limit the tax liability to companies hav-
Again, WJBK delivers the big baseball-minded Detroit market

Michigan's most result-producing independent radio station carries the complete 1959 schedule of Detroit Tiger baseball games—night and day, at home and away. This is the 12th consecutive year WJBK has been selected for complete coverage of Tiger games.

10,000 Watts Days — 1,000 Watts Nights — 1500 KC

Represented by the KATZ AGENCY, INC.

Storer Broadcasting Company
Louisiana Case • Such an interpretation is the basis for another tax case in Louisiana. This taxes net income of a company, whether or not it maintains offices in the state. This is pending a Supreme Court decision. States that impose corporate income taxes besides the states Minnesota, Georgia and Louisiana are:


The majority opinion, written by Justice Tom Clark, acknowledged the possibility of multiple taxation which would amount to more than 100% of the net income of a company, but ruled that since that question was not before it, the court did not have to rule on that point. It also stressed that the apportionment formulas by the states must be fair and equitable.

Comment by businessmen ran the gauntlet from "this is nothing new," to such statements as:

• States will now take a bigger bite out of corporate profits.

• This could mean a falling off of federal tax income—since state taxes are deductible on federal income returns.

• "The sanctity of interstate commerce has all but disappeared."

Recipe • The basic formula used by states which already tax that part of the net income of out-of-state companies attributed to business within the state involves a complicated three-part equation. This uses such factors as:

(a) amount of company sales in the state compared to total sales, (b) company's payroll in state compared to total payroll, and (c) company property holdings in the state compared to overall company property.

The average of these three ratios is then applied to the company's total profits to ascertain the amount of tax due to the state.

Federal tax analysts in Washington expressed the view that the explicit working out of the court's decision would have to be done through litigation in specific cases.

Only after a couple of years of such clarification will the impact of the ruling be known, they explained.

In the only public negative comment on the decision, Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, said he believed that a Constitutional amendment would be required to overthrow the court's ruling.

It was pointed out, however, that since a Constitutional amendment would require ratification by three-fourths of the states, and it was extremely unlikely that many states would vote to give up what might be a tax bonanza, there was little hope in that direction.

Although corporate taxes in the states varied, it was understood to run between 1.5% and 7.3%. In California, for example, the corporation tax on net income is 4%.

New York Gov. Nelson Rockefeller warned that the excessive use of such powers might discourage business activity.


In the Minnesota case, the appellant was Northwestern States Portland Cement Co. an Iowa corporation engaged in the manufacture and sale of cement. In the Georgia case, the appellant was Stockham Valves & Fitting Inc., an Alabama company engaged in the manufacturing and selling values and pipe fittings.

In the court's majority opinion, Justice Clark stated the basic case as: the constitutionality of state net income tax laws levying taxes on that portion of a foreign company's net income earned from and "fairly apportioned" to business activities within the taxing state when those activities are exclusively in furtherance of interstate commerce.

The court held that net income from interstate operations of an out-of-state corporation may be subjected to state taxation "provided that the levy is not discriminatory and is properly apportioned to local activities within the taxing state forming sufficient nexus to support the same."

Justice Clark stated that based on previous Supreme Court decisions dealing with interstate commerce it was clear that:

• Congress has exclusive power to regulate interstate commerce. Failure of Congress to act on taxation does not free states to impose any direct restrictions or impositions on interstate commerce.

• States cannot impose taxes upon persons passing through, or coming into a jurisdiction merely for temporary purposes (such as "itinerant drummers.")

• States may not impose a tax on the

34 (LEAD STORY)

BROADCASTING, March 2, 1959
BUFFALO, New York — 376,000 Radio Homes

Factory shifts: 7 am - 4 pm
4 pm - 11 pm
11 pm - 7 am
Office hours: 9 am - 5 pm
Payday: generally Saturday
Evenings stores stay open: Monday, Thursday
Afternoon stores close: Wednesday (summer)
Peak traffic hours: 6 am - 9 am
3:30 pm - 7 pm

18 months of top ratings from 6 am to 12 midnight.
Check Pulse, Hooper, Nielsen.

BAY CITY, Michigan — 31,000 Radio Homes

Office hours: 9 am - 5 pm
Evening stores stay open: Friday
Peak traffic hours: 8 am - 9:30 pm
11:45 am - 1:15 pm
4 pm - 6 pm
Bay City, gateway to fabulous summer
and winter sports vacations, is visited by
tourists from every State, year 'round.

Basic buy with 5.6 average Pulse rating 7 am to
6 pm; top coverage; low cost.

JACKSONVILLE, Florida — 126,000 Radio Homes

Office hours: 9 am - 5 pm
Factory shift: 7 am - 4 pm
Evenings stores stay open: Monday, Friday
Peak traffic hours: 7 am - 9 am
11 am - 1 pm
4 pm - 6 pm
Military: U.S. Naval Air Station, Cecil Field
Annual payroll: over $50 million
Population growth: from 304,000 in 1950
to 449,000 in 1958

Highest % adult listeners
thanks to Ed Bell, Jackson-
ville's top radio personality.

FOR FURTHER FACTS ON THESE AND OTHER MASLA STATIONS, CONTACT

JACK MASLA & COMPANY, Inc.

Jack Masla, President
Clem O'Neill, Mgr. Midwest

40 East 49 St. N.Y.C. 17
PLaza 3-8571

Dick Lawrence
Director of Programming

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
privilege of engaging in interstate commerce.

- States may not impose a tax which discriminates against interstate commerce either by producing a direct commercial advantage to local business or by subjecting interstate commerce to multiple taxation.

It has been established since 1918, Mr. Clark said, that a net income tax on revenues derived from interstate commerce does not offend the constitutional limitations on interstate commerce. He continued:

"While it is true that a state may not erect a wall around its borders preventing commerce or entry, it is axiomatic that the founders did not intend to immunize such commerce from carrying its fair share of the costs of state government in return for the benefits derived from within the state. . . ."

On the question of multiple taxation, Mr. Clark declared:

"Logically, it is impossible, when the tax is fairly apportioned, to have the same income taxed twice. In practical operation, however, apportionment formulas being what they are, the possibility of the contrary is not foreclosed, especially in levies in domiciliary states."

The three-judge dissent, written by Justice Whittaker, termed the majority opinion a "novel" doctrine. The dissenting justices claimed that previous court opinions consistently held that a state could not impose a levy on interstate commerce. Here, they charged, the court was acknowledging that states may now do so. They questioned whether a corporation's net income could fairly be apportioned between interstate and intrastate business.

Justice Frankfurter, adding his own comments to the dissent, declared that the decision "will stimulate, if it does not compel, every state to devise a formula of apportionment to tax the income of enterprises carrying on exclusively interstate commerce."

He went on:

"They [the companies] will have to keep books, make returns, store records and engage legal counsel all to meet the diverse and variegated tax laws of 49 states, with their different times for filing returns, different tax structures, different modes for determining net income, and different, often conflicting, formulas of apportionment."

This will also increase the amount of litigation and the burden on the courts, Mr. Frankfurter said.

Besides Justice Clark, other members of the majority were Chief Justice Earl Warren and Justices William O. Douglas, Hugo L. Black, John M. Harlan and William J. Brennan Jr.
ANOTHER FABLE OF PROFITS*
(As the old seine goes—so goes the net)

ONCE UPON A TIME there was a station manager who loved to fish for business. He believed that he was worth his salt and could play his line with the best of them, but when it came to boating the big ones, he let them slip through his fingers.

One day while trying to unsnarl a wicked back lash, the friendly Bolling man came along and showed him how to pitch his bait accurately and securely hook Rainbow (including the pot of gold).

Today he nets the most... and his creel is overflowing with weighty Contractia Regulatis (money-fish*).

The moral of this story is... tie-up at the Bolling wharf, they have no peer.

*For finer fins phone us.

THE BOLLING COMPANY INC.
STATION REPRESENTATIVES
247 PARK AVENUE, NEW YORK CITY, N. Y.
CHICAGO  •  BOSTON  •  LOS ANGELES  •  SAN FRANCISCO  •  DALLAS
United Artists Television Presents the

SOLD NETWORK
THE TROUBLESHOOTERS
starring
KEENAN WYNN
and co-starring
BOB MATHIAS
A Northstar Pictures Production

THE DENNIS O'KEEFE SHOW
starring
DENNIS O'KEEFE
A Cypress Production

ow in production--
ward-quality half-hour filmed series--
oo satisfy the most exacting demands
f America's top network, regional and local sponsors.
'o attract the finest of talents--United Artists
has committed to production of a firm 39 weeks of each series.
The first several episodes of each series are ready to speak for themselves.
Don't chase after INFLATION

Inflation can easily become a runaway horse.
Inflation is caused by a lot of things. But one of the most important is rising labor costs without a corresponding increase in productivity. The reason: 75 per cent or more of the cost of what you buy is for labor.

It's kind of a chain reaction. With each round of wage and price increases, our dollar loses another chunk of purchasing power.

If things keep on this way another twenty years—or ten—or five—what will happen to your savings, your insurance, your pension plans, your children's education? Inflation robs you of your future security. Isn't it time to stop this senseless spiral?

* * *

Some people think they enjoy a little inflation—at least temporarily when they get a few more dollars in pay.

For a while they have more dollars to spend and everything is rosy.

But, too soon, comes the day when rising costs force prices up so high people don't have enough dollars to go around.

Nobody likes inflation then.

This message is being brought to you by

REPUBLIC STEEL
as a member of the

AMERICAN IRON AND STEEL INSTITUTE

Republic Steel fights inflation by fostering continuous cost-cutting advice to its customers. Figuring out ways of making things at lower cost is a management contribution to your well-being. One way Republic does this is by providing field service metallurgists who advise on economic steel selection and the most efficient processing, or fabrication methods to achieve best results.
A total of $11,704,000 was invested in spot television time by national advertisers last year, an increase of 14% over 1957. The new high mark in spot tv was reported last week by Television Bureau of Advertising. Spot figures are compiled by N. C. Rorabough Co.

TvB reported that advertisers spent $149,105,000 for spot tv time in the fourth quarter of 1958, "the highest quarterly figure in spot tv's history." The quarter represented a 24.4% increase over the same period in 1957. The bureau also released its "top 10" spot tv advertisers for 1958. Procter & Gamble was first last year as it had been in 1957. Runnerup was Lever Bros. which had ranked No. 7 the year before.

"Darkhorse" of the big 10 was Adell Chemical Co. which advertises one product only—Lestoil, all-purpose liquid detergent. Adell was in third place compared to its No. 16 ranking in 1957. Brown & Williamson, No. 2 in 1957, was No. 8 in 1958; while American Home Products, No. 20 among the spot tv advertisers in 1957, rose to No. 10 last year.

Breakdown of the figures:

NATIONAL SPOT TV SALES UP 14%

P&G holds top 10 lead as '58 time sales hit $511.7 million

BROADCAST ADVERTISING

Top ten spot tv advertisers in '58

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>1958</th>
<th>1957 (With Rank)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble</td>
<td>$553,200</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Colgate</td>
<td>550,000</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Minute Maid</td>
<td>545,800</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Fostoria Staffing</td>
<td>528,700</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>General Motors</td>
<td>527,500</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Standard Oil of Ind.</td>
<td>518,700</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Esso Standard Oil</td>
<td>516,400</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>Chunky Chocolate</td>
<td>514,600</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>Nap &amp; Cranberry Snax</td>
<td>509,900</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>Heublein Advertising</td>
<td>506,700</td>
<td>10</td>
</tr>
</tbody>
</table>

Estimated expenditures of top 100 national and regional spot tv advertisers in 4th quarter

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>$9,273,500</td>
</tr>
<tr>
<td>Warner-Lambert</td>
<td>4,629,300</td>
</tr>
<tr>
<td>Lever Brothers</td>
<td>4,409,700</td>
</tr>
<tr>
<td>Adell Chemical</td>
<td>3,854,200</td>
</tr>
<tr>
<td>General Foods</td>
<td>2,690,500</td>
</tr>
<tr>
<td>Continental Baking</td>
<td>2,406,800</td>
</tr>
<tr>
<td>International Latex</td>
<td>2,155,900</td>
</tr>
<tr>
<td>Texile Chemicals</td>
<td>2,022,100</td>
</tr>
<tr>
<td>American Home Prods.</td>
<td>2,011,000</td>
</tr>
<tr>
<td>Miles Laboratories</td>
<td>1,950,200</td>
</tr>
<tr>
<td>Vick Chemicals</td>
<td>1,944,900</td>
</tr>
<tr>
<td>Colgate-Palmolive</td>
<td>1,815,000</td>
</tr>
<tr>
<td>Standard Brands</td>
<td>1,680,800</td>
</tr>
<tr>
<td>Polo Co.</td>
<td>1,393,900</td>
</tr>
<tr>
<td>J. A. Folger</td>
<td>1,210,000</td>
</tr>
<tr>
<td>Robert Hull Clothes</td>
<td>1,287,200</td>
</tr>
<tr>
<td>General Mills</td>
<td>1,144,700</td>
</tr>
<tr>
<td>American Tobacco</td>
<td>1,108,800</td>
</tr>
<tr>
<td>National Biscuit</td>
<td>966,800</td>
</tr>
<tr>
<td>Marathon Corp.</td>
<td>937,600</td>
</tr>
<tr>
<td>P. L. Tebbutt</td>
<td>912,200</td>
</tr>
<tr>
<td>Avon Products</td>
<td>905,000</td>
</tr>
<tr>
<td>Corn Prod. Ref.</td>
<td>899,700</td>
</tr>
<tr>
<td>Gulf Oil</td>
<td>881,200</td>
</tr>
<tr>
<td>Food Mfrs.</td>
<td>835,400</td>
</tr>
<tr>
<td>American Chicle</td>
<td>833,300</td>
</tr>
<tr>
<td>Bristol-Meyers</td>
<td>827,500</td>
</tr>
<tr>
<td>Coca-Cola/Bottlers</td>
<td>824,500</td>
</tr>
<tr>
<td>Nestle Co.</td>
<td>814,800</td>
</tr>
<tr>
<td>Quaker Oats</td>
<td>810,200</td>
</tr>
<tr>
<td>Wander Co.</td>
<td>809,500</td>
</tr>
<tr>
<td>Arneusser-Busch</td>
<td>807,400</td>
</tr>
<tr>
<td>Cont. Car-Na-Nu</td>
<td>764,300</td>
</tr>
<tr>
<td>Pepsi-Cola /Bottlers</td>
<td>751,100</td>
</tr>
<tr>
<td>Sheil Oil</td>
<td>734,900</td>
</tr>
<tr>
<td>Heublein</td>
<td>676,200</td>
</tr>
<tr>
<td>Norwich Pharmacal</td>
<td>603,400</td>
</tr>
<tr>
<td>Borden Co.</td>
<td>596,400</td>
</tr>
<tr>
<td>Salada-Shirreff-Horsey</td>
<td>595,400</td>
</tr>
<tr>
<td>U. S. Borax &amp; Chem.</td>
<td>560,300</td>
</tr>
<tr>
<td>Atlantic Refining</td>
<td>552,800</td>
</tr>
<tr>
<td>Staley-Van Camp</td>
<td>540,100</td>
</tr>
<tr>
<td>Sterling Drug</td>
<td>538,400</td>
</tr>
<tr>
<td>Sun Oil</td>
<td>580,800</td>
</tr>
<tr>
<td>Exquisite Form Bras.</td>
<td>577,300</td>
</tr>
<tr>
<td>Pharma-Graph</td>
<td>566,700</td>
</tr>
<tr>
<td>Drug Research</td>
<td>565,000</td>
</tr>
</tbody>
</table>

Advertisers by product classification in 4th quarter

<table>
<thead>
<tr>
<th>Industry</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGRICULTURE</td>
<td>$410,000</td>
</tr>
<tr>
<td>Feeds, Meals Misc.</td>
<td>224,000</td>
</tr>
<tr>
<td>Speaker &amp; Bird Seed</td>
<td>186,000</td>
</tr>
<tr>
<td>WILLIAMSBURG</td>
<td>11,593,000</td>
</tr>
<tr>
<td>Beer &amp; Ale</td>
<td>9,828,000</td>
</tr>
<tr>
<td>Wine</td>
<td>1,765,000</td>
</tr>
<tr>
<td>AMUSEMENTS, ENTERTAINMENT</td>
<td>175,000</td>
</tr>
<tr>
<td>AUTO</td>
<td>1,936,000</td>
</tr>
<tr>
<td>Tire &amp; Tubes</td>
<td>195,000</td>
</tr>
</tbody>
</table>

(Continues on next page)
<table>
<thead>
<tr>
<th>Category</th>
<th>Subcategory</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meat, Poultry &amp; Fish</td>
<td></td>
<td>51,689,000</td>
</tr>
<tr>
<td>Soup</td>
<td></td>
<td>208,000</td>
</tr>
<tr>
<td>Misc. Foods</td>
<td></td>
<td>2,071,000</td>
</tr>
<tr>
<td>Misc. Frozen Foods</td>
<td></td>
<td>528,000</td>
</tr>
<tr>
<td>Food Stores</td>
<td></td>
<td>2,644,000</td>
</tr>
<tr>
<td><strong>Garden Supplies &amp; Equipment</strong></td>
<td></td>
<td>45,000</td>
</tr>
<tr>
<td>Gasoline &amp; Lubricants</td>
<td></td>
<td>6,778,000</td>
</tr>
<tr>
<td>Gasoline &amp; Oil</td>
<td></td>
<td>6,524,000</td>
</tr>
<tr>
<td>Oil Additives</td>
<td></td>
<td>199,000</td>
</tr>
<tr>
<td>Misc.</td>
<td></td>
<td>55,000</td>
</tr>
<tr>
<td><strong>Hotels, Resorts, Restaurants</strong></td>
<td></td>
<td>221,000</td>
</tr>
<tr>
<td><strong>Household Cleaners, Cleaners, Polishes, Waxes</strong></td>
<td></td>
<td>9,814,000</td>
</tr>
<tr>
<td>Cleaners, Cleaners*</td>
<td></td>
<td>8,245,000</td>
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<tr>
<td>Floor &amp; Furniture Polishes, Waxes</td>
<td></td>
<td>1,025,000</td>
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<tr>
<td>Glass Cleaners</td>
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<td>122,000</td>
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<tr>
<td>Home Dry Cleaners</td>
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<td>227,000</td>
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<tr>
<td>Shoe Polish</td>
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<tr>
<td>Misc. Cleaners</td>
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<td><strong>Household Equipment—Appliances</strong></td>
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<td>1,385,000</td>
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<tr>
<td>Household Furnishings</td>
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<td>980,000</td>
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<tr>
<td>Beds, Mattresses, Springs</td>
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<td>456,000</td>
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<tr>
<td>Furniture &amp; Other Furnishings</td>
<td></td>
<td>524,000</td>
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<tr>
<td><strong>Household Laundry Products</strong></td>
<td></td>
<td>8,447,000</td>
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<tr>
<td>Bleaches, Starches</td>
<td></td>
<td>1,344,000</td>
</tr>
<tr>
<td>Packaged Soaps, Detergents*</td>
<td></td>
<td>6,704,000</td>
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<tr>
<td>Misc.</td>
<td></td>
<td>599,000</td>
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<tr>
<td><strong>Household Paper Products</strong></td>
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<td>1,472,000</td>
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<tr>
<td>Cleaning Tissues</td>
<td></td>
<td>542,000</td>
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<tr>
<td>Food Wraps</td>
<td></td>
<td>467,000</td>
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<tr>
<td>Napkins</td>
<td></td>
<td>65,000</td>
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<tr>
<td>Toilet Tissue</td>
<td></td>
<td>129,000</td>
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<tr>
<td>Misc.</td>
<td></td>
<td>269,000</td>
</tr>
<tr>
<td><strong>Household, General</strong></td>
<td></td>
<td>1,062,000</td>
</tr>
<tr>
<td>Brooms, Brushes, Mops, etc.</td>
<td></td>
<td>130,000</td>
</tr>
<tr>
<td>China, Glassware, Crockery, Containers</td>
<td></td>
<td>263,000</td>
</tr>
<tr>
<td>Disinfectants, Deodorizers</td>
<td></td>
<td>348,000</td>
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<tr>
<td>Fuels (heating, etc.)</td>
<td></td>
<td>75,000</td>
</tr>
<tr>
<td>Insecticides, Rodenticides</td>
<td></td>
<td>66,000</td>
</tr>
<tr>
<td>Kitchen Utensils</td>
<td></td>
<td>54,000</td>
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<tr>
<td>Misc.</td>
<td></td>
<td>178,000</td>
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<td><strong>Nations</strong></td>
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<td>24,000</td>
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<td><strong>Pet Products</strong></td>
<td></td>
<td>1,258,000</td>
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<td><strong>Publications</strong></td>
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<td>151,000</td>
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<tr>
<td><strong>Sporting Goods, Bicycles, Toys</strong></td>
<td></td>
<td>2,092,000</td>
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<tr>
<td>Bicycles &amp; Supplies</td>
<td></td>
<td>16,000</td>
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<tr>
<td>General Sporting Goods</td>
<td></td>
<td>2,099,000</td>
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<td>Misc.</td>
<td></td>
<td>67,000</td>
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<tr>
<td><strong>Stationery, Office Equipment</strong></td>
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<td>26,000</td>
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<tr>
<td><strong>Television, Radio, Phonograph, Musical Instruments</strong></td>
<td></td>
<td>463,000</td>
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<tr>
<td>Antennas</td>
<td></td>
<td>20,000</td>
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<tr>
<td>Radio &amp; Television Sets</td>
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<td>55,000</td>
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<tr>
<td>Records</td>
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<td>229,000</td>
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<tr>
<td>Misc.</td>
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<td>161,000</td>
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<td><strong>Tobacco Products &amp; Supplies</strong></td>
<td></td>
<td>5,800,000</td>
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<tr>
<td>Cigarettes</td>
<td></td>
<td>4,796,000</td>
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<tr>
<td>Cigars, Pipe Tobacco</td>
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<td>822,000</td>
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<tr>
<td>Misc.</td>
<td></td>
<td>182,000</td>
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<tr>
<td><strong>Transportation &amp; Travel</strong></td>
<td></td>
<td>705,000</td>
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<tr>
<td>Air</td>
<td></td>
<td>397,000</td>
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<tr>
<td>Bus</td>
<td></td>
<td>169,000</td>
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<tr>
<td>Rail</td>
<td></td>
<td>126,000</td>
</tr>
<tr>
<td>Misc.</td>
<td></td>
<td>13,000</td>
</tr>
<tr>
<td><strong>Watches, Jewelry, Cameras</strong></td>
<td></td>
<td>861,000</td>
</tr>
<tr>
<td>Cameras, Accessories, Supplies</td>
<td></td>
<td>43,000</td>
</tr>
<tr>
<td>Clocks &amp; Watches</td>
<td></td>
<td>43,000</td>
</tr>
<tr>
<td>Jewelry</td>
<td></td>
<td>63,000</td>
</tr>
<tr>
<td>Pencils &amp; Pencils</td>
<td></td>
<td>662,000</td>
</tr>
<tr>
<td>Misc.</td>
<td></td>
<td>50,000</td>
</tr>
<tr>
<td><strong>Miscellaneous</strong></td>
<td></td>
<td>1,965,000</td>
</tr>
<tr>
<td>Trading Stamps</td>
<td></td>
<td>225,000</td>
</tr>
<tr>
<td>Misc. Products</td>
<td></td>
<td>659,000</td>
</tr>
<tr>
<td>Misc.</td>
<td></td>
<td>1,081,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$1,491,050</td>
</tr>
</tbody>
</table>

A Crisis Conference • Grey Adv., agency for Greyhound Corp., had an executive meeting last week to talk about the next move in a feud with Steve Allen. The dispute is over ownership of the name “Steverino,” to which the greyhound that has been Greyhound’s corporate symbol has answered for the past two years. Greyhound has cancelled its sponsorship on the Allen show effective March 8 and starting on March 18, is investing in the Jack Benny special programs on CBS-TV. And now Steverino finds himself in Mr. Allen’s doghouse because the comedian claims that the nickname “Steverino” belongs to him.

Bell Meadows Enterprises Inc., New York, which produces the Allen program, last week notified Grey Adv. that the word “Steverino” is “a sobriquet” for Steve Allen, and added that “under these circumstances, we cannot permit the use of the word ‘Steverino.’” In addition, attorneys for Mr. Allen sent a letter by certified mail to the three TV networks, enclosing the message sent to Grey Adv. and adding: “Please be advised that we shall be obliged to institute proceedings to protect the client’s rights.”

Officials of Grey Adv. insist that Mr. Allen’s tactics are designed to deprive the greyhound of “her legally registered name.” They point out that Steverino is registered with the National Coursing Assn. with the registry number 3505 volume 50, dated June 21, 1957.

Grey officials acknowledge that they had planned to use Steverino on the Jack Benny specials. They declined to discuss their course of action if Mr. Allen institutes legal proceedings. A spokesman said: “The fact that this freedom to perform on television is being denied Steverino, the greyhound, a dog who cannot speak for herself, does not make the matter less important.”

In the picture above, Steverino (or whatever her name) meets with Grey executives including the three whose faces are spotted (l-r), Christopher Cross, Al Hollender and Walter Grovenor.

**Tax hike protested**

A proposed 4% sales tax would drive ad business away from New York City, the League of Advertising Agencies Inc., New York, Mayor Robert Wagner warned Feb. 17. In a wire signed by Bernard M. Reiss, LAA president, the mayor was cautioned that a sales tax boost would greatly reduce payrolls in the city by forcing agencies to use out-of-town printers, engravers, typographers and suppliers and might induce out-of-town clients to switch from New York agencies to avoid the tax bite. League member agencies lost over $1 million in billings when the sales tax was raised from 2% to 3%, Mr. Reiss said.

**Pepsi pushes local ads**

How to use advertising locally and to the best advantage will be spotlighted by a Pepsi-Cola management team to bottlers around the country. A nationwide swing starts March 9 in San Francisco and ends April 16-17 in Washington, D.C.

On the program is a primer on how to buy the broadcast medium, the best periods in the day and which days of the week. Pepsi-Cola is out to increase bottlers’ advertising in radio and tv as well as other media.
It’s Bright!

It’s Lively!

It’s All New!

“O” makes it Official

He’s spreading the word.

The **NEW** KHJ

Is soon to be heard!

Beginning March 16th, a new sound will be coming from the 93 spot on the radio dial in hundreds of thousands of Greater Los Angeles homes.

It’s the bright, lively, new, animated Foreground Sound of Radio 93 KHJ-Don Lee... more appealingly vital, more attention compelling than ever before.

It’s the newest, most modern way to tell your story to the adult market.

It’s radio in motion... Radio 93 KHJ-Don Lee and it’s coming March 16th.

Listen for it!
SPOT RADIO OFF A BIT IN ’58
2d half drags year 1.9% below 1957—SRA

National spot radio was down an estimated 1.9% last year compared with 1957.

So reported Lawrence Webb, managing director, Station Representatives Assn., last week. He also said the SRA comparative estimates (supplied by Price Waterhouse accounting firm) showed a decline of 8% in the fourth quarter of 1958.

While the first quarter of 1959 has still one month to go, current trends indicate total sales in national spot radio for the quarter will about equal the figure chalked up in the first quarter of 1958.

The first and second quarters of 1958 were ahead of the pace set in the same periods of 1957, 2.5% and 6.7%, respectively. But the drop started with the third quarter (7.8%) and continued in the fourth quarter.

The final 1958 estimates revealed by SRA showed total gross sales at $166,367,000.

National spot radio gross sales for each quarter of 1958 and 1957 as reported by SRA:

<table>
<thead>
<tr>
<th>Quarter</th>
<th>1958</th>
<th>1957</th>
<th>Increase or Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>$41,963,000</td>
<td>$40,916,000</td>
<td>+2.5%</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>$41,671,000</td>
<td>$39,027,000</td>
<td>+7.6%</td>
</tr>
<tr>
<td>3rd Quarter</td>
<td>$38,171,000</td>
<td>$41,118,000</td>
<td>-7.8%</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>$44,562,000</td>
<td>$48,452,000</td>
<td>-8.0%</td>
</tr>
</tbody>
</table>

GM, Susskind planning eight new tv specials

General Motors Corp is tooling up for the next tv season.

In the process, GM has solidified its tie-in with producer David Susskind and his Talent Assoc. Ltd. Mr. Susskind already is connected with a new Oldsmobile show that goes on the air this month, and now has been hired by GM for a series of eight specials to be programmed in the 1959-60 season.

The specials will star Art Carney, four of them to be 90 minutes, and four will be an hour long. Talent cost alone will come to about $2 million. Featured will be the versatility of Mr. Carney. Some of the shows will be revues, some in the children’s show pattern, others in dramatic form. Said Mr. Susskind: The series will alternate with show lengths and will take advantage of different art forms. Network and time period have not yet been selected.

Sponsors in the program: AC Spark Plug Div. (through D.P. Brother & Co., Detroit) sharing with one of the “accessories” divisions of GM handled by Campbell-Ewald, Detroit.

D.P. Brother, meantime, on behalf of Oldsmobile, will work with Mr. Susskind in producing a new series, Oldsmobile Music Theatre, that will start March 26 on NBC-TV (Thursdays 8:30-9 p.m.) as the auto firm drops Patti Page Show on ABC-TV. Said the agency: A little different, not in the regular variety pattern—“dramatization integrated with music.” Mr. Susskind is executive producer, Frank E. EGan, of D.P. Brother, New York, is associate producer.

RTES hears about vtr growing pains

That videotape is a marvel no one will dispute. That it is subject to growing pains—as any fledgling technique—is becoming increasingly apparent as the initial glow wears off and it begins to be used as an everyday tool rather than a gee-whiz gimmick.

A man who’s been working intimately with videotape for the past six months recounted some of these growing pains last week before the Radio & Television Executives Society in New York. Al Cantwell, head of live production for BBDO, subdivited his talk “Vtr and How I Got My Ulcer.”

The hope that videotape would make it easier for agency people to get their work done during normal duty hours has not yet been realized, he said, commenting that BBDO personnel had worked more nights and weekends in the past six months than at any time in their lives. The primary reason is the lack of studio facilities, complicated by the tremendous acceptance of the videotape method and the consequent demand by clients. This shortage of studio space is especially critical in New York, Mr. Cantwell said, noting that most of new studio construction in recent years has been on the west coast. If something isn’t done to correct this situation, he said, “many of us will be running gas stations in Florida.”

’Hamlet,’ for instance Mr. Cantwell drew on BBDO’s experience with last week’s “Hamlet” broadcast on CBS-TV’s du Pont Show of the Month as a good example of what tape can and cannot do. For one thing, it can now be edited with good results—50 segments were shot for the 90-minute taped program. However, he noted that the music for the show was done live, as sound tracks cannot be edited as the visual segments are. “Hamlet” was brought in at a price 50% under that which it would have cost on film, but more than it would have cost live. The differential was worth it, he said, because of the added production values gained through vtr.

The role vtr can play in spot television was described as a two-way affair by the BBDO executive. Not only can agencies send out commercials by tape, but stations who want to do local commercials can send them back to the agencies for approval, thereby giving the clients a sure record of what they’re getting in local markets.

Mr. Cantwell pointed to three improvements most needed in videotape: (1) mobile equipment, (2) better editing methods and (3) mass duplicating facilities. Beyond that, he said, the transition of commercial and program operations to tape would be made easier when film companies drop their hostility to the technique and adapt to it.

Loew’s banks on radio

Greater use of radio advertising this year was intimated at the annual meeting of Loew’s Inc. (see story page 76) Thursday (Feb. 26) in New York. Although ad expenditures will be less in recent years, it was announced to stockholders that promotion money will be spent where the most effective results are obtained at the least cost. Loew’s has budgeted $4,800,000 for 1959 advertising purposes, compared to $5,292,000 spent in 1958 and $6,-317,000 in 1957.

An illustration of the new promotion policy is seen in plans for MGM’s new motion picture “Night of the Quarter Moon,” which opens March 4 in New York’s Capitol Theatre. Radio use will predominate, with various disc jockeys carrying the ball.

ARBITRATOR’S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Feb. 19-25 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

<table>
<thead>
<tr>
<th>DATE</th>
<th>PROGRAM and TIME</th>
<th>NETWORK</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thurs., Feb. 19</td>
<td>Playhouse 90 (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>21.6</td>
</tr>
<tr>
<td>Fri., Feb. 20</td>
<td>77 Sunset Strip (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>22.6</td>
</tr>
<tr>
<td>Sat., Feb. 21</td>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
<td>27.2</td>
</tr>
<tr>
<td>Sun., Feb. 22</td>
<td>What’s My Line (10:30 p.m.)</td>
<td>CBS-TV</td>
<td>22.4</td>
</tr>
<tr>
<td>Mon., Feb. 23</td>
<td>Dave Wayne (9 p.m.)</td>
<td>ABC-TV</td>
<td>28.3</td>
</tr>
<tr>
<td>Tues. Feb. 24</td>
<td>Ripley’s Believe It or Not (9 p.m.)</td>
<td>NBC-TV</td>
<td>26.0</td>
</tr>
<tr>
<td>Wed., Feb. 25</td>
<td>Wagon Train (7:30 p.m.)</td>
<td>CBS-TV</td>
<td>29.2</td>
</tr>
</tbody>
</table>

BROADCASTING, March 2, 1959
tip-off:

to timebuyers! in Nebraska IT TAKES JUST ONE! KMTV, and ONLY KMTV, scores in both Omaha and Lincoln — Nebraska’s ONE big market! A new referee (the Lincoln ARB) proves Channel 3 is Lincoln’s most popular station too! Specifically, KMTV leads in more quarter hours than the Lincoln station and in more quarter hours than the other Omaha stations combined! KMTV also outpoints all competition 7 to 3 for Lincoln’s 10 most popular shows!
As outlined in NCS = 3,
REACH MAKES THE DIFFERENCE!

kmtv

OMAHA

kmtv3

P.S. WE ARE WINNERS IN OMAHA, TOO.
Many Happy Returns!
(from ARB, Nielsen and Pulse)

All three rating services agree: it’s been a terrific first year for KMOX-TV as a CBS Owned station. Month after month, returns from ARB, Nielsen and Pulse show that Channel 4 is St. Louis’ favorite station. Just look at the latest ARB, for example. KMOX-TV’s share of audience (up 29% in a single year) is now 37% greater than the second station’s and 86% greater than the third station’s. In addition, KMOX-TV rings up more quarter-hour wins . . . more top-rated station breaks . . . more station breaks with a 20-or-over rating than the other stations combined. And KMOX-TV has 7 of the top 7 multi-weekly shows (local and network) . . . 6 of the top 10 network shows . . . and all of the top 5 local shows seen in the St. Louis area.

Help yourself to a man-sized slice of the rich St. Louis market on KMOX-TV

CBS Owned
Channel 4, St. Louis • Represented by
CBS Television Spot Sales
USS, BBDO PUT TV TAPE TO TEST

Big commercial taped in 13 hours compared to 14 days on film

U.S. Steel Corp. and BBDO last week pulled off no mean feat in taping tv commercials.

In one day (Tuesday, Feb. 24)—from 9:30 a.m. to "final" tape at about 10:30 p.m.—steel company and agency executives worked with production crews on a 2½ minute tv commercial. Approximately 24 hours later the commercial was inserted in The U.S. Steel Hour on CBS-TV. A similar production on film would have taken at least two weeks to produce.

Cost of the commercial fell in the $10-15,000 range.

BBDO's executive producer on the commercial, Jack Zoller, commented after the taping, "some of our people said they would rather have been involved in a half-hour or hour show."

Most Unique • U.S. Steel's Thomas W. Norton, manager-general advertising, who was in New York especially for the taping session, thought the commercial was "the most unique auto message we have produced to date—and it is probably one of the most elaborate ever put on tape."

Why tape? Mr. Norton explained some of USS' thinking: "The tape medium itself gives us the control coupled with the feeling of 'immediacy' that we needed for this commercial."

But U.S. Steel does not expect to give up its use of filmed commercials, nor live tv, according to Mr. Norton. On the other hand, he asserts there's a road ahead in tape: "I can say we are very interested in video tape and expect to see broader and even more imaginative applications of it develop."

To do the commercial, which involved five different 1959 auto makes (Chevrolet, Plymouth, Ford, Lark and Rambler) and a Stutz (1917 model), the agency and advertiser needed space—facilities to handle automobiles.

The studio that could handle the job was Videotape Productions of New York Inc., which opened for business only a few weeks ago and uses the old Century Theatre on Seventh Ave. (between 58th and 59th Sts.) in Manhattan. Before Videotape Productions leased the theatre, NBC-TV had used it for more than four years to originate many of its live programs.

Steel's Schedule • The advertiser's schedule reveals final approval to place the commercial on tape near mid-January, receipt of storyboard on Feb. 11. From that time on: Interval while USS management checked over plans.

CBS-TV, where taping could have been accomplished, was not available because of previous commitments. Client and agency wanted to do the commercial in New York (where the show originates) if possible. Once the client and agency had decided to do the job on tape, film was out as a live production.

A filmed commercial, according to the production people who worked on "S-9-8, Automobiles" (working title of the commercial), would have required two weeks at the very minimum to produce a comparable commercial. Live tv was out because perfection was improbable on a live run through and the staging extremely difficult.

Editing a Key • As it happened, the producers were limited with tape. It was necessary to rely heavily on editing, which Mr. Zoller said, "now can be done as adroitly with tape as with film."

Two editing methods were used: Gen-Lock which permits pre-editing, and the "ordinary" splice of two pieces of tape as it is done in film.

Two major preliminary production chores were completed before taping. Music and singing (barbershop quartet and other singer groups) was pre-recorded at WOR Studios in New York and all of Monday (Feb. 23) was devoted to the lighting of the automobiles. It took 2½ hours lighting for each of the automobiles. "More difficult than lighting a female star," commented Mr. Zoller.

From End Back • The commercial was not shot in sequence as the producers worked back from the end of the commercial for most of the production.

U.S. Steel's stake in the commercial, other than in wanting the usual good performance: the "industry" type com-
mercial—such as the use of steel in automobiles—demands extra care. When more than one make of any product is used, it's important to give each equal exposure.

The commercial was of the type usually associated with Hollywood. Costuming, scenery and background were in the West Coast tradition. Talent included 10 on camera and another six voices and music.

**Top Control** • By tapping the commercial, top production control could be applied by U.S. Steel and BBDO representatives who had overall responsibility. If live, their control would be minimum except in rehearsal, and if on film, there would be the usual delay in rushes and retakes.

Control was exercised by a foursome from Pittsburgh, two from U.S. Steel and two from BBDO's Pittsburgh office who are on the USS account. They were Mr. Norton and Kenneth Schwartz, production supervisor, both with the steel company; Taylor Urquhart, account supervisor and Robert Corregan, account executive, both BBDO.

Besides Mr. Zoller, other credits: Mary Babcock, assistant producer (BBDO); Len Valenta, director (freelancer) and among others two engineers, an audio man, a sound effects man, a lighting director, an assistant director, a technical director and a costume director.

Up to this point, U.S. Steel and its agency had been doing "simple things" on tape, and had yet to tackle a "big one." They passed that point last week.

**RAB SALES CLINICS**

**Begin April 20 with 46 separate sessions**

Practical methods by which salesmen can effectively sell more radio time will be examined and discussed during the 1959 Radio Advertising Bureau's area sales clinics for member stations starting April 20. This year's sales clinic series will include 46 separate sessions in 31 cities (see below).

In announcing the series schedule, Kevin B. Sweeney, RAB president, said more meetings than last year are scheduled for stations in small-to-medium and medium-to-large markets. Using the format introduced during the 1958 series, RAB will present case histories which document successful selling ideas, and will provide stories particularly appropriate to the size and character of stations and markets.

RAB executives, in addition to Mr. Sweeney, who will participate in the clinics include John F. Hardesty, vice president and general manager; Miles David, director of promotion; Warren Boorom, director of member service; Arnold Katinsky, assistant director of member service, and Bob Nitsenn and Pat Rheume, regional sales managers.

RAB's sales clinic schedule is as follows (size designations refer to size of markets from which broadcasters will be coming):

- **Week of April 20—Tulsa:** small to medium, medium to large; **Dallas:** medium to large, small to medium; **New Orleans:** small to medium; **Minneapolis:** small to medium; **Des Moines:** small to medium; **Kansas City:** small to medium; **Memphis:** small to medium, medium to large.
- **Week of April 27—Omaha:** medium to large; **Denver:** medium to large; **Salt Lake City:** small to medium; **Seattle:** small to medium, medium to large; **Portland, Me.:** small to medium; **Boston:** small to medium; **Dayton:** medium to large; **Albany:** small to medium; **Rochester:** medium to large.
- **Week of May 4—San Francisco:** small to medium, medium to large; **Los Angeles:** medium to large, small to medium; **Philadelphia:** small to medium, medium to large; **Baltimore:** medium to large; **Norfolk:** small to medium.
- **Week of May 11—Cincinnati:** small to medium, medium to large; **Cleveland:** small to medium, medium to large; **Milwaukee:** small to medium; **Chicago:** small to medium, medium to large; **St. Louis:** small to medium, medium to large.
- **Week of May 18—Detroit:** small to medium, medium to large; **Pittsburgh:** small to medium, medium to large; **Charlotte:** small to medium; **Atlanta:** small to medium, medium to large; **Miami:** small to medium, medium to large.

**Business briefly**

**Time sales**

- North American Cigarette Mfrs. Inc. (Diplomat cigarettes), N.Y., is using spot radio in New York, Baltimore, Philadelphia and Washington, to introduce Diplomat, called the "safer cigarette." Robert M. Marks & Co., N.Y., is agency.
- The U.S. Pool Corp. (Famous Gertrude Ederle Dive and Swim pools), N.Y., continues with spot radio and tv campaign in markets east of Mississippi (more than 100 markets being used). U.S. Pool eventually will extend its drive to Pacific Coast. Agency: Levy Adv., Newark, N.J.
- NBC-TV's twin Mary Martin Easter Sunday colorcasts (March 29, 4-5 and 8-9 p.m.) are nearly sold out. General Foods through J. Walter Thompson has purchased the matinee, Magic With Mary Martin, for its Instant Tang. U.S. Time Corp. (Timex watches and clocks), reportedly will sponsor half of the evening performance, Magic With Mary Martin through Doner & Peck.
- American Express Co., N.Y., through Benton & Bowles, N.Y., and Travelers Insurance Co., Hartford, through Young & Rubicam, N.Y., will sponsor CBS-TV's coverage of Masters Golf Tournament, Augusta, Ga., on April 4, 5-6 p.m., and April 5, 4:30-6 p.m.
- Muriel Cigars, of Consolidated Cigar Corp., has signed for one-third sponsorship of NBC-TV's Cimarron City (Sat. 9:30-10:30 p.m., EST) on alternate weeks starting March 14. Procter & Gamble Co. has extended its one-third participation to five additional dates between February and June. Muriel order placed through Lennen & Newell Inc., N.Y.
- Latest participations purchased from ABC-TV: Carter Products (liver pills), N.Y., Jubilee, U.S.A. (Sat. 8-9 p.m.) through Ted Bates effective Feb. 14; Colgate-Palmolive Co., (dental cream), N.Y., Colt 45 starting April 12 through Ted Bates; Elgin National Watch Co., Elgin, Ill., quarter-hour segments of

**ACTIVITY**

**HOW PEOPLE SPEND THEIR TIME**

There were 126,403,000 people in the U.S. over 12 years of age during the week Feb. 6-12. They spent:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching Television</td>
<td>2,148.9</td>
</tr>
<tr>
<td>Listening to Radio</td>
<td>1,087.6</td>
</tr>
<tr>
<td>Reading Newspapers</td>
<td>464.2</td>
</tr>
<tr>
<td>Reading Magazines</td>
<td>228.1</td>
</tr>
<tr>
<td>Watching Movies on TV</td>
<td>352.9</td>
</tr>
<tr>
<td>Attending Movies</td>
<td>93.9</td>
</tr>
</tbody>
</table>

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by Broadcasting each week, are based on a 46-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly "Activity" report, from which these figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week.

**SINDLINGER'S SET COUNT:** As of Feb. 1, Sindlinger data shows: (1) 133,685,000 people over 12 years of age have access to tv (89.9% of the people in that age group); (2) 44,272,000 households with tv; (3) 48,879,000 tv sets in use in the U.S.
summer radio goes where
People do take vacations, and Radio goes along.

That's why SPOT RADIO is so necessary in your summer media plans.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.
‘Home’ medium
Curtis Publishing Co., Philadelphia (Saturday Evening Post, etc.), will test fm for its American Home magazine, using WIP-FM Philadelphia. Curtis experimented several weeks with WIP-FM announcements before signing a 52-week contract.

The publisher is using 15 announcements per week to promote American Home. BBDO, New York, is Curtis’ agency. Paul Evans, WIP national sales manager, said the test is an indication of the still untapped commercial potential of fm radio.

American Bandstand (Mon-Fri., 4-5:30 p.m.) beginning April 8, through J. Walter Thompson; R. J. Reynolds Tobacco Co., Winston-Salem, N.C., Cheyenne and Sugarfoot (alternate Tues. 7:30-8 p.m.) through William Esty Co. beginning April 14. Carter Products has also renewed American Bandstand segments through Sullivan, Stauffer, Colwell & Bayles, for Arrid cream deodorant beginning April 7.

Also in advertising
- The Eversharp Pen Co., subsidiary of Parker Pen Co., Arlington Heights, Ill., and Benton & Bowles, N.Y., have terminated their association. George A. Eddy, marketing v.p., Eversharp, said the firm was considering several Chicago agencies.
- Revlon Inc., N.Y., will end its co-sponsorship of CBS-TV’s Person to Person program (Fri., 10:30-11 p.m.) the latter part of April. Agency is Warwick & Legler, N.Y. The other sponsor, P. Lorillard Co., N.Y., plans to continue with the program at least until June termination of its contract.
- Charles A. Mottl Inc. has been formed to continue the business of Mottl and Siteman, Beverly Hills, Calif., advertising agency. Charles A. Mottl, president, who became full owner of the agency last fall when I.I. Siteman left to join Kenyon and Eckhardt, Los Angeles, said that the change was made to enable key personnel to participate in management and stock ownership.
- Foote, Cone & Belding has moved its Hollywood office to new headquarters at 1717 N. Highland Ave. Telephone is Hollywood 9-6265.
- Mrs. M. Virginia Rosenbaum, advertising manager, WTBO Cumberland, Md., has opened Rosenbaum Adv. at 611 N. Third St., LaVale, Md.

HEAD AND SHOULDERS ABOVE THE REST
in the Johnstown-Altoona Area

WJAC-TV stands out above the others, with a rating of 71.9, station share of audience, sign-on to sign-off, as compared to 28.1 for WFBG-TV and 0.4 for WARD-TV.

This average, from ARB, November 19-25, 1958, proves, once again, that WJAC-TV is the BIG BUY in its area.

Over one million television homes make up the Johnstown-Altoona Coverage Area, encompassing 36 Western Pennsylvania counties, 3 Maryland counties, and 2 counties in West Virginia.

With a lead of nearly 3 to 1 over its nearest competitor, it’s plain that WJAC-TV is the station viewers prefer. Buy the station that delivers the audience... WJAC-TV.

**'Home' medium**

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ONE-RATE DOCTRINE SPREADS
Regional networks with 15 stations in Iowa and Colorado adopt new rates

The move toward the single rate is gaining momentum among small stations out where the tall corn grows, as well as where the mountains are even taller.

This was the word last week from two important regional networks: the Iowa Tall Corn Network and the Colorado Network.

Virtually all Iowa Tall Corn Network stations have adopted their own rates to the flat rate concept and have set one rate for both local and national advertisers—about midway between former charges for both classifications.

What of the Agency Commission? Advertising placed through a recognized agency allows the customary 15% agency commission—except when the station itself "performs the job of copy preparation, billing and other agency functions," Broadcasting was told.

This concept differs from that set by Ben Sanders, KICD Spencer, who last month placed a no-commission policy on all advertising (Broadcasting, Feb. 16). KICD has withdrawn from membership in the Iowa Tall Corn Network, and from John E. Pearson Co. (which represents the network).

As described by Glen Stanley, KBOE Oskaloosa and ITCN president, the single and flat rate concept is designed to "assure equality to all advertisers in the hope that some malpractices that have been fostered in one way or another will be eliminated."

Mr. Stanley added that the question of who is entitled to what rate will be "eliminated and agencies can place business with confidence that their clients have the same rates. . . . This rate structure will foster greater confidence and placement in small market radio than has ever been enjoyed before."

Stations were encouraged to reduce their national and boost their local rates to a new single rate for all advertisers. In the past, clients have received 5% discounts for buying seven stations and 10% discounts for purchasing the whole network, applicable on regular rates and saturation packages. Stations may be bought, however, in any combination.

Sample Rates As an example of rates, KDTH Dubuque has been charging $3 per one-minute announcement to local advertisers and $5 per spot to national clients. Under a new single rate, it will now charge either $4 or $4.25. Any advertiser buying the whole network will get a rate based on "the accumulated individual rates" of all stations.

Tall Corn Network stations which have effected the rate change, or are in the process of doing so, are: KASI Ames, KCMC Carroll, KROS Clinton, KSIB Creston, KDTH Dubuque, KVFV Fort Dodge, KXIC Iowa City, KOKX Keokuk, KFIB Marshalltown, KWPC Muscatine, KOEL Oelwein and KBOE Oskaloosa.

Colorado Adopts Local Rate Meanwhile, the three-station Colorado Network has adopted a single rate card for local, regional and national advertisers, based on its former local rate card. Effective March 1, 1959, the new rates for single and group station purchases are net to the stations, with agency commissions to be added and retained by the agency. Clients will receive a 5% discount for group purchases.

Member stations of the Colorado Network are: KRAI Craig, KUBC Montrose-Delta and KSLV Monte Vista.

AMST active in 1958

The Asn. of Maximum Service Telecasters 1958 activities were highlighted by close cooperation with the TV Allocations Study Organization and opposition to "premature or unsound" attempts to reduce mileage separations, AMST stated in its annual report released last week.

All major fields of the association's activity were outlined in the report as well as allocations proposals the FCC will be asked to consider during 1959. Jack Harris of KPRC-TV Houston is president of the organization of TV stations which operate with maximum authorized power. Lester W. Lindow, with headquarters in Washington, is executive director.

Changing Hands

ANNOUNCED • The following sales of station interests were announced last week, subject to FCC approval:

- WKIT Mineola, N.Y.: Application filed with FCC for sale to VIP Radio by WKIT Inc. (veteran film producer Sy Weintraub, president) for $165,000. VIP Radio Inc. comprises financier John H. Whitney and program producer Martin Stone, who also own WVIP Mt. Kisco, WWES-AM-FM New Rochelle and WSDKN Sagerties, all New York. WKIT is on 1520 kc with 250 w, day.

- KWG Stockton, Calif.: Sold to Hale Bondurant, former general manager of KFBI Wichita, Kan., by KWQ Broadcasting Co. (Bob Reichenbeich, president) for approximately $110,000. The sale was handled by Jack Stoll, KWG is on 1230 kc with 230 w and is affiliated with ABC and MBS.

- KVLH Pauls Valley, Okla.: Sold to Pauls Valley Broadcasting Co. by Gar-

![Advice to fledglings](Advice to fledglings) • The opportunities and responsibilities for youth in electronic journalism were discussed Feb. 20 by Robert E. Kintner, NBC president (l) and Dave Garway, host of Today program,

at the network's News Conference for High School Editors.

Terms of the first annual NBC News Working Fellowship (Broadcasting, Feb. 16), an eight-week assignment this summer as a member of the NBC News Dept., were announced by Robert W. Sarnoff, chairman of the board of NBC, in his address before the 800 high school journalists attending the all-day broadcast news seminar:

The student who writes the best report on the seminar will work as an NBC News desk assistant during July and August at a weekly salary of $75.

The winner also will receive a portable typewriter and the winning school will be awarded a plaque. Nine runners-up will win portable typewriters and their schools will get special citations.
WASHINGTON, (THE $30,000 owner-operator Prosperous, Fulltimer $350,000 needs price. After $30,000 cash down payment, will pay for itself in five years. Fulltime independent. Volume exceeds $95,000 price. After $30,000 cash down payment, will pay for itself in five years. Major network affiliate. This vhf station needs know-how, salesmanship. $100,000 cash down, balance in eight years. Fulltimer non-directional remote control. Prosperous, important market with major growth to come. Ideal place for owner-operator to live and prosper. $100,000 down.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

WASHINGTON, D.C. OFFICE
James W. Blackburn Jack V. Harvey Joseph M. Strick Washington Building Sterling 3-6241

MIDWEST OFFICE

SOUTHERN OFFICE
Clifford B. Marshall Stanley Whitaker Stanley Whitaker Building Atlanta, Georgia Jackson 5-1269

WEST COAST OFFICE
Collin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. Crestview 4-2770

PRESTO

It works like a charm to say PRESTO—the first name in instantaneous recording discs. Only PRESTO makes the famous PRESTO MASTER, the ultimate in flawless, nick-less disc-recording surfaces. Only PRESTO, alone among all manufacturers, handles every intricate step in the manufacture of its discs. Why use a disc that isn’t PRESTO-perfect?

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation. Since 1934 the world’s most carefully made recording discs and equipment.

vin Broadcasting Co. (Warren J. For- ter) for $40,000. Pauls Valley Broadcast- ing is owned by Ed J. Ballard, 50%. John Hampton and S. L. Lloyd, each 25%. The sale was handled by Patt McDonald. KVIL is on 1470 kc with 250 w, day.

• WBGC Chipley, Fla.: Sold to John Sanders, general manager of WAGC Chattanooga, Tenn., by Edward C. All-mon for $37,500. The sale was handled by Paul H. Chapman Co. WBGC is on 1240 kc with 250 w.

APPROVED • The following transfers of station interests were approved by the FCC last week (also see FOR THE RECORD, page 91):

• WNTA-AM-FM-TV Newark, N.J., and KMSP-TV Minneapolis, Minn.: Granted transfer of control in $11 million stock exchange (Broadcasting, Aug. 25, 1958) from Ely A. Landau and others (NTA) to National Thea- tres Inc. (WDAY-AM-TV Kansas City, Mo.). Comr. Robert Bartley, who has consistently advocated hearings in similar mergers, dissented.

This grant was made by the Com- mission with the door still open to future action following the determination of two court cases involving NTA, as well as the outcome of the FCC network studies now under way. The court suits, one brought by the U.S. the other concerning private firms, include issues of compulsory block book- ing of films for tv and restrictive con- tract time covenants.

WNTA-TV is on ch. 13. WNTA is on 970 kc with 5 kw, day, 1 kw, night, directional antenna night. WNTA-FM is on 94.7 mc with 13.5 kw. KMSP- TV is on ch. 9.

• WICC-AM-TV Bridgeport, Conn.: Sold to Connecticut-New York Broadcasters Inc. (K. M. Cooper, president) by Philip Merriman and Manning Slater for $1,228,400 for 80% interest plus $275,000 not to compete for a period of 10 years within a radius of 50 miles. WICC-TV is on ch. 43 and is affiliated with ABC-TV. WICC is on 600 kc with 1 kw, day, 300 w, night. directional antenna same pattern day and night.

• WKDN-TV Camden, N.J.: Sold to The Young People’s Church of the Air Inc. for $40,000 by South Jersey Broad- casting Co. Assignee president, Percy B. Crawford, owns WMUZ-FM De- troit. WKDN-TV is a construction per- mit on ch. 17.

BROADCASTING, March 2, 1959
39 profit-and-promotion packed half-hours!

2nd year production already guaranteed

YOUR MUSICAL JAMBOREE

Great Network Attractions!
Top Recording Artists!
Proved Audience Power!

You can make sweet music with "Your Musical Jamboree."

It's pleasant, easy viewing—any time, any day... It's the only show in syndication "promoted" by six network half-hours each week—with each program a reminder of "Your Musical Jamboree."

It's an ideal background for effective selling.

Bernard L. Schubert, Inc.
509 MADISON AVENUE, NEW YORK 22
MURRAY HILL 8-0940

CHICAGO
LOS ANGELES
ATLANTA
BOSTON
DALLAS
MEMPHIS
MINNEAPOLIS
PITTSBURGH
WASHINGTON, D. C.

EDDY ARNOLD
JIMMY DEAN
ERNIE FORD
WARTIME MEDIA UNDER CZAR

Lee explains emergency plans to state presidents; Fellows, Swezey also speak

A communications czar, named by the President, likely would run broadcasting in event of sudden attack, FCC Comr. Robert E. Lee has informed presidents of state broadcasting associations.

The broadcast presidents met Feb. 24-25 in Washington for their fourth annual roundup under NAB auspices, taking part the final day in the annual awards luncheon for state Voice of Democracy winners.

The two days of meetings produced exchanges of ideas among the state officials, backed by NAB material and staff talks on how to cope with legislative and freedom of speech problems. Most important, however, was the story of the broadcaster's disaster role as outlined by Mr. Lee, who is defense commissioner.

"What we plan for we pray we will never do," Comr. Lee said as he detailed latest developments in the Conelrad radio alert system and the need to safeguard against use of broadcast signals as homing aids to airplanes and missiles. He said the FCC probably would operate under the Presidentially-appointed czar.

He discussed state disaster problems, including the now-building system of State Industry Advisory Committees. These will supplement the national advisory committee (NIAC) which was formed last autumn. This national group comprises industry program, news and technical personnel. An executive reserve of broadcast officials has been completed and will be used in an upcoming alert operation.

Conelrad, often maligned by broadcasters, is still deemed by the military to be the best answer to the problem of enemy attack by air, he stated. Its operating details are being refined, with March 31 as target date for completion. Plans are being drafted to use broadcast stations on cleared frequencies for post-attack coverage, with July 31 as target date.

FCC's planning includes extensive backup facilities based on industrial microwave stations. One fm channel, Comr. Lee said, can carry 192 teletype or 12 voice channels without disturbing normal programming. Broadcast remote units could serve as emergency networking facilities on 450 and 455 mc. Vhf tv channels can also be used as backups.

"I find the communications industry No. 1 on the homefront in preparing for war," he said.

Progress in obtaining coverage rights to public proceedings was reviewed by Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NAB Freedom of Information Committee. He told the state presidents one of the problems is the inertia of broadcasters and their failure to show any interest or curiosity in covering public events. The idea of the freedom-of-access effort, he said, is "to enable us to do a news job comparable to that of other media."

NAB President Harold E. Fellows observed that broadcast editorializing is becoming more widespread, calling for development of the ability to editorially answer problems. He blamed some of the Washington pressures against broadcasting on an inbred shyness and said broadcasters are sometimes sitting ducks for wrathful lawmakers.

Mr. Fellows predicted a trend toward steady progress in the quality of entertainment and sensitivity of the viewing and listening needs of the public. "Forty years from now, one can easily presume that the use of broadcast media in the field of editorializing and thus in shaping and leading public opinion will be no less commonplace than editorializing is today in the press," he added. He voiced the hope engineers will solve allocation problems so all Americans can receive full tv service.

James W. Rachels Jr., Columbus, Ga., was named top winner in the Voice of Democracy contest, receiving a $1,500 scholarship from the sponsors. The other three finalists were Derek L. Booth, Boonton, N.J.; Herman William Mast, Lawrence, Kan., and Sanford L. Orkin, Sunbury, Pa. All four finalists received $500 scholarships from U. of Missouri School of Journalism. The 50 state winners received trips to Washington.

NAB and Electronic Industries Assn. sponsor the contest in cooperation with U.S. Office of Education and Veterans of Foreign Wars.

SDX 50th anniversary to be saluted by CBS

The 50th anniversary of Sigma Delta Chi will be saluted by CBS-TV with two special hour-long programs on its public affairs series, The Great Challenge.

Theodore Koop, news-public affairs director of CBS, Washington, and a member of the professional journalistic fraternity, announced last week that prominent reporters and editors would examine their profession on the two panel shows. The first program, scheduled for Sunday, March 29, is titled, "Is American Journalism Meeting Its Responsibilities?" Eric Sevareid, will moderate this and the following show on Sunday, April 5, which is called, "Is the Public Getting the Information It Needs?"

Panelists for the March 29 program, which will cover news coverage by all media, are John Fischer, editor of Harper's magazine; Sig Mickelson, CBS Inc. news vice president; Barbara Ward Jackson, former editor of the British journal, The Economist; J. R. Wiggins, executive editor of the Washington Post-Times Herald, and Eugene C. Pulliam, honorary president of Sigma Delta Chi and publisher of the Indianapolis News (WIRE Indianapolis).

According to CBS, the April 5 program will explore freedom of information and government censorship, both overt and covert. Panelists for the second show are James C. Hagerty, White House news secretary; James Reston, chief Washington correspondent, New York Times; Robert D. Swezey, WDSU-
Gutarma and friends prepare for round two

Protagonists in the A. L. Gutarma case retired to regroup their forces last week after Federal Judge Sidney Sugar- man adjourned hearings on the various matters involved until March 18. Mr. Gutarma and the F. L. Jacobs Co., whose subsidiaries include Hal Roach Studios and the Mutual Radio Network, are charged by the Securities & Exchange Commission with failure to file certain required reports, selling unregistered securities and "a general overall scheme to defraud on the part of Mr. Gutarma" (BROADCASTING, Feb. 23, 16).

When hearings were resumed Feb. 23, Judge Sugarman called attorneys for the various parties into his chambers to streamline the proceedings. An official transcript of that session revealed he had been critical of the SEC's case to date, saying it apparently was based largely on "conjecture, suspicion, speculation and innuendo." He said the SEC should have used its subpoena powers more widely to bring in more facts in advance of the court proceedings.

Another element entered the cast last week when a newly-formed Scranton Corp. Stockholders Protective Committee went into court in Scranton, Pa., to force officers of that company to produce records for inspection. A hearing on the petition was scheduled Friday (Feb. 27). The committee is composed of Robert Lerner, a director of Motor Products Corp. and former director of Lerner Stores; Millard Rothenberg, vice president of Judy Bond Inc., women's apparel manufacturer; Robert Rittmaster, financial analyst and business consultant, and Sanford Wartell, Allentown, Pa., businessman and record manufacturer.

New Young study

Adam Young Inc., New York, last week distributed to advertising agencies and advertisers copies of a study which indicates that in a majority of 29 markets below the top 25, locally-programmed radio stations rate higher than network outlets in terms of audience.

Frank Boehm, director of research for Adam Young, pointed out that independent outlets achieved "the dominant audience position" in 22 of the 29 markets analyzed. The study, titled The Dynamic Change in Radio, is a follow-up to an earlier analysis made by Adam Young of the top 25 markets which came to a similar conclusion. The present study was based on Pulse audience data for 1958 and gives comparative figures for 1952 and 1956.

**Fm parley in S. Calif. to draw up ad campaign**

To promote FM as both good entertainment and good advertising, FM Broadcasters of Southern California, at a meeting in Los Angeles Tuesday (Feb. 24) appointed a seven-member committee to consider proposals for local and national advertising campaigns. They heard suggestions for psychological, as well as statistical, research and for the collection of data for use in presentations to advertisers and agencies.

Members of the new committee are: Don Probst, KNOB (FM) Long Beach; Tom Baxter, KFMU (FM), Hal Sawyer, KBIQ (FM) and Benson Curtis, KRHM (FM), all Los Angeles; Bob Howard, KDUO (FM) Riverside; Maurice Gresham, KSFV (FM) San Fernando, and Pat Crawford Jr., KMM (FM) Beverly Hills. Frederic Rabell, KITT (FM) San Diego, serves as advisor.

Maurice Buchen, treasurer of the association, reported that the joint promotion of fm receivers in automobiles conducted by member stations for Gos- net Div. of Young Spring & Wire Co. has netted the FMBC 91,124 by $1,571.50. The total would have been higher, he said, if Gosnet had had wider distribution of its auto fm sets, so that stations outside Los Angeles could have participated in the promotion. Mr. Buchen was elected secretary of the association as well, filling a vacancy left by the withdrawal of Buff Gotlin of KFMU when that station changed hands recently.

**Tuning in**

A tape of a station represented by Branham Co. is being played by Fred Weber (l). Branham account executive in Detroit, for timebuyers Jack Walsh and Dick Hoffman (r), of D. P. Brother Co., Detroit. The agency's plan is to obtain the "sound" and "feel" of stations they may buy.

**PCP pitch in Detroit**

An explanation of CBS Radio's Program Consolidation Plan highlighted a speech by John Karol, vice president in charge of planning and development for CBS Radio, before a luncheon of the Adcraft Club in Detroit last week.

Mr. Karol pointed out that the number of independent radio stations has tripled in the past 10 years, while the number of network stations has remained "fairly constant." He conceded this development had created "economic problems in certain areas," but added that PCP has "relieved these tensions in a very real manner by enabling the network stations to make more money."

On another subject, Mr. Karol told Detroit advertising executives that CBS Radio had created an "exciting" series for Nationwide Insurance Co., titled The Hidden Revolution, which deals with subjects "usually considered too hot to handle." He suggested that Detroit automotive manufacturing companies consider the possibility of underwriting a similar "prestige" series in association with their nationwide automobile dealers.

**WEDC hires new men**

WEDC Chicago, a sharetime operation owned by Emil Denemark Inc., has taken on non-union help replacing four members of Local 1220, International Brotherhood of Electrical Workers, who walked out during contract negotiations.

The technicians struck the station (which shares 1240 kc with Chicago stations WSBC and WCRW) Feb. 21. The local was certified by the National Labor Relations Board last October. The strike was still underway last week.

**CBS' $24 million year**

CBS Inc. reports consolidated profits for fiscal year (53 weeks) ending Jan. 3, 1959, are estimated at $24,400,000, compared to $22,193,000 earned in 1957 (52 weeks). Last year's sales approximated $411,800,000, compared to 1957 sales of $385,409,000.

Per share earnings rose to $.310, compared to $.281 per share (adjusted for stock dividend) earned in the previous year.

BROADCASTING, March 2, 1959
EXTRAORDINARY
Providing extra-special coverage of critical events is ordinary practice for WBBM-TV—and Chicago knows it. When emergency strikes, instinctively the city turns to Channel 2 for news.

Case in point: the day fire swept Our Lady of Angels school, WBBM-TV's 6:00 pm news (21.6 rating) reached 2½ times as many viewers as the two competing newscasts combined. The 10:00 pm news (46.7 rating) reached 3 times as many viewers as the two competing news programs combined...more viewers, in fact, than all ten newscasts presented that evening on all the other stations combined.

Chicago's deep-rooted preference for WBBM-TV news is no happenstance. CBS News standards and a 36-man local news staff (largest in Chicago) insure one of the finest station news operations in the nation. And make possible WBBM-TV's remarkable ability to make the extra...ordinary.

WBBM-TV
CHANNEL 2, CHICAGO · CBS OWNED
NAB ATTENDANCE TO HOLD OWN
Chicago convention plans almost complete with no loss in registration figures seen

NAB's 37th annual convention at Chicago March 15-18 will equal last year's Los Angeles meeting in size, judging by advance registrations.

As the association closed its advance bookings Friday (Feb. 27) afternoon, it appeared to convention officials the change in format to emphasize management-ownership problems will not bring a major drop in attendance. It appeared, too, that the final figure may not equal the all-time record set in Chicago two years ago.

A surprise feature of the convention will be the appearance of Leo H. Hoegh, director of the Office of Civil & Defense Mobilization, and Rep. William G. Bray (R-Ind.) in a discussion of spectrum space, has advocated a Congressional investigation of the subject. Mr. Hoegh and Rep. Bray will appear at the Monday afternoon tv meeting at the convention.

Most of the convention programming had been completed at the weekend, along with plans for the concurrent Broadcast Engineering Conference (Broadcasting, Jan. 26). Two awards will be made this year: NAB Keynote Award to Robert W. Sarnoff, NBC board chairman, and first NAB Engineering Award to John T. Wilner, radio vice-president-engineering, Hearst Corp.

Other Huddles • A long list of satellite meetings is being set up by networks, Film Development Assn. and other industry groups, starting March 13. The equipment exhibit will open Sunday, the 15th, with Tuesday afternoon open for equipment and hospital suite visiting.

 Formal meetings open Monday, 9 a.m., with concurrent labor relations (closed) and fm programs. Charles H. Tower, NAB personnel-economics manager, will preside at the labor meeting. Speakers will be William C. Fitts, CBS Inc.; Ward L. Quaal, WGN-AM-TV Chicago, and G. Maynard Smith, Atlantic attorney.

 Taking part in the fm program will be members of NAB's fm committee, representing all facets of fm broadcasting. They include Ben Strouse, WWDC-FM Washington, chairman; William D. Caskey, WPEN-FM Philadelphia; Everett L. Dillard, WASH (FM) Washington, Raymond S. Green, WFLN-FM Philadelphia; Merrill Lindsay, WSOY-FM Decatur, III., and Fred Rabell, KITT-FM San Diego.

Ceremonial Events • The joint management-ownership and engineering programming starts at 11 a.m. G. Richard Shafto, WIS-TV Columbia, S.C., convention chairman, will preside. Music will include the Fifth U.S. Army Band and Pvt. Steve Lawrence, tv vocalist now in the service. After a greeting by Chicago Mayor Richard J. Daley, the keynote award will be presented to Mr. Sarnoff by Harold E. Fellows, NAB president. Mr. Sarnoff will deliver the keynote address.

Robert T. Mason, WMRN Marion, Ohio, convention co-chairman, will preside at the joint luncheon. Speaker will be President Fellows.

John F. Meagher, NAB radio vice president, will preside at a radio session Monday afternoon. J. Frank Jarman, WDNC Durham, N.C., and NAB Radio Board chairman, will open the session. A discussion of radio programming trends will include Howard G. Barnes, CBS Radio; Robert D. Enoch, WXIL Indianapolis; Frank Gaither, WSB Atlanta; Duncan Mounsey, WPTR Albany, N.Y., and Robert E. Thomas, WJAG Norfolk, Neb.

A discussion of code practices will include Cliff Gill, KEZY Anaheim, Calif., chairman of the NAB Standards of Good Radio Practice Committee. An exchange of views on the subject, "Station Representatives—What Have You Done to Us," will include Lawrence Webb, director, Station Representatives Assn., and Arthur H. McCoy, John Blair & Co. Mr. Mason will report on copyright problems chairman of the All-Industry Music Licensing Committee, set up a year ago at the Los Angeles convention.

Monday Dates • The Monday afternoon tv program will be led by Thad H. Brown Jr., NAB tv vice president. Howard Lane, KOIN-TV Portland, Ore., tv board chairman, will welcome delegates. Roger W. Clipp, retiring chairman of the NAB tv Code Review Board, will review code developments, and Vincent T. Wasilewski, NAB government relations manager, will speak on legislative and regulatory trends. Mr. Hoegh will be the next speaker, followed by Mr. Bray.

The radio and tv meetings resume Tuesday, 10 a.m. E.K. Hartenbarger, KCMO Kansas City, will lead a discussion of radio audience research. He is chairman of NAB's Research Committee. With him will be John K. Churchill, A.C. Nielsen Co.; Theo Folson, Census Bureau; Ed Fitzgerald, J. Walter Thompson Co.; Russell Tolg, BBDO, and Charles Harriman Smith, Minneapolis consultant. Radio Advertising Bureau's presentation will feature Kevin B. Sweeney, president, and John F. Hardesty, vice president.

Tuesday morning's tv session will be closed. After a business session, with election of directors, the next topic on the convention agenda will be "The Image of Television."

Tuesday Windup • FCC Chairman John C. Doerner will be speaker at the joint luncheon Tuesday, winding up programming for the day.

Wednesday morning will be featured by the annual FCC-Industry Roundtable, with all seven Commissioners and staff executives taking part. Engineering delegates will attend.

Presentation of the engineering medal to Mr. Wilner will be made at the joint Wednesday luncheon by A. Prose Walker, NAB engineering manager. Featured speaker will be Lt. Gen. Arthur G. Trueau, in charge of research and development, Dept. of Army. A brief business session will wind up the luncheon.

Separate radio and tv meetings will be held Wednesday afternoon. A radio panel on editorializing will include Alex Keese, WFAA Dallas, co-chairman of NAB's Editorializing Committee, with Simon Goldman, WJTN Jamestown, N.Y.; Daniel W. Kops, WAVZ New Haven, and Robert L. Pratt, KGGF Coffeyville, Kan.

A look into radio's 1970 prospects will be featured by Irving Schweiger, associate professor of marketing, U. of Chicago graduate business school; Dale G. Moore, KBMW Bozeman, Mont.; Mr. Quaal and Mr. Tower. Mr. Walker will speak on automation trends.

Film & Tape • At the Wednesday afternoon tv meeting Joseph Floyd, KELO-TV Sioux Falls, S.D., and chairman of the NAB tv Film Committee, will join a discussion of television film and tape developments. Four speakers will discuss future trends in tv sales and costs—George B. Storer Jr., Storer Broadcasting Co.; John W. Davis, Blair Television; Maxwell Ule, Kenyon & Eckhardt, and Hugh M. Beville, NBC.

The Wednesday night banquet will wind up the convention.

Members of the Resolutions Committee are Hugh W. Smith, WCOV-AM-TV Montgomery, Ala., chairman; Norman P. Bagwell, WKY-TV Oklahoma
Your salesman on sight to more than 3 million people in
THE SOUTHEAST'S BIGGEST, RICH MARKET

OVER 3,228,490 OF US

WSJS TELEVISION WINSTON-SALEM

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

BROADCASTING, March 2, 1959

Call Headley-Reed
CBS-TV considers evening rate changes

CBS-TV may institute higher rates in the more desirable evening periods.

The network would not confirm a report to that effect last week but it was learned CBS-TV has been giving consideration to such a hike for several months.

Just where the rates would be upped is not certain, and it is possible they will not go up at all. Instead the network may keep the desirable periods at par with present rates and lower rates in those periods which are not so desirable to the advertiser.

Guiding principle as to which periods are the most desirable: the hours between 8 and 10 p.m.

The split-up of the evening time rate structure is seen by the network as a way to make certain periods more attractive to the advertiser, rather than as a move to gain additional revenue.

As now constructed, any part of the nighttime schedule, from 7:30 p.m. on, costs approximately the same to the advertiser. If effected, the differential would make the 7:30-8 p.m. and the segments starting with 10 or 10:30 p.m. cheaper in price than the 8-10 p.m. periods.

AFTRA strikes WFBR

WFBR Baltimore has operated under strike conditions, since AFTRA announcers and d.j.'s walked out at 7 a.m. Feb. 16. The station said it lost two minutes at the start of the strike but has been "under virtually normal conditions" since that time.

Robert B. Jones Jr., WFBR vice president and general manager, said some progress had been made in contract negotiations until a "union security" clause ultimatum was issued by Evelyn Freyman, AFTRA vice president, negotiating for the union. Mr. Jones described the clause as "un-American and immoral."

While AFTRA has operated a secondary boycott, Mr. Jones said, the station has not lost any local or national accounts but has gained new sponsors. He said three political candidates had dropped off early in the strike.

Miss Freyman said the union security clause is standard in AFTRA contracts and is enjoyed by the IBEW technicians at WFBR. She said the picket line included talent from all Baltimore stations as well as Washington, adding that union contacts with advertisers had resulted in many contract cancellations. IBEW technicians are crossing the picket line, but Miss Freyman said they are joining in the picketing.

WITH and WMAR-TV Baltimore are before the National Labor Relations Board where eligibility of individual staff members to vote in elections (to determine a bargaining agent) is under review. AFTRA earlier had been certified by NLRB as WFBR's bargaining agent after an election.

NAB session delves into spectrum crisis

Spectrum assignments to the government and special service uses pose a threat of interference with the public's radio and tv reception, the NAB Engineering Advisory Committee believes.

Meeting Thursday (Feb. 26) at Washington, the committee discussed the spectrum problem at length, according to its chairman, Jay W. Wright, KSL Salt Lake City. The committee asked A. Prose Walker, NAB engineering manager, to explore the subject with set makers and government officials, with special reference to areas where answering services are causing interference.

Overhead power lines are a source of trouble, according to the committee. Mr. Walker said NAB is conducting studies and will look into the idea of establishing standards in this field.

Use of luminous paint on towers, as planned by WABC New York, was discussed. A paper on the subject will be given at the NAB Broadcast Engineering Conference in Chicago March 15-18.

Committee members attending besides Mr. Wright were Clure Owen, ABC; James D. Parker, CBS-TV; Andrew L. Hammerschmidt, NBC; Ralph N. Harmon, Westinghouse Broadcasting; Max H. Bice, KTNT-TV Tacoma, Wash.; George E. Gaultney, Washington consultant, and Joseph H. Mitchell, WFLA-TV Tampa, Fla. Participating for NAB, besides Mr. Walker, were President Harold E. Fellows; Thad H. Brown, tv vice president; John F. Meagher, radio vice president; Donald N. Martin, public relations assistant to the president, and George Bartlett, assistant engineering manager.

ABA Canon 35 group gives status report

American Bar Assn.'s House of Delegates had little time to worry about its restrictions on broadcast coverage of trials during the midwinter meeting held in Chicago last week. The House heard a brief status report from its special committee charged with a study of
The orchestra was playing the Star Spangled Banner Cha Cha. Lights were coming on all over. The party was beginning to break up. It was time to go. We went out to the car and turned on the radio, tuned to our favorite radio station, and enjoyed delightful music all the way home.

Isn't that a nice story? It's too bad they weren't listening to WMT, but these cats were in San Francisco and that's outside our coverage area. If they had been in Eastern Iowa, guess what CBS Radio Station for Eastern Iowa, represented by the Katz Agency, affiliated with WMT-TV (Cedar Rapids-Waterloo) and KWMT, Fort Dodge, they would have been listening to.
visual and broadcast coverage under ABA's Canon 35 study group, headed by Whitney North Seymour, New York, said it would have no progress report prior to the ABA convention in Miami Aug. 24-28. The group's statement follows: "The committee has been examining what has been and is being written on the subject. It is also considering the possibility of exploring avenues which might give fresh light on the basic problems involved. It is not yet in a position to do more than to report that it is working diligently and expects to have a progress report for the annual meeting."

ABC-TV tops Nielsen, affiliates board told

Station affiliates of ABC-TV network have five of the top 10 Nielsen network programs, the affiliates' board of governors was told Thursday as it opened meetings at the Flamingo Hotel, Las Vegas, Nev. Network officials and board members voiced optimism over next season's prospects after hearing a review of new properties bought or in production.

Three of the five top Nielsen programs are on ABC-TV, the board learned. They are Rifleman, Maverick and Sugarfoot. With Wyatt Earp and To Tell Real McCoy, they added, ABC-TV has half of the top-10 Nielsen list. In addition the network was described as leading the TV field four of seven nights a week.

Joe Drilling, KJEO-TV Fresno, Calif., affiliates board chairman, said the network plans to strengthen further its daytime programming. "We're enthusiastic but not overconfident," he said. "Leonard Goldenson, president of American Broadcasting-Paramount Theatres, parent company, is living up to the promise he made 25 months ago to put money where his mouth was."

Continued Improvement - Oliver Treyz, ABC-TV president, joined Mr. Goldenson in promising continued improvement in programming. Some of the new properties will be The Alaskans, full-hour Warner Brothers production; a new Cheyenne series now shooting and a show marking the TV debut of Robert Taylor.

Board members attending besides Mr. Drilling were Willard Walbridge, KTRK (TV) Houston; Joe Bernard, KTIV (TV) St. Louis; Joe Hladky, KCRG-TV Cedar Rapids, Iowa; Joe Herold, KBTV (TV) Denver; Don Davis, KMBC-TV Kansas City, and Frederick Houwink, WMAL-TV Washington.

Hinckley and James Riddle, vice presidents and Don Shaw, Dean Linger, Mike Minahan, Sandy Cummings, Stephen Riddleberger and Selig Seligman.

Daly denied cvt time on basis of tax code

An apparent conflict between FCC regulations and the Internal Revenue Code has been raised by an educational TV station over the equal time political controversy in Chicago (BROADCASTING, Feb. 23). WTTW (TV) Chicago, non-commercial outlet, has advised the Commission it could not comply with its request to grant Larry Daly equal time and still retain its tax-exempt status. The station's position was explained by Dr. John W. Taylor, executive director, in a letter to the FCC Feb. 20.

Dr. Taylor notified the FCC he could not afford the splinter candidate time to answer Chicago Mayor Richard J. Daley's "progress report" because of a prohibition by the Internal Revenue Code which says non-profit corporations cannot "propagandize" or knowingly present political candidates and retain their tax-exempt privileges.

Dr. Taylor said last week that WTTW was not aware Mr. Daly was a candidate at the time it carried a kinescope of Mayor Daley's report, or would not have scheduled it. Even so, he pointed out, WTTW felt the mayor's 'talk constituted a public service over and above any political considerations. Dr. Taylor posed the dilemma: "Thus, we are subject to FCC regulations for our license and to the Treasury Dept. for our tax-exempt status."

ABC for its WBKB (TV) Chicago on Monday (Feb. 23) added its protests to those of CBS (WBMM-TV) and asked the FCC to reverse the ruling, but the FCC had not acted on either the CBS or ABC requests by Thursday (Feb. 26).

Mr. Daly received a total of 55,736 votes on both tickets in last week's election, while Mayor Daley won re-election with 472,183 for the Democrats and Timothy P. Sheehan won the GOP nomination with 70,272.

WIBG marks its 50 kw

WIBG Philadelphia last Monday (Feb. 23) formally increased its daily power to 50 kw on 990 kc with special ceremonies at Independence Hall. Night power is 10 kw. Station provided full coverage of the event that included participation by Pennsylvania Lt. Gov. John M. Davis (a onetime WIBG announcer), and other state and local dignitaries. Contingent of top Storer Broadcasting Co. (WIBG licensee) officials, was also on hand.

- Rep appointments
- WLAD Danbury and WBRY Waterbury, both Connecticut, and KJIOE Shreveport, La., name Richard O'Connell as national representative.
- WOKO Albany, N.Y., appoints The Branham Co. as national representative.
- WNTA-AM-FM has appointed McGavren-Quinn, N.Y., as representative in New York City area, effective immediately. Stations were previously represented by NTA Spot Sales which resigned the account to concentrate more fully on activities of WNTA-TV. McGavren-Quinn also represents WNTA-AM-FM nationally.
- WWSC Glens Falls and WSPAN Saratoga Springs, both N.Y., have appointed Devney Inc., N.Y.
- KCEC Tucson, Ariz., names Forjoe & Co., N.Y.
- KCKC San Bernardino, Calif., has appointed Ayers, Allen & Smith as its west coast sales representative. Grant Webb & Co. continues as KCKC's national representative.

- Media reports
- WGN Chicago is starting 24-hour operation tomorrow (March 3) with all-night program, Reserve Showcase, six days weekly. The station currently signs off at 11:05 p.m. (except during the baseball season) but is extending its operation to the present signon at 5:30 a.m., every morning except Tuesday (or Monday post-midnight). The program will feature Franklyn MacCormack as the host, and Herb Lyon, Chicago Tribune syndicated columnist, plus five-minute newscasts, weather bulletins and public service information. Sponsor: Peter Hand Brewing Co. (Reserve beer), through BBDO.
- New Orleans TV Corp., a merger of two applicants in the old New Orleans ch. 12 contest (BROADCASTING, Feb. 2), is operating temporarily on ch. 13, New Orleans, with WVUE (TV) as its call. WVUE had been the identification of now-dark ch. 12, Wilmington, Del., under Storer ownership. Joseph A. Paretti is president of WVUE New Orleans, which is affiliated with ABC-TV.
- WMCM-WMCF (FM)-WMCT (TV) Memphis dedicated a new $1 million building with an hour-long WMCT telecast which starred George Gobel.
Holidays in Florida are in great favor among women who, as Cowper put to verse, are of "frugal mind." And there's good reason. Despite journalistic highlighting of its $50-a-day hotel room rates, wise distaffers know such costs are the exception, not the rule. They know the glamor of a Florida vacation can be enjoyed without extravagance.

Last year alone, 7,026,628 people visited Florida. Far more than could have been accommodated in its luxury-priced hotels. For the most part these folks came in family groups whose spending, perforce, had to meet the prudent budgetary dictates of the womanly side. For proof that family incomes of modest size do cover the cost of a Florida vacation . . . here are a few statistics.

Tourist survey tabulations show winter season visitor-families spend on the average just $11.85 per day per person while in Florida. Over half the people surveyed reported spending well under $10 a day per person. These figures embrace lodgings, meals and entertainment. They cover families whose average size is 2.25 persons and include those staying in super-deluxe style as well as those choosing more modest comforts or staying with friends.

Come summer, the cost of a Florida holiday is even more attractive. From May on, visitors enjoy its cool seashore climate at about half the winter rates. Millions of tourists "on pleasure bent" are discovering the joys of resting and playing in Florida. They are happy proof of this frugal fact—a Florida vacation costs no more than an ordinary one. For details on this or any aspect of Florida economy, write to:

Florida Development Commission
515-V Caldwell Building
Tallahassee, Florida

"Though on pleasure she was bent, she had a frugal mind"
(William Cowper, non-Floridian, 1731-1800)
An old proposal—direct FCC regulation of the TV networks—was expoused from a new and unexpected source in the new Congress last Thursday (Feb. 26).

Rep. John Bennett of Michigan, ranking Republican member of the House Commerce Committee and its Legislative Oversight and Communications Subcommittees, introduced the latest network regulation bill (HR 5042). It follows many of the recommendations made by the FCC's Barrow report concerning network operations (GOVERNMENT, Oct. 7, 1957).

"I feel that Congress should enact new regulatory legislation for TV networks because I believe that such regulations are needed if the American people are to have the benefit of TV programming which meets the public interest test," Rep. Bennett said in introducing his bill. He said specific provisions of the measure were selected as a result of the Barrow study, hearings of the Oversight Subcommittee and other congressional-authorized studies.

Diffs From Bricker Bill • The Bennett proposal goes beyond bills introduced in the 84th and 85th Congresses by ex-Sen. John Bricker (R-Ohio). The Bricker bill, on which the Senate Commerce Committee held hearings in 1956 and 1958, merely called for network regulation by the Commission while HR 5042 spells out what network operations will be regulated. Two senators have indicated they are considering the introduction of a network regulation bill in the 86th Congress, but Rep. Bennett's measure came as somewhat of a surprise.

Rep. Bennett's measure (1) provides that all network-affiliate contracts must be made public (a Barrow recommendation); (2) prohibits networks from representing any but owned stations (Barrow recommendation); (3) prohibits networks from influencing station rates for non-network programs (Barrow charge); (4) maintains network-affiliate contracts at present two years (Barrow recommendation); (5) requires networks to make programming available to a "maximum" number of stations; (6) prohibits networks from entering into contracts with affiliates which "unreasonably restrict use by such stations of programs offered by other networks or program suppliers" or locally-originated programs, and (7) requires that stations be privileged to refuse to telecast network programs.

Violators to Be Fined • The FCC would be required, within 90 days, to initiate rules to carry out provisions of the bill. Violators would be subject to a $50 fine for each violation and for every day the violation occurred. The bill defines a TV network as any organization which furnishes programs to two or more affiliated stations not owned by the network. Under this definition, such firms as the NTA Film Network would come under provisions of the bill.

An affiliate is defined as any station relying on a network for 20% or more of its daily programming or 35% or more of its programs from 6-11 p.m. daily.

The bill would require networks to

provide "a balanced programming structure to its affiliated stations" but does not define a "balanced programming structure." It would leave this determination up to the Commission and, in effect, makes a network responsible to see that its affiliated stations carry public service programming.

Rep. Bennett charged Thursday that "the networks aren't too fussy about what they shove on the public. . . . Networks are pretty autocratic; they are in a monopolistic position . . . " and are not anxious to see the situation changed. He admitted that the quality of current network programming motivated him, to a large degree, to introduce the control legislation.

Not Censorship Proposals • He maintained the bill is not a proposal for control or censorship of programming and that he is not an advocate of such a course of action. He said his main purpose in introducing the bill is to give the network control idea a complete airing by Congress. "I am not wedded to this legislation," Rep. Bennett stated. "I have an open mind on whether all of the provisions . . . should be included in legislation to regulate networks in the public interest.

"However, I am convinced that Congress must undertake the difficult task of providing adequate guide lines for the FCC . . . " in regulation of the networks. He promised to press Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, for early hearings on the bill.

While criticizing current network programming, Rep. Bennett said he does not agree with the contention that its alleged lack of quality will force pay TV to be accepted by the American public (BROADCASTING, Feb. 23). The Michigan Republican has previously taken a public stand against pay TV but last week said he is not against limited tests. He also said a careful study should be made to determine the validity of the network's contention that they cannot coexist with pay TV.

New York access bill would open courtdoors

A bill that would permit the broadcasting and telecasting of certain proceedings of courts, commissions, committees and administrative agencies in the state of New York awaits assignment to the Judiciary Committees of the State's Assembly and Senate.

The bill was introduced simultaneously last month by Assemblyman Charles D. Henderson of Hornell, and State Sen. E. Ogden Bush of DeLancey. The bill proposes to amend a law that prohibits telecasting, broadcasting or taking of motion pictures of proceedings. The amendment would permit radio-tv-motion picture coverage if prior consent is obtained from the judge of the court, chairman or head of a commission or administrative agency.

Mr. Henderson is president and general manager of WLEA Hornell.
During 363 Weekly Quarter Hours
KNOE-TV Has
80% to 98% SHARE OF AUDIENCE

IN RICH MONROE MARKET

From Sign On To
Sign Off 7 Days A Week
KNOE-TV Has
79.4%
Average Share Of Audience

JUST LOOK AT THIS MARKET DATA!

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Monroe

*Survey proven No. 1, 6 a.m.–6 p.m. by A. C. Nielsen

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CBS • ABC • NBC •

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NOE ENTERPRISES, INC.
James A. Noe, Jr.—President
Paul H. Goldman—Executive Vice President and General Manager
Represented by H-R Television, Inc.

BROADCASTING, March 2, 1959
GREENLIGHT GIVEN PROGRAM PROBE

Extent of video networks' control over program ownership will be investigated by FCC; five basic issues are specified

The FCC has ordered a full-scale investigation of charges that television networks have been muscling in on program ownership.

Last week, the Commission ordered its staff to prepare a formal order instituting an investigation of allegations that TV networks have been forcing their way into ownership of programming packages as a condition to placing the shows on the air (BROADCASTING, Feb. 16).

It appointed Chief Hearing Examiner James D. Cunningham to preside at the inquiry and set five issues to be heard. They are:

• "The extent, if any, to which networks or others seek to achieve, or have achieved, control of television programming;"
• "The extent to which network ownership or control of programs for television exhibition is necessary or desirable in the public interest;"
• "The extent, if any, to which networks exclude or seek to exclude programs not owned or controlled by them or in which they have not acquired a financial or proprietary interest from access to network television markets;"
• "The extent, if any, to which networks demand or require financial or proprietary interest in independently produced programs as a condition precedent to consideration for exhibition, or to exhibition, of such programs on the television networks;"
• "The participation of networks or persons owned or controlled by networks in the acquisition, ownership, production, distribution, selection, sale and licensing of programs for television syndication or non-network television exhibition."

The order was issued last week, it was learned, after a copy was delivered to the Dept. of Justice.

It was the Justice Dept. last year that reported to the Commission that it had received several dozen complaints that networks were demanding to be cut in on TV programs.

The complaints, Justice said, were from program producers, syndicators, advertising agencies and others. The Justice Dept. had its famed FBI check these reports, and only recently turned this material over to the FCC.

Most of the complaints, it was ascertained, are directed at CBS and NBC.

Make Record • The intent of the FCC order, it is understood, is to force complainants to spread on the public record charges that TV networks forced tie-ins in their buying of programs or scheduling of programs. This type of proceeding, it is felt, will also permit "defendant" networks the opportunity of cross-examination.

The broadcast Bureau's Office of Network Studies will have charge of presenting the cases, it is understood. Program experts in that office are attorneys Ashbrook P. Bryant and James F. Tierney.

HARRIS TEES OFF ON PROFESSOR


The Arkansas Democrat told a Federal Communications Bar Association luncheon meeting in Washington that his subcommittee made several mistakes. "In fact, about the first and perhaps the most serious mistake the committee made was that it employed Dr. [Bernard] Schwartz as its chief counsel." This statement was greeted by applause from the attorneys practicing before the FCC.

Oversight Money Granted • The previous day (Wednesday), the House of Representatives granted Rep. Harris' request for $200,000 to continue the subcommittee's investigations during the 86th Congress, plus $150,000 for the House Commerce Committee's Communications Subcommittee, also headed by Rep. Harris, to investigate the overall frequency allocations structure (BROADCASTING, Feb. 23).

Rep. Harris told his lawyer audience the subcommittee has not had time to formulate specific plans for 1959 or to consider the makeup of its staff. Taking cognizance of the staff difficulties during the past year, the chairman stated: "I want to make it perfectly clear, however, that the committee will use the greatest precaution in obtaining the kind of a staff that is needed and which will carry out the plans and policies of the committee for a forthright, fearless, fair and objective study and investigation."

The two lawyers have been working on the programming section of the network study report. The Barrow report, issued in October 1957, covered all facets of television networking except programming.

In its order, the Commission empowered Examiner Cunningham to constitute himself as a board of inquiry, convene the inquiry as he decides, receive evidence, make a record and certify that record to the Commission.

This means, it was explained, that Mr. Cunningham will not be called on to recommend any action.

Mr. Cunningham was also authorized to subpoena witnesses and records and to institute closed hearings when in his opinion it may be required.

All commissioners voted in favor of the issuance of the order, it is understood.

Schwartz Mistakes Facts • Rep. Harris said there were many "misstatements of fact and erroneous assumptions and conclusions" made by Dr. Schwartz in his book, The Professor and the Commissions. "I have thus far refrained from making any comment—publicly," Rep. Harris said. "I do seriously take issue, however, with the methods, tactics and procedures employed by Dr. Schwartz [who was fired when he publicly came in conflict with the subcommittee]. I could not agree with them from the first public utterances he made before the Federal Bar Asn. [Dr. Schwartz, addressing the FBA in September 1957, asked members of the bar to inform him of alleged improprieties before the FCC and other agencies]."

"This was the major reason for what later developed. He [Schwartz] was determined to rule or ruin. . . . The book itself is the most outstanding proof of why the committee should never have employed him." Rep. Harris cited three specific "false and inaccurate claims" made by Dr. Schwartz in his book: (1) The Albany-
FOR THE BEST REMOTE COVERAGE!

Demand the best in Remote Amplifiers...

Now is the time to start thinking about those sport-casts and special events where complete confidence in your remote equipment is a must under all circumstances. To give you this confidence, Gates offers a variety of dependable, top-performing, lightweight remote amplifiers that have been recognized as the finest in the field.

THE DYNAMOTE: This 4-channel tube type portable 22 lb. remote amplifier tops every sales record in the Gates 37-year history. 4" hinged illuminated VU meter, step attenuator throughout, 90 db. gain, full 15,000 cycle response and operates from AC with continuomatic battery supply optional. Price complete—$359.00.

THE MONOMOTE: Two microphones switch into a 81 db. full 15,000 cycle AC operated amplifier. 4" illuminated VU meter. Case has handle for portable use. Size 11" x 6½" x 6½". Weight: 15 lbs. Price—$165.00.

THE UNIMOTE: New and already broadcasting's fastest selling single microphone AC operated remote amplifier. 81 db. gain, full 15,000 cycle response, noise down 60 db. or better. Beautifully styled for permanent or portable service. Weighs 11 lbs. Price—$105.00.

THE BIAMOTE: Most remote pickups are for 2 microphones and the Gates Biamote handles them for over 500 radio and TV stations. Dual step attenuators, 4" illuminated VU meter, 90 db. gain with 15,000 cycle response. Only 5" high, 14" wide and 8½" deep. Weighs 15½ lbs. Price—$215.00.

THE TRANSMOTE: Fully transistorized single channel battery operated remote will fit in sport coat pocket or strap over shoulder. 78 db. gain, noise 60 db. down, 10,000 cycle response. Weighs 3 pounds. Size: 9½" x 3½" x 2½". Price—$145.00.

THE TWINSISTOR: Two-channel transistor battery operated remote has done everything from bowl games to ballrooms. Hundreds in use. 78 db. gain, 10,000 cycle response, 60 db. noise reduction, 3" VU meter, weighs 7 lbs. and 7" wide, 3½" high, 7" deep. Price—$215.00.

Gates remote amplifiers are in stock ready to join your profit making team, so make a selection today from the finest available.

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS
Offices in: HOUSTON, ATLANTA, WASHINGTON, D.C.
Schneectady-Troy tv case; (2) the "Adams-Goldfine fiasco," and (3) the Miami ch. 10 case which resulted in the resignation and criminal indictment of FCC Comr. Richard A. Mack. Dr. Schwartz, in his book, takes credit for uncovering all three cases. Rep. Harris said the first two were not a part of subcommittee files (and the New York case still is not), at the time counsel Schwartz was fired, and that the Miami case was developed by two investigators and "had not been put together and developed for presentation."

"In other words, not only are the claims false, but it again emphasizes his attitude in withholding information from the committee itself," Rep. Harris charged.

Not All Angels • The congressman said "improper or unethical conduct" by commissioners and practitioners before the FCC constitutes a most serious problem. "However," he said, "even when the resolution was brought up under executive privilege.

Rep. Clare Hoffman (R-Mich.) asked if any steps had been taken to prosecute the individual responsible for removing certain subcommittee files a year ago and giving them to a senator. Rep. Harris replied that such a recommendation had been made to the Justice Dept. but that no action had been taken. "I think it would be well to follow up action of that kind," Rep. Hoffman replied.

More comments filed on FCC applications

Additional comments were filed last week, mostly critical, on the FCC's proposed rulemaking to revise program classifications and spot announcement listings in application forms (Broadcasting, Feb. 23). The proposed changes in Sec. IV of broadcast application forms were announced last year (Broadcasting, Dec. 1, 1958).

Last week's comments:

CBS: Proposed instructions omit the requirement that applicants for authorizations for renewal provide analyses of proposed operation unless the proposed operation contemplates substantial changes. The category of sporting events should include talks, interviews, etc., on sports as well as play-by-play. "Strict adherence to the clock in program log analysis seems arbitrary and mechanical and would penalize, for example, a station which is broadcasting recorded music and which prefers to play a complete selection, placing the spot announcement at the end instead of interrupting the performance. The provision to label as commercial a 15-minute segment which has five minutes sponsored would prevent an accurate comparison of sustaining and commercial time. The proposed definition also would distort the comparison of network, recorded and live programs since these classifications are used in the analysis jointly with commercial and sustaining classifications.

Metropolitan Broadcasting Stations: (WNEW - AM - FM - TV New York, WTTG [TV] Washington, WHK-AM-FM Cleveland): The Commission's continued emphasis upon time use and quantitative analyses is erroneous and unproductive in serving the public interest. The Commission, lacking the time, opportunity and implements to properly evaluate and consider program performance quantitatively as well as qualitatively should have more general and adaptable reporting requirements.

The FCC should modify revised Sec. IV as to adherence to 15-minute periods for analyses based on lesser time segments for classifying commercial and sustaining time. . . . The basis for classifying commercial and sustaining programs is not valid. . . . The 14 minutes of uninterrupted sustaining time provision is too restrictive. The portion of the Commission's definition of a spot announcement relating to station identification announcements should be clarified.

KFWB Los Angeles: The revised Sec. IV continues to emphasize almost exclusively time use and quantitative analyses. . . . Quantitative analyses have limited usefulness and any standards based thereupon . . . can lead to inequitable results. The revised Sec. IV perpetuates archaic formulae predicated upon classic network operations. FCC should eliminate statistical analysis.

WIBC Indianapolis: It is impractical, if not impossible, to design a form that would afford effective recognition to the cultural, economic, social, religious and other differences in the areas and populations served by different broadcast station licenses.

The proposed definitions for the various types of program categories appear uncertain of application and give rise to many questions as to the classification of programs is concerned. The form would seem to impose upon broadcast licenses the rather rigid requirement that all analysis must be based upon 15-minute periods commencing on each hour. Such a requirement will produce nothing but distorted and unrealistic pictures of the actual programming efforts of many licensees. Spot announcements definition is open to distortion.

WIS-AM-TV Columbia, S.C.: If the new form . . . is adopted, a substantial delay in effective date should be allowed as the numbers of the program types have been changed. . . . It would simplify matters if the new form would follow the present Sec. IV and have the same numerals represent the same program types as closely as possible.

WTTS Bloomington: The instructions are incompatible with the securing of quantitative data as to the proportion of time to various programs. Programs, regardless of length, which appear within the same 15-minute segment, provided they are of different 'origin' and/or commercial sustaining designation, must be treated and classified as complete and individual program units.

KRON-FM-TV San Francisco: Favors proposed changes but recommends that the language in the explanatory paragraphs on page 4, Sec. IV, be clarified so as to enable a station to show and account for as sustaining any program for which it does not actually receive money or other direct and valuable consideration.

KRAK Stockton, Calif.: The changes do achieve substantial advantages in

Hoffman: returns kick in shin's

if all the commissioners and all of the persons in public and private life who are concerned with proceedings before these agencies were angels, there still would be other crucial problems . . . that Congress must come to grips with. . . ."

He added that the author had not "grasped the scope" of the subcommit-tee's task.

Allocations Problem • On the spectrum study, to be conducted by the Communications Subcommittee, Rep. Harris said many of the situations dealt with by the Oversight Subcommittee "are a direct result of the scarcity of desirable spectrum space available for broadcasting purposes."

The House, with only perfunctory interest, approved the Legislative Oversight monetary request. Rep. H. R. Gross (R-Iowa) asked for "a little explanation of what is going on here"
early or late...
Western New Yorkers keep their date with
WBEN-
NEWS
WEATHER
SPORTS

the highest rated service programs on Buffalo television

Whether it is the 6:27 pm - 6:45 pm time period or the 11:00 - 11:30 pm slot, WBEN-TV NEWS...WEATHER...SPORTS consistently gets the largest share of audience in Western New York, month after month.

Western New Yorkers are weather-conscious, newsinterested and sports-minded. And WBEN-TV is too! Top talent is assigned to present these features backed by crack reporters, seasoned news-staffers and experienced motion picture camera crews.

The results are: locally produced shows of high caliber to attract loyal and large audiences.

If you have a sales message to say to the more than 2,000,000 consumers in the WBEN-TV coverage area and are cost-conscious, sales-interested and profit minded, check into the availability of participation or sponsorship of these popular service features.

EARLY
Weather 6:27 pm
News - Sports 6:30 - 6:45 pm
HEADLINES

LATE
News 11:00 - 11:10 pm
Weather 11:10 - 11:15 pm
Sports 11:15 - 11:30 pm

HARRINGTON, RIGHTER and PARSONS
our national representatives will be happy to furnish all details.

WBEN-TV
CBS IN BUFFALO

Your dollars count for more on Ch. 4
simplification and realistic relationship to modern broadcasting and therefore KRAK favors the proposed changes.  
KSKY Dallas and WKEU Griffin, Ga.: The policy of the Commission over the years with regard to the information sought by Sec. IV has been a series of continuously expanding requests for detailed information which has resulted in confusion, misinterpretation and misunderstanding as between the FCC and the various applicants and licenses. Arbitrary definitions under program classification do not lend themselves to the ever-changing format.  
If the FCC is seeking information as to the types of programs which are being broadcast throughout the country by stations, such information can be easily obtained by other methods.

KMPC Los Angeles: The definition of non-commercial spot should be broken into two parts: (1) as stated; (2) should include service announcements other than time and temperature designed to inform and aid the public.

Miami ch. 10 gambits discouraged by FCC

Attempts to open Miami ch. 10 to new applicants and to wrap up the April 23 oral argument into a decision on the final grant apparently are doomed to failure.

The FCC last week announced it had directed its staff to write up an order denying petitions for these purposes by Elsey Roberts and North Dade Video Inc. The announcement carried the usual warning that this did not constitute a final decision but might be changed when the formal vote is taken.

Mr. Roberts, former principal in KKOK and KWAM-TV, both St. Louis, asked the Commission last December to permit new applications to be filed for Miami ch. 10. He also asked permission to participate in the oral argument.

North Dade, one of the original applicants, urged the FCC to enlarge the issues in the oral argument so that the Commission might make a final grant. The oral argument is on exceptions to the Dec. 1 initial decision by special hearing examiner Judge Horace Stern. He recommended that the ch. 10 grant to Public Service Television Inc., the National Airlines subsidiary, be revoked. He also suggested that the ex parte activities of National Airlines and WKAT Inc. (WKAT Miami-A. Frank Katzentine) be considered as a qualification factor in any new ch. 10 hearing. The fourth of the original applicants is L.B. Wilson Inc.

Orlando Rejection • Also last week, the FCC turned down a request by WORZ Inc. (parent corporation of WKIS-WORZ [FM] Orlando, Fla., and losing applicant for ch. 9 there) to participate in the Commission inquiry into alleged backdoor pressures in the grant of ch. 9 Orlando to WLOF of that city. The Commission, in a letter to Eliot C. Lovett, counsel for WORZ Inc., invited the submission of any information on the subject under inquiry. It also stated that further consideration would be given the petition insofar as it contemplates a formal investigation before a hearing examiner, upon receipt of this information.

The FCC's 1957 ch. 9 grant to WLOF was remanded last October by the U.S. Supreme Court to the U.S. Circuit Court in Washington because of testimony before the House Legislative Oversight Committee in which charges were made that ex parte representations in behalf of WLOF were made to an FCC member.

Tv spot limit sought

California State Sen. Stanford C. Shaw has introduced a bill in the state legislature to restrict length and frequency of commercials on California tv stations.

Sen. Shaw would limit locally-produced spots to two minutes in length with not less than a 10-minute interval between. "This is a minimum restriction ... which stations should have no difficulty living with," he said.

The senator also intends to introduce a resolution calling on Congress and the federal government to impose similar standards on network tv.

BOSTON WITNESSES
Star lineup in store for ch. 5 proceeding

The Boston ch. 5 hearing last week was adjourned tentatively until March 9 amid indications five FCC members may be called to testify, plus possibly the head of the Justice Dept.'s Antitrust Division and former Secretary of Commerce Sinclair Weeks.

The court-remanded case took more of a twist toward the antitrust angle as counsel for the three losing applicants and the Boston Globe indicated they want to hear more about the Justice Dept.'s position on the Globe's antitrust charges against the competing Boston Herald-Traveler (WHDH), which received the ch. 5 award in April 1957.

Testifying last week were Davis Taylor, publisher of the Globe, who largely corroborated his cousin John Taylor's testimony the previous week on January 1957 contacts by the Taylors with all members of the FCC and with Capitol Hill and White House figures (Broadcasting, Feb. 23); Daniel Lynch, stockholder-director in Greater Boston Tv Corp., who said he talked to Sen. Leverett Saltonstall (Mass.) about ch. 5 once or twice, but asked and got no help, and who denied talking to others in Washington about the case; George E. Akerson, Herald-Traveler advertising director, who denied any contact with former FCC Comr. Richard Mack, other FCC and Capitol Hill figures concerning ch. 5.

Taylor Calls • The five FCC members whom the Taylors testified they contacted are Chairman John C. Doerfer, T.A.M. Craven (who abstained in the ch. 5 case), Robert T. Bartley, Robert E. Lee and Rosel H. Hyde. They also saw former Chairman George C. McConnaughey, who has testified in the current hearing and described the cousins' visit, and former Comr. Mack, who resigned last year.

The Globe and the three losing applicants—Greater Boston Tv Corp., Massachusetts Bay Telecasters and Allen B. DuMont Labs—indicated last week they want to question antitrust chief Hansen to get his version of his telephone conversation with Mr. McConnaughey on March 28, 1957, shortly before the FCC grant to WHDH. Mr. McConnaughey testified Mr. Hansen told him that antitrust charges by the Globe on file at Justice had been investigated and found groundless, and that, thus cleared by this assurance, the grant was made. A Globe petition to intervene in the ch. 5 case was denied at the time of the grant.

The Globe has attempted to introduce other evidence (withheld so far
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:

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<tr>
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<th>A.R.B. Oct. 29-Nov. 25 '58</th>
<th>Pulse Nov. '58</th>
<th>Nielsen Nov. 9-Dec. 6 '58</th>
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<td>WREC-TV</td>
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WREC- TV
Channel 3 Memphis

Represented Nationally by the Katz Agency
From the SEC record:

The following stock transactions by officers and directors of companies in the radio-television and allied fields have been reported by the Securities & Exchange Commission. Transactions, filed with the SEC between Dec. 11, 1958, and Jan. 10, involved common stock unless indicated otherwise.

**Acov Manufacturing Corp.**—Victor Emanuel purchased 108,000 shares giving him total of 134,000; James R. Kerr acquired 5,200 shares giving him 5,600 total; Frank S. Larson purchased 3,600 shares giving him 6,100; Kendrick R. Wilson Jr. purchased 6,900 shares giving him 9,400.

**Allen B. DuMont Labs**—Allen B. DuMont, in three separate transactions, sold 7,000 shares leaving him with 19,801.

**Emerson Radio & Phonograph Corp.**—(capital stock involved in each instance) Benjamin Abrams purchased 1,100 shares raising his total to 270,718; Harold Goldberg bought 810 shares giving him 1,620; Harvey Tullo acquired 1,266 shares, disposed of 1,509, leaving him with 5,152.

**General Electric Co.**—Lemuel R. Boulware increased his holdings to 11,250 shares by acquiring 4,500.

**General Transistor Corp.**—In three separate transactions, Bernard Cohen purchased 1,500 shares giving him 17,868.

**Guild Films Co.**—John J. Cole disposed of the 34,000 shares (sold by pledgee with whom shares had been pledged as collateral for a loan) he held in firm; David Van Atstyn Jr. (as trustee) disposed of 4,400 shares, leaving 4,000 in trust.

**Loew’s Inc.**—Joseph Tomlinson sold 71,200 shares leaving him with 78,800.

**National Telefilm Assc.**—Jonny Graff sold total of 900 shares in two transactions leaving him with 2,300.

**Philco Corp.**—Gaylord F. Harwell acquired 180 shares giving him 714;

Robert F. Herr sold 500 shares leaving him with 24,952.

**Radio Corp. of America**—Robert A. Seidel disposed of 640 shares leaving him with 500.

**Republic Pictures Corp.**—Edwin V. Pelt sold the 2,500 shares he owned in firm; Douglas T. Yates (through Tonrud Inc.) sold 2,000 shares, purchased 13,927, leaving Tonrud with 208,264 (Mr. Yates individually owns 4,027 shares); Tonrud, in two separate transactions, disposed of the 8,400 preferred shares it held.

**Skiatron Electronics & TV Corp.**—Kurt Widdler sold a total of 1,000 shares in two transactions leaving him with 6,900.

**Sylvania Electric Products**—Frank J. Healy purchased 510 shares giving him 4,364; Don C. Mitchell (Waldon Inc.) acquired 1,000 shares raising his ownership to 3,296 shares, plus 1,000 owned indirectly through Waldon Inc.; Colman H. Pilcher bought 260 shares giving him 314.

**Universal Pictures Co.**—Preston Davie bought 100 shares giving him 109; Decca Records increased its ownership to 771,985 shares by purchasing 8,200.

**Warner Bros. Pictures**—Jack L. Warner sold 3,000 shares reducing his holdings to 228,999, plus 1,400 shares in trust.

**Westinghouse Electric Co.**—Bruce D. Henderson purchased 813 shares, sold 300 and 200 in separate transactions, leaving him with 818 shares owned.

**Doerfer cancels trip**

FCC Chairman John C. Doerfer has begged off from a "put-out-the-fire" trip to Helena, Mont., where, according to Sen. Mike Mansfield (D-Mont.), the FCC chairman was going to investigate the "highly competitive" TV situation in the state. Mr. Doerfer wrote Sen. Mansfield that he cannot make the trip because he was scheduled...
to appear before the House Appropriations Committee and also the Helena case is on appeal and he should not do anything until the court rules.

The Helena case involves FCC's grant to Montana Microwave to extend its relay service to feed Spokane tv signals to a community antenna system in Helena. After ch. 12 KXLI-TV Helena failed to persuade the FCC to reverse this decision, it suspended operation (BROADCASTING, Feb. 9). In mid-February Helena cable company principals filed an application for ch. 10 there. The group received a construction permit for this channel in 1957, but surrendered it before it began building. The KXLI-TV appeal is scheduled to be argued the week of March 9.

Community tv asks FCC control

Cable operators are moving closer to marriage with FCC under the Communications Act. The National Community tv Assn. board has instructed counsel E. Stratford Smith to draw up legislative recommendations to give FCC jurisdiction over CATV systems and submit them to the board for review. The feeling is growing that there are advantages in coming under the FCC regulatory umbrella as against rugged individualism.

CATV systems have fought actions seeking to bring them under state public utility controls. The board, meeting at Phoenix, Ariz., also was told that a property right case—to be brought by Salt Lake City tv stations against a Twin Falls, Idaho, antenna system—was imminent. The board affirmed its previous position that booster operations are not in the public interest and laid plans to counteract Congressional pressures put on the FCC by booster proponents.

N. Y. controls asked

A bill for state regulation of tv programming has been proposed by Assemblyman Bruce Manleigh, Chautauqua County, New York. He stated at a hearing last Thursday (Feb. 26) that he was motivated by complaints from some of his constituents. Robert J. Leder, general manager of WOR-AM-FM-TV New York and president of the New York Assn. of Broadcasters, said in reply that NAB Television Code Review Board already applies standards more stringent than those called for in the bill.

WMBV-TV move okay

The FCC last week made effective immediately a Jan. 20 initial decision granting the application of ch. 11 WMBV-TV Marinette, Wis., to move its transmitter site from a point about 14 miles southwest of Marinette to about 38 miles southwest of the city. The Commission grant also allows the tv outlet to increase its antenna height from 780 ft. to 960 ft. and increase power to 316 kw.

• Government notes

- An attack on unrestrained use of tv programs by community antenna systems is scheduled to be filed this week or next by three Salt Lake City tv stations against a Twin Falls, Idaho, cable company. Federal district court in Boise, Idaho, will be asked to issue a declaratory judgment against Cablevision Inc., Twin Falls franchise holder feeding about 200 subscribers. Cablevision has an application pending before the FCC asking for permission to build a $250,000 microwave relay to bring Salt Lake City tv to subscribers (potentially numbering about 5,000). The suit will be based squarely on property-rights of originating stations, KSL-TV, KUTV (TV) and KTVT (TV), all Salt Lake City.
- The Coos Bay (Ore.) ch. 11 case moved toward conclusion last week as FCC Chief Hearing Examiner James D. Cunningham granted the petition of KOOS-TV for dismissal without prejudice of its application to change from ch. 16 to ch. 11 in Coos Bay. Under an agreement with the other applicant for ch. 11, Pacific Television Inc., KOOS-TV is to be paid $8,742 for out-of-pocket expenses.
- KBAK-TV (ch. 29) Bakersfield, Calif., received FCC permission to wage a two-front tv battle last week. The Commission postponed last year's grant of ch. 17 Bakersfield to Kern County Broadcasting and designated the application for ch. 17 for hearing on April 16 with KBAK-TV a party. The Commission refused, however, to stay the grant. A couple of weeks ago (BROADCASTING, Feb. 23), the FCC granted another petition by KBAK-TV and stayed the grant of Pacific Broadcasters Corp. for ch. 39 Bakersfield, pending an oral argument.
- The Western New York Educational Television Assn., composed of 33 businesses, educational and community leaders, has applied to the FCC for an educational tv station on ch. 17, Buffalo. NBC, which operated WBUF (TV) on ch. 17 prior to Oct. 1, 1958, has offered to donate $115,000 worth of equipment to the educational group.
- A protest filed by WTVR (TV) Richmond, Va., challenging a 1958 action which gave WSEX-TV Petersburg permission to identify itself with Richmond as well as Petersburg, has been dismissed by the FCC. Comr. Robert T. Bartley abstained.
- Anthony Wayne Television Corp.'s petition for rehearing and reopening of the record with enlarged issues in the Toledo ch. 11 case has met with refusal as the FCC directed preparation of a document to deny the losing applicant's requests. The Commission awarded ch. 11 to The Community Broadcasting Co. last summer (BROADCASTING, July 28, 1958). The issues in the case which Anthony Wayne wanted enlarged included the allegation that Community Broadcasting commenced construction prior to the grant of the channel.
- Two bills aimed at a recent Internal Revenue Service ruling that applies excise taxes to the co-op advertising allowance in sale of items by manufacturers have been introduced in the House—HR 4418 by Rep. Jack Westland (R-Wash.) and HR 4352 by Rep. Edward J. Derwinski (R-Ill.). An IRS ruling, effective Feb. 1, held the co-op portion of the product sales price is taxable.
- The FCC has denied a petition by WSAY Rochester, N.Y., for reconsideration or rehearing of the Commission's March 12, 1958, decision in the ch. 10 Rochester case. At that time the FCC dismissed the WSAY protest and affirmed its 1953 grant of construction permits to WHEC-TV and WVET-TV for new stations on ch. 10 on a share-time basis. Comrs. Frederick Ford and John Cross did not participate in this decision. Comr. T.A.M. Craven was absent.
- General Broadcasting Co., Brownsville, Tex., which is engaged in advertising and despite its name does not operate any broadcast station, has been granted authority by the FCC to transmit boxing matches in Spanish over telephone lines to XEO Matamoros, Mexico. The grant is for a six-month period. Robert N. Pinkerton is president and majority owner of the firm which will lease lines from Southwestern Telephone.
- Two tv outlets got a go-ahead from the FCC last week for private tv intercity relay systems. Ch. 12 KPAR-TV Sweetwater, Tex., was granted its application for a relay for off-the-air pickup of programs of its parent station ch. 13 KDUB-TV Lubbock. Ch. 3 KDLO-TV Florence, S.D., was granted its relay for off-the-air pickup of programs of its parent ch. 11 KELO-TV Sioux Falls, S.D.
Yankee Doodle Dandy blitzed the opposition in Indianapolis. Hugh L. Kibbey, WFBM-TV National Sales Manager, didn’t wait to write. Here’s what he wired about the James Cagney song-and-dance smash:

“Yankee Doodle Dandy special showing on Xmas day huge success. Much much favorable reaction and already we have potential bank-roller for repeat showing July 4.”

The ratings show that “Dandy” gues’em to the set. WFBM-TV ran it from 5 p.m. to 7 p.m. Dec. 25 and pulled down a big 18.0 against 6.4, 3.4 and 2.9 for competition! Almost triple the next highest rating.

Like WFBM-TV, smart programmers all over the country are going to town with Yankee Doodle Dandy. Don’t let this money maker get away! Only two showings available up to July 5th. Program it now!

At Loew’s Inc., TV has become the biggest factor in earnings. The corporation’s coffers are filling up from MGM-TV activity.

Stockholders were told last week that of the 49 cents in corporation share earnings for the first quarter that ended Nov. 20, 1958, tv brought in 17 cents. Highest category was film production at 19 cents. Theatres and radio (WGMG New York) accounted for 8 cents, while records and music publishing earned 5 cents.

The second quarter, which ends March 12, is changing all that. TV will be first with the most. Of an estimated 50 cents in earnings per share, tv is expected to bring in 22 cents, film production 16 cents, theatre-radii 7 cents and records-music 5 cents.

Adding the two quarters, tv is No. 1 in its contributing share to earnings, 39 cents, followed by motion picture production at 25 cents.

The Sources • Where does the money come from? Stepped up activity in tv commercial production for advertisers, sales of the MGM feature library to tv stations, continued production of film for tv, rental of stages and lot space to independent or “outside” producers of film for tv.

An MGM spokesman noted last week that the studio overhead has been cut because of increased rentals by tv companies.

Loew’s dropped cumulative voting for board directors last week in a move at turning back future insurgents seeking management control; prepared itself for a split into theatres and studios which will take place March 12. Stockholders, learning that Loew’s will not pay dividends and earnings will be plowed back for cash reserve and expansion, called for economy.

Among the several measures demanded by investors in the corporation were the following: they asked for cuts in salaries, sale of properties failing to make money and elimination of any part of the company failing to pay its own way.

Economics stunts tv, panel tells ATAS unit

Economics is the real reason tv programs are not as good as they ought to be. That conclusion was reached Wednesday by a panel of five directors, three actors and a writer at a meeting of the Hollywood chapter of the American Society of Television Artists. Sources of the evening, “Director—Jekyll or Hyde,” with directors Paul Henreid, Jules Bricken, Herbert Hirschman, Buzz Kulik and Sheldon Leonard prepared to defend their craft against the attacks of actress Ida Lupino, actors Howard Duff and J. Lee Cobb and writer Richard Berg, was all but forgotten as all parties agreed the real villain is the dollar shortage that causes shows to go on with insufficient rehearsals, insufficient contact between director and writer and between director and producer. This is particularly true of half-hour film shows, where the budget forces a time limit of three days from script to completed show, they declared.

Under present economic conditions—and no panel member foresaw a change for the better in the near future—the director must rely on his own resources,

**PROGRAMMING**

**TV GOLD FILLS LOEW’S CUP**

Increased activity of MGM-TV responsible for half of parent’s 2nd quarter earnings

Here are the next 10 days of network color shows (all times are EST):

**NBC-TV**

- **March 2-6, 9-11 (2:30-3:00 p.m.)** Truth or Consequences, participating sponsors,
- **March 2-4, 9-11 (2:30-3:00 p.m.)** The Captain and the Kids, participating sponsors,
- **March 2, 9 (10:30-10:30 p.m.)** Arthur Murray Party, Jim-Linc through Lennox & Newell and Pharmaceuticals Inc. through Parkinson Ads.,
- **March 3 (7:30-9:00 p.m.)** Some of Manlie’s Friends, Liggett & Myers through McCann-Erickson.
- **March 4, 11 (8:30-9:00 p.m.)** The Price Is Right, Spedel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson.
- **March 4, 11 (9:00-10:00 p.m.)** Bell Telephone Hour, Bell Telephone through N.W. Ayer.
- **March 5 (9:30-10:00 p.m.)** The Ford Show, Ford through J. Walter Thompson.
- **March 5 (10:30-11:00 p.m.)** The Masquerade Party, Lorillard through Lennox & Newell.
- **March 6 (7:30-9:00 p.m.)** The Perry Como Show, participating sponsors.
- **March 6 (8-9 p.m.)** Ellery Queen, RCA through Kenyon & Eckhardt.
- **March 7 (8-9 p.m.)** The Perry Como Show, participating sponsors.
- **March 8 (8-9 p.m.)** NBC Opera Co. Presents "Maria Golovin," sustaining.
- **March 8 (7:30-8:00 p.m.)** Buddy Bregman Music Show, sustaining.
- **March 8 (8-9 p.m.)** Steve Allen Show, Mutual of Omaha through Bozell & Jacobs and du Pont through BBDO.
- **March 8 (9-10 p.m.)** Dinah Shore Chevy Show (Chevrolet through Campbell-Ewald),
- **March 10 (8-9 p.m.)** George Gobel Show, RCA through Kenyon & Eckhardt.
- **March 11 (9-10:30 p.m.)** Milton Berle Show, Kraft Foods Co. through J. Walter Thompson.

**COLORCASTING**

- Joyce Williams

**United Artists Associated, Inc.**

- **NEW YORK, 345 Madison Ave., Murray Hill 6-2323**
- **CHICAGO, 75 E. Wacker Dr., Dearborn 2-2830**
- **DALLAS, 1511 Bryan St., Riverlade 7-8553**
- **LOS ANGELES, 9110 Sunset Blvd., Crestview 6-5886**

74 **Broadcasting, March 2, 1959**
Almost a quarter of a million crippled children and adults were given care and treatment through Easter Seals last year . . . a record achieved with the generous assistance of the radio and TV industry.

For the 1959 appeal — February 27 to March 29 — Garry Moore is National Chairman. He, along with Bing Crosby, Debbie Reynolds, Claudette Colbert, John Wayne and Jack Webb have supplied us with 1-minute TV spots. Other spots show Easter Seal services and star crippled children.

For radio there are recordings by outstanding talent and two double-sided, 15-minute Garry Moore Bandstand recordings featuring Bob Crosby and the Bobcats, Ray McKinley and the Glenn Miller Orchestra, Sammy Kaye and Benny Goodman with their aggregations.

May we ask you to again set aside some time to help crippled children? All materials are free, of course. Just call or write your Easter Seal Society or .

NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.
2023 West Ogden Avenue
Chicago 12, Illinois

The Easter Seal Society now in its 38th year of service
taste and ability to make fast decisions, to tell what actors what to do and hope it works out, Mr. Bricken stated. "You've got to carry a cash register in one pocket and your inspiration in the other," he said, adding, "I've never come away from a tv show I've directed feeling satisfied, but what I do must be commercially acceptable for I've survived."

Messrs. Kulik and Hirschman, both directors on Playhouse 90 and other live programs at CBS-TV, invited their conferees to "come on over to live tv," where there is more time to prepare for a broadcast than in tv film production. This pair was enthusiastic about video-tape which they said gives them all the advantages of live television plus the ability to correct mistakes in the performance before the show gets on the air. Mr. Leonard argued that while tape is a technical advance, it is no revolution, and that while he expects tape to supplant film eventually in tv programming, he looks for the resultant program techniques to be more like film than they are like live.

At summary time, however, it was Mr. Leonard who spoke out against the pessimism of some of the other panelists. Look back 10 years, he urged; compare programs then with programs now and see the difference, see how tv has progressed and have hope for the future. "Why," he asked, "should tv be the only art to fail to improve with age?"

Miss Lupino, on behalf of ATAS, presented a distinguished service medallion to Max Factor in tribute to his pioneer work in developing the proper make-up for television. This began, she said, in the days before World War II when he experimented with tv make-up in collaboration with Don Lee's experimental tv station, W6XAO Los Angeles. When color tv came along, the cosmetics manufacturer continued experiments with CBS-TV and NBC-TV, she said. Max Factor & Co., the firm founded by Mr. Factor, is celebrating its 50th anniversary this year.

**Niles strike settled**

A week-long strike against Fred A. Niles Productions was settled with a new contract involving Local 780 of Motion Picture Laboratory Technicians Union (affiliated with International Alliance of Theatrical Stage Employees). About 35 film editors, cameramen and technicians called the strike Feb. 11 and about 1,500 other IATSE members refused to cross picket lines. A new contract with Niles (tv commercials, industrial and other films) calls for pay boosts of 15 to 26 cents per hour, or a 6% wage increase, and is retroactive to Sept. 1, 1958.

**The who & what of tv program viewing**

A. C. Nielsen Co. last week released a summary of a tv audience composition study, giving data on the number of viewers by age and sex (of adults). The figures are projected to millions of viewers, based upon the NTI National Audience Composition Report.

The summary follows:

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Number of Viewers, Average per Minute (000,000)</th>
<th>for November-December 1958*</th>
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<tbody>
<tr>
<td><strong>EVENING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Drama</td>
<td>30 8.6 20.6 6.8 8.4 2.5 3.3</td>
<td></td>
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<tr>
<td>General Drama</td>
<td>60 8.3 19.1 6.3 8.7 2.8 2.9</td>
<td></td>
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<tr>
<td>Suspense Drama</td>
<td>30 9.0 20.8 6.9 8.7 2.1 3.1</td>
<td></td>
</tr>
<tr>
<td>Situaction Comedy</td>
<td>30 9.3 23.4 6.6 8.9 2.8 2.5</td>
<td></td>
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<tr>
<td>Western</td>
<td>30 10.5 26.2 8.4 9.4 3.2 5.2</td>
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<tr>
<td>Western</td>
<td>60 12.0 32.5 9.4 10.7 4.6 7.8</td>
<td></td>
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<tr>
<td>Adventure</td>
<td>30 7.6 19.0 5.9 6.8 2.3 4.9</td>
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<tr>
<td>Variety</td>
<td>30 7.1 17.8 5.5 7.3 2.1 2.9</td>
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<tr>
<td>Variety</td>
<td>60 8.4 21.1 6.5 8.7 2.3 3.6</td>
<td></td>
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<tr>
<td>Quiz &amp; Aud. Partic.</td>
<td>30 8.3 19.9 6.6 8.3 1.8 3.0</td>
<td></td>
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<tr>
<td>Other Programs</td>
<td>30 8.0 23.4 6.6 8.9 2.4 4.2</td>
<td></td>
</tr>
<tr>
<td>All Eve.</td>
<td>30 8.5 20.3 6.5 7.9 2.2 3.7</td>
<td></td>
</tr>
<tr>
<td>All Eve.</td>
<td>9.4 23.6 7.6 9.4 2.4 4.2</td>
<td></td>
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<tr>
<td><strong>ADULT WEEKDAY DAYTIME</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult Serial</td>
<td>15 3.1 5.3 .7 3.2 3 1.1</td>
<td></td>
</tr>
<tr>
<td>Quiz &amp; Aud. Partic.</td>
<td>15 2.2 3.5 5.1 1.9 3 0.8</td>
<td></td>
</tr>
<tr>
<td>Other Adult</td>
<td>35 3.6 3.0 1.0</td>
<td></td>
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<tr>
<td>Other Adult</td>
<td>30 2.6 4.1 2.5 2 0.6</td>
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<tr>
<td><strong>CHILDREN'S DAYTIME</strong></td>
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<tr>
<td>Western</td>
<td>30 4.1 10.1 2.2 24 1.5 4.0</td>
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<tr>
<td>Other Programs</td>
<td>15 3.2 6.6 1.1 7 4.3</td>
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<tr>
<td>Other Programs</td>
<td>30 4.7 10.0 .7 1.4 13 6.6</td>
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--*Nov. 9-22, Dec. 7-20, 1958

14 more Emmys slated for May presentation

Emmy award categories have been raised from last year's 28 to a total of 42 for the 1958-59 competition, Harry Ackerman, president of the Academy of Television Arts & Sciences, announced last week. Awards will be given on NBC-TV. Deadline for nominations presented May 6 from 10-11:30 p.m. in all categories is March 20.

Mr. Ackerman reported that the expanded list will allow everyone in the industry to compete in his appropriate field. He also pointed out that because this year's telecast is planned as an "entertainment" show, not all awards can be presented on the air. Each new category, he said, is self-explanatory, and the job of detailing each one during the show will be eliminated.

Earlier Mr. Ackerman had announced that future Emmy awards will be presented to the producers of the winning tv series. He explained this new procedure at a Feb. 18 membership meeting of the new Television Producers' Guild at the Beverly Hills (Calif.) Hotel.

In reporting that the ATAS board had decided that the producer of a winning series will receive the Emmy for that series, Mr. Ackerman said: "If he and his star wish to receive it together, that is up to them. But in any case the producer of the series will be so honored on the telecast and the producer will retain the Emmy so received."

TPG President Ben Brady told the meeting, at which more than 100 tv producers were present, that the organization's immediate tasks will be "to negotiate in the area of screen credits; to convince the industry that the function of a television producer is deserving of singular recognition; to champion in the eyes of the public our desire to better their tv menu, and to begin substantial research necessary to the offering of a realistic collective bargaining agreement."

Tv mis-deal claimed

Albert Zugsmith and Ashley Robison are suing Bob Hope and Continental Television Corp. for $1,185,000, charging breach of contract. The suit, filed in Los Angeles Superior Court by attorney Bernard Reich, states that in 1957 the plaintiffs and Arthur B. Hogan entered into an agreement with Mr. Hope to purchase WREX-TV Rockford, Ill., for $3 million (Broadcasting, Aug. 26, June 17, 1957), but that subsequently Mr. Hope reneged and the deal did not go through. WREX-TV is
owned by Greater Rockford TV (Bruce R. Gran, 32.6%).

Mr. Zugsmith has interests in KRKD-AM-FM Los Angeles, KOFY San Mateo, Calif., and KBMI Henderson, Nev.

Mr. Hogan has interests in KOFY and KBMI.

**Program notes**

- Independent Television Corp. reports its sales contract moving *The Gale Storm Show* to ABC-TV was for three years at a price of $5 million. ITC purchased the property last October from Hal Roach Studios, for which ITC claims it paid $2 million. Contract with ABC-TV calls for episodes previously seen on CBS-TV to begin on a Monday-Friday schedule on ABC-TV April 13 (series also is part of ABC-TV's revamping of daytime schedule [Closed Circuit, Feb. 23]). Next fall the series, which began on CBS-TV in September 1956, will begin on ABC-TV in a nighttime slot.

- The Rev. Patrick J. Sullivan, S.J., assistant executive secretary of the Catholic church's National Legion of Decency, believes there is a direct link between juvenile delinquency and the horror films on tv. He told a Feb. 22 Communion meeting in Philadelphia that U.S. Roman Catholic bishops are launching a campaign against the "cult of violence, horror and suggestiveness in television and the movies." Father Sullivan said that the form the campaign will take would be announced soon.

- NBC-TV will be adding a new western film series next fall. Production is to begin around March 31 at Universal-International, Hollywood, on Bonanza, a portrayal of life in the Virginia City, Nev., vicinity at the turn of the century.

- Official Films Inc. has contracted with Sandy Howard Productions Inc. for distribution of 39 half-hour films of new series, Police Station. Series originally was videotaped by Howard Productions and is currently on KTLA (TV) Los Angeles. New series, based on actual crimes following action from time of arrest to solution of case, was to start production last Wednesday (Feb. 25).

- National Telefilm Assoc. Inc. has signed Alexander King for new tv series, Alex in Wonderland, hour-long program to be taped at NTA's Telestudios. Alex, which NTA will distribute nationally, will debut March 10 on WNTA-TV Newark. Mr. King is author, painter, illustrator and raconteur, and on his show will talk primarily about books, art and theatre.

- CBS Films Inc., N.Y., has sold the

first-hand the problems of the cast and other specialists. He and his KABC-TV program-production staff produce three 30-minute network shows, *Day in Court* (Mon.-Fri., 2-2:30 p.m.), *Accused* (Wednesday, 10-10:30 p.m.) and *Dr. I.Q.* (Monday, 9-9:30 p.m.). Mr. Seligman serves as executive producer of all the programs and on the court shows acts as legal advisor.

He was paid $155 for his stint, minimum AFTRA scale. Attorneys, doctors and accountants may appear on "court shows" without joining the union because of an AFTRA ruling which allows professional men to perform in their own capacity, although not on a regular basis. The network vice president admits that he has a "bit of ham" in him and enjoyed every minute on camera although he lost his case to commit an aged mother (seen above) to an insane asylum.

**Treading the tv boards**

- Selig J. Seligman, 0, ABC-TV vice president and a former member of the Paramount Pictures legal division, portrayed a city attorney Feb. 18 on the network's *Accused* series.

- NBC, in cooperation with the American Cancer Society and the Educational Television & Radio Center, is producing Tactic, a talent-laden series of six half-hour films designed to persuade the public to protect itself from the dread disease. Educational stations have been receiving the programs on tape from NBC since Feb. 10. When the run on educational is completed (they have the right of rerun), Tactic kinescopes will be on free loan to NBC-TV affiliates or stations in areas not covered by NBC. After completion on NBC stations, the series will be available for other stations. At last count 63 NBC-TV stations had expressed interest.

- The talent lineup includes comedian Steve Allen, director Alfred Hitchcock, actress Celeste Holm and Ruth Hussey, song writers Hy Zaret and Lou Singer, and dancers Mata and Hari, among others.

- Yankee Network News Service celebrated its 25th anniversary on the Yankee Camera program yesterday (March 1). A special program on WNAC-TV Boston (5:30-6 p.m.) featured newsmen who have gathered news for the network.

- Singer Tommy Leonetti, currently in the news in connection with Senate Rackets Committee investigation of the juke box industry, was slated to be an added starter last night (March 1) in the Steve Allen Show over NBC-TV 8-9 p.m. EST. This contrasts with Mr. Leonetti's removal from the line-up of ABC-TV's Dick Clark Show of Feb. 22. ABC said the singer's appearance was "postponed with approval of his manager for programming reasons."

- Allied Record Distributing Co., Hollywood, Calif., announces that it proposes to enable artists to operate as independent record producers. The plan is similar to the movie industry's as it gives independent producers the advantages of a releasing organization. Artists may use Allied's pressing, sales and distribution facilities. Allied is at 1041 N. Las Palmas Ave., Hollywood 38. Telephone: Hollywood 9-5811.

**CBS Newsfilm daily service of national, international and sports news to WRVA-TV Richmond, Va.; WABI-TV Bangor, Me.; KETC (TV) St. Louis; KFBB-TV Great Falls, Mont., and WAGM-TV Presque Isle, Me.**

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- Desilu productions has produced a pilot for Erstine, a new situation comedy series co-starring Marie Wilson and Charles Ruggles as daughter and father involved in operating a finance firm, and is currently negotiating with three prospective sponsors for the 1959-60 season. William Harmon produced the pilot, which was directed by Sidney Salkow.
Advertisers
- Warren Schwed, director of public relations, Eureka Williams Corp. (vacuum cleaners), Bloomington, Ill., appointed director of advertising and public relations.
- M. P. Youker, formerly of Orontie Chemical Co., S.F., to Purex Corp., South Gate, Calif., as manager of international division.

Agencies
- Erwin D. Swann, for past year executive v.p. and general manager of L. H. Hartman Co., to Warwick & Legler, N.Y., April 7, as v.p. and member of accounts management committee.
- Charles J. Allen, formerly v.p. of McCann-Erickson, Chicago, appointed v.p. account supervisor and member of plans board of John W. Shaw Adv., that city.
- Martin Devine, account supervisor of Cheesbrough-Pond's (Pond's Angel Skin lotion and Seaforth toiletries), elected v.p. of Compton Adv., N.Y.

FATES & FORTUNES

Radio-television loses three of its pioneers

Mr. Louis

Mr. Burbach

Mr. Lounsberry

- John J. Louis, 63, majority owner of John J. Louis stations (KVAR TV), KTAR, both Phoenix, KIYU Yuma and KYCA Prescott, all Arizona) died Feb. 19 in Palm Springs, Calif., following apparent stroke. Mr. Louis retired year ago as associate of Needham, Louis & Brorby Inc., Chicago agency which he co-founded in 1929. In radio he was responsible for development of Fibber McGee & Molly, and The Great Gildersleeve, and in tv, Robert Montgomery Presents, Life With Father and others. He was also advertising consultant to Pure Oil Co., Chicago, and director of S.C. Johnston & Co., Racine, Wis. He is survived by his wife and three sons.

- George M. Burbach, 75, retired general manager of KSD-AM-TV St. Louis, died Feb. 21, in Palm Beach, Fla. Mr. Burbach retired Jan. 1, 1958, after 44 years with St. Louis Post-Dispatch and its radio-tv stations. He became general manager of KSD in 1933, continuing as advertising manager of newspaper. In 1941 he relinquished his advertising duties to devote full time to KSD and became general manager of KSD-TV in 1947. Mr. Burbach was instrumental in eliminating "middle commercials" from news programs and brought KSD national attention by his campaign against "plug-uglies," name applied to offensive commercials.

- I.R. (Ike) Lounsberry, 60, formerly president, general manager and part owner of WGR-AM-FM-TV Buffalo, N.Y., died Feb. 24 of pneumonia in West Palm Beach, Fla. Mr. Lounsberry was previously executive v.p. and general manager of Buffalo Broadcasting Corp. (WGR, WKBW, WKEN, WMAK, latter two discontinued) before forming WGR Broadcasting Corp. in 1946 with Leo J. Fitzpatrick. He was director of NAB; member, board of directors, MBS, and on CBS' Affiliates Advisory Board. He is survived by his wife, Mabel, and son, Fred, in radio-tv department of Campbell-Ewald Co., Detroit.

- Herbert K. Butz and Richard S. Holtzman, account executives of Clinton E. Frank, Chicago, elected v.p.'s.
- Don Lawton resigns as v.p. and director of Botford, Constantine & Gardner Inc., Portland, Ore., effective April 1. Mr. Lawton plans to form his own advertising firm.
- Wallace H. Lancot, formerly v.p. in charge of sales, Telestar Films Inc., N.Y., to Product Services Inc., that city, as account media supervisor.
- Aaron Beckwith, program sales manager, ABC-TV, to BBDO, N.Y., as tv account supervisor. His principal responsibilities will be Lever Bros. and Bristol-Myers accounts.
- Paul Schlesinger, account executive on Procter & Gamble's new Mr. Clean detergent at Thatham-Laird, Chicago, appointed product contact supervisor for U.S. and Canada.
- Jay Russell, formerly advertising manager of Chock Full O'Nuts, to Grey Adv., N.Y., as account executive on Chock Full O'Nuts account.
- Jackson O. Wells, formerly with Chrysler Corp. and Los Angeles Times, to Boyhart, Lovett & Dean Inc., L.A., as account executive.
- Charles M. White, formerly of Kenyon & Eckhardt's Washington office, to Doyle Dane Bernbach, N.Y., as account executive on Cole of California, American Export Lines and Buxton accounts.
- Nicholas A. Rossano, assistant secretary of Hazelnet & Perkins Drug Co., Grand Rapids, Mich., to Clinton E. Frank, Chicago, as account executive.
- Kenneth Mason, formerly with Earle Ludgin & Co. as v.p., creative director and special assistant to chairman of board, to Kenyon & Eckhardt as creative director of Los Angeles office.
- Charles H. Newton, 43, in charge of tv advertising for General Electric at BBDO, N.Y., died Feb. 22 at his home in Armonk, N.Y., following prolonged illness.
- Margaret Harvey, formerly director of advertising-publicity of Daniels & Fisher store, Denver, to Mark Schreiber Adv., that city, as director of merchandising and retail sales division.

80
Walter Thompson, media buyer of Ogilvy, Benson & Mather, N.Y., past seven years, appointed administrative manager of media department.

Charles R. Patton, formerly chairman of Safeway central merchandising committee, to Guild, Bascom & Bonfigli, S.F., as merchandising director.

Frank Schneller to Bachman, Kelly & Trautman Inc., Pittsburgh advertising and public relations agency.

Howard Heller, formerly media director of McCann-Erickson, Chicago, to tv programming department at J. Walter Thompson Co., that city.

Janet Gallaudet, formerly in Detroit office of Campbell-Ewald Co.: Franklin Moore, previously in advertising department of Gimbel Bros.; Jack Fuks, of J. Walter Thompson's New York office, and Carol Delbaum, formerly of Benton & Bowles, to copy department of Sullivan, Stauffer, Colwell & Bayles, N.Y.

Evelyn Dunn, formerly customer relations manager, Avis Rent-a-Car, to Kenyon & Eckhardt, Boston, as copywriter.

Networks

John W. Hundley, manager of client relations for operations department of CBS-TV, given increased responsibilities in charge of videotape sales.


Walter Brennan, star of ABC-TV's Real McCoys and veteran actor of stage and screen, feted by Hollywood Chamber of Commerce at luncheon honoring his 35th anniversary as performer.

Robert S. Finkel, NBC contract producer, assigned to produce and direct network's Dinah Shore Chevy Show, beginning with March 8 program. He succeeds William Asher, who is producing pilot for June, situation comedy.

John Hudson, stage, screen and tv actor, signed to star in The Black Cat, NBC-TV filmed series about San Francisco newspaper columnist. Mr. Hudson will play part of Frank Slatery, reporter who writes anonymous column under by-line, "The Black Cat." It will be his first continuing tv series.

Irving R. Levine, NBC News' Moscow correspondent since July, 1955, and Joseph Michaels, Mediterranean correspondent since last summer, to trade assignments about March 15.

Stations

Arthur M. Dorfner, with ABC since 1949, named business manager of network's WABC-TV New York, replacing Donald A. Pels, who has left for extended tour of Europe and Asia.


Jack Link, formerly program director of KING-AM-FM Seattle, Wash., appointed general manager of KIDO Boise, Idaho. Mr. Link was previously with KCID, Caldwell, Idaho, and KIDO-TV.

Russell W. Hillis, formerly with Knoxville (Tenn.) Chamber of Commerce, named national sales manager of WATE-AM-TV, that city. Carl V. Tibbets, tv production manager, promoted to promotion and merchandising director of WATE-AM-TV. Pierce T. Harrah, sales service representative of WATE-TV, promoted to production supervisor.

John J. Shepard, with Stevens-Wismer stations past seven years, named general manager of group's WLAV Grand Rapids, Mich. Arthur Aymen, formerly station manager of WBSE Hillsdale, replaces Mr. Shepard as sales manager of WHLS Port Huron, both Michigan. Lee G. Stevens named administrative assistant to John F. Wismer.

James F. Brown resigns as general sales manager of KOSI Denver, effective March 7. Mr. Brown will remain in radio and is negotiating for several properties.

Claude F. White, formerly station manager of WAUC Wauchula, Fla., to WMJA Orange, Va., as station-commercial manager.

Charles Christianson, formerly commercial manager of KRUX Phoenix and KAFP Petaluma, Calif., appointed station manager of KBIS Bakersfield, Calif.

Bob McKune, formerly station manager of KRGI Grand Island, Neb., to
KSAL Salina, Kan., in similar capacity.

- **Vernon Steedy**, formerly owner of KBMX Coalinga, Calif., to KRGI Grand Island, Neb., as station manager. Virg Peryer Jr. joins KRGI as news director.

- **Herbert A. Golombek**, formerly station manager of WAKY Louisville, Ky., to KOWH Omaha, Neb., in similar capacity.

- **Alvin Wood**, formerly general manager of KBRX O'Neil, Neb., appointed commercial manager of Katz St. Louis, Mo.


- **Barbara Wilkins**, publicity manager, WNTA-AM-FM-TV Newark, named director of sales promotion.

- **H. Taylor (Bud) Vaden**, formerly sales promotion manager of WCAU-TV Philadelphia, to WIZ-TV Baltimore as sales promotion-advertising manager.

- **Wade St. Clair**, with WBT Charlotte, N.C., past four years, named program director. Doug Bell, formerly assistant program manager, named production supervisor. Tom Ashcraft, on sales staff, named regional sales manager.

- **Delbert Barry** appointed film director of KVKM-TV Monahans, Tex. Mrs. B. McKenize, formerly account executive of KFST Fort Stockton, Tex., and C. V. (Spec) Hamm join KVKM-TV sales staff.

- **Thomas F. McNulty**, formerly president of Maryland Pharmaceutical Co., appointed assistant to president of WWIN Baltimore.

- **George Singer**, formerly program director of McLendon stations, named director of operations-productions of KYA-AM-FM San Francisco, Bartell Family station. Jim Sparrow promoted from assistant program director to director of operations-programming.

- **William H. Haas**, formerly producer-director-announcer of WKGJ-AM-TV Fort Wayne, to WGL, that city, as program director.

- **Horace Feyhl**, night manager of WCAU-AM-FM Philadelphia, retires after 30 years with stations.

- Bob McNamara, formerly director of client services, H-R Representatives, N.Y., to RKO Teleradio Pictures Inc. as national sales coordinator, concentrating on RKO stations.

- **Richard Ridgeway**, assistant sales service manager of NBC 600 station, KRCA (TV) Los Angeles, promoted to sales service manager, replacing Noyes Scott, resigned to join The Katz Agency, station representative, as salesman.

- **Dave Hildebrand**, formerly merchandising manager of KIKK Bakersfield, Calif., to KAFY, that city, in similar capacity.

- **Patrick J. Callihan** promoted from production manager to production-facilities manager of WMSB (TV), share-time on ch. 10 Onondaga, Mich. Other WMSB appointments: James D. Davis, manager of closed circuit tv; Lee Frischnecht, production supervisor; Lawrence Encone, Donald A. Pashi, Charles S. Ruffing and William H. Tomlinson, all program associates.

- **Hal Ramsbottom** named associate farm director of KWFT Wichita Falls, Tex.

- **Al Oertmann**, formerly chief engineer of KRGI Grand Island, Neb., to KCLO Leavenworth, Kan., in similar capacity.

- **Harry Perkins**, formerly news director of KRGI Grand Island, Neb., to KSTT Davenport, Iowa, in similar capacity.

- **Bill Enis**, formerly program director of KXOL Fort Worth, to KLJF Dallas in similar capacity.

- **Gene Crockett**, WOWI San Antonio air personality, named promotion manager. Alan Dale joins WOWI as air personality.

- **Henry W. Lippold Jr.**, formerly on news staff of WMFA-AM-TV Cedar Rapids, Iowa, appointed supervisor of news, WILL-TV Champaign-Urbana, and instructor at parent U. of Illinois. He succeeds Marlowe Froke, resigned to join Pennsylvania State U.

- **Lewis Lyman James**, 67, formerly radio producer and 17-year employee of WGN-AM-TV Chicago, died Feb. 19 at Passavant Hospital, Chicago. He formerly was in charge of musical production for WGN's Chicago Theatre of The Air series.

- **Mike Barra** named continuity director-producer of WSMN Nashua, N.H.

- **Dick Roncka**, formerly salesman of KOIL Omaha, Neb., to KMTV (TV), that city, as account executive. Marilyn Blum to KMTV as promotion assistant.

- **Earl Kramer**, formerly publicity director of WISN-AM-TV Milwaukee, to WITI-TV, that city, as account executive.

- **Joe Adams**, formerly of Katz St. Louis, to WKW, that city, as account executive.


- **Rouen Westcott**, formerly Califor- nia Transit Advertising, and Pat Marrin, executive producer at KJH-TV Los Angeles, to sales staff of KJH-TV. Don Patton, station director, has succeeded Mr. Marrinan as executive producer.

- **Earl H. Whiteley**, formerly announcer-account executive of KOME Tulsa, to KOTV (TV), that city, as sales staff.

- **Jack Caesar**, formerly of Hume Smith & Mickelberry Adv., Miami, to WCCT (TV), that city, on sales staff.

- **Herb Hollister** retires as newscaster from KBOI Boulder, Colo., after 12 years and 3,744 broadcasts in same slot, Mon.-Sat. at 8 a.m.

- **Dan Sorin**, formerly air personality of WCFL Chicago, to WBNQ (TV), that city, for new conversation-and-variety colorcast series (Sat., 12:05-1:05 a.m.) titled After Hours.

- **Dick Stewart**, formerly of KGO-AM San Francisco and KTV (TV) Los Angeles, named permanent host of The KPIX Dance Party over KPIX (TV) San Francisco.

- **William Winter**, formerly newscaster on KPIX (TV) and presently on KGO-AM-FM, both San Francisco, begins twice-weekly newscasts, commentary and interview show on KGO-TV on March 8.

- **Pat Hillings**, formerly member of Congress from 25th district of California, to KMPC Los Angeles as news analyst.
• John Dempsey, associate professor of political science at U. of Detroit, named news analyst of WJBK-TV Detroit.

• Yvonne Smith Erway, 33, professional singer, air personality and wife of Guy S. Erway, owner-president of WAYE Baltimore, died Feb. 17 after long illness.

• Roy J. Hill to WJMR New Orleans as air personality.

• Bill Shiel, formerly sports director of WREX-TV Rockford, Ill., to WITI-TV Milwaukee as announcer.

• Carl McIntire, air personality of KSD St. Louis, to KLAC Los Angeles in similar capacity.

• Carlton Perkins, formerly of WHCT-TV Hartford, Conn., to WDRC-AM-FM, that city, as part time transmitter engineer.

• Homer A. Evans to WOWO Ft. Wayne, Ind., as transmitter engineer.

• Bill Jay, formerly of KENT Shreveport, La., to KNUZ Houston news staff.

• Bob Elliott to KUDL Kansas City as air personality.

Representatives

• Austen G. Smithers, formerly with John Blair & Co., to AM Radio Sales, N.Y., as sales account executive on East Coast.

• Andrew Murphy, formerly of WNBC-TV New Haven, to New York tv sales staff of Branham Co. as account executive. Other additions to Branham's New York staff are John Blasing, formerly of NBC-TV, and Edward Ready, previously of WECT Wilmington, N.C., as account executives. Peter Childs, previously account executive in Branham's San Francisco office, named manager of that office.

Programming

• Kenyon Brown, board chairman of Radio Advertising Bureau and owner of station interests (KCOP-TV Los Angeles, KFOX Long Beach, KIMO Kansas City), elected to board of directors of Guild Films Co., N.Y. Guild distributes KCOP-TV's videotape programs, Peoples' Court.

• William Coleman Hutchings, 66, formerly executive v.p. of World Broadcasting System and v.p. of United Film & Recording Co., Chicago, died Feb. 23 in Chicago. Mr. Hutchings started his career with recording division of Brunswick-Balke-Collender as advertising manager.

• Cy Kaplan, formerly eastern director of national sales, National Telefilm Assoc., N.Y., named general sales manager. Bernard L. Schubert Inc., N.Y.


• Harold Schuster, director of Line-up for past five years, signed by Mark VII Ltd. to direct at least eight of 15 remaining episodes of The D.A.'s Man this season.

• Sid Siegel, musician, composer, arranger, conductor, appointed musical director at Fred A. Niles Productions, Chicago film firm.

• Richard Long, tv and motion picture actor, has been signed to contract by Warner Bros., which indicated that he would star in one of new tv series projected by Warner for broadcasting next fall.

• Bob Warren, announcer on NBC-TV's This Is Your Life, will star in What Are the Odds?, new tv series being prepared by Herts-Lion Production Official Films.

• Paul Heller, member of New York U. faculty, instructing in design for tv and motion pictures, to staff of Klueger Film Productions Inc., N.Y., as staff art director.

• Henry Otto, formerly associate of Brent Gents Productions, Baltimore, has formed his own tv-radio program packaging firm, Henry Otto Enterprises, that city. Address: 3720 Rexmire Rd., Baltimore 18; telephone: Hopkins 7-5289.

• Patsy Cling signed to appear on Don Owens TV Jamboeree, seen over WTTG (TV) Washington, D.C.

• Helen Parrish, 35, formerly woman's editor of Panorama Pacific, weekday morning program on Columbia TV Pacific Network, died from cancer Feb.
22 in Hollywood after nearly year’s illness. Miss Parrish was wife of John Guedel, producer of Art Linkletter and Groucho Marx shows.

Equipment & Engineering
- MELVIN L. DOELZ elected v.p., of western division of Collins Radio Co., Cedar Rapids, Iowa. ROBERT C. MULLELY named assistant secretary and will continue as assistant director of Texas division.
- H. KENNETH ISHLER named manager of engineering and production, Lansdale Tube Co., division of Philco Corp., Phila. Other Lansdale appointments: RAYMOND M. Cotter, manager of operations; A. ERNEST LYLE, technical administrator and assistant assistant; RICHARD S. MANDELKORN, director of planning; JOHN M. PALMER, manager of semi-conductor operations; GEORGE W. PRATT, manager of tube operations; OTTO G. HONZL, manager of quality control; STUART L. PARSONS, director of equipment development; CLARENCE G. THORNTON, director of semi-conductor development, and ROBERT F. LACE, manager of industrial engineering.
- CHARLES W. MARTEL, with Raytheon Mfg. Co., Waltham, Mass., since 1936, named advertising and sales promotion manager of its semiconductor division.

• JOHN F. REPKO, for past three years counsel for General Electric’s measurements and industrial products division, Lynn, Mass., appointed counsel for electronic components division, Owensboro, Ky.
- JOSEPH J. GUIDREY, previously controller, Sylvania lighting products, division of Sylvania Electric Products, named manager of data processing center, Sylvania.
- CHARLES A. BENENSON, with DuMont since 1957, and MICHAEL V. SULLIVAN, with DuMont since last June, named to new posts of assistant manager, systems lab, and assistant manager, reconnaissance lab, respectively.
- JOHN F. SPANGLER appointed manager of government contract sales-consumer products for Philco Corp., Phila.
- VICTOR C. HOUK, formerly administrator, market planning and micro-waves, RCA, named manager, market planning, industrial tube products department, RCA electron tube division.

Allied Fields
- EDWIN MOSS WILLIAMS, formerly v.p. of United Features Syndicate, appointed director of Freedom of Information center at U. of Missouri. Mr. Williams is son of founder and dean of University’s school of journalism, Walter Williams.
- DICK REINDAUER, formerly of Foote, Cone & Belding, Chicago, appointed di- rector of radio, tv and motion picture public relations, American Medical Assn., Chicago.
- MRS. THEODORE O. WEDEL, wife of canon of Protestant Episcopal National Cathedral, Washington, D.C., elected chairman of broadcasting and film commission, National Council of Churches. Three vice-chairmen elected were Dr. ROBERT W. SPIKE, N.Y., PAUL SLATER, account executive of Doherty, Clifford, Steers & Shenfield, N.Y., and WALTER EMERY, East Lansing, Mich. ELLA HARRICLE, Washington, D. C., was elected secretary.

International
- MENGIE SHULMAN, manager of VOCM St. John’s, Nfd., for past 12 years, to general sales manager of CKRM Regina, Sask.
- WILLIAM STOVIN, manager for past 19 years of CJBQ Belleville, Ont., to manager of CKOM Saskatoon, Sask.
- R. S. JAMES to assistant supervisor of radio drama of Canadian Broadcasting Corp., Toronto, Ont., and MICHAEL SADLIER to special consultant for CBC tv drama production.
- DICK LENNIE to national sales supervisor and T. ACTON KILBY to marketing director of CKWX Vancouver, B.C.
- DICK RING to director of research and sales promotion, and BOB IRVINE to radio time salesman of Radio Represent-atives Ltd., Toronto, Ont.
- GARY McLAREN, news staff member of CKCO-TV Kitchener, Ont., named news director.
- RICHARD SCOTT, newscaster of CKEY Toronto, Ont., to CKY Winnipeg, Man., in similar capacity.

HEAD HUNTERS!
LANG Electronics is pleased to make available to professional users a service whereby they can economically extend the useful life of recording and playback tape recorder head assemblies.

Our pampered and happy clients include: Deco Records, ABC, NBC, WOR, 

Vanguard Records, Coastal Recording, Capital Records, Olimsted Sound Studios, Elektra Records and many others.

All heads are subject to our inspection to determine reconditioning potential. Heads reconditioned by us can be expected to have a useful life equal to or greater than that prior to reconditioning.

We guarantee that all heads accepted by us for reconditioning, when tested, will equal or exceed standard specifications with respect to frequency response and level for the particular make and model.

95.00

90.00

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LANG ELECTRONICS
507 Fifth Avenue, New York City........Murray Hill 2-7147

BROADCASTING, March 2, 1959
'58 RCA SALES LEVEL WITH '57

Report shows spurt in fourth-quarter

RCA's annual report to stockholders last week disclosed that a spurt in fourth-quarter sales boosted the 1958 sales volume to $1,176,094,000 approximating the $1,176,277,000 level attained in 1957.

Profits before federal taxes dipped to $60,442,000 from $77,049,000 in 1957 and profits after taxes fell to $30,942,000 from $38,549,000 in 1957. Earnings per share of common stock amounted to $2.01 in 1958 and $2.55 in 1957.

RCA noted that fourth-quarter sales surpassed those of the 1957 final quarter—$341,341,000—as against $322,610,000. Earnings in the 1958 quarter were 9% above those for the comparable 1957 period. The 1958 fourth-quarter upswing was attributed to "general improvement in the national economy, a higher volume of government business and the introduction of new products and services."

TV Best '57 Record • The report said that in 1958 NBC "moved forward in gross billings, audience coverage, public service and new electronic techniques." It added that in television, NBC "buttered its 1957 record by 11.3%, representing the largest dollar-volume gain of all three networks."

In the report, RCA took cognizance of the value of videotape in achieving "national schedule uniformity" and in "promoting greater production flexibility and economy."

Increased public acceptance of color television was cited by the report. The trend to color was cited in this manner by RCA:

"It is encouraging to note that since the first of the year, RCA distributors throughout the country have reported much greater interest in color television on the part of the dealers, who have been stimulated by customer inquiries and interest in demonstrations."

Five-channel unit meets cue problems

Commercial spots, station ID's, sound effects, musical bridges, laugh tracks, standby announcements, ready to come in on instant cue without delay or wow—to provide these is the function of a five-channel selective program repeater built by MacKenzie Electronics Inc., Inglewood, Calif., and distributed through Westrex Corp.

The unit with its design based on the use of endless-loop, quarter-inch magnetic tape magazines, holds five such magazines on hinged trays, has five separate playback heads so that the tapes may be played singly or in combination and is complete with power supply. Its size is the standard 8-1/4 by 19 in. relay rack mounting; its weight is under 40 lbs.; its price $1,250.

"The most important feature of this machine is its instantaneous stop-start operation, which is achieved by engaging the tape loop with a continuous rotating capstan by a high-speed solenoid," its developer, Louis G. MacKenzie, president and engineering head of the

land photographer Ralph Mayher to perfect the camera stabilizer used by Mr. Mayher in a speedboat. The device eliminates camera jiggles even on motorcycles, roller coasters and automobiles. As a result, the finished film duplicates the feeling of the original motion more accurately, the stabilizer absorbing the shocks as it is held on the shoulders and arms.

The frame of two parallel aluminum tubes can be lengthened or widened for better balance. Mr. Mayher uses the stabilizer for difficult shots such as shooting through narrow passages and obstructions and close-ups of animals through the bars at the zoo. The Dearborn Stabilizer also features cable release attachment and tilts. It is going into commercial production at $48.

Easy Balance • Last summer, Berea, Ohio, inventor Howard Dearborn joined forces with KYW-TV Cleve-
manufacturing company, stated in a paper presented Feb. 17 at the sixth annual convention of the Audio Engineering Society in Los Angeles.

"This system permits the instantaneous starting and stopping of individual tape loops," Mr. MacKenzie said. "Tests show that a tape loop recorded with a steady tone can be started and stopped so quickly that the human ear will not detect any transient."

A single magazine will hold up to 200 ft. of tape, he said, which means it can include over five minutes of program material recorded at 7½ inches per second or 10 minutes at 3½ inches per second. With the selective program repeater, one man can replace five in the control room of an am station at station break time, it was noted.

Ham tv station given first demonstration

What apparently is the first road demonstration of a "package" amateur television station in action was held in Denver Feb. 18, according to Gene O'Fallon & Sons, Denver distributors for the Electron Corp. division of Ling Electronics Inc., manufacturers of the package ham tv equipment.

Gene O'Fallon Sr., head of the Denver distributing firm, and former owner of KTVR (TV) Denver, said Denver ham operators were the first to see the package tv system outside the factory at Dallas. The Ling equipment includes the Ling-Mitter ham tv transmitter and Ling Spectator camera. Hams use uhf converters on regular tv sets to receive tv signals. Mr. O'Fallon said factory tests indicate excellent picture reception up to 18 miles.

FCC spokesman said last week that amateurs have been telecasting for 10 years but so far as they know no one up to now has produced a package tv station for ham use. Of the four bands in the spectrum assigned to amateurs, only 420-450 mc is used for tv in addition to voice, code and facsimile transmissions. Voice, code and facsimile also are transmitted on ham bands 220-225, 144-148 and 50-54 mc. Audio for ham tv usually is transmitted on one of the non-tv ham bands.

'Compatible' systems mushrooming in stereo

The Bell Labs system of "compatible" stereophonic radio was scheduled to make its network debut last week. The national audition followed closely on introduction of two other compatible stereo systems on the West Coast. All three aim to equalize the fidelity of the binaural signal between two-speaker or two-receiver reception and single-speaker tuning.

Bell Labs demonstrated its new "compatible" method in New York last week prior to its broadcast introduction on the Perry Como Show Saturday (Feb. 28). (The last half of the 8-9 p.m. (EST) program was set for stereo.)

Developer F.K. Becker explained that the Bell system works by cross-connecting circuits between the microphone pickups and their corresponding radio or tv transmitters through two delay lines. Single-channel listeners hear sound picked up by one microphone followed 10 thousandths of a second later by sound from the other microphone. The delay is unnoticed, according to Bell tests.

Meanwhile, the stereo listener is not aware that sound from one receiver is being duplicated on the other 10 thousandths of a second later. Because of a psycho-acoustic phenomenon called "precedence effect," the sound seems to come only from the source which produces it first.

Earlier, KMLA (FM) Los Angeles had demonstrated at the Los Angeles Hi-Fi Music Show a compatible stereo system developed by Calbest Electronics Co. (Broadcasting, Feb. 23).

Meanwhile, on Sunday, Feb. 22, two Los Angeles fm stations, KCBH (FM) and KFMU (FM), presented the air debut of still another compatible stereo system called "Phantodyne." Developed by Richard W. Burden, Phantodyne was described as "literally bringing the right channel into the left and the left into the right for monophonic (single channel) listeners. These right and left 'phantom channels' are electronically opposite in phase and cancel each other completely when the listener tunes the program stereophonically (both channels at once.) Thus the stereo listener notices no difference from the regular stereo broadcasts he is used to."

A.A. Crawford, president of KCBH, said that the Phantodyne system is a basic part of the Stereoplex system of multiplex stereo broadcasting developed by William S. Halstead for stereophonic broadcasting by an fm station's main channel in conjunction with a sub-channel signal. The Phantodyne equipment will soon be available, he said, at a cost of about $400 to install at an fm station.

- Technical topics

- RCA has shipped a uhf pylon antenna to WCHU (TV) Champaign, Ill.; used superturnstile antenna to KNME-TV Albuquerque, N.M. and used 5-kw transmitter to WBDO-TV Cheboygan, Mich.

- Zenith Radio Corp. has reported an all-time high in sales and earnings and a 22% increase in consolidated sales and a 48% boost in profits over the previous year. Last year's sales were $195,041,624 as against $160,018,978 and earnings were $12,116,165 ($12.30 per share) compared with $8,165,777 ($8.29 per share). In the face of downward industry curve in tv receiver production and shipments, Zenith shipped 15% more than in 1957.

- American Leamore Co., Evansville, Ind., is distributing Jiff-It-Sign, a series of 99 magnetic letters for use as signs on tv. The three-dimensional letters, plastic with inset magnets for sticking to metal surfaces, may be obtained in either a two- or five-inch size. Details are available from American Leamore, Grein Bldgs., Evansville.
World-wide vtr firm to serve U.S. outlets

The formation of Intercontinental Television, S.A. Vaduz, Liechtenstein, to service U.S. television organizations that may require videotaped programming from Europe and other parts of the world, has been announced by Theodore R. Racoosin, board chairman.

Mr. Racoosin announced that David A. Lown has resigned as director of the TeleSales Dept., NBC, to join the new company as president and chief operational head. Mr. Racoosin will continue with other business interests, which are said to include banking and finance in various parts of the world and real estate and insurance in the U.S.

Mr. Lown said that Intercontinental, equipped with mobile tv and videotape recording equipment, will make it possible for U.S. tv producers and networks “to roam Europe and the world for new and exciting program material.” He reported that among the company’s initial assignments this spring are to videotape NBC-TV’s Today show for two weeks during its origination in Europe and tape episodes of a one-hour series, Holiday.

The operational headquarters for International will be in Geneva and other offices will be opened in Paris and Rome, according to Mr. Lown. Sales offices will be located in New York and Hollywood.

Mr. Lown said that it already has a basic production and technical crew of ten Americans and seven other staffers will be recruited from the tv industries of Europe. All personnel, he added, have had “extensive network television broadcasting and network videotape recording experience.”

Reds want space tv

Radio Moscow has announced that Soviet scientists propose to use space satellites to provide global television. The radio broadcast said that Russian scientists were thinking about putting up a 215,000-mile-high communications satellite whose orbit would correspond to the daily revolution of the earth. This would fix the satellite over one portion of the earth constantly. Three such “stationary” satellites could blanket the earth, the broadcast said.

Similar proposals have been advanced by U.S. astronatic scientists for over two years (Broadcasting, Feb. 9).

RFE offers trips

Four broadcast station officials will be awarded trips to inspect Radio Free Europe’s facilities in West Germany and Lisbon in a competition arranged by NAB. Awards will be given for best promotional efforts on behalf of the Crusade for Freedom’s Truth Broadcast Program. The program gives every American a chance to broadcast his own message to captive people in Communist-controlled countries. Six European trips and other prizes will be awarded writers of 25-word messages on the subject, “As an American I support Radio Free Europe because. . . .” Fact sheets on the broadcast promotion contest have been sent to stations.

Canadians on carpet

For the first time in Canadian broadcasting history, seven radio stations have been called to appear before the Board of Broadcast Governors in Ottawa on March 18 to show cause why their licenses should be renewed. Until now licenses have been automatically renewed.

The seven stations, whose licenses expire March 31, are CKEY and CHUM Toronto, CKOY Ottawa, CKWS Kingston, CFPA Port Arthur, all Ontario, CKRN Rouyn, Que., and CKNW New Westminster, B.C.

They are being called on the grounds that their programming is almost exclusively news and recorded music.

AB-PT in Australia

American Broadcasting - Paramount Theatres Inc. has bought a minority interest in The News Limited of Australia, principal owner of station NWS-TV Adelaide, it was announced jointly last Thursday (Feb. 26) by Leonard H. Goldenson, AB-PT president, and K.R. Murdoch of the Australian firm. The News Limited is the parent company for several subsidiaries in the newspaper-magazine publishing and radio-tv broadcasting fields. NWS-TV, licensed last October, is expected to go on the air in late 1959.

Commenting on the purchase, Mr. Goldenson said, “This association means more than just a financial gain for us; it also means we can look to Mr. Murdoch and his associates for creative ideas in our varied fields, just as he can look to AB-PT and its companies for ideas adaptable to his Australian organizations.”
Promotion arsenal • The U.S. Army rolled in troops and guns to the three-acre parking lot of KTTV (TV) Los Angeles for a joint observance of "Citizen Soldier Week," proclaimed last month by Los Angeles city and county authorities. More than 35,000 Californians came out in bad weather to see the four-day display of armed might, promoting KTTV's filmed Citizen Soldier series.

KTTV televised tours and originated regular shows from the big lot in downtown Hollywood at Sunset Blvd. and Van Ness Ave. The Army provided Ajax, Hercules and Corporal missiles for the display along with new weapons and gear, tanks, bands, drill teams and a strolling "Soldier of Tomorrow" modeling the last word in full combat regalia. Uniformed military experts were on hand to answer queries at the exhibit, which was open day and night during Citizen Soldier Week.

National and local Army brass appeared around the city, at the exhibit and on television for the promotion. Ron Alcorn, producer of the Citizen Soldier series, coordinated the promotion with KTTV and the Army. Similar plans are under consideration for other cities showing the series throughout the country.

Tv texts best sellers

Textbooks for tv classes are giving the book business a big boost.

Approximately 150,000 of "The Sunrise Semester Library," containing seven volumes (approximately $4.50 for the set) covering course matter presented on CBS-TV's Sunrise Semester, have been sold, according to publisher Dell Books, New York. Sets went on sale the end of January for the current Sunrise Semester.

NBC-TV reports that the textbook for its second semester course on Continental Classroom sold more than 13,000 copies ($2 per copy) in its first week of publication. The figure was released by Rinehart & Co., publisher of Atomic Age Physics, which is now in its third printing.

Pugs and politics

WBAL Baltimore listeners were treated to slugfests in two arenas—the prize ring and the mayoralty race. Incumbent Thomas D'Alesandro, a colorful campaigner in the political ring, sponsored the Bethia-Lester heavyweight fight from Baltimore's Coliseum. The mayoralty bout features Mr. D'Alesandro vs. J. Harold Grady contending for the Democratic nomination.

Still bringing in booty

Robin Hood, onetime British bandit, is doing good deeds for WRCV-TV Philadelphia. A coloring contest designed to arouse juvenile interest in the 5 to 5:30 p.m. program, Adventures of Sherwood Forest, drew entries from 28,700 children competing for Robin Hood toys. The station estimates this effort as 76,100 hours of child labor. The contest was promoted on the air and in supermarkets where the entry blanks were available. WRCV-TV has printed a picture history of the contest in a brochure, complete with attached samples of the youngsters' art, which it is sending to its promotion list.

Ice Capers from WHEN

Downtown Syracuse Days, a merchants' promotion, was boosted by WHEN-AM-TV Syracuse, N.Y., with a nine-ton igloo, a dog sled team, pony wagon rides and a walking snowman.

The ice-house, which was visited by about 25,000 in four days, was constructed at a busy downtown intersection with nine tons of ice. WHEN broadcast there three afternoons.

Merchants were kept informed of the stations' efforts with such stunts as a glass of punch cooled with ice from the Mendenhall Glacier, Alaska. The ice was sent to WHEN-AM-TV from KINY-AM-TV Juneau.
Pigs in the parlor

WMT-TV Cedar Rapids, Iowa, turned its studios into a judging ring for prime porkers. Farmers postponed their Saturday chores to tune in and place, grade and estimate fatback thickness on various classes of hog. The two top winners in the successful contest were distaff farmers with a 13-year-old boy taking third prize. Remote judging was validated by the winning score of 276 out of 300 points, "well above live-judging standards," according to Bill Alford, the station's farm editor.

Sentimental station

KYA San Francisco, by turning the entire month of February into a special promotion, has boosted its weekly mail count over 5,000. Proclaiming, "KYA is having an affair of the heart with the Bay Area," the station set aside each day of the month for a different group (Secretaries' Day, Grandparents' Day, Public Servants' Day, etc.). Each listener segments on its day came in for prizes ranging from appliances to vacation trips. Advertising people got Valentine chocolates. All through KYA Heart Month, a heartbeat sound effect accompanied daily prize drawings on the air.

The lions' share

Lions, African and mountain, are proving roaring successes in station promotions. A young one imported by Larry Johnson and Jerry Linger, disc jockeys for WDXB Chattanooga, has been a social lion at record hops, sponsor promotions and similar functions. WDXB's lion is slated to be retired to the city zoo when he has "outgrown his usefulness" as the first step in the station's plan to contribute an animal a year to the zoo.

WTAE (TV) Pittsburgh's Paul Shan-

non has a mountain lion doing frequent guest shots on his program, Six O'Clock Adventure. Jackson, the lion, assists Mr. Shannon with Cocoa-Marsh commercials ("makes you strong as a lion").

KFWB calls in Univac

KFWB Los Angeles has engaged PAIR (productive and integrative research), Beverly Hills, Calif., to analyze and interpret responses from more than 25,000 persons to a questionnaire about listening habits conducted by KFWB at the last Los Angeles county fair. Work on this sample, which PAIR's president, Dr. Max Sheanin, said was of a size unprecedented in radio research, will be done in conjunction with Univac.

'Party Line' is busy

A platter-chatter show, on WACE Springfield, Mass., seeking listener response on current topics learned the state's executive mansion was tuned in. The topic about which listeners called in their opinions to Brad Davis' Party Line was the proposed 3% sales tax in Massachusetts. As listeners railed against the tax, the governor requested a chance to answer his critics. Ralph Robinson, WACE's general manager, was glad to give the governor "equal time" on the same show.

Who's listening?

Using a do-it-yourself (right now) technique of market research, disc jockeys have been finding who their listeners are.

Bob Perry of WCKR Miami, Fla., polled listeners and got his favorite reply from a housewife doing the family laundry. She had her transistor radio pinned to the clothes line outside.

Tom Elkins of KSTT Davenport, Iowa, wondered over the air one Sunday night why anyone would be listening to radio instead of looking at tv. Among some 150 listeners who telephoned during the three-hour broadcast: children doing homework, teachers marking papers, an overweight family doing exercises, people baking cakes, young men packing for the Army and tv viewers whose sets were out of order.

Novel programming

Tom McCarthy, air personality with WNOP Newport, Ky., is reading 'A' Day, an unpublished novel he wrote in 1946, on his show at 7:30 each morning. It takes about 10 minutes in the 2½-hour program for the author to read each morning's chapter.

• Drumsbeats

- WABC New York promoters parked the station's mobile unit outside Toots Shor's restaurant to show the Merchandising Executives Club meeting inside "How Local Radio Is Merchandising Today," Speakers Tom Mager, WABC merchandising manager, and Ross Mulholland, d.j., took the occasion to announce WABC plans to visit area markets and shopping centers where d.j.'s will showcase products at point-of-purchase via the new mobile unit.

- About 19,000 votes were cast in the WLWD (TV) Dayton, Ohio, Queen of Hearts beauty contest. For several weeks WLWD's weekly Tv Teen Time had invited girls to enter the contest and viewers to vote on them. The winner appeared on Tv Teen Time for three weeks as the host's assistant.

- WTCN-TV Minneapolis-St. Paul presented its longest broadcast with yesterday's (March 1) five-hour pickup of the 19th annual Minnesota State Catholic High School Basketball tourney. The Minnesota State Basketball Tournament March 19-21 also will be carried by WTCN-TV.

- D.j. Ernie Simon of WERE Cleveland on Friday the 13th of February set up an obstacle course in Cleveland Union Terminal for commuters. Crowds of

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

BROADCASTING, March 2, 1959

BUY NOW FOR THE FUTURE

Monaural today - stereo tomorrow — handle both with finest quality results on Ampex Multi-Channel Recorders. May be fully remote controlled. Now sold by Ampex Professional Dealers everywhere. Write to Ampex for a copy of Bulletin B.
commuters accepted his offer to help them get rid of superstitious fears by breaking mirrors with a hammer, walking under a ladder and knocking over salt shakers.

- Anyone in the WDRC Hartford, Conn., area who is mentioned in a newscast gets a note saying, “You made news on WDRC.” The station includes date and time of the newscast.

- The winner of a WFIN Findlay, Ohio, Valentine’s Day contest was rewarded with a five-hour visit from station staffers complete with broadcasting equipment.

- WJR Detroit has mailed trick “snake eyes” dice to advertisers and agencies as part of its promotion to point out the station’s policy of “no doubles or triple spotting.”

- WKBJ Muskegon, Mich., is giving special attention to the community library, art gallery and museum. On the theory that the community’s lesser-heralded agencies often are neglected, the station invited the institutions to take advantage of public-service time.

- Highlight of WGL Fort Wayne, Ind.’s 35th anniversary was the receipt of a congratulatory telegram from Pres. Eisenhower, the station reports. Other notables congratulating WGL included Vice President Nixon, the governor and senators of the state and industry officials. ABC shows also saluted the Fort Wayne outlet.

- Nearly 4,000 requests have been filled by WLOL Minneapolis-St. Paul for membership cards in its Moose Milkers of Minnesota club. The requests resulted from a chance remark broadcast by a WLOL d.j. that he was thinking of forming a club for Moose Milkers.

- More than 5,000 pieces of mail were received by KXOK St. Louis within 36 hours of offering miniature harmonicas in connection with a new Chipmunks record.

- An audience of more than 750 turned up at WKBJ Muskegon, Mich., in a snowstorm for a local talent show broadcast to aid the March of Dimes. The teenage talent in the 2½-hour show had appeared over the previous six weeks in d.j. Jack Hoppus’ weekly show.

- WQAM Miami is boosting the Florida climate in weathercasts: “Miami’s present temperature is 74 degrees. That’s 59 degrees warmer than it is right now in New York City, or 49 degrees warmer than it is this morning in Chicago.”

- A total 3,212 have registered at WTOP-TV Washington for Classroom 9: Beginning Russian (Mon., Wed., Fri., 6:30-7 a.m.). Nearly 80 are taking the course for college credit. George Washington U., which is conducting the classes, has received more than $52,000 in registration fees. WTOP-TV donates its time and facilities to the project.
FOR THE RECORD

Station Authorizations, Applications

As Compiled by Broadcasting

Feb. 19 through Feb. 25: Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna, cp—construction permit, G—grandfathered. KA—philosophy of present FCC, giving local public a voice—very high frequency, uhf—ultra high frequency, vhf—visual, kw—kilowatts, w—watt, mc—megacycles, pm—position master, ra—radio area, sc—specialized communications authorization, S—special agency, X—expiration.

New tv stations

APPLICATIONS


SOURCE Letters assigned


Translators


New Am Stations

APPLICATIONS


KTLA Tablequah, Okla.—Granted increase of power from 500 w. to 1 kw, continuing operation on 2180 kc, d. remote control permitted; engineering condition. Ann. Feb. 25.

WDEV Chesterfield, Vt.—Is being advised that unless within 20 days it requests hearing, its application for additional time to construct its am station (1150 kc, 500 w; d. remote control) will be denied. Ann. Feb. 25.

Program Guide For FM-SCA LICENSEES

Present and Prospective

The only background music on tape that isn't also on transcriptions available to any broadcaster is

MOTIVATIONAL MUSIC

by Magneto-Tronics

Available at

MAGNETO-TRONICS

49 West 45th Street, New York, N. Y.

Readers are urged to submit complete applications. The offer is good for 30 days after bulletin date.

NAME

STATION

STREET

CITY

STATE

Please rush complete particulars on exclusive franchise plan for FM-SCA and wire services.
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING through Feb. 25

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<th>ON AIR</th>
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OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through Feb. 25

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COMMERCIAL STATION BOXSCORE
As reported by FCC through Jan. 31, 1959

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<tbody>
<tr>
<td>3,289</td>
<td>543</td>
<td>443</td>
</tr>
</tbody>
</table>

National Bank Bldg. Estimated construction cost $1,078,797, first year operating cost $1,126,561, revenue $1,140,588, Mr. Katz, owner, is salesman at KMVT. Other partners (51%) each are David L. Stern, attorney, and Bill L. Dunbar, Motorola employee. Ann. Feb. 19.


Milwaukee, Wis.—KMLW, Milwaukee, licensed by KMLW-TV, Granted 97.9 mc, 5.7 kw P.O. address 2825 W. Wisconsin Ave, Estimated construction cost $43,000, first year operating cost $12,000, revenue $11,000. Licensee is licensee of WMIL, Milwaukee. Ann. Feb. 19.

APPLICATION
Portland, Ore.—KONZ, Portland, Granted 95.5 mc, 6.6 kw P.O. address Box 983, Forest Grove, Ore. Estimated construction cost $7,250, first year operating cost $7,050, revenue $0. Applicant is licensee of KXON, Portland. Ann. Feb. 19.

call letters assigned


New FM Stations

<table>
<thead>
<tr>
<th>ACTIONS BY FCC</th>
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</thead>
</table>


WCBM, Baltimore, Md.—Chesapeake Bestg. Corp. Granted 107.7 mc, 25 kw P.O. address Box 97, Baltimore. Estimated construction cost $9,250, first year operating cost $5,000. Applicant plans to duplicate programs of WABA, Havre de Grace, of which it is licensee. Ann. Feb. 25. |


Omaha, Neb.—Jack L. Katz Enterprises Granted 94.3 mc, 1 kw P.O. address 545 City National Bank Bldg. Estimated construction cost $2,978, first year operating cost $12,186, revenue $14,140. Mr. Katz, owner, is salesman at KMVT. Other partners (51%) each are David L. Stern, attorney, and Bill L. Dunbar, Motorola employee. Ann. Feb. 19. |
Corporated Changed from WONJ-FM, Rady FM, Green Bay, Wis.—Norbertine Fathers. 10.11 mc.

Ownership Changes

**ACTIONS BY FCC**


**WABC-AM-TV Bridgeport, Conn.—** Granted transfer of control from Trinity Broadcasting to Trinity Broadcasting of Connecticut. New York, etc. for a period of 10 years within radius of 50 miles. Ann. Feb. 25.

**WHXJ Bogalusa, La.—** Granted assignment of license to J. A. Oswald; consideration $37,500 plus agreement to pay stockholders Charles W. Hett $60 a month and Francis T. Zachary $20 a month for 25 months as consultants. Ann. Feb. 25.

**KSTL St. Louis, Mo.—** Granted (1) renewal of license and (2) transfer of control from Mr. Randal J. Duckworth through sale of 10% interest by Franklin C. Salisbury for $75,000. Journal-Jan. 16, 1966. Ann. Feb. 25.

**WBAC Cleveland, Tenn.—** Granted (1) renewal of license and (2) transfer of control from Susan M. Fitch, executors of estate of Thad H. Fitch, deceased, and Walter T. Kile to Charles B. Britt and James Ayers; consideration $5,000 plus agreements for assumed liabilities not to exceed $120,000 and transfers not to engage in radio business for 5 years within a 30-mile radius. Transferees own WJBZ, DeLand, Fla., and WBFL, 100% owner of WKY Plattsburg, N.Y. Ann. Feb. 25.

**KTVW Walla Walla, Wash.—** Granted assignment of license from Joe J. Tomahill and Joe J. Furlong to Tomahill Broadcasting, Inc., through sale of 50% of the company; credit balance due each. Journal-An. Feb. 10. (Corrected item.)

**WCFL Champaign, Ill.—** Granted assignment of license to James R. Rees, Jr., which has 80% interest in WCBG, Champaign, Ill., consideration $40,000. Ann. Feb. 25.

**APPLICATIONS**


**WIN Atlanta, Ga.—** Seeks transfer of control of WJSU from WJSU Broadcasting Co. to Dorothuia M. Bolden, to James R. Boot, Jr., the company's present owner KFBI Wichita, Kan. Ann. Feb. 25.


**WGBX Chicago, Ill.—** Seeks transfer of control of WGBX from WGBX Inc., to Richard Sutter, deceased, to O.A. Tedrick, trustee. Mr. O.A. Tedrick is present six-owner of station. Ann. Feb. 25.


Hearing Cases

FINAL DECISION

By order, on petition by applicant, Commission is adopting and making effective immediately Jan. 20 Initial Decision granting application of WMBW-TV Inc., to move transmitter site of WMBW-TV (Ch. 41), Marseilles, Ill., from point about 14 miles southwest of Masonville to about 30 miles north of that city, increase ant height from 760 to 1,046 ft., increase ERP to 310 kw, etc. Commissioner Bartley not participating; Commission abates Hearing. Ann. Feb. 25.

**OTHER ACTIONS**

By memorandum opinion and order, Commission is acting on petitions in Lafayette-Lake Charles, La., Ch. 5 proceeding as follows: (1) denied petitions by Acadian Television Corp., for review and reversal of examiner's June 26 ruling permitting KTAG Associates (KTAG-TV) to amend their application to change transmitters, location and reduce ERP to 1,040 ft. and affirmed examiner: (2) granted petition by Broadcast Bureau and enlarged issues to determine whether proposed operation of KTAG-TV would place principal city signal for entire community of Lake Charles in accordance with Sec. 309 and (3) granted KTAG-TV request for enlargement of issues to include question of waiver of that rule. Ann. Feb. 25.

By memorandum opinion and order, Commission is declining to consider petitions by Musical Heights...
Inc., for reconsideration of Nov. 19, 1958, grant of petition by Richard F. Lewis Jr. Inc. (WAVZ), Waynesboro, Va., for enlargement of issues in proceeding on Municipal License application for new station to operate on 1370 kc, 500 w, D, D, in Bradford Heights, Md. By order, petition for reconsideration by Radio Lemoore (applicant for new station to operate on 1380 kc, 1 kw, D, in Lemoore, Calif.), Commission amended its Nov. 12, 1958, order with respect to granting for hearing application of Radio KNYO, The Voice of Fresno, for a change of format of your time power to KNYO Fresno, Calif., from 1 kw to 5 kw and to operate without it contemplates a formal investigation before a hearing examiner.

The Commission invites you to submit a petition, at least three days prior to the hearing, as to whether you have pertaining to the subject of the investigation.

The Commission, for the purpose of making certain that you have pertinent to the subject of the investigation, further consideration will be given to your request for reconsideration of its order. For other purposes filed Jan. 29, 1959, relative to the inquirv, which the Commission is conducting on its own motion in the Orlando, Fla., ch. 11, proceeding (Docket No. 11186, et al.).

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Each Collins Directional Antenna Installation is custom designed and built to a broadcaster's individual specifications and coverage requirements. Variable independent phase and amplitude adjustments are provided for ease of tune-up — insure stable pattern control.

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  Telephone District 7-1235
  Member AFCCE

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  Fort Evans
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- **SILLIMAN, MOFFET & ROHRER**
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  Washington 7-4644
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- **LYNNE C. SMEBY**
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  AM-FM-TV
  7615 LYNN DRIVE
  WASHINGTON 15, D. C.
  Oliver 2-8520

- **WILLIAM E. BENNS, JR.**
  Consulting Radio Engineer
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  Phone EMerson 2-9071
  Box 3468, Birmingham, Ala.
  Phone State 7-5601
  Member AFCCE

- **HAMMETT & EDISON**
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  Box 68, International Airport
  San Francisco, Calif.
  Diamond 2-5208

- **CARL E. SMITH**
  CONSULTING RADIO ENGINEERS
  8200 Snowville Road
  Brecksville, Ohio
  (a Cleveland suburb)
  Phone Jansen 6-4386
  P.O. Box 82
  Member AFCCE

- **JOHN H. MULANEY**
  Consulting Radio Engineers
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  Columbia 5-4666

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  Broadcast Engineering Consultant
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  Crawford 6496

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  Member AFCCE

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  Kanawha Hotel Bldg.
  Charleston, W. Va.
  Dickson 2-6281

- **MERL SAXON**
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  Lublin, Texas
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**BROADCAST ACTIONS**

**By Broadcast Bureau**

**Acts of Feb. 28**

- WEEN Lafayette, Tenn.—Granted assignment of license to Lafayette Bestg. Inc., for non-commercial educational FM station WPFL (which serves a non-commercial educational group in the area of Newbern, Tenn.);
- WEON Oneco, Fla.—Granted permission to install auxiliary tower to increase ERP.

**Acts of Feb. 19**

- WENER Colorado Springs, Colo.—Granted to change studio and trans. location.
- Wcpr Monroe, La.—Granted to increase ERP.
- WEUL Tuscaloosa, Ala.—Granted to increase ERP.
- WENM Milwaukee, Wis.—Granted to increase ERP.
- WENZ Waco, Tex.—Granted to increase ERP.

**Acts of Feb. 11**

- Wcwa Palmdale, Calif.—Granted to increase ERP.
- Wcer Gainesville, Fla.—Granted to increase ERP.

**By Hearing Examiner**

- WMMP Manchester, N.H.—Granted order to Commissioner to file pre-hearing briefs in the following matter.

**By Administrator**

- WERF Daytona Beach, Fla.—Granted to change ERP.
- WEWC Easton, Pa.—Granted to change ERP.

**By Secretary**

- WORX West Orange, N.J.—Granted to increase ERP.
- WWSB Fort Myers, Fla.—Granted to increase ERP.

**By Chief Hearing Examiner**

- WBCN Boston, Mass.—Granted to increase ERP.

**By Hearing Examiner**

- WSMN Miami, Fla.— Granted to increase ERP.

**By Corporation**

- WSMO-proposed assignment of license to South Dakota State University.

**By Secretary**

- WSMR West Palm Beach, Fla.—Granted to increase ERP.

**By Secretary/Division**

- WSMB Minneapolis, Minn.—Granted to increase ERP.

**By Hearing Examiner**

- WSNR Erie, Pa.—Granted to increase ERP.

**By Secretary**

- WSNI Rochester, N.Y.—Granted to increase ERP.

**By Hearing Examiner**

- WSNE-WYHH-2 Providence, R.I.—Granted to increase ERP.

**By Secretary**

- WSNV-WGHL-9 Jackson, Miss.—Granted to increase ERP.

**By Chief Hearing Examiner**

- WSNS-WYHL-12 Tntch, Miss.—Granted to increase ERP.

**By Hearing Examiner**

- WSNU-WYXX-1201, 1202 Springfield, Mass.—Granted to increase ERP.

**By Chief Hearing Examiner**

- WSNW-WYXY-500 Chicopee, Mass.—Granted to increase ERP.

**By Hearing Examiner**

- WSNP-WYXZ-1500 Springfield, Mass.—Granted to increase ERP.

**By Secretary**

- WSN, Inc.—Granted to increase ERP.

**By Secretary/Division**

- WSN, Inc.—Granted to increase ERP.

**By Chief Hearing Examiner**

- WSN—Grant to increase ERP.

**By Hearing Examiner**

- WSN—Grant to increase ERP.

**By Secretary**

- WSN—Grant to increase ERP.

**By Chief Hearing Examiner**

- WSN—Grant to increase ERP.

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**By Secretary**

- WSN—Grant to increase ERP.

**By Chief Hearing Examiner**

- WSN—Grant to increase ERP.

**By Hearing Examiner**

- WSN—Grant to increase ERP.
### CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

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- **DISPLAY ads $20.00 per inch**—STATIONS FOR SALE advertising require display space.
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- App licants: If transcriptions or bulk package submissions, $1.00 charge per page (forward remittance separately, please). All transcriptions, photos, 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—Management**

Manager with sales and program know-how for medium station market. Excellent opportunity for creative young family man with all-around experience in radio and ability to move up. Send complete details, including photo and present income. Box 8943H, BROADCASTING.

Wanted—General manager for number one radio station in large southwestern market. Must be experienced in local sales. Box 8945H, BROADCASTING.

Wanted—Partners to manage new stations. Will furnish most of equipment and engineering for new investment for high percentage ownership in excellent markets. Box 8946H, BROADCASTING.

Radio manager—If you have a record of pulling one or more stations to the top in your community and audience, we have ownership interest available in group operation. John J. Gibson, WDVT, Green- ville, Mississippi.

Sales manager, Experienced, Excellent opportunity. Send complete details, including photo and present income. Box 8947H, BROADCASTING.

Wanted—Experienced man to handle combination job of national advertising manager and record librarian. Must have national background. For a popular Washington, D.C. area radio station. Salary plus commissions. Send complete resume and picture to Harold Thomas, Sceneic Highway, Asheville, N.C.

Commercial manager needed for enterprising new station. Experience and compensation and percentage await a real producer. Preferly in New England. Box 8948H, BROADCASTING.

Sales

Maine radio station requires ambitious hard working man combining talents of live wire sales and top announcer. We want a man who can assume responsibility. Some air work. Emphasis on sales. Guarantee over $5,000 plus commissions. No prima donna. Box 7243H, BROADCASTING.

Michigan Independent adding to sales staff. May triple in size. Send letter and photo and prove yourself. We pay a money and climbing upside. Send picture and/or personal resume and why you want this position. Box 8949H, BROADCASTING.

Radio salesman. The "Yankees" need three more salesmen. Why not them? Why not you? WANTED by the minor in the minors who can make big league money. Good opportunity for top salesman. We are looking for real pros and big league men. We can pay salaries. Send resume and picture. A good opportunity for the bright young man with a future. Box 8946H, BROADCASTING.

Wanted: Salesman qualified to become sales manager. Top station market. Superb city. East coast. Box 8443H, BROADCASTING.

Salesman for regional in good market. Guarantee against commission plus car allowance. Send detailed resume to Bill Sloane, KFDR, Rosenberg, Texas.

Broadcast time salesman and 1st class combo men. Tired of snow? Ask Leroy from New York how heating Eureka can call 722 March-blooming flowers. Write Don Telford, KXEM, Box 1081, Eureka.

### Help Wanted—(Cont'd)

Wanted, experienced salesman for top rated music station. Excellent income for qualified person. Send complete resume, all data, including present millions and earnings in first letter or call Gordon Lund, Radio Station KRIB, Mason City, Iowa.

KTIX Radio, Seattle, looking for top salesman who can be sales manager within six months. Base plus commission set-up will pay over $10,000 yearly. Guarantee initial $10,000 yearly, plus over-time. Send resume and picture immediately. KTIX, Seattle 2, Washington.

National sales manager. KWWL, Waterloo, Iowa.

Salesman who wants to make money for himself and his employer—an experienced man who knows radio and how to sell it. Qd established station, L. C. McCail, WBILJ, Dalton, Georgia.

Hartford-New Britain, Conn.—lively, powerful network station, Year-round recording. $50.00 salary, plus 10% commission. Actual account list provided. Send details of background to WHAY, New Britain, Connecticut.

WJIL, Niagara Falls has wonderful opportunity for second salesman. Security and confidence for self starter. Send photo, background and reference. Tom Talbot, Manager.

### Announcers

New south Florida station metropolitan market needs 3 djs. Experienced, smooth, fast paced personality. Begin as early as next week to start. Send tape, references, resume! Box 2823H, BROADCASTING.

Staff announcer for independent Pennsylvania station. 48-hour week, large market, excellent fringe benefits, vacations. Desire an experienced man looking for a permanent job in a chain organization with an opportunity for advancement. Tape and resume required. Box 4805H, BROADCASTING.

North-west station needs announcer capable of informal dry humor on regular record show. Opportunity of lifetime. Reply Box 7223H, BROADCASTING.

Need experienced staff announcer and a local news editor. Excellent market in exclusive market. Airmail full qualifications to Box THF-1, National Broadcasting.

Good announcer with ability to handle full range of duties on staff of excellent small station. Send details, including photo, audition tape (we’ll return it) and present income. Box 6806H, BROADCASTING.

Help Wanted—(Cont’d)


Wanted combo man, prefer strong on announcing. Send full qualifications, including transit. Opportunity in several markets. Send resume, salary requirement and photo to Bob Meyers, WIIN Radio, Green Bay, Wisconsin.

Announcer, experienced, for New York state regional 5000 watt. Concentration on gathering news, in local news. Rush tape to General Manager, Box 8983H, BROADCASTING.

New Mexico kilowatt full timer needs good announcer with sales ability. Send tapes and resume. Box 9013H, BROADCASTING.

### Help Wanted—(Cont’d)

Announcers

California station wants announcer who is unable to vent his humorous personality on air where now employed. Top pay. Box 8934H, BROADCASTING.


Want: Alert announcer, Experience secondary to desire, potential. We'll help you develop. References, personal data, tapes to KGHM, Broadcast, Michigan City, Indiana.

Announcer-first phone. No maintenance. Two weeks vacation, health insurance, new studio facilities, air and auto. Annual programming start at $453.00. Box 8941H, KJSMO, Hannibal, Missouri 45240.

Good, experienced announcer needed at a small highly professional station. Possibility of permanent position. Good salary and possible $70 to 80 dollars for the right man. Send tape, complete details, references to KJLN Radio, Logan, Utah.

Immediate opening for 2 experienced swinging djs with creative ability. Send complete details including tape or call Charles Lofuex, Radio Station KRIB, Mason City, Iowa.

Announcer—Immediate opening. Minimum salary $65.00. If you're fast paced and bright, even more. Send details, tape to Manager, Kenn Maloney. KVVR, Holdrege, Nebraska.

Work in the heart of the Rockies. Center of Colorado hunting and fishing. Wanted combo man, must have first ticket, emphasis on announcing. Contact Bill Corriss, Manager, KAVH, Salida, Colorado.

Washington D.C. area's number one station auditioning exceptional, fast, modern announcers. Send tape.

Two combo men needed. Must have voices good enough for southeast's largest market engineering minor. Good opportunity for top paid adult radio. $150 possible in your town. Hope you're particular—we are. Contact Don Meyers, WIN Radio, Atlanta, Georgia.

Dje jockeys boost your ratings! Order your "Deejay showmanship Kit". Includes: "Book containing proven formulas for building and retaining a following," "Radioannouncer Guide", containing proven formulas for building and retaining a following. Also, "Hints for DJ Comed... DeBu Fea- tures, 26 E. Huron St., Chicago, Illinois.

### Technical

Chief engineer—$5,000, plus all benefits. Must be fully qualified all type equipment, maintenance and repair and directional equipment experience. All new equipment. This is a responsible position with a perma- nent future. Box 7887H, BROADCASTING.

Engineer-announcer with ability to do maintenance and a fair announcing job. Send details including photo and audition tape (we’ll return it). Salary $60 to $100 depending on ability. Box 8186H, BROADCASTING.

Multiple operation needs first phone, who also must either announce, gather news, write, sell. Requirements at fulltim- eter with other opportunities. Some experience or genuine talent and ability. Salary open to right person with professional approach to operation. Fees reasonable. Box 8151H, Chicago Road, Michigan City, Indiana. (No floaters.)
Help Wanted—(Cont’d)

Technical
Chief engineer—am, 250 w. construction experience. Must be capable of designing and re-write local news. Can you present a complete plan to improve our audience? If so, will you please include your resume? Salary. Open. Box 916H, BROADCASTING.

Production-Programming, Others
Can you deliver a top-notch, interesting newscast written in American English? Must be able to rewrite local news. Must have at least two years of experience in radio-programming experience. Must be able to learn radio news. Send tape, resume. Salary. Open. Box 916H, BROADCASTING.

Most listened to radio station in upstate New York’s second largest city wants cub reporter for its full time news staff. Journalist background and knowledge of northwestern preferred but will consider all with ability to learn radio news. Send tape, resume. Salary. Open. Box 916H, BROADCASTING.

Situations Wanted—Management
General manager, 9 years from ground up. Family man, college graduate, first phone excellent sales record, employed. Box 969H, BROADCASTING. General manager small to medium market am, fm or tv operation. Must be aware of programming-organization, know-how. College grad. Box 821H, BROADCASTING.

Doctor says move family to better climate. Three children, susceptible to lung congestion and pneumonia. My health is fine. Offer you 13 years of radio background. Experienced all phases. Manager and majorly station manager I rated station in market at present time. Have worked 250 watt ABC, 250 watt independent, ABC and 1 kW CBS. Man year 10 years top sales officer, love radio, can give you top programming and increased sales minus gimmicks. Must be southern Californian, New Mexico, Arizona’s Market 25 to 50,000. Looking for management with air work. Earnings now five figures annually. Must sacrifice ownership, but will be happy to do so in order to give family better health and better opportunities. Box 767H, BROADCASTING.

Have success story, will travel. Manager now employed in small market will trade abilities for top job. Will consider assistant manager or sales manager. Under 50, first phone seven years experience, good sales abilities, and a fine family. Money is the last consideration. Box 768H, BROADCASTING.

Broadcast executive, 14 years background in marketing, advertising, network and spot radio. Has written sales record. Creative, personable, excels in sales talk, is 36. Married, is employed as branch director national firm. Desires better opportunity. Box 906H, BROADCASTING.

Manager. Seek alert, aggressive organization with modern philosophy and high ethical standards that will intelligently estimate my present successful record, knowledge of programming and sales techniques, proven dynamic ideas and methods, and yet realistic ambitions. Earning over $12,000 but desire more opportunity. Will consider assistant manager or sales manager. Under 50, first phone seven years experience, good sales abilities, and a fine family. Money is the last consideration. Box 768H, BROADCASTING.

Country dj available, for the last three years I have been pd, dj with a top ranking, money making country operation. I’d like to relocate. Worked with promotion, production, top dj, 35, officer, reliable, artist. References. Write Box 792H, BROADCASTING.

Polished, professional dj-announcer wanted to work in midwest market. Married, employed. Box 771H, BROADCASTING.

Staff announcer, workhouse, 11 years experience small market to 50 kilowatt as disc jockey, newspaper, programming, production conscious with know-how. Want security. Family, 35. College, presently employed. Specialty: record me. Agency reference. Want done as well as you would do them yourself? Pay me $150 weekly—11 I’ll move fast. No rock—the budget. Box 883H, BROADCASTING.

Announcer, disc Jockey. New program sound and format. Integrating adult and teenage tastes into winning, exciting vehicle. For tape, contact: Ken Collier, Box 967H, BROADCASTING.


Girls basketball. Capable, versatile, Operates board. Sales, publicity, sales. Box 878H, BROADCASTING.


Announcer, young. Eager to learn. Good background. Cooperative. Operate board. Box 883H, BROADCASTING.

Young man. Determined to succeed. Well trained. Any reasonable offer. Box 884H, BROADCASTING.

No I am not the best dj. Canadian announcer desires announcer position. Four and a half years in radio, two and a half as an announcer. Can handle morning show or even afternoon. Prefer ABC, 23, single, white, 2 years college. Presently employed in top market. Write Box 885H, BROADCASTING.

Professional radio school graduate, some AFRT experience. Operate board, married, one child. Prefer southeast. On request. Box 885H, BROADCASTING.

DJ, extensive jazz and pop background. 7 years experience. Desiring position New York state. Box 909H, BROADCASTING.

PD and big ten play-by-play. Station sold. With to relocate to midsize non-metropolitan area. 7 years with same company. Family man. Box 912H, BROADCASTING.

Newsmen. Young, experienced, excellent voice, college graduate, married. Prefer east coast. Sales, promotion, want change. Box 913H, BROADCASTING.

Highly professional dj seeks relocation. Excellent background in music, news, production. College trained, 35, married. Box 914H, BROADCASTING.

Sportscaster—8 years radio, tv. Major college basketball. December graduate. Married, college graduate, married. Currently employed, Major market only. Box 929H, BROADCASTING.

Staff announcer. Experienced. All phases. West Coast. Undergraduate Degree. Box 823H, BROADCASTING.

Ten years, solid references. Finest of disc and news work. Veteran with college. Operates board. Prefer night work. Box 858H, BROADCASTING.

Experience combination (first phone) desirable. Prefer position, preferably with television potential. Now available. Box 833H, BROADCASTING.

Announcer-dj. 4 years experience. 2 years at 1st. Wishing to move. Not available April 1st. Box 936H, BROADCASTING.

Sportscaster, radio-tv. Your city has high caliber baseball, football, or basketball teams, want to sell that team to public? Box 860H, BROADCASTING.

Have afternoon format—desire personality spot to air really smooth, nice show, Locale not important—opportunity is. Box 941H, BROADCASTING.
Announcers

First phone announcer, employed. Three years of experience. Has ability to handle news releases and editorials, read music. Age 25. Desires better market within one hundred miles Washington. Box 969H, BROADCASTING.

The voice that sells: Versatile announcer—highly skilled—ideal for both voice talent. Excellent experience. Excellent financial terms. Contact James Reed, Box 976H, BROADCASTING.

Announcer, 2 years NY staff. Run tight board. Previous 5 years show biz. Looking for warm, pleasant market. Box 969H, BROADCASTING.

Negro rhythm and blues dj. Personality shows combined with effective sales appeal. Tape, resume on request. Rudy Brown, 6038 S. Peoria, Chicago. Hudson 7-1306.

Announcer-dj, first phone. Married, vet. Experienced net and indie operation, presently employed, would like to relocate on west coast. Available March 1st. Steve Muzzo, 1302 N. Flower, Santa Ana, Calif., Kimberly 3-4836.

Technical

Chief engineer 20 years experience. Planning construction and operation and maintenance of radio-television. Presently employed. References. Florida only considered. Box 969H, BROADCASTING.

First phone, six months experience. T.V. engineer, four months radio chief engineer-an- nouncer, independence position, as engineer-an- nouncer in Ohio, Indiana, Kentucky area. Requires tele, t.v., BROADCASTING.

First phone, wants work in lower Michigan. Louis Smith, MVVS, Route 3, Plainwell, Michigan.

Production-Programming, Others

Fifteen years, program manager news, sports editor. Box 969H, BROADCASTING.

Continuity director. Eleven years radio-television, presently employed, excellent references. Available immediately. Box 969H, BROADCASTING.

Program director-dj: The big "IF": "IF" you're looking for a man who can produce; "IF" you want an all-around dj. Gay, warm and promotions department; "IF" you need someone who can handle personnel; "IF" you're looking for someone with ten years radio experience from network to McLean- don in major markets; this is the one. "If" air personality. "If" all the answers to above are yes, contact Box 969H, BROADCASTING.

Producer, director, production director. Four years experience. Forms own entity; very direct. Innovative, personable and thoroughly experienced in all phases of production. Desires position with progressive organization, excellent references. Box 969H, BROADCASTING.

Ambitious, creative, employed, married couple desires 250 thousand plus market. Metropolitan experience, degree, highest references. Box 969H, BROADCASTING.

Northwest quarter of United States. 12 years radio, tv. Family. Now production manager of metropolitan Storq type station. Would program director or assistant manager job. Thorough knowledge all phases station operation. Net type or music and news. Box 969H, BROADCASTING.

15 years experience, including 7 with Storq. Nine year program director. Production for independent; production experience. Wish to explore programming and/or management possibilities. Box 969H, BROADCASTING.

We write radio copy $1.00 per spot. Guaranteed. Box 969, Tucson, Arizona.

Continuity-sales-traffic, brassy, creative, on-versatile, wpm. Two small children, wife $300 minimum. Bag packed, relocate anywhere. Apply immediately. Don Kaye, P.O. Box 571, Danville, California.

TELEVISION

Help Wanted—Management

General manager, regional television network with executive and sales abilities. Areas of responsibility: National sales, network relations, programming, organizational ability essential. Send résumé, salaries, requirements, Box 969H, BROADCASTING.

Announcers

Staff announcer to do live television commercials and ad-lib commentary on NBC affiliated station. Live news and weather experience. Send photo and full experience, Box 969H, BROADCASTING.

Immediate opening for tv announcer. Excellent opportunity to grow with successful young station. Contact Chas. Donaldson, KTVT, Omaha, Nebraska.

TV staff announcer: TV experience not required. Send pictures, tape, and details to Don Stone, KTVI, Sioux City, Iowa.

Expanding staff wants experienced, hard- working, on-camera announcer. Air mail special resume and photo to John Radeck, P.D., WJBF, Channel 6, Augusta, Georgia.

Technical

Basic CBS mid-west vhf tv station needs qualified engineer with master control video switching and maintenance experience. Top salary, retirement plan, paid hospitalization and life insurance. Send photo and experience to Box 969H, BROADCASTING.

Television transmitter engineer for moun- tain top transmitter in California. First class phone. Wonderful fishing, boating, hunting, sports in area. Interested parties reply Box 968H, BROADCASTING.

Experienced tv transmitter operator. RCA 50 kw transmitter. Midwest. Send full details to Box 969H, BROADCASTING.

Help Wanted—Others

Transmitter engineer, with commercial radio and/or television background, preferably in midwest. Possible employment in New England. Must be able to handle personnel. Good salary and benefits. Contact Box 969H, BROADCASTING.

Need experienced television engineer with first phone desire to live in Nebraska. Box 969H, BROADCASTING.

First phone engineer, transmitter, video, sales, camerman. Experienced, for RCA uhf equipment. Qualifications and resume first letter to Herbert H. Eckstein, Chief Engineer, WTVV, Box 470, Rockford, Illinois.

Production-Programming, Others

Immediate opening for experienced tv copy writer in east coast basic NBC station. Send resume, photo and salary requirements to Box 969H, BROADCASTING.

Program director, . . . to plan, direct and co-ordinate all live programming of basic CBS station in mid-west. Past pd experience in commercial television operation necessary. Include full details first letter. Excellent opportunity and salary to right man. Box 969H, BROADCASTING.

Office manager-accountant. Grow with vhf. Immediate opening for experienced person in beautiful Cedar Rapids, Iowa. Contact Reed, Gardner, General Manager, KELO TV, Cedar Rapids, Iowa.

Need experienced sales promotion man to assist with presentations, merchandising and associated creative assignments for top CBS outlet. Good copy writing and a flair for workable ideas is required. Please send complete information on your background. Samples of your work if possible and salary requirements. Job open immediately. Contact KRLD-TV, Dallas, Texas.

VIDEO FIELD ENGINEERS

AMPEX CORPORATION, world’s largest manufacturer of precision magnetic tape recorders, needs qualified video engineers at several field locations and home office. Will be engaged in applications engineering, installations, maintenance and service of Ampex VR-1000 Videotape* Recorder and associated systems at commercial, industrial and military locations throughout United States.

Substantial audio and video technical education plus three years television station operation or maintenance experience, or equivalent, required. Moderate travel. Opportunities for advancement to supervisory engineering and sales positions for anyone with energy, talent, and self-drive.

To qualify you must have the appearance, manner, and ability to meet and deal with management and engineering personnel. Salary plus profit sharing and liberal company benefits. Send resume, availability and salary requirements to John Doolittle, Supervisor Technical Recruiting.

* TM AMPEX CORP.

2402 BAY ROAD
REDWOOD CITY, CALIFORNIA

BROADCASTING, March 7, 1959

99
HELP WANTED—(Cont’d)

Production-Programming, Others

Promotion director wanted. Excellent opportu-
nity to work in a successful, growing produce-
tion-sales operation. Requires master of public-
ity relations, media, and sales, with experience
on former stations. Competitive salary. Write
Box 911H, BROADCASTING.

FOR SALE

Production-Programming, Others

Experienced television photographer. Excel-
lon photographer with several years’ refer-
ces. Write, Box 911H, BROADCASTING.

Available — Production supervisor. Eight
years network experience. For resume and
information write Box 911H, BROADCAST-
ING.

FOR SALE

Equipment

4 used guide towers for sale. Height 200
ft. Towers are ready for immediate shipment.
3 solid stock towers approximately 18 inches
crew face, (1) made by Raybestos, Inc. All towers
are in very good condition. Box 693H, BROADCASTING.

Raytheon RA-256 transmits in excellent
hand condition. Price $1,200.00. Write Box
693H, BROADCASTING.

Tower—guyed 60 feet with 8 bay high band
VIP socket. On west coast. Write Box 930H,
BROADCASTING.

Have for sale one Western Electric D-6726
2 kw transmitter. One AC power-coupled
panel tuning unit 15,000 volt power supply.
Filament meter readout to 1000 watts. Driver
unit limiter amp. All equipment now in
service. Write Box 893H, BROADCASTING.

Instant echo and filter for less than $150.00.
Complete plans, drawings, $100.00. Write
Box 913H, BROADCASTING.

One Collins 212 B console with power sup-
ply and receiver. 3 speed QRM and
transcription turntables. 1 Magneoncorder tape machine. Price $1,300.00.

Collins remote amplifier 1224, new, excel-
Ient condition—$300. Box 929H, BROADCASTING.

Two (2) “Amplex” factory modified 401’s in
good condition. $600.00 each. Box 905H,
BROADCASTING.

FM, three kw G.E. transmitter. Used Good
condition. Write offer 1098, 423-135th Street,
N.W., Washington, D.C.

Two 350 watt call in studio to support
in transmission line. Coupled new units, Austin
lighting choices, lights. Ready for shipment
soon. Write KCQB, San Diego, Calif.

One Motorola micro-wave system FSTM-2,
color modified, frequency range 6875-7125
mc, power 15 watt, excellent condition.
Available immediately. Make offer, L. Hall-
wood, KFEF, Dayton, Ohio.

Gates BC 500-d, 500 watt am transmitter,
complete less tubes. Phone 830, WAVU,
Alberville, Ala.

UHF equipment used but in perfect condi-
tion. GE 7725A 15kw transmitter including
filterplexer and control panel, all used with
PYIB feeder adapter, 4TXA dummy load,
TV-21 visual transmitter, sweep oscillators,
R.I. and General Radio monitors. Also 480
Stainless steel type ‘C’ transmitter. Writing
400 feet 7541-13 inch wave guide. 2. 4’ Raytheon
7560 mc parabola with horns and mounting
brackets. Contact Beecher Hayford, WESI-
TV, Daytona Beach, Fla.

(1) type BQ-102 RCA automatic turntable
capable of playing 300 selections at 15 rpm,
complete with console, fits all accessories
excluding pre-amp. Selections made by push-button control located remotely
from mechanism. Leaves existing turn-
table bases for 300 plus playing. Excellent
condition. Contact Chief Engineer, WPTF,
Baltimore, Maryland.

960 mc Motorola TV—STL equipment,
complete with personal sound amplifier and
foot dishes. Factory modified for color. Con-
tact Chief Engineer, WPTF, Durham, N.C.

Portable Magnecorder model PT-6A 200
hour mike input. Including case. Excellent
condition. Available for $600.00. Write USA,
WWZY, Winchester, Ky.

Two Concord record players for background
music and public address. Beecher’s Super-
markets, Lincoln, Nebraska.

WANTED TO BUY

Stations

Cash for profitable or unprofitable station.
Make offer. Box 723H, BROADCASTING.

Several used towers in top condition, in-
cluding insulated am broadcast towers. In-
clude Tower Construction Co., F.O. Box
9028, Sioux City, Lowa.

Audio equipment—professional series—used
tape recorders, microphones, amplifiers,
console, etc. Write for list of materials avail-
able. U.S. Recording Company, 1121 Ver-
mont Avenue, N.W., Washington, D. C.

INSTRUCTIONS

F.C.C. first phone preparation by corre-
spondence or in residence. All stations are
located in Washington, Hollandwood, and
Seattle. For details write, Goldberg School,
Desk 2, 821—19th Street, N. W., Wash-
ington, D. C.

F.C.C. first phone license in six weeks. Gar-
anteed instruction, by master of materials.
Approved. Phone Fleetwood 2-7270. Enroll-
now. Goldberg School, 3935 Regent Drive,
Dallas, Texas.

Since 1946. The original course for F.C.C.
first phone license, 5 to 6 weeks. Reserva-
tions required. Enrolling now for classes start-
ing June 24, Sept. 2, Oct. 26, 1959, January 6,
March 2, 1960. For information, refer-
ences and reservations write William B. Ogden
Radio Operational Engineering School, 1150
West Olive Avenue, Burbank, California.

MISCELLANEOUS

Would like to locate Donald E. Galie, or
working as an announcer in several Cali-
ifornia stations. Send information to Box
910H, BROADCASTING.

Bingo Time U.S.A. prints of personalized
tango cards for radio, television or newspa-
per ad promotions. P.O. Box 906, Denver 1,
Colorado. Acoma 2-7353.

Magnetic tape duplication and distribution
service at any location. Write: Audio
Recording Associates, Corbin, Kentucky.

100 BROADCASTING, March 2, 1959
SALESMA \nTop station in top market . . . full- \nesame \ntime 5000 watts in May of 19- \nposition to energetic, go-getter. Di- \nrect and agency account list. Guar- \ntee and most attractive sales plan in \ntown. Write to WICE—Providence—send full details.

Announcers

Eastern Pennsylvania

Two top rated music stations need \ntwo fast moving DJ's with modern \nradio sound. Salary and Hops can \nnet you $5,500 or more the first \nyear. Rush letter, photo and tape \nimmediately.
Box 922H, BROADCASTING.

Situations Wanted—Announcers

HOME FROM THE SERVICE! Experienced announcer, operate own \nboard, write, sell, college grad., radio grad., 6 years acting, pro-athlete, 24, \nmarrried. Best offer gets me. Available now.
Box 947H, BROADCASTING.

TELEVISION

Help Wanted

Production-Programming, Others

TV4999, Baltimore Advertising Agency of over 100 \npeople. Seek a writer for growing TV radio. \nDepartment. Must be experienced in cont. writing. \nto develop ideas and write with a minimum of super- \visions. Knowledge of film TV and radio. Salary open, profit-sharing, \nreplies. Send full details in confidence if you qualify send resume, including salary re- \nquirement to Savannah Publications, 9BM, Savannah, \nGa., 9BM.

Radio-Writer, Co., Inc. \n13, E. Fayette St., \nBaltimore 2, Maryland.

FOR SALE

Equipment

CO-AXIAL TRANSMISSION
LINE

Used Andrew Telfon 1/4", 515 ohms. \nOriginal Packing—Tremendous Service. \nImmediate Shipments Large or Small. \nQuantity. Wire or write: Sacramento \nResearch labs., 3421—58th St., SACCU- \nmento 20, Calif.

Pan McDonald, Box 1322, Austin, Texas.

GL 3-800, 2KW, 1500w. 1000w. 1000w. \nTerms. Priced at $150,000. \n2% down with balance on easy terms.

Box 940H, BROADCASTING.

STATIONS

THE PIONEER FIRM OF TELE- \nVISION AND RADIO MANAGEMENT

CONSULTANTS ESTABLISHED 1945

NEGOTIATIONS MANAGEMENT AND \nMANAGING

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.
Washington 6, D.C.

Interest in 250 W going station \nin Oregon. Excellent community— \ngood potential. 48% for $90,000. \n$10,000 down, balance easy terms.
Contact: Lee Boner
KFLY
Corvallis, Oregon.

FOR SALE

TELEVISION

Daytimer, Pacific Northwest. Gross $72,000 \nyear. Operated from our many \nanal offices fine buy.

JACK L. STOLL & ASSOCIATES

6811 Hollywood Blvd.

Los Angeles 28, Calif.

Hollywood 4-7279

Continued from page 96


transcript in proceeding on their applica- \ntions for new tv stations to operate on ch. \n16 in Vail Mills, N.Y.

By Hearing Examiner Herbert Sharmann on Feb. 18

Denied motion by Tribune Publishing Co. \nfor continuance of scheduled dates. Pro- \ceeding on its application and those of \nKFOX, Inc. and Fisher Broadcast, Co. on \nnew tv stations to operate on ch. 5 in Portland, Ore.

By Hearing Examiner Basil P. Cooper on Feb. 13

Granted motion by Hall Best, Inc. for \ncontinuance of date for exchange of written \ncommunications from Feb. 21 to March 18. \nBureau for evidentiary hearing from March 2 to March 26 on proceeding for its \napplication for fm facilities in Los Angeles, Calif.

By Hearing Examiner Iadore A. Honig on \nFeb. 1

On own motion, continued prehearing \nconference and scheduled for Feb. 18 \nproceeding on application for Quad Cities Broad- \ncasting Co. for fm facilities in Brazil, Ind.

By Chief Hearing Examiner

Iadore A. Cantor on Feb. 1

Granted petition by WWDC Inc. (WWDC), \nWashington, D.C. to extend it that it is con- \ncerned with intervention in proceeding on \nan application of Alakma Best, Co. West \nChester, Pa. Herman Handiow, Newark, \nDel., and Howard Wasserman, West Chester, \nPa. and petitioner is a low potential of \nwith reference to the proposed operations of \nAlakma and Wasserman.

By Hearing Examiner Thomas H. Donahue on \ndates shown.

On request by Lakeside Beas, Sparks, \nNev., continued hearing from Feb. 17 to \nFeb. 25, in proceeding on fm application. Feb. 12.

On request by Broadcast Bureau extend- \ntime from Feb. 18 to Feb. 27 to file pro- \posed findings in proceeding on applica- \tions of Pan American Radio Corp. Tucson \nand Vernon G. Ludwig, Benson, both Ar- \izona. Act Feb. 17.

By Hearing Examiner J.D. Bond on Feb. 17

Granted by Broadcast Bureau for extension \ntime from Feb. 16 to March 2 to file pro- \posed findings in proceeding on con- \clusions of law and from March 2 to March \n17 to file replies in proceeding on appli- \cations of Capitol Best., Co. East Lansing, \nand W. A. Pomeroy, Tawas City-East Tawas, \nboth Michigan.

By Hearing Examiner Iadore A. Honig to \nextent that filing of proposed findings of \nfact and conclusions of law and replies \nwill be allowed within time periods that \nwill be fixed by subsequent order in pro- \ceeding on its fm application, and that of \nDonald W. Huff, both Lansdale, Pa.

By Hearing Examiner Iadore A. Honig on \nFeb. 17

Granted informal request by Evanston Best, \nCo., respondent, for continuance of \nhearing on application for Feb. 18 to \nbe determined by Broadcast Bureau in \nproceeding on an application of Russell \nG. Slater, Aurora, Ill.

By Hearing Examiner John Laurino, Scot- \ntland, N.Y. for continuance of terms for \nMarch proceeding on his application and \nprocedural dates applicable for further pro- \ceedings on his fm application. Old Bell Best, Co. (WJWS), South Hill, Va.; \ncontinued hearing from March 18 to \nMarch 31.

By Hearing Examiner Forrest L. McClenng on \nFeb. 18

Granted by WBAC Inc., Racine, Wis. for \nleave to amend its application to \nreflect relocation of ant. to different \nproposed portion of proposed ant. site.

PETITIONS FOR RULEMAKING FILED

Fm Unlimited Inc., Chicago, Ill.—Requests \nrulemaking to insure operation and equit- \nable utilization of 88-108 mc band \naccording to circumstances.

Philco Corp.: Philadelphia, Pa.—Requests \nrulemaking proceeding looking towards \nrevision of required licensing of \ncommercial service, and authorize existing licensees to \nuse commercial service.

Philco Corp., Philadelphia, Pa.—Requests \nrulemaking proceeding looking towards \nrevision of required licensing of \ncommercial service, and authorize existing licensees to \nuse commercial service.

PETITION FOR RULEMAKING FILED

WJBS Mayaguez, P.R.—Petition request- \ning institution of rulemaking looking to \nthe licensing of ch. 13 to WJBS-MP. \nP.R., and immediate reallocations denied. \nAnn. Feb. 20.

(For the Record) 101

BROADCASTING, March 2, 1959

98
Now! The Broadcasting Industry can help

RADIO FREE EUROPE

beam the Truth behind the Iron Curtain

Radio Free Europe has one of the toughest, most important broadcasting jobs in the world. It's to beam the truth behind the Iron Curtain.

This year we need the help of the broadcasting industry to do this job.

Radio Free Europe is inviting the American Public to send their own Truth Broadcasts behind the Iron Curtain, over the facilities of Radio Free Europe. Free trips to Europe and powerful short wave radios will be awarded for the best Truth Broadcasts.

In order to alert the public to this program, The Advertising Council and its volunteer task force from Ted Bates & Company have prepared a series of short radio and television announcements inviting participation. By now you have received these announcements.

Please use them. It's the best way you can help to get the truth behind the Iron Curtain.

YOU CAN GO ON A EUROPEAN INSPECTION TOUR!

Four representatives of broadcasting stations that best promote Radio Free Europe's Truth Broadcast program will be invited to go to Munich and Lisbon to inspect Radio Free Europe's facilities. Further information is available through the National Association of Broadcasters.

SEND YOUR RADIO FREE EUROPE PROMOTION REPORT TO:
Radio-TV Participation Program
Crusade for Freedom
Box 25-A
Mount Vernon 10, New York

HELP AIR THE TRUTH! HELP SHARE THE TRUTH!

BROADCAST RADIO FREE EUROPE ANNOUNCEMENTS OVER YOUR STATION
OUR RESPECTS TO . . .

James Aloysius Byron

Back in the mid-1930s James A. Byron, a young white-collar railroad worker, watched rows of figures dancing over accounting sheets in the Fort Worth office of the Fort Worth & Denver Railroad. His heavy eyelids, sagging from two fulltime jobs and lack of sleep, gave him scandalous fits.

What a hell of a way to run a railroad career, Jim Byron muttered to himself. A young man of action, he promptly quit the railroad to concentrate on the other fulltime job—all-chor newsman on the morning side of the Fort Worth Star-Telegram. He had been at the newspaper two years and recently had been elevated from temporary to permanent status.

The way Jim Byron got into the newspaper "game," as it was called in that era, was typical of his quietly aggressive approach to any problem. On the day at the close of his 8 a.m.-5 p.m. shift in the railroad office he approached James R. Record, then managing editor of the Star-Telegram, with a proposition.

"Here's what I told him," Mr. Byron recalled. "I said I was working the railroad but wanted to be a newspaperman and would work free." The applicant, eager though not too experienced, made a good impression and Mr. Record took him up on the deal. He was in his late 20s, had a college background and was charged with the dedicated zeal that seems to mark the successful newsman.

Day and Night • After his day's work at the railroad, Jim Byron reported at 6 a.m. in the Star-Telegram office. He'd had a little experience as stringer for Sporting News, but otherwise was starting from scratch. After a few weeks he was hired on a temporary basis to fill in for men who were ill or on vacation, extending his newspaper trick from midnight to 2 a.m. This went on for two years when he was offered a fulltime staff job. That soon ended his railroad career.

Then came the radio break—a daily early morning quarter-hour newscast on the Star-Telegram's station, WBAP. Harold Hough—who had been running WBAP 15 years, and still is—was responsible for the chance. Again Jim Byron ran into the sleeping problem. At that time all WBAP newscasts originated at the Star-Telegram and were handled by newspaper staff members. Young Byron was on the newspaper's morning-edition copy desk. That meant he worked the usual night trick on the paper, finishing at 2 a.m. Next he went out for a bite though he never could figure whether he was eating breakfast, lunch or supper. After eating he returned to the office and started work on his 6:15 a.m. broadcast (every morning except Sunday).

After a few weeks on the air a re-tired English teacher living in central Texas started sending him helpful letters. "In a gentle but persuasive way she would point out mistakes I had made in pronunciation and grammar," he recalled. "That went on for a couple of years at which time she wrote to tell me that I was doing fine and didn't need her help any more. I never met my mentor but I shall be eternally grateful to her for her unsolicited but valuable assistance."

One morning in the late 30s when Adolf Hitler was throwing his weight around in Europe, Mr. Byron received a long-distance call after his newscast about Hitler going-on. The caller didn't introduce himself. He asked detailed questions for a half-hour about the European problem.

"I was beginning to feel pretty important about the whole thing," newscaster Byron said. "Then it dawned on me that my caller was Amon Carter, owner of the newspapers and station. That inflamed my ego some more but I simmered down later in the day when I realized that Mr. Carter never accepted anything at face value until it had been printed in the Star-Telegram. This was simply a matter of loyalty and confidence to him."

Directive From Boss • Late in 1944 Mr. Hough sent for me. 'He told me WBAP was going to put in its own news department and I could have the job if I wanted it. I did, and he sent me away with a comment that showed his ability to handle men and get the best out of them. 'You know what we want and how to do it. Do it the way you think it ought to be done.'

'That's what I've been doing ever since,' Mr. Byron said. 'Who could want a better deal, or a better boss than that?'

He formed a news staff, described as the first of its scope in the Southwest. Reporters were installed in nearby Dal- las, with rewrite personnel and newscasters in Fort Worth. With the arrival of television, WBAP-TV pioneered in its news treatment on tv. The staff was expanded to include news film coverage and the famed Texas News telecast had its first showing in September 1948. It has been on the air continuously ever since, winning a grand total of 15 national broadcast awards.

Jim Byron has been an active citizen in his profession. In 1953 he was elected to the national executive council of Sigma Delta Chi, following his service as president of the Fort Worth chapter of the journalistic fraternity. In 1955 he was elected national secretary, the first person from broadcast journalism to serve as a national officer of SDX. Next he held the offices of vice president for expansion and vice president in charge of professional chapter affairs.

Professional Eминence • Last November at the San Diego convention he attained the coveted position of national president. Next autumn he will preside over the fraternity's 50th Anniversary convention in Indianapolis. In 1954 he served as president of Radio-Television News Directors Assn. The association gave him its 1957 national award for the best tv news operation. Judging was handled by Medill School of Journalism, Northwestern U. This famed journalism school included his photo in a gallery of leading broadcast journalists.

There's one fetish that gets this easygoing, smiling news director of WBAP-AM-TV red-necked every time he thinks about it—rip-and-read reporting. "Some of these jokers who do the reading can't resist the impulse to scatter around some of the same corn that is their stock in trade as disc jockeys," he said.

James A. Byron was born Jan. 31, 1903, in Denver. The Byron family moved several times during his early life. He attended St. Vincent's College in Cape Girardeau, Mo., and U. of Missis- souri. Sundays he attends St. Patrick's Cathedral. He is a widower.

Sports events interest Mr. Byron but his seven-day work schedule doesn't allow much time for golf, his favorite. "Maybe next year," he said.


**EDITORIALS**

**Numbers game**

WHEN newspaper and magazine writers run out of things to say, they often resort to a trusted but specious device—counting the fictional murders on the air to prove that television (it used to be radio) is educating the young in crime and violence. We saw a show on television the other night, and it had six murders—all gruesome. Now if the quality of television is to be measured by the incidence of mayhem, the show we saw ought never to have been brought to the air. Six murders in one program? Think of the effect on the kiddies.

In case you want to write your Congressman about this outrage, the show was “Hamlet,” and it was broadcast on CBS-TV.

**Lethal levy**

It is too early to assess the full and probably devastating impact of last week’s Supreme Court decision giving the states the right to tax income of out-of-state companies on sales made in each state. But the outlook is gloomy. At first blush, it seems to mean that every company engaged in interstate commerce (including all facets of broadcast operations) will have to pay tribute to each of the 49 states on sales made within their borders.

Heretofore, as the three-judge minority commented, Congress has had the exclusive power to regulate interstate commerce. But the six-man majority now has held otherwise, even to the point of permitting “multiple taxation”, providing the levy is not discriminatory.

There are now 35 states that collect intrastate taxes. It is now legal for them to levy imposts on any companies doing business in their domains, whether or not they maintain offices within the state. With state governments frantically seeking new revenue sources, those 14 states that do not now have intrastate levies can be expected to grasp the new tax windfall as fast as their legislatures can move.

If invoked to the letter, the decision could load broadcast stations, along with all those with whom they do business, with the worst burden since federal taxes were imposed. It presumably means that stations can be taxed on their spot income from sales by their national representatives, branch offices, or by those own salesmen working outside of home state limits; that every affiliate could be subject to special imposts on network revenue to be paid the states in which each program originates; that every syndicator or equipment manufacturer would pay to each state a percentage of his sales in those states, and possibly that every advertising agency and advertiser could be assessed by each state on the revenue derived from that subdivision.

Although there has been no competent legal interpretation yet, there may be escapes available to the advertising media, including broadcasting. The Supreme Court ruling was based on two cases—involving Georgia and Minnesota. Both dealt with the selling of merchandise, as against services such as are involved in the communications media. Whether this is a difference with special meaning must await future interpretation.

The other possible escape lies in the applicability of the First Amendment to the communications media. In last year’s Baltimore advertising tax case, Circuit Judge Joseph L. Carter declared the 4% and 2% imposts unconstitutional because they “violate the fundamental guarantees of freedom of the press.” Then this significant conclusion: “The press, religion and speech are constitutionally en-
titled to freedom from the control of the governments of the United States and of the States. They are, therefore, immune from any form of regulation or taxation which can be used, directly or indirectly, as a means of political control.”

Newspapers and magazines, along with radio and television, will act promptly in seeking Supreme Court relief from this startling new ruling. Even should the communications media be exempted, the impact on those who sell goods via advertising will be felt by the media.

**Proper forum**

THE Supreme Court’s decision in the NBC-Westinghouse case last week was bad news for NBC and its parent, RCA, but we think in one important respect it was good news for broadcasting in general.

From the RCA-NBC point of view, the decision could spell serious trouble. Assuming the government persists in prosecution, RCA-NBC must now defend the swap with Westinghouse of Cleveland and Philadelphia properties.

But from the general view, the Supreme Court’s decision clarifies what was beginning to be a very muddled issue. The court said with finality that it is the Justice Dept., not the FCC, that has primary jurisdiction and responsibility to enforce the antitrust laws.

This means that Justice can no longer urge the FCC to adopt regulations in the antitrust area by suggesting it is the FCC’s primary responsibility to do so. Take option time, for instance. High Justice officials have said they thought network option time violated the antitrust laws, but they have also said it would be nice if option time were outlawed by FCC regulations.

If the FCC outlawed option time, it would spare Justice the difficult job of proving its case in court, but it would not guarantee the networks who wish to preserve option time a competent forum in which to plead their case.

The Supreme Court has restored clarity to this problem. The option time matter has been submitted to Justice by the FCC majority which held that option time was necessary. If Justice wants to challenge option time, it must now do so in the courts; it cannot get the FCC to do the dirty work.
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