WAGA-TV's EARLY SHOW Sells Atlanta's Adult Audience at low cost!

Ratings are rocketing on WAGA-TV'S Early Show, 5:00 p.m. Mondays thru Fridays, featuring top Warner Brothers, RKO, United Artists, and Screen Gem movies that deliver a big adult audience at low cost. There's a new success story nearly every day — make the next one yours. See your Katz man.

Storer Television

WAGA-TV, WJW-TV, WSPD-TV, WJBK-TV, WITI-TV

Atlanta, Cleveland, Toledo, Detroit, Milwaukee.
Run it once-a-week or stripped across the board... in any size market—small, medium or large... daytime, early evening or nighttime... IT'S A GREAT LIFE delivers the big audience every time!

Here's a series that's topping its own outstanding network record with an even more successful syndicated run. Look at these ARB scores:

**DAYTIME STRIP**—Knoxville, Tenn. (Mon.-Fri., 1:00 p.m.) Leading its time period with a four-week 60% share and a 9.2 rating, IT'S A GREAT LIFE is among the highest-ranking daytime strips in the market.

**EARLY EVENING**—Cleveland, Ohio (Saturdays, 7:00 p.m.)—IT'S A GREAT LIFE tops SEA HUNT to lead in its time period with a 23.9 rating, 49% share-of-audience.

**NIGHTTIME**—Huntington, W. Va. (Sundays, 10:30 p.m.)—IT'S A GREAT LIFE, with a 15.5 rating, 36% share, leads in its time period, the first program ever to beat WHAT'S MY LINE in this market.

No wonder IT'S A GREAT LIFE has already been renewed for a third consecutive cycle in Seattle and Detroit! No wonder it's just been bought in Los Angeles for a full three cycles in advance!

Whoever you are, wherever you are, whatever your programming problem, a moment's calm reflection will reveal the sensible solution—IT'S A GREAT LIFE!
buy St. Louis 'a la card*

*KTVI RATE CARD...
your lowest
cost per thousand
TV buy in St. Louis

Represented nationally by

KTVI2
CHANNEL 2
ST. LOUIS
live, tape, film or net...

the best way to cover the Dallas-Fort Worth Market is with KRLD-TV in Dallas. The powerful Channel 4 signal reaches 656,600 TV Homes — the greatest TV Circulation in the South! Ask any Branham man.
Station trading • Next major study by FCC is subject of radio and tv station sales. Staff is preparing historical-legal document on transfers and assignments, Commission policies and court decisions. It’s due for submission to full FCC in week or so. Basic question is: When is station sale trafficking in licenses (forbidden by Communications Act)? Study was impelled by year-end Harris Oversight Committee recommendations, one of which was on station sales (Broadcasting, Jan. 5).

Fellows’ future • NAB’s ad hoc committee negotiating with Chairman-Presi- dent Harold E. Fellows on new arrange- ment upon expiration of his term in mid-1960, now is disposed to propose year-to-year renewals rather than long-term (five-year) contract. Mr. Fellows, who was 60 in March, now is drawing maximum pay of $75,000, plus $12,000 living expenses, per year. Upon termin- ation of this residency, he would be- come consultant at $20,000 per year until 65 and after that be pensioned at $7,500 per year.

Ad hoc committee of eight will make interim report to combined NAB board at meeting in Washington, June 15-19. Considered at same time, it’s expected, will be results of survey made by Stew- art, Dougall & Assoc. on shape NAB should take. Trend seems to be in direc- tion of federation of broadcasters under NAB aegis (Broadcasting, March 16-23; April 6, 1959). Highest commenda- tion reportedly is being given NAB’s labor relations activities headed by Charles H. Tower.

Triple threat • There’s more coming from John P. Cunningham, board chair- man of Cunningham & Walsh, on his advocacy of establishment of national educational tv system (ATV Deal, Feb. 9). Agency head warmed up on subject in talk slated for delivery to American Women in Radio & Tele- vision convention in New York over past weekend, and he plans major speech with more detail on same subject Thurs- day (May 7) at Ohio State U. Institute for Education by Radio-Tv meeting in Columbus. Mr. Cunningham has begun to take tripartite view of tv, differentiat- ing among what he calls educational tv, commercial tv and “cultural tv.”

P.R. push • Tiredest bunch of broad- casters in New York last Thursday night was all-industry public relations committee which that day submitted its recommendations for tv pr campaign to NAB tv board (see page 32). Nine-

man group, headed by C. Wrede Peters- meyer of Corinthian Broadcasting, after starting from scratch developed, wrote and brought in report and proposals in exactly one month and three days. Estimated minimum man-hours spent on project: 700 to 800. This was aside from time spent trying to keep on top of full-time jobs. Closing pace was so fast that some New York members didn’t get home at all last week.

That special five-man NAB Tv Board committee to explore and imple- ment recommendations submitted last week for industry-wide public relations campaign should be ready this week to organize itself and get going. NAB President Harold E. Fellows said he expected to have acceptances in time for announcement probably today (May 4). C. Wrede Petersmeyer, only tv board member on committee that brought in recommendations, reportedly was ap- proached about serving on new com- mittee, but it’s understood his first re- action was that he should not do so.

Front and back • Sweetness and light onstage at Emmy awards telecast Wednesday (May 6) won’t reflect back- stage controversy over awards structure itself. New York members of sponsor- ing Academy of Television Arts & Sciences are split over maintaining cur- rent system of category awards (42 this year) or going to smaller number (10 or 12) of generalized honors for “outstanding achievement.” Leading opposition are commentators Walter Cronkite and Ben Grauer.

No hidden meaning • Though WJR Detroit and WTAG Worcester, Mass. have signed for Radio Press voice news service, it’s reported move has no bear- ing on future of Radio World Wide, cooperative program project in which they are two of leaders. At one time Radio Press was said to be under con- sideration as possibility for news service to all RWW stations. Sole significance of signings, it’s understood, is that as only present RWW members who have disaffiliated from a network (CBS Radio), WJR and WTAG need additional news sources, of which Radio Press is one.

Eye in the West • Establishment of NAB television code office in Holly- wood was voted by NAB Tv Board in New York last Friday, though officially they want to keep it quiet till more de- tails are buttoned up—probably this week. Plan is to open office as soon as is man is found to head it, but as of Friday officials reportedly were not de- cided as to exactly what type of execu- tive they were looking for. Budget for office said to be in vicinity of $30,000 per year. Idea is to work more closely with tv film fraternity, and project is looked upon as two-year undertaking, at least. Plan was submitted to tv board by Don McGannon of Westinghouse Broadcasting, chairman of code review board.

Power of a woman • Loretta Young, whose Loretta Young Show has been on NBC-TV for years in Sunday, 10 p.m. period, had woman’s last word in give-and-take engaged in by herself, by Procter & Gamble, her sponsor since show’s inception, by P&G’s agency, Benton & Bowles, and by NBC-TV. Her show next fall will stay right where it’s always been although P&G wanted it moved. Philip Morris (Marlboro cigarettes) has signed on as full sponsor through Leo Burnett. P&G will pick up full tab of Wichita Town, Wednesday, 10:30-11 p.m., period to which P&G wanted Miss Young to switch.

Argument for interims • Here’s one FCC commissioner’s answer to complaints that FCC’s interim plan to shoe- horn more vhf channels into “critical” areas is premature. Criticism has been that before such stations become opera- tional, FCC will know whether or not it is getting more v’s from military and therefore long-range solution ostensibly should be established. Answer, accord- ing to key figure in working out interim policy, is this: If more v’s are secured from military—or even if it becomes definite that none can be had and that other changes in allocations must be made—it will take 10 years more or less to make permanent adjustments. There- fore, drop-ins not only will take care of immediate problems and give public service quickly, but such stations will be in business for decade.

Don’t kiss off 12-channel vhf tele- vision service as future solution to tv allocations problem, even though FCC Chairman Doerfer’s statement to Con- gress puts that possibility at very bottom of list of desirable long-range solutions. Some commissioners still feel—albeit regretfully—that it may come to this if Commission is unsuccessful in work- ing out swap deal with military for more vhf channels and if Congress refuses to legislate requirement that all tv sets be capable of receiving all chan- neis.
Programming with **DOUBLE IMPACT!**

**ABC**
- MAVERICK
- 77 SUNSET STRIP
- AMERICAN BANDSTAND
- RIFLEMAN
- REAL McCOYS

**NBC**
- WAGON TRAIN
- PRICE IS RIGHT
- CONCENTRATION TODAY
- TALES OF WELLS FARGO

**WSPD-TV** tops Toledo with the best in **ABC** and **NBC**

Leading shows of the ABC and NBC Networks, together with the finest feature films, and quality local programming, combine to guarantee dominance in Toledo!

Represented by the Katz Agency

"Famous on the local scene"

**WSPD-TV**
CHANNEL 13 • TOLEDO

**Storer Television**

**WSPD-TV**  **WAGA-TV**  **WITI-TV**  **WJBK-TV**  **WJW-TV**
Toledo  Atlanta  Milwaukee  Detroit  Cleveland
WEEK IN BRIEF

Buy productive ideas, not 'bigness' • The sincerity and sense of your program and its commercial message have much more sell-ability than mere size of show, talent or expenditure. Raymond R. Morgan Jr., vice president, Fletcher Richards, Calkins & Holden, Los Angeles, cautions to think whose money is being spent when fast talkers want to peddle something "big." It's in this week's MONDAY MEMO. Page 27.

Tv Board lifts seals • Seven or more tv stations lose code membership as NAB directors act against violators of personal products ban, believed to center around Preparation H commercials. Board votes to name committee to carry forward the proposal for a major tv publicity campaign. Page 31.

From quiz to quality • Revlon blueprints top-grade tv programming that will be coupled to quality cosmetic product image. Page 39.

Spot radio fights back • Station Representatives Assn. to promote spot at agency level; H-R representatives starts campaign to bring "romance back into radio." Page 42.

Broadcast business better • Most tv stations and over half of radio stations expect revenues this year to be above those in 1958, according to survey conducted by NAB. Page 54.

Labor legislation flaws • NAB forms task force to watch labor legislation; President Eisenhower says Senate labor bill is weak because it fails to protect secondary boycotts and coercive picketing. Page 56.

NBC operates despite strike • Network service continues after 1,500 NABET technicians walk off jobs following tape pickup in Paris. Network files suits against union claiming contract violations. Page 60.

Threat to baseball telecasts • Dancer-Fitzgerald-Sample says pending legislation calling for blackout protection of minor league games could destroy network game-of-the-week telecasting. Page 66.

Should nets be reps? • Of course, says networks and some of their represented stations in comments filed re FCC's proposal to force them out of representation business. No, never, says Station Representatives Assn. Page 70.

More vhf space? • FCC announces it is consulting with government agency on long-range, 10-15 year allocations plan, with key target more vhf for television. AMST warns FCC to be careful on interim moves to shoehorn more V's into cities. Page 74.

Property rights in signals • Three Salt Lake City tv stations ask U.S. court to rule on property rights in their signals and to restrain microwave and community antenna firms from using signals without permission. The suits may set an important legal precedent. Page 78.

Path to toll tv • It will be made easier via public acceptance hastened by critics' attacks on commercial television's programming, says Paramount's Balaban. Page 83.

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Broadcasting, May 4, 1959

VULCAN

VULCAN (Gr. Hephaestus) called God of Fire, was honored by the Olympian gods because he was the workman of the immortals, their armorer and smith. Even though he was ugly and lame, he had his compensations—for not only was he married to the beautiful Aphrodite, he also had the company of golden handmaids he had made in his forge, to help him with his work for the gods. As Vulcan was armorer to the gods, so the Cincinnati area is an important armorer to the nation. It is highly industrialized—the home of giant machine tool companies, jet aircraft engine plants, automotive plants, atomic energy producing companies, and hundreds of smaller companies, supplying vital machinery and products to other parts of the country. Ranking 15th in national markets, it is important to every advertiser who wishes to reach the 468,000 homes in the Cincinnati trading area—homes of busy, thrifty, prosperous people.

And the wise advertiser and agency man knows that WCKY is the best buy to reach this prosperous market. WCKY offers the advertiser:
1. Responsive adult audience
2. 50,000 watts of SELLING POWER, covering ALL of the Cincinnati trading area
3. Refreshing, modern music and latest news 24 hours a day
4. Experienced ad personalities who SELL your product
5. A prestige station with progressive management.

Call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago for the latest facts and figures on Cincinnati and WCKY.

WCKY
50,000 WATTS OF SELLING POWER

Cincinnati, Ohio
RECORD CROWDS watching the Kansas City Athletics typify responsive, busy, growing Kansas City.

Kansas City has the pitch

Or should we say pitches? For Kansas City's a big-league town in lots of ways. The A's fill up the ball park week after week. The Downtown Committee has given the retail district a shot in its wallet. Redevelopment of the North End is making national news.

And it won't be long before there's an area authority to preside over the booming, bustling 4-county, 2-state community that is Greater Kansas City. More than a million persons live here. They pack a wallop buying power of nearly $2 billion.

So stakes (and steaks, as you well know) are big in big-league Kansas City. And KCMO Radio — 50,000 watts and basic CBS — has the leadership that can make your claim stick.
No agreement close in NABET NBC walkout

Work stoppage at NBC by 1,500 members of National Assn. of Broadcast Employees & Technicians continued last Friday (May 1), with no prospects in sight for settlement by weekend. NBC has continued radio-tele programming schedule since start of walk-out last Monday through use of supervisory personnel (see story, page 60).

Joint Council 16, International Brotherhood of Teamsters, which had announced last Thursday it would ask local unions in New York area to respect picket lines, reversed itself Friday morning and advised members they could cross lines. But NABET spokesman said Friday that some members of Teamster locals were respecting picket lines.

Support for NABET was announced Friday by Communications Workers of America, which said it had directed its members to respect picket lines. Joseph Beirne, president, said union was examining its contracts and if permissible, CWA would not operate telephone equipment on "hot cargo" NBC programs.

NBC spokesman said late Friday telephone company had given assurance that in any eventuality, service would be continued through use of supervisory and administrative personnel.

Sessions were held by both parties with federal mediator J.R. Mandelbaum late Thursday and on Friday but "no progress" was reported. Dispute resulted from taping of Today show in Paris. NABET workers at NBC in New York declined to handle tapes, claiming that basic positions in producing tapes were held by non-union, French technicians "in violation of contract" with network. NBC called union action "a strike," which abrogated "no strike" clause in contract.

Asks free TV lift

American Dairy Assn., Chicago, which last week bought Lawrence Welk's Top Tunes and New Talent on ABC-TV for fall, has come up with soft sell twist in "public service films" built around 1960 Olympic Games, which it is offering free to stations. ADA has financed production and distribution of 13 3/4-minute films which feature past Olympic champions. Films have opening and closing institutional commercial for American Dairy, plus fund appeal, with Bob Considine as m.c. Series made in cooperation with U.S. Olympic committee. ADA says some 200 stations have expressed prior interest.

CBS-TV's Cuban 'bombshell'

Charge that Cuba today is "a totalitarian dictatorship and is rapidly becoming a communist beachhead in the Caribbean" was to be made in special CBS-TV film report yesterday (Sun., May 3, 6-6:30 p.m. EDT). Program featured CBS newsman Stuart Novins on return from two month investigation in Cuba.

In survey of Cuban economy, censorship, cultural and entertainment media, education and other factors, Mr. Novins said this about news media and advertising: "The bilateral squeeze — government on the one hand, communist-led unions on the other — that has clamped down on business, has also clamped down on business' advertising budgets. With revenue cut, most newspapers — newspapers, radio and television — are operating very close to economic failure. The government has just decreed a 30% wage increase for editorial employees. Many papers will have to close down. One Havana television station and a chain of radio stations have already been taken over by the government on political grounds.

"This network is now called Rebel Radio" — and it is run by Violetta Casals, a communist. Another television station has been "persuaded" to keep a communist in its staff of news commentators."

Dristan 'available'

Spot tv-heavy Dristan (with bulk of estimated $5 million advertising budget in medium) is latest account catch for agencies. It leaves Bryan Houston, N.Y., June 30, effective date of Houston's resignation of Whitehall Labs. account (which include Dristan [cold tablet] and two test products). Bryan Houston had account for little over two years, hopes to replace account that had "successful record." Whitehall's other most active tv agencies: Ted Bates & Co. (Anacin, Preparation H, among others) which has bulk; Sullivan, Stauffer, Colwell & Bayles, and Tatham & Lord (Kolynos toothpaste). Dristan has hot sales record, claims rank next to Anacin in volume.

ACLU reverses ban on air editorials

Ten-year policy against radio and tv station editorializing on public issues reversed by American Civil Liberties Union, New York.

Patrick M. Malin, ACLU executive director, and Thomas R. Carskadon, chairman of radio-TV committee, were to release policy statement yesterday (May 3) adopted by board of directors. Messrs. Malin and Carskadon emphasized reversal based on need "in today's turbulent, complex world for the fullest exchange of information and opinion, a need which the radio-TV industry is uniquely able to help."

ACLU's statement stipulates: "Such editorializing on any subject matter should be done in the context of a station's overall balanced programming, including that subject matter. There need not be an affirmative seeking out of an opposing view in every instance . . . but that opportunity will be offered for the presentation of a responsible opposing view seeking such opportunity."

In 1949 ACLU opposed decision of FCC's reversal of its 1940 ruling against editorializing, warning that it would be "confusing and unworkable" for stations.

Two affiliate ABC

ABC Radio Friday announced signing of affiliation agreements with WTUP Tupelo and WBIP Booneville, both Mississippi, and both effective May 18. WTUP, owned and operated by Lee Broadcasting Co., is on 1380 kc with 1 kw. T. L. Estess is general manager. WBIP, owned and operated by Booneville Broadcasting Co., operates on 1400 kc with 250 w. Dexter Cadle is station manager. Both stations are E. O. Roden Stations.
AT DEADLINE
CONTINUED from page 9

Regimen consent order
Federal Trade Commission to announce today (Monday) consent order forbidding Drug Research Corp., New York, from misrepresenting effectiveness and safety of "Regimen-Tablets," weight reducing product. Order is binding on company, its officials and its advertising agency, Kastor, Hilton, Chesley, Clifford & Atherton, New York. FTC complaint was issued last year, charged printed advertising and radio-TV commercials falsely stated no special diet, with up to six lbs. loss in three days, up to 10 lbs. first week. Agreement was for settlement purposes and did not constitute admission of violation.

AFTRA, SAG talks set
American Federation of Television & Radio Artists announced Friday (May 1) that committee from AFTRA will meet with representatives of Screen Actors Guild in Hollywood May 9-10 to discuss selection of research organization which will study feasibility of merger between AFTRA and SAG. AFTRA delegation to be headed by Clayton (Bud) Collyer, national president, and Donald F. Conaway, national executive secretary.

WEEK'S HEADLINERS

New Ampex vtr
New model VTR-1000-B video tape recorder to be unveiled by Ampex Corp., Redwood City, Calif., at Society of Motion Picture & TV Engineers at Miami Beach convention Thursday. Innovations include cueing feature to simplify program production, better signal-to-noise ratio.

Ariz. tv bid filed
Ling-Altec Electronics through wholly-owned subsidiary Friday filed application at FCC for ch. 3 in Douglas, Ariz. Ling-Altec proposed 0.595 kw visual, 0.372 aural, with antenna 238 feet below average terrain. Firm plans to spend $26,000 to construct, $38,000 for first year's operation and expects revenue of $43,000 first year. Ling-Altec, manufacturer of electronics equipment, is result of merger between Ling Electronics Inc. and Altec Companies Inc., announced last January.

WOV aids WMCA fund
WOV New York Friday joined forces with WMCA there to solicit contributions to add to WMCA's $5,000 reward for information leading to arrest and conviction of persons responsible for abduction of rape suspect, Mack Charles Parker from jail in Poplarville, Miss. Since Wednesday (April 29) WMCA has aired hourly 30-second announcements for donations. Station said its announcements would continue indefinitely.

• Business briefly
  • Bristol-Myers Co., N.Y., has renewed Peter Gunn over NBC-TV (Mon., 9-9:30 p.m.) starting in fall and has placed order on NBC-TV for alternate-week sponsorship of Saturday 9-9:30 p.m. Time period for next season. Name of this program to be announced later. Agencies: Doherty, Clifford, Steers & Shenfield, N.Y. (for Peter Gunn) and Young & Rubicam, N.Y. (Saturday evening program).
  • Miles Labs., Elkhart, Ind., has renewed sponsorship of The Rifleman (ABC-TV, Tues., 9-9:30 p.m.) starting Oct. 6 and also co-sponsorship of Wednesday Night Fights (ABC-TV, Wed., 10 p.m. to conclusion). Agency: Geoffrey Wade Adv., Chicago.
  • Boyle-Midway Div. of American Home Products Corp., N.Y., on May 19 starts a summer-long spot campaign for Black Flag insect killer. Some 25 markets have been selected and others may be added for approximately six daytime and nighttime station breaks per week, the order, placed through J. Walter Thompson Co., continues through September.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES
In market after market, FLAKO products are making new sales records. And their advertising is concentrated in one powerful medium—Spot Radio.

Through strategy planned by the parent organization, Quaker Oats, advertising of FLAKO products is closely geared to the distribution patterns in individual markets. In many of these markets, Blair Stations are the spearhead of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have developed and intensified the elements that give radio its real selling-power:

1. Local-interest programming, which appeals to listeners throughout the station's own area in a way no distant program-source can duplicate.

2. Local selling personalities, who speak the language of the area they serve, and endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major markets are represented by John Blair & Company—by far the most important group of stations and markets served by one representative firm. So when you're thinking about radio, as most advertisers are, talk with your John Blair man. In many of your best markets, he represents stations that really sell.

BROADCASTING, May 4, 1959
When the Red Army marches on May Day, when the Russians vault into space, or test us in Berlin or meet with us at Geneva, every American is thrust into the picture. An understanding of how and why is essential for all who believe that the strongest armor of a free nation is an informed citizenry.

Momentous events are impending in May. To place them in full perspective, NBC is presenting month-long news and information programming on a scale unprecedented in television. Scheduled in the evening and in the daytime, on weekdays and on Sundays, these television programs will offer every American a vivid insight into the forces and events that are shaping his future.

Emphasis on news is traditional with NBC. Each week, 5½ hours of television news programs—more than on any other network—are presented by the world-wide staff and facilities of NBC News, the largest news organization in broadcasting and the winner, so far this year, of 16 major awards for excellence of coverage and commentary.

This is one of the ways in which NBC practices its basic philosophy: totality of program service... rewarding television for every program taste, and for every public necessity.

TO WHOM IT MUST CONCERN! KEEP THIS LIST NEAR YOUR TV SET. NO ALERT AMERICAN CAN AFFORD TO SAY AFTER THE FACT: “IF I'D ONLY KNOWN IT WAS ON, I'D HAVE WATCHED IT!”

FIRST MEN INTO SPACE—PART I (MAY 3, 6:30-7:00 P.M.) An exclusive two-part documentary, filmed at Wright Air Development Center, on how the U.S. tested its first seven astronauts physically and psychologically for survival in outer space.

PRIMER ON GENEVA (MAY 3, 7:30-8:00 P.M.) A guide to the forthcoming Foreign Ministers' meeting—possible prelude to the Summit—by five distinguished NBC newsmen: Joseph C. Harsch (London), Edwin Newman (Paris), John Rich (Berlin), Irving R. Levine (Rome), Frank Bourgholtzer (Washington),
WHY BERLIN? (MAY 8, 8:00-9:00 P.M.) NBC News’ Chet Huntley pinpoints Free Berlin’s importance in the current world political struggle with special film that tells the city’s story in affecting human as well as strategic terms. Live inserts will give last-minute developments on the eve of the Foreign Ministers’ Conference.

FIRST MEN INTO SPACE – PART II (MAY 10, 6:30-7:00 P.M.) The conclusion of NBC’s two-part documentary on how the U.S. tested its first seven astronauts.

RED CHINA... UPDATE (MAY 10, 7:30-8:00 P.M.) NBC News’ second Special Report on Red China. Exclusive films, shot behind the Bamboo Curtain, show some of the growing failures in the Communist regime, reflected in open resistance to communal nurseries and the desire of Chinese families to return to many of their traditional ways. Frank McGee is narrator.

GENEVA CONFERENCE REPORTS (BEGINNING MAY 11 TO THE END OF THE CONFERENCE) NBC News’ special corps of correspondents (Harsch, Newman, Rich and Levine), supported by two camera crews, will cover the Geneva Conference in full. Their reports will be carried on TODAY (7:00-9:00 a.m., Monday-Friday), HUNTLEY-BRINKLEY REPORT (6:45-7:00 p.m., Monday-Friday), inserted into other regularly scheduled programs when necessary, and incorporated into NBC News Specials.

OUR MAN IN THE MEDITERRANEAN (MAY 17, 5:00-6:00 P.M.) NBC News’ David Brinkley, in the role of observer, brings his distinctive journalistic style to bear on the manners and moods of Cairo, Beirut, Athens, Rome, the Riviera, Algiers, Granada and Cadiz.

NOW, AND TEN YEARS FROM NOW (MAY 24, 5:00-6:00 P.M.) A look at the events leading up to the eventual employment of manned space satellites… and a glimpse at the exciting future. Part of the dedication of the Avco Research Center at Wilmington, Mass.

MEET THE PRESS (SUNDAYS, 6:00-6:30 P.M.) Penetrating questioning of the newsmakers—still to emerge from the month’s breaking news—by the headline-making press panel that has recently interviewed such personalities as Fidel Castro and Anastas Mikoyan.

NBC TELEVISION NETWORK
A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

**CANNONBALL**

to promotable.

May 3-9—Canadian Radio Week, sponsored by Canadian radio manufacturers and radio stations, both CBC and private. Promotion material is being prepared.


May 4-6—National Aeronautical Electronics Conference, Bilmore Hotel, Dayton, Ohio. Theme of conference, presented by Dayton chapter, IRE, is "Electronics Systems in the Space Age."

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & TV Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

May 4-9—Advertising Research Foundation seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

May 5—American Council for Better Broadcasts, annual convention, Deshler-Hilton Hotel, Columbus, Ohio.

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

May 6-8—National Community Antenna Television Assn. of Canada, third annual convention, Queen Elizabeth Hotel, Montreal, Que.

May 6-9—Ohio State U. Institute for Education by Radio-TV, DeStetler-Hilton Hotel, Columbus. Keynote address by Dr. Frank C. Stanton, CBS president. Other speakers: FCC Commr. Frederick W. Ford; Paul Chamberlain, equipment sales manager, GE, and producer David Susskind. Panel discussion on the advertiser as sponsor of educational TV programs under chairmanship of John P. Cunningham, president-chairman of Cunningham & Walsh. Interview by remote facilities with Sen. Warren G. Magnuson (D-Wash.).

May 7—Station Representatives Assn., 1959 advertising awards luncheon, Waldorf-Astoria Hotel, New York. Two awards will be made: "Silver Nail Time Buyer of the Year" award, established in honor of Frank Silverman who retired from BDBD a year ago, and "Gold Key."

May 7—Awards Banquet, Indiana U., Radio-TV Dept., Bloomington, Ind.; in Alumni Hall on campus. NAB President Harold E. Fellows will be speaker.

May 7-8—Kentucky Broadcasters Assn., Sherriton-Seelbach Hotel, Louisville.

May 7-9—5th district, Advertising Federation of America, convention, Hotel Frederick, Hustington, W.Va.

May 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. (Extended from April 8 deadline, previously announced.) Docket 12,792.


May 12—Wisconsin FM Clinic, Center Blq., U. of Wisconsin, Madison.

May 12-13—RCA Broadcast Equipment Seminar, Statler Hilton Hotel, Washington, D.C.

May 12-13—Communications Subcommittee of House Commerce Committee hearings on Senate-passed bill (S-12) and seven House bills providing federal grants for educational TV.


May 12-14—Public hearings, Board of Broadcast Governors, Transport Board Rooms, Union Station, Ottawa, Ont.

May 13—Iowa Broadcasters Assn., Hotel Ft. Des Moines, Des Moines. Howard Bell, NAB assistant to the president, will be luncheon speaker.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

May 14—Sigma Delta Chi annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byrnn, news director of WBBM, and president of fraternity, will present brotherhood medals and plaques to winners of 1959 SDX distinguished service in journalism awards in 15 categories.

May 14-U. of Michigan Advertising Conference, Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.


May 14-15—Nebraska Broadcasters Assn., annual convention, Cornhusker Hotel, Lincoln. A discussion of broadcast editorializing is planned as well as freedom of information and radio programming.

May 15—Iowa AP Radio & Television News Assn., annual spring meeting, Fort Des Moines Hotel, Des Moines. To be held in connection with Iowa Radio & Television News Directors Assn. convention.

May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale. Speakers include Sam Sharkey, executive news director of NBC, and Frank Edwards, network commentator now with WTTV (TV) Indianapolis, Illinois AP Radio-Television Assn. annual meeting and United Press International business meeting also to be held.

May 18-20—Annual Electronic Parts Distribut—

BROADCASTING, May 4, 1959
Adding to its present powerful list of radio personalities, WKMH will bring to its listeners such top CBS attractions as Art Linkletter, Robert Q. Lewis, Mitch Miller, Galen Drake, Amos 'N' Andy, Arthur Godfrey, the Metropolitan Opera, and the New York Philharmonic . . . plus CBS world-wide news coverage. Yet it will retain its identity as the foremost family station in the Detroit area . . . with programming for everyone. Get the facts on Detroit's NEW BEST BUY from Edward Petry and Company.
Direct mail book matches arrive “on top” of the executive mail and your sales message is repeated 20 or 30 times per book. Book matches are invaluable for new product promotions, building company prestige, brand name and package recognition, salesmen’s aids, reaching hard-to-see prospects.
writes C. George Henderson, executive vice president and general sales manager, WSOC Broadcasting Co., Charlotte, N.C. “We’re sold on book match advertising as an excellent medium for building our ‘corporate image’ as well as for specific jobs on special promotions. We use ‘Diamensionized’ book match advertising 3 ways: (1) as direct mail to time buyers and agencies, (2) as reminder advertising left on all local sales calls, (3) as institutional advertising placed in our lobby, at the press club and at civic luncheons.

“Our most recent order was prompted by the completion of our sparkling new million dollar home with the most modern telecasting facilities available anywhere. When we want everyone to know, we use book match advertising.”

A recent survey audited by a C. P. A. firm, Scovell, Wellington & Company, proved that prospects welcomed WSOC-TV’s book match advertising. 85% of the respondents receiving the direct mail book matches requested to continue receiving the mailings! 87% replied they considered book match advertising an effective way to keep the station’s name before buyers.

Complete Service — Low Cost
Diamond Match handles all details, from package design to mailing on dates you specify to the lists you supply. And—the cost is surprisingly low. Diamond Counselors are professionally trained to design book match programs to meet your specific needs.

For more information on modern “Diamensionized” book match advertising, write on your letterhead.
from the 106th nationally ranked market, to the 69th...
that's how much METROPOLITAN LANSING has grown in one year. And...

WILS has grown right along with it.

Now...with 190% MORE listeners than the market's No. 2 station (C.E. Hooper)...WILS offers the broadest coverage and the lowest cost per thousand in reaching Metropolitan Lansing's 313,100 residents representing $588,989,000 spendable income (SRDS, May '59).

BUY LANSING...the fast growing Michigan market...and specify WILS to serve it.

WILS
Music News Sports
1320 kc 5000 watts
LANSING, MICHIGAN
ASSOCIATED WITH WILX CHANNEL 10, LANSING AND WPN, PONTIAC
REPRESENTED BY VERNARD, RINTOUL & McCONNELL

BROADCASTING, May 4, 1959
Pick a star...

The CBS Radio Pacific Network has the greatest galaxy of stars available to a regional radio advertiser anywhere. Entertainers like Art Linkletter and Harry Babbitt. Dramatic shows such as the daytime serials, Johnny Dollar and Suspense. Authoritative CBS Radio newsmen such as Robert Trout and Carroll Alcott. There's no more effective, efficient way to reach westerners than by picking a fistful of stars on the quarter-million watt CBS Radio Pacific Network. See your CRPN or CBS Radio Spot Sales rep for all the heavenly details.

Represented by CBS Radio Spot Sales
INTRODUCING C.R.C.'S NEWEST, MOST CREATIVE, RADIO STATION PROMOTION JINGLES....

SERIES 10

Available in Stereo or Monoaural!

Build a solid “Sound Image” with C.R.C.’s great new SERIES TEN. It’s all there; big D.J. themes, powerful promo jingles covering every phase of modern radio, PLUS ten short I.D.’s built upon a distinctive musical trade-mark, in different arrangements. Send for your demo of SERIES TEN today! Or visit our Hotel Americana Suite during the Miami D.J. Convention. Either way, don’t delay.

The big and brilliant sound has always been, and will always be, the C.R.C. SOUND. Put it to work for you NOW.

OPEN MIKE

‘Freedoms legislated away’

EDITOR:

I was a little bit disappointed in your coverage of my slander indictment in that you printed a story (page 102, April 13) with very negative connotation... even the nationwide news services in their condensed version... mentioned that we had evidence which we stated could “prove every word of our allegations against the Oregon State Police...”

Secondly, the legal consensus is that even if all we said [in broadcast editorials] were unfounded that it pretty well comes under the head of fair comment... On every side we are seeing our freedoms legislated away, one by one. There are various factors that cause mediums to be “lily livered” in the defense of what is right. Not that we feel that we are one who can infallibly determine that, but we do feel that all the pressure of the state was used through the grand jury to indict us to “keep us quiet”...

W. Gordon Allen
KGY Salem, Ore.

The lady’s choice

EDITOR:

Would appreciate receiving the [cartoon] in your March 23 issue referring to 26 Men.

Feel sure Russ Hayden [producer] will get a tremendous kick out of same.

William L. Clark
Vice President, ABC Films Inc.
Hollywood, Calif.

[EDITOR’S NOTE: Sid Minch cartoon showed a charming young lady answering an interview with favorite program 'Twenty Six Men.' Original art is on route.]

Right man, wrong network

EDITOR:

Thanks for the generous personal plug on page 80 of the April 27 issue regarding the National Industry Advisory Committee. However, I represent Mutual, not NBC on the NIAC.

Joseph F. Keating
Program Director, MBS
New York

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N.W., Washington 6, D.C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name

title/position

city

comp. name

title/position

city

address

Please send to home address — —

BROADCASTING, May 4, 1959

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.80. Add $1.00 per year for Canadian and foreign postage. Subscriber’s occupation required. Regular issues $35 per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circula
tion Dept., 1735 DeSales St., N.W., Washing
ton 6, D.C. On changes, please include both old and new addresses.
IN MEMPHIS...

It Takes **WDIA**

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO—and you need only one medium to sell it—WDIA!

YOU **MISS 40% OF MEMPHIS MARKET UNLESS YOU USE WDIA!**

In Memphis—America's tenth largest wholesale market—here's one fact we can prove: Only WDIA sells the Negro buyer!

Within WDIA's 50,000 watt coverage is biggest market of its kind in entire country—one-and-a-quarter-million Negroes... who earned $616,294,100 last year! And spent 80% of this tremendous income on consumer goods!

WDIA combines exclusive Negro programming, high powered salesmanship and outstanding public service. Result: **WDIA-Memphis is more than just a radio station—it's an advertising force!** No matter what your budget for the Memphis market—no matter what other media you're using—a big part of every advertising dollar must go to WDIA. Otherwise, you're missing a big share of this big buying market!

Write today for facts and figures.

Archie S. Grinalds, Jr., Sales Manager • Represented Nationally by The Bolling Co.
JIM DAVIS as Wes Cameron and LANG JEFFRIE as Skip Johnson star in "Rescue 8"... the dramatic... action-packed... human-interest series.
<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Rating</th>
<th>Audience Share</th>
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<tr>
<td>MIAMI</td>
<td>WTVJ</td>
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<tr>
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<td>WRCV</td>
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<td>49.7%</td>
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<td>KRCA</td>
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<td>53.5%</td>
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<tr>
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<tr>
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<td>36.5%</td>
</tr>
<tr>
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<td>24.2</td>
<td>64.9%</td>
</tr>
<tr>
<td>SACRAMENTO-Stockton</td>
<td>KETI</td>
<td>23.0</td>
<td>52.6%</td>
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<tr>
<td>EL PASO</td>
<td>KTM3</td>
<td>25.5</td>
<td>46.6%</td>
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<tr>
<td>SPOKANE</td>
<td>KHQ</td>
<td>21.9</td>
<td>39.9%</td>
</tr>
</tbody>
</table>

39 ACTION-PACKED, RATING-RAISING HALF HOURS which Variety describes as a series "loaded with excitement and thrills-a-plenty." You'll call it your best investment for audience pulling-power and advertising results!
Miss Fran from KWTV OKLAHOMA CITY thrills youngsters throughout the KWTV Community

BUY the TOWER with SALESPower in Oklahoma!

See your PETRYman

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 BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington 6, D.C.

Copyright 1959 by Broadcasting Publications Inc.
**THIS NEW FM TRANSMITTER** is designed for both conventional and multiplex operation. Outstanding performance features such as, a direct FM system, built-in remote control provisions, screen voltage power output control, and many others, make the BTF-5B today's best FM transmitter buy.

**ADEQUATE COVERAGE**—Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. The high power level permits the use of low-gain antennas to achieve a high ERP.

**UNIQUE EXCITER**—New FM Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Automatic frequency control system with frequency detector prevents off frequency operation.

**MULTIPLEX ACCESSORIES**—Subcarrier generators for multiplex operation are available as optional equipment. There is room inside the new transmitter for mounting one of these generators. Exciter and subcarrier generators are also available as separate items for use with existing FM transmitters.

**BROADBAND ANTENNA**—New antenna designed to meet low VSWR requirements of multiplex system is available, along with a complete line of FM accessories.

*For all your FM needs call your nearest RCA Broadcast Representative, or write RCA, Dept. TA-22, Camden, N. J.*

**IN CANADA:**
RCA VICTOR Company Limited, Montreal

---

**OUTSTANDING FEATURES OF THE BTF-5B**
- Designed for Remote Control
- Direct FM System
- Designed for Multiplexing
- Fewer Tubes and Tuned Circuits
- Built-in Oscilloscope for Easy Tuning
- Choice of Colors
- Matching Rack Available for Accessories and Additional Subcarrier Generator
in the NEW PITTSBURGH

Take TAE and See

hefty, hearty sales-builder in the growing Pittsburgh

W T A E
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

BASIC ABC IN PITTSBURGH
REPRESENTED BY THE KATZ AGENCY

PITTSBURGH'S RENAISSANCE
MONDAY MEMO

from RAYMOND R. MORGAN JR., vice president, Fletcher Richards, Calkins & Holden, Los Angeles

Buy productive ideas, not ‘bigness’

Once upon a time it was smart to be big. We said once upon a time. If you wanted an automobile you bought a Thomas Flyer. Of course, this highway hotshot was so clumsy it couldn't keep out of its own dust. But it was big—and that was the point.

If you were in the big time you had to have a big house. Out here, over in Pasadena, Orange Grove Dr. is lousy with big houses that people once thought were great. These magnified mansions are sleeping today in the California sunshine. You can buy them for buttons.

Women wore big hats—and big buttons. The symbol of the big business man was the big black cigar.

After size came sighs. Came "David" Ford and slew "Goliath" Thomas Flyer. Entered sleek streamlined and bumped bulging behinds into oblivion. Big chev-roots disappeared from the mouths of men who started walking miles for little Camels.

How Big Is Big • Well, the great god size has entered the portals of television. What it is that provokes all the salamading at his elephantine feet we don't know. Sheer size doesn't kill us a bit. But some people! If they could move the pyramids into their offices, they'd do so and use them for paperweights just because they were big.

The creation of advertising is essentially a very simple operation. But it's made very complex by the scramble for size. We say the hell with size and all the phony things it implies. It doesn't take a regiment to turn out a great piece of copy.

Some one lonely guy cubby-holed with a typewriter does the job.

Some one artist covers canvas with crayon. And size doesn't have a damn thing in the world to do with whether it's good or bad. Corot wasn't a very big Frenchman and one of his best paintings wasn't so large. In fact, it was painted on the cover of a cigar box.

The patter of size is glib and glamorous, and, Mr. Advertiser, if you've got elephantiasis of the television ego, if you can stand big bills and migraine magnified, go ahead and buy size.

We live in Hollywood where people wearing names so big they would knock your hat off are wearing our reception room chairs. We could get some latter-day DeMille to direct a big television show for you. Of course, he wouldn't want to do it in a television studio. He'd pack fifty thousand people into the Rose Bowl for the mob scenes. You'd get a thrill all right and apoplexy when the bill arrived.

The Guy in Des Moines • Don't tell us you've got to have the biggest television around because you've got big competition. That's lame duck logic. Why shoot your megacycles at your competitors? They're not interested in buying anything you've got for sale. Chances are, in your eagerness to outdo, out-dazzle and outbuy, you'll forget that guy and his wife in Des Moines who are interested in buying. They don't know what the fuss is all about and wouldn't care if they did.

You can't win on size alone. You want to know how many viewers you have? We want to know how many customers we make. You want to know what star you've got, what producer, director, arranger, orchestra, gag men and guests. Nuts! These things are just the accoutrements of television. It isn't what happens (or doesn't happen) in the studio that really counts. It's what happens in homes where the program is tuned in (or out).

And that depends on the size of your program idea. It depends on the sincerity and sense—not the showcase or size—of your words. It depends on how well your salesmen can sell against your show. How much you know about the kind of merchandising that will go up and stay up. How much you know about landing publicity—not just now and then—but day after day. The list is endless.

Next time the fast talkers walk in and say "I've got something BIG," you can (and should) stop them cold in their tracks. Just ask them, "Is it a big program or a big idea?" Most of them won't know what you mean because they never had one. Oh, they'll tell you the show is a natural, the stars are honeys, the director is tops, the orchestra is swell and the gags are the greatest—but that's pretty empty talk... because it's your money they're talking about. And that's hard and real and when that runs out, you'll find many a loud larynx is stillled.

Making It Count • Two final thoughts if you're still crazy on the subject of size. (1) The big ideas, the ideas that hit, that live, are simple. (2) It's not so much what you have, but what you do with it. Neither require a budget that looks like the national debt. And when you spend less producing size you'll be able to buy more producing ideas!

Then strange and wonderful things will start happening to your business. Your competitor will laugh himself silly—at first. He'll think you're slipping, that he's got you on the run. Forget it. He's a bum anyway, so what do you care what he thinks! But you will be darn sure Mr. Guy in Des Moines won't forget you. He will believe you—and buy.

Raymond R. Morgan Jr. b. Oct. 2, 1925, Oakland, Calif., High school into Marine Corps. Discharged in 1946 as a PFC ("Meet the only enlisted man in advertising"). B.A. Stanford U. 1949 (journalism). Joined WDSU-TV New Orleans as sales representative in 1950 and switched to his father's advertising agency three years later. A third generation Californian and second generation adman. Married a native as well, the former Mary Lou Johnson of Ojai. Became agency vice president in 1938. "Dad was the greatest idea guy and teacher on earth—and this we believe!"

'You can’t win on size alone'

BROADCASTING, May 4, 1959 27
The George Foster Peabody Award presented to "The Blue Fairy", WGN-TV, as the nation's outstanding program for children during 1958.

WGN-TV—only TV station to win a Peabody award in 1958!

The citation reads: "An imaginative and enchanting series, which, through live acting, puppetry and narrative, brings to magic reality the most enduring of children's stories. It is noteworthy that, despite nominations of network programs, this award goes to a program series telecast live and in color by an independent station in Chicago—WGN-TV."

WGN-TV is proud to have won this award. Its winning adds to a vast store of proof that WGN-TV's policy of quality programming presented with integrity results not only in industry recognition but in audience growth and loyalty as well.

WGN-TV originates more live and color programming than all other Chicago stations combined, and is dedicated to providing the finest programming and quality community service to the great Chicago market.

WGN-TV channel 9
441 North Michigan Avenue • Chicago 11, Illinois
Stations on the move...

in markets on the move!

KOTV

TULSA

The first station in every rating report for the last 10 years—in the rich half of Oklahoma.\(^1\)

KGUL- TV

HOUSTON

The station with the new look in dynamic Houston—forecasted as the 6th largest U.S. city by 1960.

WANE- TV

FORT WAYNE

First in Fort Wayne, serving Indiana's second market—in retail, food and drug sales, plus buying income.\(^2\)

WISH- TV

INDIANAPOLIS

The first station in Indiana's first market (and 14th TV market) in every rating report for the last 4 years.\(^4\)

(1) ARB, Nielsen, Federal Reserve. (2) Nielsen, Feb. '58. (3) ARB, Nielsen.
REBELS AGAINST TV CODE STRIPPED

- NAB Television Board pulls seal from 7 to 10 violators
- Bates' Rodgers says attitude on Preparation H unfounded
- N.Y. session also considers tv public relations campaign

Seven to ten stations had their NAB television code memberships revoked and plans for an approximately $725,-
000-a-year television public relations program were taken under consider-
tion by the NAB Television Code Review Board in a day-long session last Thursday (April 30).

Revocation of the right to display the NAB television code seal was im-
posed on all of some "15 or 20" stations which had been cited to board for this meeting and which had not, follow-
ing citation, either agreed to abandon the questioned practices or said they would draw withdrawal voluntarily from code subscribership. G. Richard Shafto, WIS-TV Columbia, S.C., chairman of the television board, said the "15 or 20" had dwindled—by reason of compliance with or voluntary withdrawal from the code—to "half or less" before the meeting was held.

A two-sentence announcement of the tv board's action on code revocations said only that it involved "several sta-
tions in various parts of the country" and was "in response to charges brought by the NAB Television Code Review Board for continued and willful violations of provisions of the code, relating to personal products advertis-
ing, triple spotting and advertising time standards."

But it was generally acknowledged that most of the "violations" related to personal products advertising — and, though the board members would offi-
cially name no product, that the one whose advertising was primarily in-
volved was Preparation H, a hemorr-
hoid drug. It had been confirmed earlier that 68 code subscribers were carrying the Preparation H commer-
cials and that seven other subscribers were carrying the schedule but had not notified Ted Bates & Co., the agency, that they were cancelling it (BROADCASTING, April 27). Counting non-subscribers, 142 stations are carrying Preparation H, and another 108 have cleared the copy but have not been ordered, according to Dan Rodgers, senior vice president of Bates.

All Violators on Carpet • Donald H. McGannon, Westinghouse Broadcasting Co., chairman of the code review board, was said to have assured the television board that all stations continuing to carry hemorrhoid-remedy commercials would be hauled before the television board for code violations. The next tv board meeting is set for June 17.

The board's decision to revoke was not made without protest. Ted Bates' Mr. Rodgers sent a telegram asserting that after more than three years' ex-
posure to the commercials "a substantial and responsible segment" of the public has given no indication it finds Preparation H advertising offensive. And another opponent of the board's action invoked a consumer study commis-
missioned by the code review board it-
self.

This was said to be Julius Barnathan, ABC-TV vice president and research director. Mr. Barnathan, although known to be at the meeting, declined to comment on why he was present or what he said. But from other partici-
pants it was learned that he cited a con-
sumer study, conducted for the code board last summer by W. R. Simmons & Assoc. Research Inc., an independent firm, which purportedly found that 82% of the respondents did not con-
sider hemorrhoid-remedy advertising objectionable if telecast after children have gone to bed.

Mr. Barnathan was said to be there representing some ABC affiliates carry-
ing Preparation H commercials. His position, similar to that of Mr. Rodgers, was described as being that it is discrimi-
natory to classify hemorrhoid-remedy advertising as verboten when commer-
cials for laxatives, deodorants, deli-
tories, toilet paper and the like continue without censure.

In addition to this opposition, it was known that the station of one television board member has been carrying the Preparation H schedule. This member's position in the board discussion was not learned.

A Re-evaluation Plea • Mr. Rodgers' message to the board maintained that there was "no evidence of trouble even after $2.8 million have been expended on tv" for Preparation H. He offered this suggestion:

"A thorough re-examination of the code, aimed at making it more appro-
priate to the time and maturity of the viewing public, might be a more states-
For public relations, more study; for the code, several seals lifted

manlike and more realistic solution than any attempt to impose a ruling inconsistent with conditions that exist today. We believe that thoughtful consideration of the above would result in a course of action in the best interests of the total broadcast industry.

The arguments were unavailing. Guarded though the television board's brief statement was, it made clear that those stations which had been cited—had not afterward indicated they would comply or voluntarily withdraw from the code—had met revocation of their code seal privileges. Another board meeting was scheduled for Friday morning, but this was said to be for the purpose of hearing code board plans for the coming year.

Officials did say that any station whose code privileges had been revoked could obtain reinstatement by agreeing in 30 days to cease alleged violations.

Lack of Precision • Like the tv board's announcement of action on code violations, its statement on the Television Information Committee's proposal for an industry-wide public relations campaign was vague as to specific details, although it ran to four pages.

The tv board had unanimously voted, it said, "to carry forward immediately plans for a vastly increased industry-wide public information program."

The statement also said that the tv board received with "enthusiastic appreciation" an "extensive report" from the committee, which is headed by C. Wrede Petersmeyer, of Corinthian Broadcasting, and that the board authorized appointment of a five-man committee to "investigate the financial, organizational and functional relationships between the proposed program and the NAB and other industry organizations." The five-man committee, to be named "within the next few days" by NAB President Harold E. Fellows and to report back to the next tv board meeting June 17, also was asked to "develop and explore with affected components of the industry specific proposals for financing."

The committee is to be chosen from members of the NAB Television Board. The overall assignment given to the new five-man committee was "to further define and implement the recommendations made by the [Petersmeyer] committee."

The report submitted to the board, the announcement said, described the "primary task" as being "to make possible the creation of a more informed atmosphere than now exists among many groups, both lay and professional, and among the general public."

The program will seek to bring to "all elements of the American public a greater understanding of television's obligation and desire to serve the interests of all segments of the American audience."

Foundation for Campaign • One section of the committee report was made public. It was titled "Statement of Broadcasters' Convictions and Beliefs," and the board said it will form the basis of the forthcoming information campaign. This section reads:

"(1) The vast scope, impact and acceptance of television imply profound social responsibilities and opportunities. This places upon each component of the industry a heavy responsibility to be self-critical and to analyze continuously the programs it offers.

"(2) Television is a mass medium now serving virtually every home in America. Most of its programming efforts, therefore, must serve the desires and interests of the great majority of the American people. Yet broadcasters also recognize and undertake the important function of serving the specialized tastes and desires of minority audiences.

"(3) Television is not only an entertainment medium but an instrument of information, culture and education. While its major programming mission, as demanded by the American people, is to entertain, substantial parts of the schedule are and must continue to be devoted to informational, cultural and educational ends. It must present a full variety of program types so the public itself can make a choice.

"(4) Television has demonstrated unique power in marketing products and, therefore, serves as a powerful and constructive force in our economy. It functions most effectively, both for the viewer and the advertiser, when it adheres to reasonable standards in terms of frequency, length and good taste, as set forth in the NAB code.

"(5) While broadcasters take pride in the accomplishments of television, they also recognize an even greater potential still to be fulfilled. Each broadcaster, at the station as well as the network level, must constantly and critically re-examine his output to raise individual program standards, to create and expand program concepts and to enhance the diversity and balance of his whole schedule so that broadcasting may continue to advance in greater service to all."

The plan which the Television Information Committee presented last Thursday to the NAB Television Board was a last-minute modification of one adopted tentatively two weeks earlier.

Budget Is Trimmed • In its original version, the plan called for a budget of $1,140,000 a year [CLOSED CIRCUIT. April 20] and the appointment of an outstanding public figure to head the operation and an administrative deputy to run it. Committee members who favored that version spoke of finding a man of comparable stature to Eric Johnston of the Motion Picture Producers Assn. or Gen. Alfred Gruenther of American Red Cross.

This version, which was understood to be supported by NBC-TV, was modified last Tuesday, reportedly after CBS had urged the recommendation of a much less ambitious plan. The plan submitted to the NAB tv board last week was a compromise between these two extremes. It embraced these main points:

• The television information office would have an annual budget of roughly $725,000 and a minimum life of three years.

• It would be headed by an experienced administrator but not necessarily one of national prominence.

• Stations would be asked to contribute each year the equivalent of three
A good SALESMAN is more believable...

and so is a good STATION!

CITY people, farmers, everybody believes a sincere, established salesman more readily than a fast-talking Johnny-Come-Lately.

This is exactly why WHO Radio sells better. For generations WHO has been known and respected throughout Iowa — and Iowans believe what they hear on WHO Radio. We make every effort to keep this confidence by providing them with outstanding professional programming — the best in news, sports, entertainment.

As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined. And they BELIEVE what they hear!

Next time you consider radio — radio with the same outstanding qualities you demand in a salesman — remember to ask PGW about WHO, the very best there is in Iowa radio!
10 CANDLES IN THE DARKNESS
You won't find our ten birthday candles on a cake. Instead, you'll find them scattered out there in the darkness—wherever they are needed to make some lives a little brighter.

Because our ten birthday candles represent not only our ten years in television—but more important, our ten years of public service in television.

For it has long been the principle of the Crosley Broadcasting Corporation that a Television Station or a Radio Station must be truly a good neighbor in its community—by putting public service above all other considerations.

So on our tenth birthday at WLW-C Columbus and WLW-D Dayton, we don't look back, but forward to the many ways in which we can continue to fulfill this public service responsibility in keeping with the tradition of the WLW Stations.
My Mommy Listens to KFWB

Working mommies or home-type mommies...they all look to KFWB as the daddy of all radio stations in the Los Angeles area.

Once again Pulse reports KFWB first among all Los Angeles stations...night-time and day-time. Hooper says it this way: KFWB has more audience than all four networks combined! Buy KFWB...first in Los Angeles. It's the thing to do!

Sarnoff Sets the Stage

In a keynote speech to the NAB convention two days later, NBC Chairman Robert Sarnoff called for an industry-wide public relations program supported by "all those with a stake in the medium." It was he who first publicly urged that the project be staffed and financed separately from existing associations.

Mr. Sarnoff also proposed that the project start with a survey of public attitudes toward tv.

In his Chicago speech, Mr. Sarnoff said the massive public relations campaign was needed because of growing criticism which he feels is creating a climate for more government regulation of broadcasting.

The day after Mr. Sarnoff's keynote address the television membership of the NAB adopted a resolution directing NAB President Harold E. Fellows to appoint the special committee to develop a plan and charging the committee to submit the plan to the NAB TV Board by April 30.

The resolution said the campaign "is to be conducted in liaison with the NAB, but is to be undertaken as a major new effort and separately staffed, operated and financed."

The members of the Television Information Committee were appointed the day after the tv membership acted. They were: C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Robert D. Swezey, WDSU-TV New Orleans; Ward Quaal, WGN-TV Chicago; Jack Harris, KPRC-TV Houston; Roger W. Clipp, Triangle Stations; Don McGannon, Westinghouse Broadcasting Co.; Kenneth Bilby, NBC-TV; Charles Steinberg, CBS-TV, and Michael Fos- ter, ABC-TV.

The committee elected Mr. Petersmeyer chairman. He is the only committee member who is also a member of the NAB Television Board. Privately he had been active among fellow NAB board members in urging an invigorated public relations effort.

All members of the information committee except Mr. Swezey were present for the submission of their report to the television board last week. Mr. Swezey was in Europe.

All tv board members were present: Chairman Shaft; Mr. Petersmeyer; Joseph Baudino, Westinghouse Broadcasting; John Fetzer, WKZO-TV Kalama- zoo, Mich.; W.D. Rogers, KDUB-TV Lubbock, Tex.; C. Howard Lane, KORIN-TV Portland, Ore.; Clair McCollough, WGAL-TV Lancaster, Pa.; Dwight Martin, WAFB-TV Baton Rouge, La.; Payson Hall, Meredith Sta- tions; Willard Walbridge, KTRK-TV Houston; James Russell, KFTV (TV) Colorado Springs; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV, and David Adams, NBC-TV.

Running start

Preliminary work has been started on the CBS-supported, $100,000 studies of public attitudes toward broadcasting.

Much more must be done before the studies themselves are conducted. Questions and interview techniques will be painstakingly tested to make the surveys as immune to criticism as possible, a CBS spokesman said last week.

Two similar studies will be conducted independently by two research agencies, a commercial firm, Elmo Roper, and an academic organization, Columbia U. The public's attitudes toward both radio and television will be studied (CLOSED CIRCUIT, March 30).

When will results be known? CBS expects some of them will be compiled by next fall, but the complete findings may not be finished for a year.

As the results are tabulated and interpreted, they will be made available to whatever television information organization emerges from the present planning, in accor- dence with an offer made by CBS to the NAB during the Chicago NAB convention last March.
Hands that are gnarled, calloused, grease-stained...yet there is a touch so highly sensitive, a mind so keenly trained that the entire key to the machine's effectiveness lies here.

He truly has the "quality touch", just as the behind-the-scenes hands and minds and hearts guide the quality touch of great radio and television stations of today!
The shape of flight

The shapes of things that fly have always been determined by the materials they are made of. Feathers form wings that are basically alike for all birds—and membrane forms an entirely different wing for insects. It takes thousands of years, but nature improves its materials and shapes, just as technology improves the materials and shapes of aircraft. But here, the improvements in materials are so rapid that designs become obsolete almost as soon as they are functional.

Today, our aeronautical designers and missile experts work with types of materials that didn’t exist just a few short years ago. Steels are probably the most important examples: United States Steel has just developed five new types of steel for the missile program. They are called “exotic” steels because they have the almost unbelievable qualities necessary for unearthly flights.

The shape and the success of our space birds depend on steel.

United States Steel
REVOL SWINGS TO ‘QUALITY’ BUYS

Heavy tv-spender plans series of 90-minute and one-hour programs

Is Revlon Inc., New York, the multi-million dollar cosmetic advertiser, scenting a sizable swingout in viewer preference in home-screen entertainment?

It was Revlon that made dramatic contact in 1955 with the tv audience by sponsoring the granddaddy of the giveaways—The $64,000 Question on CBS-TV—which before it met a natural death this past season spawned a host of quiz program imitators on the networks. Question, during its long stay on tv, led viewers to Revlon’s commercials and to cosmetic counters everywhere, unquestionably spurring the sales volume of Revlon products to unprecedented levels.

Now Revlon is off on an entirely different tack: From the giveaway it is graduating to the high-quality, high-budgeted 90-minute variety show that the company hopes will appeal to what it believes is really the common denominator of the tv audience.

The Revlon project—a series of 15 90-minute specials will alternate with Playhouse 90 in CBS-TV’s prestige 9:30-11 p.m. period and five one-hour specials, presumably to be placed elsewhere during next season on the same network.

Wants Quality • The direction, according to Mort Green, who on June 1 becomes Revlon’s director of television and radio, is to a concept of coupling “a quality cosmetic product with quality television entertainment.”

He says it is fallacious to believe that tv entertainment must be aimed at the lowest segment of the audience because “there is no such segment.” The “audience is you and me,” he said, and the public is receptive to tv programming that basically is good entertainment whether it be an appeal to sophistication or keyed to low comedy.

A mass medium, Mr. Green stated, always must have its share of “low-grade” comedy but the medium “grows and flourishes” with good entertainment, one that “sells with high-grade, wide-screen tv in its fullest intellectual sense.”

Revlon will supervise its own show in the broad selection of material and name stars. Control generally will be invested in a triumvirate made up of company President Charles Revson, Advertising Vice President F. Kenneth Beirn, who moved to Revlon earlier this year from the presidency of agency C.J. LaRoche, New York, and Mr. Green, who currently is winding up affairs as writer on the Perry Como Show (NBC-TV).

Heavy Network Spender • In tele-

Rich colors

A one-minute, color commercial for Revlon International, said to cost $15,000 to produce, was completed last week by Robert Lawrence Productions, New York. The color “spectacular” will be distributed in 62 countries, excluding the U.S., starting the beginning of June. It will be dubbed in 14 languages. Thirteen new shades of lipstick are presented in the commercial, according to Warren E. Adams, advertising manager of Revlon International.

The company placed the order for the commercial with Lawrence Productions.

The cosmetics firm hopes to emphasize a well-written show and toward that end has hired Easy Aces Inc. (writer Goodman Ace’s organization), which has been associated with Mr. Como’s program. Messrs. Beirn and Green said program development will be “unburried,” permitting the performer to work out on the show “what he can do best.”

Trend Cited • The trend in television among large corporations is toward quality programming. Revlon executives stated in citing duPont with its Show of the Month and Chevrolet with the Dinah Shore Show.

Revlon is keeping its plans close to the chest. “This is a quality story,” said one executive, and “we don’t want a money label.” (There have been reports of a minimum $6 million time and talent tab for the project but the cosmetics firm will not discuss budgets.)

Programming in Revlon Party will cover the course, drawing material from comedy, variety, musical and dramatic formats. Dramatic vignettes will be used but one whole program will not be devoted solely to a dramatic production.

Revlon also plans specially-prepared commercials, which will be handled by the company-organized unit. This includes spot commercials as well as those prepared for the network show. Warwick & Legler will be agency of record on the show but “centralization of responsibility,” as expressed by Mr. Beirn, will rest with Revlon.

The sponsor has committed itself to the series and to its “concept.” Put another way by Mr. Green: “We are committed to the truth that we are not a nation of idiots and that television need not be the triumph of mediocrity.”

REVLO TRIUMVIRATE—MESSRS. GREEN, REVSON AND BEIRN

‘Centralization of authority’ assures program control

BROADCASTING, May 4, 1959
THE PGW COLONEL SAYS:

“We believe that the profit share affects the interest rate!”

Everyone at PGW can share in our earnings ... and share in them substantially.

Of course our revenue is derived wholly from the sale of spot time on the stations we represent and we think it pays off handsomely to have everyone at PGW interested in that. Don’t you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO
SRA, H-R to boost sagging spot radio

Radio, faced with a depression in the flow of national spot business, is fighting back.

Station Representatives Assn., will soon be attacking on the agency-advertiser front with a new presentation that promotes radio as a national spot carrier. SRA is also expected to supplement this barrage on the agency level with a suggested call on stations to man the battlements, asking that they beef up the radio sales image.

Already underway by one station representative – H-R Representatives Inc.—is a project called “Operation Groundswell” that is independent of SRA. As explained by H-R Vice President James M. Alspaugh, the project’s objective is to “put the romance back into radio.”

As conceived by H-R, “Operation Groundswell’s” drive is in two parts: one on the national level and the other by the stations in local markets.

To Survey Audience • At the national level H-R has retained Marketing Planning Corp., a subsidiary of McCann-Erickson, New York, to conduct a new radio audience survey. This research, for which H-R reportedly is investing a few thousand dollars, will form the basis for a specially-prepared brochure to be used for “missionary” work or hard sell to agency management, particularly on the plans board or policy level. The firm will also concentrate on direct calls on the advertiser and has launched a campaign that will sell spot as an advertising medium.

At the local level, “Operation Groundswell” presents a grass roots appeal to stations. The latter are asked to make calls during May (which is National Radio Month) on representatives of “important national advertisers . . . brokers, distributors, regional sales managers.” The recommendation is for stations to sell the “power of radio, not the relative competitive advantages” of the outlets.

The idea would be for stations to ask these people to write their home offices to “express amazement” over the fact that radio, the most potent medium of all, is being short-shrifted in favor of less cost-efficient and effective media.

Drop nighttime network radio: Mogul

Nighttime network radio as it exists today should be abandoned, Emil Mogul, president of Mogul, Lewin, Williams & Saylor Inc., New York, told the Pittsburgh Radio and Television Club last Wednesday (April 28).

Mr. Mogul claimed the “deficits” created by nighttime network radio are “contributing to the inflated costs of network television.” He added: “Of course a skeleton operation should be maintained for public service programming, civil defense and possibly an accelerated national news schedule. With the money thus saved, the networks would be in a better position to upgrade the creative side of television with new talent searches, more subsidies for potentially productive writers and the like.”

Mr. Mogul also recommended that a medium making a presentation to advertisers and agencies refrain from “attacking” competitive media but concentrate on the advantages of the particular medium for the client.

‘Some like it hot,’ in tv spot, Katz says

 Forty-one name advertisers last year used more spot tv in the summer than during other seasons of the year, the Katz Agency announced in opening a summer sales drive.

The station representative is holding a series of meetings with agencies and advertisers to get its message across.

Katz notes that more than 25% of all retail sales in the U.S. are made during June, July and August.

Halsey V. Barrett, manager of tv new business development at Katz, offers a breakdown of products in categories showing a high percentage of the sales coming during the summer months and comments that many agencies and their clients “over-discount” the nation’s summer viewing habits. He cites Nielsen figures showing 91% of all tv homes watching tv each week during the summer, or only 3% less than during a peak period of the year.
During March, both Howard Miller and John Doremus joined the line-up of star personalities on WMAQ Radio. Miller's selections of popular music and informal comment have made him the Number One radio personality in Chicago, without interruption, since January 1956. Doremus, in Chicago for less than two years, quickly became the city's Number Two radio-audience attraction, by featuring the best sort of popular music. So the

NOW
WMAQ HAS
BOTH...

...of the two top radio personalities in Chicago

Q for QUALITY RADIO in CHICAGO is now bigger than ever! The two biggest radio personalities in the city are now at 670 on Chicago's radio dial. Howard Miller, 9:05 to 11:00 a.m., Monday through Friday. John Doremus, 4:05 to 5:30 p.m., Monday through Friday and 9:05 to 10:30 p.m., week nights.

NBC Radio in Chicago WMAQ - 670

Source: Pulse, Nov.-Dec. '58

BROADCASTING, May 4, 1959
<table>
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<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
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<td>77 Sunset Strip (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>19.6</td>
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<td>Fri., April 24</td>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
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<td>Meet Me in St. Louis (9 p.m.)</td>
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<td>Desilu Playhouse (10 p.m.)</td>
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<td>Wagon Train (7:30 p.m.)</td>
<td>NBC-TV</td>
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**ARB's expanded tally: all homes for all tv's**

American Research Bureau is announcing today (May 4) that starting next fall it will supply total homes figures for every tv station in the U.S. ARB said it will sample all 3,072 continental U. S. counties plus Alaska and Hawaii and will provide total area reports by quarter-hour periods for all tv markets as well as for all stations to be released at least semi-annually.

In the ARB plan, as detailed by James W. Seiler, the bureau's director, the new coverage study to be extracted from the data will report all homes able to receive any tv station, and the daily and weekly viewing by stations or clusters of counties. The bureau expects its metropolitan market reports will be well over the guaranteed 150 before the year's end.

Features of ARB reports: data on homes reached by stations outside of a particular market surveyed; rating and reporting of stations having more than a limited number of homes outside of their prime-time interest market; tabulation of homes in a “different market” receiving outside tv stations, of a station's net daily and net weekly audience and of newspaper home circulation both daily and weekly.

By mid-August, a new Univac automatic computer will be installed at ARB's Beltsville, Md., headquarters to speed up market survey computing to 12-15 markets per day.

**Sales inspiration at initial RAB clinic**

Radio has something to offer even the most antagonistic advertiser.

Radio Advertising Bureau, New York, last week told about a salesman who talked to an auto dealer who had unkind things to say about everything on radio. In desperation the salesman asked, "Isn't there anything on radio you like?" He replied: "Sure, Bing Crosby records, but they hardly ever play them any more." Result: The salesman promptly sold the dealer a six-days-a-week Bing Crosby record show.

This case history was reported by one of 1,287 station executives attending the first week of RAB's sales clinics in seven cities. In all, 45 clinics in principal U.S. cities are scheduled during the next few weeks.

Doubling of radio's anticipated 10% gain in revenue—if the perspective of National Radio Month is extended through the year—is predicted by Kevin B. Sweeney, RAB president, in talks at the sales clinics. Mr. Sweeney suggests that a year-long unified promotion front would "quadruple the regard of advertisers for the medium."

In Omaha and Seattle, the RAB president said that the principal barrier to radio's rapid progress is "our great delight in fighting one another as if the only competitors for the advertising dollar were other radio stations." Calling upon his audience to abandon this "senseless civil war," Mr. Sweeney said that "radio is doing more creatively for the advertiser—more to make his advertising dollar more effective—than any other medium."

Also participating in the "unity" theme are Miles David, RAB promotion director, and Warren Boorom, RAB director of member service, who supervised clinics in Portland, Me., Boston, Albany and Rochester, both N.Y.

**Anybody for craps?**

Patrons of the art of galloping dominoes who lean too heavily on the use of lead weights and beveled edges are the targets of the newest "per inquiry" offer to stations. It's a booklet on how to detect crooked dice and, co-incidentally, the publisher bases in Las Vegas.

With nary a mention of the station's established rate card, the solicitation describes the booklet as a "fascinating item," and asks, "What man who loves to 'roll the bones' once in a while could resist the temptation to buy such valuable information for only $1?"

There is much to be said for every dice player knowing all he can about protecting himself, for, as the P.I man sadly admits, "Avarice is part of man's makeup."

**IS THIS CRICKET?**

Media wonder as GOP plans newscast pitch

A new tie-up between politics and advertising, with radio and television as the connecting links, has been born in Southern California. Creator of the plan is Howard Jarvis, vice president, Los Angeles County Republican Assembly. He has appealed to Republicans to help their party get statewide radio and tv coverage 15 minutes daily for the next two years by getting friends and neighbors to sign cards pledging to buy the products of companies sponsoring the broadcasts.

"Our crying need is to get our side on tv and radio," Mr. Jarvis states. "We need this every day for the next two years. A 15-minute statewide tv and radio broadcast each day for these two years costs over $1 million."

"We don't have this money, but we have found sponsors that will spend it and buy the time for us, if we will get 50,000 of our people to sign a pledge that they will buy products our sponsors will advertise. Of course, the signers are not obligated to buy anything at all, but if the products are right and the broadcasts are right, our signers should be glad to buy these products as they need them to get our side effectively on the air."

**Goal 50,000** Noting that the broadcasts will reach 400,000 people every day, the letter says: "We need 2,000 of our people to get 25 signers each. When this is done we are on the air."

Mr. Jarvis said that the proposed programs will be newscasts, which he will prepare and deliver. Asked if the political label would not make them unacceptable to stations, he replied that there will be no political label. "They will not be sponsored by the Republican Party," he said, "but by commercial companies, like any other newscasts."

Asked in that case how these broadcasts would aid the Republican Party, Mr. Jarvis said they will "aid the party by presenting both sides of the news and not leaving out the conservative side."

"The idea has been cleared with the FCC and is perfectly legal," he stated. However, the FCC stated last Thursday (April 30) that it had received no such request.

California broadcasters said they were unfamiliar with Mr. Jarvis’ plan, but all expressed the view that they probably would not accept any series designed to get the side of one political party on the air. Without knowing the full details, none was willing to reject it either.
On February 8, WNBQ presented a special preview, in color, of the Art Institute of Chicago’s historic Paul Gauguin exhibition. Because of its unusual interest the program was colorcast on the NBC Television Network. Critical response was warm and wide-spread. The Chicago Sun Times called it an "artistic coup." The Chicago Tribune said it was "superb." And from the nation’s Capital: "a work of art as a TV show." From New York: "a masterly achievement." "So Much Light, So Much Color" was one in WNBQ’s monthly series, "Chicago Showcase," exploring the cultural range for Chicago viewers. It is an important phase of the balanced schedule which provides rewarding television for every taste . . . and which marks WNBQ as the quality television station in Chicago.
It's this. Measured in terms of ratings, efficiency, programming, audience composition.
"I think they're trying to tell us something."

or sales successes, the top network buy is now **ABC TELEVISION**
Research radio, Californians advised

Lack of qualitative research on the composition and behavior of listeners is a major cause of loss of business by radio stations, a panel of media executives from Stromberger, La Vene, McKenzie, Los Angeles agency, told Thursday's (April 30) luncheon meeting of Southern California Broadcasters Assn. The agency group, chaired by Harmon O. Nelson, vice president and radio-TV director, pulled no punches in criticizing local broadcasters for not providing better information for the agency to use in selling radio to clients. Radio accounts for 12% of the agency's billings.

"Outdoor and radio are the two most poorly researched media," Earl Timmons, the agency's media and research director, asserted. "Research may be costly," he commented, "but it may prove more costly not to do it." He suggested that a joint effort by SCBA might provide valuable information about who listens to radio in the area, when they listen and how they listen. Mr. Timmons pointed out one common criticism which needs answering: that much of today's radio programming is tuned in purely as background music and no attention is paid to either programs or commercials. He offered to get a group of agency research directors to act as an advisory committee in setting up such a joint research project should the broadcasters desire such help.

• Business briefly

Time sales

- Renault Inc. of France will sponsor a one-hour special, produced, written by and starring Ernie Kovacs on NBC-TV Fri. May 22, 8-9 p.m. Barry Shear will direct. Renault earlier signed for alternate week sponsorship of Playhouse 90 on CBS-TV (At Deadline, April 21). Agency: Needham, Louis & Brody, N.Y.
- General Electric Theatre (CBS-TV Sun. 9-9:30 p.m.) has been renewed and begins its sixth season Sept. 20. The new format will include 10 live or tape shows produced by the network in addition to the filmed programs from Revue Productions, Hollywood. Agency: BBDO, N.Y.
- Sealtest Foods Div., National Dairy Products Corp., N.Y., will be sole sponsor of Bat Masterson for 52 weeks beginning Oct. 1. The NBC-TV western, currently sponsored by Sealtest and Kraft Foods (Wed. 9:30-10 p.m.) moves to Thurs. 8-9:30 p.m. next season. The show is to be seen on 116 stations serving Sealtest markets. Agency: N.W. Ayer & Son, N.Y.
- Jos. Schlitz Brewing Co., Milwaukee, has expanded its radio spot schedule to

The Rambler tv roadmap

American Motors' Rambler car likes the look of the Friday-night spot tv road as the shortest route to spring sales success. Starting April 24, and continuing every Friday through June 12, the Rambler's saturation drive is expected to reach 96.4% of the nation's tv homes.

Chauffeuring Rambler is Geyer, Morey, Maddet & Ballard Inc., New York, which has prepared eight-second IDs and minute commercials. They will be seen each week on some 170 stations in 76 key markets, the agency reports. The schedule calls for an average of five eight-second IDs to hit in prime time and two 60-second commercials to follow up later in the evening.

The interest in Friday night saturation was explained by E.B. Brogan, Rambler advertising manager at GMM&B's Detroit office, who said research done by the agency and the company indicated that this new tv campaign should produce immediate traffic on the day most families shop for cars—Saturday. "This campaign," he said, "gives seven opportunities each Friday night in major dealer markets to reach an estimated 65% of the potential tv audience, representing 96.4% of the nation's tv homes."

Rambler's former tv activity has included campaigns to introduce new models and early network sponsorship of Disneyland. Rambler's radio activity is not being slowed down by the tv barrage. Advertising on NBC and CBS will be continued, it was reported.

PREVIEW:

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**The Rambler tv roadmap**

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**Ramblor Dealers—Saturday**

Major dealer markets to reach an estimated 65% of the potential tv audience, representing 96.4% of the nation's tv homes through a saturation drive starting April 24 and continuing through June 12.

The new campaign will feature eight-second IDs and minute commercials, to be seen each week on 170 stations in 76 key markets. The schedule calls for five eight-second IDs to hit in prime time and two 60-second commercials to follow up later in the evening.


**HE'S TALL, SHE'S SMALL . . .**

**RAMBLER FITS BOTH**

**FINAL SHOT**

Friday night IDs (above) and animated 60-second spots are aimed at weekend shopping traffic.
“Roanoke bigger than London, England?”

Sure it is. There are more U. S. citizens in Roanoke, Va., than in London, England. Furthermore, more of them watch WSLS-TV.

We don’t really need wild comparisons to sell the Roanoke market, but they help to gain your interest.

Now that we have it (we hope) we won’t keep you long. All along the line NCS No. 3 shows us No. 1 Daily and Weekly, Daytime and Night-time in Roanoke. WSLS-TV reaches more homes than any other station in the greater Roanoke market of 420,000 tv families. Blair Television Associates will take it from there.

WSLS-TV
Channel 10 • NBC Television
Mail Address: Roanoke, Va.
A broadcast service (with WSLS Radio) of Shenandoah Life Insurance Company
Are we ca-razy, or what?

No, two heads are not better than one—unless both agree on WAVE-TV!

By any yardstick you choose—audience ratings, coverage, costs per thousand, programming, or trustworthy operation—the more you compare, the more you’ll prefer WAVE-TV.

WAVE-TV

CHANNEL 3 • Maximum Power

LOUISVILLE

NBC SPOT SALES, Exclusive National Representatives
some 250 stations in 100 markets. (An estimated 16,000 spots will be broadcast in New York in a 39-week period. About 12,000 spots will be placed in Chicago in 39 weeks.) The stepped-up schedule will run through August.

- Wilson & Co. (Ideal Dog Food), Chicago, buys spot radio schedule in 23 markets to supplement Mark Stevens' Take Five tv series in 17 other markets in forthcoming summer drive promoting "7-Course Meal" for pets. Agency: Kenyon & Eckhardt, Chicago.


- Eastman Chemical Products Inc. (subsidiary of Eastman Kodak), Kingsport, Tenn., will sponsor the NBC-TV telecast of the National Open Golf Championship's final three holes (Sat., June 13, 4:30-6 p.m.). Perry Smith will produce the telecast, sixth consecutive rendition of the classic by NBC, which is to take place at the Winged Foot Golf Club, Mamaroneck, N.Y. Agency: Doherty, Clifford, Steers & Shenfield, N.Y.

- Borden Foods Co., N.Y., May through August is expanding spot tv coverage on its instant whipped potatoes. The number of markets will be topped by one-third to 107 with frequency of spots-per-week to vary from 5 to 15. An equal number of 20-second and 1-minute spots will be used. Agency: Lennen & Newell, N.Y.

- Radio figures heavily in the warm-weather advertising plans of Shulton Inc., N.Y. For Bronztan suntan lotion there is to be a seven-week-end spot campaign in 26 markets beginning June 5 and in 22 other markets, week-end spots will run for three weeks beginning June 25. Spots are one-minute with frequency varying from 10 to 20 per week-end. Further Bronztan promotion is scheduled for CBS Radio's Robert Q. Lewis daytime show (substituting for Authur Godfrey) July 2-31. Plans call for Thursday and Friday exposure alternating with one-10-minute segment one week, two 10-minute segments the next. In addition, Shulton has mapped out a two-week Father's Day spot radio campaign for Old Spice products starting June 8: daily spots in 25 markets, ranging from 5 to 10 per week, and 10 to 20 spots the week-end of June 12 in 22 markets. Agency: Wesley Assoc., N.Y.

- American Dairy Assn., Chicago, buys alternate week half-hours of Lawrence Welk's Top Tunes and New Talent on ABC-TV this fall (Thurs., 10-11 p.m. EST). Agency: Campbell-Mithun.

- Eastman Kodak Co., Rochester, N.Y., will sponsor a 90-minute television tour of Disneyland Park, Calif., on ABC-TV (Mon., June 15, 7:30-9 p.m.). Hosts for the special will be Walt Disney and Art Linkletter. Agency: J. Walter Thompson, N.Y.

- Bell & Howell (photographic equipment), Chicago, buys special one-hour documentary, Why Berlin? on NBC-TV Friday (May 8, 8-9 p.m. EDT). The company is "testing commercial feasibility of special programs keyed to important world happenings and made available in prime, week-night time." The Friday program will feature filmed segments and commentary by news analyst Chet Huntley.

- S.C. Johnson & Son, through Foote, Cone & Belding, and Pet Milk Co., through Gardner agency, have renewed The Red Skeleton Show on CBS-TV Tuesdays 9:30-10 p.m. They have shared sponsorship of show since Jan. 1955.

- R.J. Reynolds Tobacco Co. through William Esty Co. will be participating sponsor of 77 Summer Strip (ABC-TV Fri.) next fall when hour-long show is to be seen half-hour earlier than its present 9:30 p.m. starting time. Renewing sponsors: American Chicle Co. and Whitall Tatem Div. of American Home Products Corp. through Ted Bates, and Harold F. Ritchie Inc. through Kenyon & Eckhardt.

- Siendrellla International, Stamford, Conn., which launched a spot tv campaign in 12 markets last January, is extending this effort to 28 markets throughout the country at a cost of $120,000 per month. Using minute announcements before 6 p.m. and from 9-12 p.m., extension of the tv campaign was said to be prompted by a 65% increase in business since January. Agency: Products Services, Inc., N.Y.

- Gillette Safety Razor Co., through Maxon Inc., has renewed sponsorship of Cavalcade of Sports fights (NBC-TV Fri. 10 p.m. to conclusion). Order is for 52 weeks beginning July 3. Gillette, credited with being first sponsor of televised bouts (WNBT [TV] New York [now WRCA-TV], Sept. 29, 1944) has presented regular Friday night fights on NBC-TV since Nov. 8, 1954.

- General Mills, Minneapolis, and General Time Corp. (Westlock), La-Salle, Ill., have signed for series of 10 tv specials to be taped by Talent Assoc. in cooperation with Metro-Goldwyn-Mayer (BROADCASTING, April 6). But thus far, no one network has edge for business (most of it to be slotted in next fall season). Series represents outlay of some $2,250,000 in talent costs. First of series, "Meet Me in St. Louis," was on CBS-TV on April 26 (with Philco sharing part of sponsorship tab). BBDO, N.Y., is agency for both advertisers.

- NBC Radio estimates net revenue for orders during the three-week period ending April 15 at nearly $1 million. Big spender is the Greyhound Corp., entering network radio for the first time, which launches a 12-week summer campaign on Monitor June 20. Greyhound's agency: Grey Adv., N.Y. Among other advertisers: Longines-Wittnauer Watch Co., N.Y., through Victor A. Bennett Co. the; B.F. Babcock Inc. (Swift & Co.) N.Y., through Brown & Butterer there; United Fruit Co., N.Y., through BBDO; Socony Mobil Oil Co., N.Y., through Compton; American Motors Corp., Detroit, through Geyer, Morey, Madden & Ballard.

Agency appointments

- Norwich Pharmacal Co., Norwich, N.Y., has named Cohen & Aleshire, N.Y., as agency for its $1 million Neb's pain reliever account. Neb's had been destined for Fletcher Richards, Calkins & Co. and then which was to have included C&A until merger talks died (AD AGENCY, April 20). Last year Neb's entered the national market on all-print basis, switching almost entirely to spot tv at mid year. Previous agency: Foote, Cone & Belding.

- Mytinger & Casselberry (distributor

Final sales

Philadelphians are hearing a soft-sell on where to go to get buried. They are getting the last word in commercials in three WFLN stereophonic music programs for Kirk & Nice, a local funeral home.

K&N (founded 1761) incorporates historical vignettes of Philadelphia in its commercials. The spots tell of a person, building or occurrence from the city's past. Then the announcer tells how the sponsor, too, is a part of Philadelphia's history.

Kirk & Nice's agency, Ball & Assoc., sends releases to the neighborhood weeklies to announce the landmarks to be featured in the commercials. K&N has decided to keep the programs on a year-round basis.
of Nutrilite food supplement, MagiCare cosmetics), appoints Donahue & Coe, L.A. Accounts previously were with J. Walter Thompson.

- Polo Grounds Speedway Inc., N.Y., names William Warren Jackson & Delaney there. Roughly 40% of the budget will go to local broadcast media, mainly radio, in promoting auto-racing season April 25-Sept. 6.

- Armour & Co (meat-packer), Chicago, appoints Foote, Cone & Belding, same city, to handle several canned meats and Dash dog food accounts (representing an estimated $2.7 million), effective July. Accounts (both using radio-tv) transferred from N. W. Ayer & Son, which continues to handle other Armour products outside grocery products division.

- Colgate-Palmolive Co., N.Y., awards $3 million Wildroot hair preparations account to Ted Bates Inc., N.Y. Bates, one of several Colgate agencies, already handles about $27.5 million worth of C-P business. Wildroot was pulled out of BBDO after 30-year relationship soon after C-P purchased Wildroot (BROADCASTING, March 30). Since BBDO handles some Lever business, C-P apparently suspected there would be conflict.

- Also in Advertising

- The term "king-sized," usually reserved for cigarettes, was applied last week by WRCA-TV New York to station breaks. The advertiser: Tidewater Oil Co., which via Foote, Cone & Belding, has purchased 30-second station breaks in prime time at a cost of $4,000 per break. Tidewater combined the 10- and 20-second spots into a single break and was placed on WRCA-TV between NBC-TV's Restless Gun and Tales of Wells Fargo on Monday, 8:30 p.m. The schedule runs 12 weeks.

- Colgate-Palmolive Co., N.Y., reported last week that the company plans to enter the pharmaceutical business but has not set a timetable for the expansion. Edward H. Little, chairman and president, said Colgate will manufacture both proprietary (no doctor's prescription needed) and ethical (prescription) drugs.

- Max Factor & Co. has acquired tv rights to the Miss Universe contest for the fourth consecutive year, but has yet to decide which Los Angeles tv station will telecast the highlights of the contest ceremonies in neighboring Long Beach. As in previous years, the cosmetics firm will be co-sponsor of the competition itself, with the City of Long Beach and Catalina Inc., swim suit maker, also sharing in financing the contest. For the past two years KTTV (TV) L.A. has broadcast some 15 hours of contest proceedings.

- Young & Rubicam Inc., New York, has opened a new International Div. Branch office in Geneva, Switzerland, it was announced today (April 27) by George H. Gribbin, president of Y&R. The agency's London office will supervise the new branch, which will be managed by Colin McIver, who has been director in charge of marketing, media and research and chairman of the plans board in the London office.

- The Detroit Copy Club and the Art Directors Club of Detroit gave 66 awards April 15 for excellence in advertising. Campbell-Ewald Co. is the highest overall winner with 17 awards; McCann-Erickson Inc. next with nine; Kenyon & Eckhardt Inc., seven; McManus, John & Adams Inc. six, and W. B. Doner & Co. won five awards.

- New radio-tv market survey subscribers of the Pulse Inc., New York, announced last week were: Dancer-Fitzgerald-Sample Inc., and the Gettschial Co., both of New York; Eisaman-Johns Advertising of Hollywood, and radio recorders and McNeill & Mc Cleery Advertising, both of Los Angeles.
Recently launched on our 11:30 p.m. Theatre, the M-G-M Golden Treasury of Films joins the star-studded firmament of top film entertainment seen only in WBEN-TV land.

To the Western New York star-watchers this adds another good reason why “there’s more on Channel 4”. WBEN-TV Late Night Movies offer the most and best in film entertainment. The best product from the best studios, all intended to build the best late night audience.

And it’s doing the job—as every rating service shows. Our national representatives, Harrington, Righter and Parsons, have all the facts and figures and will be happy to show you how your product and promotion can get top billing in the rich Western New York market when you put it up there with the stars on WBEN-TV 11:30 p.m. Theatre.
Five out of every six tv stations expect a substantial increase in revenues this year over 1958.

Four out of every seven radio stations expect revenues to rise.

These forecasts are based on a survey conducted by Charles H. Tower, NAB broadcast personnel-economics manager.

The study shows the median increase expected by tv stations is 7.2% whereas radio stations look for a 2.5% increase.

Mr. Tower surveyed 193 tv and 733 radio stations. Networks were not surveyed.

All of the nine market-size classes of radio and tv stations predict 1959 revenues will run ahead of 1958, according to the study. Most optimistic of radio stations were those in markets of 1-2½ million population where the increase is figured at 6.9% over 1958. Second largest radio rise is in the 500,000-1 million class where the figure is 6.5% higher.

A big increase of 10.1% is anticipated for tv stations in markets under 25,000 population. Next is the 1 million-up class where the rise is expected to be 9.7%.

The analysis of radio stations shows 57.6% expect an increase over 1958, 12.4% a decrease and 30% no change. Of tv stations, 84% expect an increase, 4.4% a decrease and 11.6% no change.

NAB's breakdown by radio and tv stations, showing comparative results of 1959, 1958 and 1957 forecasts, follows:

<table>
<thead>
<tr>
<th>Market Size</th>
<th>Median Increase 59</th>
<th>Median Increase 58</th>
<th>Median Increase 57</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1 million pop. &amp; over)</td>
<td>9.7</td>
<td>1.5</td>
<td>4.3</td>
</tr>
<tr>
<td>(250,000-500,000 pop.)</td>
<td>4.9</td>
<td>4.0</td>
<td>3.7</td>
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<tr>
<td>(100,000-250,000 pop.)</td>
<td>8.3</td>
<td>5.9</td>
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<tr>
<td>(25,000-100,000 pop.)</td>
<td>6.0</td>
<td>2.7</td>
<td>5.1</td>
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<tr>
<td>(500,000-1 million pop.)</td>
<td>8.6</td>
<td>4.5</td>
<td>6.3</td>
</tr>
<tr>
<td>(25,000 or under)</td>
<td>10.1</td>
<td>8.5</td>
<td>19.8</td>
</tr>
</tbody>
</table>

The court ordered a halt until May 18.

By Saturday noon, airlines, railroads, bus lines, major utilities, churches and schools were in a dilemma, debating whether or not to halt machinery for changing to daylight time.

One of the spearheading moves to eliminate the confusion was made by WCCO, which like other stations, flashed the news and hurried bulletin details. WCCO said its listeners, who, in an exclusive WCCO report, said they also considered the court action too late and that their counties would go ahead with daylight time.

At 4:30 p.m. General Manager Larry Haeg of WCCO announced that his station would change to daylight as originally planned. Listeners called in their thanks for station coverage, confessing that they had been confused by newspapers carrying outdated information which had reached their homes in late afternoon.

On Monday, April 27, Minnesota Attorney General Miles Lord went before the state supreme court with a plan to end its delay order. Governor Orville Freeman also asked state employers to report for work on daylight time.

By Monday afternoon, all people in the affected counties had set their clocks ahead, waiting for the next court action and a fast accurate report of its decision by WCCO and other Minnesota stations.
there's been a
big switch
in Portland, Oregon

KPTV, Portland, has switched to the exciting ABC Network—and what a hot new circuit it is for advertisers! Now you get KPTV's top-rated local shows (more premium film packages than any other Portland station) combined with ABC's sensational rating story in the Oregon market*—plus over 60,000 bonus homes from new cable hook-ups and translators throughout Oregon and S.W. Washington. Call your Katz office today!

*Consistently has more shows in the top 15 than any other local station!

Top Network + Top Local + Bonus Viewers = BEST BUY

KPTV channel 12
Oregon's FIRST Television Station

Represented by the Katz Agency, Inc.
NAB legislative subcommittee formed

Two industrywide labor practices that often plague broadcasters—secondary boycotts and coercive picketing—received White House attention last week.

President Eisenhower at his Wednesday (April 29) news conference sharply criticized the Senate-passed labor bill ($1555) because it failed to provide protection against these practices.

The labor situation last week included these developments:
- NAB's Labor Advisory Committee took affirmative steps Wednesday to strengthen the role taken by broadcast management in the legislative field.
- NBC filed several suits against the National Assn. of Broadcast Employees & Technicians, charging violation of contract through a network work stoppage by 1,500 NABET members (story page 50).

The NAB committee, headed by Ward Quaal of WGN-AM-TV Chicago, formed a three-man legislative subcommittee to serve as a working body dealing with broadcast labor matters. Members are Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill., subcommittee chairman; William Grant, KOA-AM-TV Denver, and Mr. Quaal.

This task force will operate on a 12-month basis. It will study legislative developments and guide industry participation in Congressional hearings and other political affairs.

Developments in the field of collective bargaining were scanned by members of the NAB committee, covering both network and station problems. Sen. Barry Goldwater (R-Ariz.) addressed the committee's luncheon. Pending legislation was discussed in detail.

ike Disappointed • President Eisenhower's strong stand was taken after Charles S. Von Fremd, CBS newsmen, asked him to comment on the Senate labor bill. The President said the whole labor situation has been described as "worse than malfunctioning, even racketeering in some few labor organizations and among certain individuals" in the report by Sen. John L. McClellan (D-Ark.), head of the labor rackets committee.

The President said he was "very much disappointed" in the Senate bill, citing three points. "The secondary boycott is not dealt with properly and effectively; blackmail picketing the same way; and then the field of clarifying the relationships of states to those areas where the National Labor Relations Board has refused to assert any jurisdiction."

Secondary boycotts and coercive picketing were described as factors in recent labor situations at WKRG-AM-TV Mobile, Ala., and WCKY Cincinnati. International Brotherhood of Electrical Workers conducted a picketing and pressure campaign in Mobile after losing an NLRB-conducted election. Last Jan. 28 WKRG-AM-TV employees voted 16-1 in favor of an independent union (Broadcasting, Feb. 16).

In Cincinnati, AFTRA put pressure on its members to refrain from transcribing commercials for use on WCKY even though the transcriptions were being made for an advertising agency or package producer. An NLRB examiner found no violation. NLRB has not yet ruled on his finding (Broadcasting, Nov. 3, 1958).

Wometco Enterprises stock offering made

Stock of Wometco Enterprises Inc., owner of WTVJ (TV) Miami, WLDS-AM-FM-TV Asheville, N.C. and 20% of WFGA-TV Jacksonville, Fla., was made available to the public Wednesday (April 29).

The offering of 290,000 shares of class A common stock was made at $10.75 a share. At the end of trading Thursday (April 30), the stock was $12.25 bid, $13.25 asked.

The stock offered represents 35% of the outstanding Class A shares of the company. Mitchell Wolfson and his family own 55% and Sidney Meyer, seller of the stock being offered to the public, now owns 10% (Broadcasting, April 6).

The stock is being handled by a nationwide underwriting group managed by the Lee Higginson Corp.

Besides its radio-TV stations, Wometco operates 22 motion picture theatres in Florida.

KHTV (TV) schedules June debut broadcast

Target date for KHTV (TV) Portland, Ore., to commence operation is June 1.

Stuart Nathanson, KHTV's sales manager, has signed Gill-Perna as national representative. Nat Jackson and Marlowe Branagan are news director and promotion manager, respectively.

WHTV has contracted for $120,000 worth of GE studio and remote equipment. It will be on ch. 27.

Labor issues • Members of NAB's Labor Advisory Committee went into secondary boycotts, coercive picketing and other employment issues at their April 29 meeting in Washington. Attending were (front row, l to r): Joseph Schertler, Westinghouse Broadcasting Co.; Richard M. Brown, KPOJ Portland, Ore.; Robert B. Jones Jr., WFBR Baltimore; Ward L. Quaal, WGN Chicago, chairman; Leslie C. Johnson, WHBF Rock Island, Ill.; William C. Flits Jr., CBS; Clifford Kirtland, Transcontinent Television Corp. Standing: Harold Grams, KSD St. Louis; Joseph F. Keating, MBS; William Grant, KOA Denver; Calvin J. Smith, KFAC Los Angeles; Louis Gratz and Ole Morby, Time, Inc.; A.A. Church, Storer Broadcasting Co.; Richard L. Freund, ABC.
Since its establishment as the first radio station in South Carolina in 1929, WSPA has considered newscasting of paramount importance to its public service program.

"Your Esso Reporter" is part of a total of 26 national and local newscasts daily over WSPA.

This vital part of WSPA programming is made possible by a six-man local news staff, the services of United Press, a special Washington correspondent and by worldwide coverage from CBS.

WSPA - Serving the Growing Population of the Prosperous Piedmont
Changing hands

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

- KGMS Sacramento, Calif.: Sold to A.C. Morici and A.R. Ellman, owners of KIST Santa Barbara, Calif., and KRAM Las Vegas, Nev., by Irving J. Schwartz, William S. (Steve) George and Jack F. Matranga for $500,000. The sale was handled by Lincoln Dellar & Co. KGMS is on 1380 kc with 1 kw directional, and is affiliated with MBS.
- KPAM, KPFM (FM) Portland, Ore.: Sold to Gospel Broadcasting Co. (headed by KRWC Forest Grove, Ore., partner F. Demcy Mylar) by Broadcasters Oregon Ltd. for $200,000. KPAM is on 1410 kc with 5 kw, day. KPFM (FM) is on 97.1 mc with 3.3 kw.
- WILA Danville, Va.: Sold to Eastern Broadcasting Corp. (Roger Neuhoff, sales planning coordinator WRC-TV Washington, majority owner, Robert C. Walker II, general manager of WCHV Charlottesville, Va., and others) by S.L. Goodman for $45,000. Mr. Goodman retains WYSR Franklin and WYTI Rocky Mount, both Virginia. The sale was handled by Blackburn & Co. WILA is on 1580 kc with 1 kw, day.
- SOLD Oregon The and KRAM A.C.

ANNOUNCED • The following transfers of station interests were approved by the FCC last week (for other Commission activities see For The Record, page 98):

- KROW Oakland, Calif.: Sold to The McLendon Pacific Corp. by KROW Inc. (Sheldon F. Sackett) for $800,000. Comr. Robert Bartley dissented on the multiple ownership issue. Other McLendon Corp. stations include: KLIF Dallas, KILT Houston and KTSA San Antonio, all Texas, WAKY Louisville, Ky., and KEEL Shreveport, La. KROW is on 960 kc with 1 kw.
- WOLF Syracuse, N.Y.: Sold to Ivy Broadcasting Co. by T. Sherman Marshall and others for $329,000. Ellis R. Erdman, president of Ivy Broadcasting, has interests in WTKO Ithaca, N.Y., WSKI Montpelier, Vt., and WACK Newark, N.J. George Abbott, vice president of the purchasing firm, has a minority interest in WTKO. WOLF is on 1490 kc with 250 w.
- WTNJ Trenton, N.J.: Sold to Delaware Broadcasting Co. (Edward L. Cosman, president) by WOAX Inc. for $200,000. WTNJ is on 1300 kc with 250 w, day.
- KLIK Jefferson City, Mo.: Sold to KLIK Broadcasting Inc. by Empire Broadcasting Co. for $183,750. Oscar K. Fine, president of KLIK Broadcasting, and others have interests in KPEQ-AM-TV St. Joseph, Mo.; T.M. Nelson, executive vice president, has an interest in WILQ Frankfort, Ind., and WOHP Bellefontaine, Ohio. KLIK is on 950 kc with 5 kw, day.

WNTA-TV, WHCT (TV) offer joint package

WNTA-TV Newark was scheduled to begin a feed of seven of its live and taped programs to ch. 18 WHCT (TV) Hartford today (May 4), with the two stations linked by a direct coaxial cable from WNTA-TV.

Ted Cott, vice president in charge of owned and operated stations for NTA, said advertisers may buy the programming on the stations as a package. It will cost an advertiser the WNTA rate to add a one-minute spot on WHCT for an evening program and $30 for a one-minute spot on a daytime program. The advertiser, he said, will be adding a potential 364,000 homes to his coverage and his message "will be viewed in an area that contains well above-average income families." Mr. Cott reported that 20 WNTA advertisers have signed to add WHCT.

The taped programs involved are those featuring Alexander King and Henry Morgan plus Open End, One Night Stand (all once-a-week) and The Mike Wallace Interview (Monday-through-Friday). The live shows are The Mike Wallace Newsbeat and the Richard Willis Show (Monday-Friday).

ABC in the West

KGB San Diego, Calif., and KRXL Roseburg, Ore., have become ABC affiliates, the network reported last week. Advertisers, ABC noted, can now buy a total of more than 100 stations in the 12 western states, including the Arizona and Intermountain networks, or 40 stations in the three Pacific Coast states, or a California network alone, all through a single order with ABC.

With daylight time, four programs formerly on the Don Lee Broadcasting System moved to ABC: three new programs with Frank Hemingway, Cliff Engle and John Holbrook, and the quiz show Tello Test. These programs were offered first to ABC affiliates, then, if they did not want them, to the stations which previously carried them on Don Lee. Result, it was said, is that the programs, all with multiple sponsors, have added a few markets which had ABC stations but did not have Don Lee outlets and dropped a few where time could not be cleared since the break-up of the Don Lee network (Broadcasting, March 30).
In Eastern Iowa most front ends look like this.
NBC was prepared to continue its radio and television programming schedule over the weekend with supervisory and management personnel who were replacing about 1,500 members of the National Assn. of Broadcast Employees & Technicians who walked off their jobs last Monday (April 27).

NBC re-emphasized its intention to remain on the air despite a report late Thursday evening that Local Council 16, International Brotherhood of Teamsters, had pledged support to NABET. Spokesmen for NABET said the council planned to notify its local membership in New York to "support" the work stoppage and NABET interpreted this to mean that its picket lines would be respected, starting last Friday. Teamster members truck scenery and other props to NBC.

An NBC spokesman said late Thursday that the network "expects the teamsters to continue working just as the other unions are." He added that "in any event, we fully intend to continue normal operations."

The dispute flared up over the video taping in Paris of the Today program, scheduled to be broadcast last Monday through Friday. When NABET personnel refused to handle the tapes on Monday, the TV network went off the air from 7 to 9 a.m. but maintained continuous broadcasting schedule thereafter. The radio network was off the air 55 minutes on Monday.

The network termed the union's move "a strike in violation of the contract." NABET countered by saying its workers were "locked out" and claimed its action resulted from "a violation" of
the pact by NBC, as well as from a failure by the network to live up to "certain reassurances."

How it Started • Genesis of the dispute was this: the Today program members were in Paris on April 24 and started to tape the first of five programs that would originate there for presentation in New York last week (Mon.-Fri., 7-9 a.m.). Arrangements had been made with NABET whereby nine union technicians were to participate in the taping of the shows, together with personnel engaged by Intercontinental Television Corp., an organization set up recently to produce taped programs abroad. The first tape was flown to New York, edited and was scheduled to go on Today last Monday. The NABET technicians there declined to handle it, saying that they had been advised that the "basic operating jobs" in producing the tapes had been handled by French technicians hired by ITC and not by union staffers. They contended that this was a violation of the NBC-NABET contract.

At this point, NBC spokesmen said, they asked the technicians to put a substitute film on the air, but NABET workers refused. NBC officials claim they told the union employees to leave the studio. NABET officials later said that the technicians were told to leave the premises.

NBC's position is that NABET violated a "no strike" clause in their contract. Company officials said there is provision for an impartial umpire or arbitrator to intervene in a dispute and pointed out that NABET acted without recourse to an umpire or arbitrator.

NABET's Position • G. Tyler Byrne, international executive vice president of NABET, outlined the union's position in this way:

"We have a contract with NBC that gives us complete jurisdiction over NBC-owned or controlled programs, of which Today is one. There is no limiting language on this jurisdiction; it makes no difference whether the program is taped here or abroad. The contract states that NABET personnel must perform 'the basic operation positions.' The language is unmistakably clear on this.

"Our technicians who were over in Paris telephoned us on April 24 to complain that French technicians—and not they—were performing the basic jobs. We immediately called NBC and advised some of their officials of this circumstance. We had their personal assurances that it would be rectified. It wasn't. We again brought it to the attention of the network and again received their assurances. But nothing was done."

Mr. Byrne asserted there was an aspect of the dispute that was more significant than the stoppage. He said there is "a trend" by networks toward producing more and more programs abroad and using what Mr. Byrne calls "runaway shops" (non-union organizations). NABET is determined to "put a stop to this situation," Mr. Byrne declared, because "this is a threat to the job security of our workers."

He described "basic operating positions" as: technical director, video man, audio man, cameraman, audio assistant and light direction engineer.

Nationwide Stoppage • The work stoppage was nationwide, affecting the network in New York, Philadelphia, Washington, Chicago, Hollywood and San Francisco, where NBC owns and operates stations.

NBC filed three suits against NABET and its officials during the week. On Tuesday, the network started a $500,000 damage suit in the U.S. District Court in New York and later that day filed suit in Los Angeles Superior Court seeking $200,000 in punitive damages and $100,000 a day in actual damages. A court hearing in California is scheduled for today (May 4) on a petition for an order to stop picketing there.

Last Wednesday NBC brought a suit for a total of $100,000 against four NABET officials in New York Supreme Court. Named in the suit were Mr. Byrne; Harold L. Byers, regional director; Lawrence J. Dworkin, chairman of the New York local's grievance committee, and Howard T. Atlas, president of the New York local.

NABET officials said Thursday that the union was in the process of preparing countersuits against NBC.

Sessions were held on Tuesday and
Wednesday with J.R. Mendelbaum of the Federal Mediation & Conciliation Service but "no progress" was reported. Both parties were on call for meetings but no session was scheduled Thursday.

The work stoppage prevented the showing of the first Today tape last Monday but it was carried on Tuesday with supervisory employees serving as technicians. This segment featured Brigitte Bardot, who recited Shakespeare in English during an interview with Dave Garroway. Though five taped programs were scheduled originally, only four were produced after the dispute erupted and the final program was set for last Friday.

NBC Operations Smooth • NBC said that about 300 supervisory and management workers were used during the week to replace the 1,500 NABET members participating in the walk-out. Officials said that "operations are running very smoothly." They conceded there were "a few fluffs" but claimed that on-the-air teletasts during the week were "generally very good."

The network reported that all employees participating in the work stoppage would be docked pay as of 7 a.m. last Monday. Officials estimated that the payroll for these workers averages $40,000 a day for a seven day week.

NABET officials late last week were attempting to rally support for their action from other unions in the broadcast field, but aside from the teamster council's statement, they had received no commitments. Members of other unions had crossed NABET's picket lines freely during the week.

AWRT CONVENTION

Sen. Kennedy wants tv women emancipated

Why limit women to weather reporting? Lift the discriminatory bars which block their access to electronic journalism. This admonition to broadcasters on the part of Sen. John F. Kennedy (D-Mass,) was warmly received by his audience of over 800 American Women in Radio & Television members at the banquet opening their eighth annual convention last Thursday (April 30).

Included in the activities of the four-day conclave at New York's Waldorf-Astoria was presentation of McCall's magazine "Golden Mike" awards for women in radio and TV.

Top winner at the Saturday night banquet (May 2) was Mildred Freed Alperg, executive producer of the Hallmark Hall of Fame series on NBC-TV, for "her remarkable contribution to the cultural pattern of the country."

Other McCall's selections: Patti Calvin, broadcaster, WRC Washington, and Ellen Stoutenberg, executive WIP Philadelphia, for "service to the community in general;" Susie Strother, broadcaster, WJLB Detroit and Mercer Livermore, executive, WKKO Cocoa, Fla., "service to women;" Marge Miner, broadcaster, KFEQ -TV St. Joseph, Mo., and Sophie Altman, executive, WRC-TV Washington, for "service to youth."

Over 800 delegates were on hand for the convention at the Waldorf-Astoria. The four-day event had its formal beginning with a banquet Thursday night (April 30) at which Sen. John F. Kennedy (D-Mass.) discussed "The Challenge Ahead."

Election of club officers and directors were among the many items of business (see FATES & FORTUNES, page 88).

Included in the opening-night activities was presentation by AWRT President Nena Badenoch of the fifth annual scholarship award by the organization. Gay Pauly, 19-year-old junior at Lindenwood College in St. Charles, Mo., received the $750 for continuation of her radio-tv studies.

Radio Month underway with official salutes

National Radio Month opened last week with a series of tributes to the medium from high government and Congressional leaders.

Special network and station promotions will continue through the month, with many industry and civic groups joining broadcasters in the observance.

FCC Chairman John C. Doorer observed in a message to NAB that the number of radio stations has practically doubled in the last decade. "This phenomenal growth, in pace with the expanding and advancing developments of our nation's economic, social, scientific and cultural life unmistakably attests to radio's high record of performance in the public interest," he said.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, added, "Taking radio for granted is a great compliment we pay unconsciously every day to a service which reaches almost every home and 38 million automobiles in our country."

Radio continues to provide "an unexcelled means of getting the news to the people immediately," said Sen. Hubert H. Humphrey (D-Minn.).

FCC Comr. Frederick W. Ford used an at-home incident to show radio's impact. "Last year my young daughter discovered radio," he said. "For the first time she began to appreciate this older medium and its advantages and convenience. So far this year she has worn out three sets of batteries in her portable. This proves to me that radio does indeed live in the minds and hearts of the oncoming generation just as it has in ours for the past 40 years."
Riches come from the earth of Kern County all around Bakersfield, home of McClatchy's KERN. Kern County is California's leading oil producer, yielding $280,324,000 worth of crude in 1957. (Bureau of Mines, California) In addition, farm products sold in Kern County in 1957 totaled $237,990,000, making this vigorous county second in the United States. (Sales Management's 1957 Copyrighted Survey)

Make your mark in Kern County and throughout the happy-spending Beeline market by telling your story on McClatchy stations. As a unit purchase, Beeline stations give you more listeners than any combination of competitors...at the lowest cost per thousand...by far. (Nielsen & SR&D)
spot
summer radio goes where
the family goes

Vacation may mean getting away from home...but Radio goes along.

You're traveling "right" with SPOT RADIO in your summer media plans.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

SPONSORED BY MEMBER FIRMS OF

MAY IS NATIONAL RADIO MONTH
BASEBALL TV
Blackout bills to kill network shows—DFS

Blackouts of major league baseball telecasts within 50 or 75 miles of minor games could force TV networks out of baseball broadcasting, according to Dancer-Fitzgerald-Sample.

In a confidential letter to TV stations that have carried baseball telecasts, the agency showed how pending legislation could put an end to major league networking. DFS places Falstaff Brewing Co. business on the CBS-TV game-of-the-week.

DFS said a 50-mile protection around minor league cities on game days would affect 17.6 million (77%) of the 22.8 million TV homes in non-major league cities at least half of the time. Major league cities are always blacked out because of local baseball broadcasts.

A 75-mile blackout, it added, would affect 12.8 million TV homes 100% of the time and 6.5 million half of the time. Six bills containing a 75-mile proposal are pending (HR 2370, 2371, 2372, 2373 and 2374; S 616).

DFS conceded in its letter that minor league baseball is in a serious financial shape; that attendance is down, and that franchises are dropped each year.

Change of Life—According to DFS, the minors are victims of "a growing America, an America on wheels, a to-the-beach or to-the-mountains America, an outdoor barbecue-pit America. As the culture of America changes, as people develop more sophisticated tastes in food, clothing, leisure, entertainment; as all these things change, all else changes with them. The day of the one-car garage is ending; so is the day when people depended on the local ball team in the local park for entertainment."

Of about 180 stations carrying the game-of-the-week, 137 will be affected by a 75-mile blackout, according to the agency. DFS adds, "It is obvious that the extent of these blackouts will make it impossible for any network or advertiser to justify consideration of continuation in a game-of-the-week program. We are bringing this to your attention in the hope that you will convey your sentiments, and those of your viewers, to your elected representatives in Washington."

THE TV RATECARD
Petry price review cuts down cut-rates

A broad program aimed at reducing discounts on TV stations' package rates and gradually raising the cost of daytime and late-night minutes is in progress at Edward Petry & Co., station representative (Closed Circuit, March 9).

The rate cards of 15 of the Petry firm's 30 client television stations were revised during the first quarter of this year as a result of detailed reviews and recommendations by the company. At this rate, all Petry stations' prices will be subject to review at least twice a year. Aside from the increases, a number of stations' rate cards were simplified in format.

Martin Nierman, Petry executive vice president, explains that increased viewing and continued growth in TV set ownership are big factors behind the card review program: "Our stations are delivering more for the advertiser, so they are entitled to make rate card adjustments accordingly."

The changes are recommended on a market by market rather than general basis. Each evaluation—which may take several weeks—goes into a number of factors, such as set ownership changes, audience patterns, and the client station's competitive position on rates and audiences in relationship to other stations in the market.

Sets and Prices—Petry officials feel that as TV saturation gets greater and greater, rate increases must be scrutinized more carefully. The time has past, says Mr. Nierman, when blanket increases can be justified on the basis of increasing set ownership. But they also feel that in established TV markets where all allocated channels have been in operation for more than a year there will still be a need to re-examine rates and make adjustments which are equitable to advertisers and yet assure the stations enough income to meet rising operating cost. They do not feel that even established markets have reached their maximum rates: "As long as there are programming changes there will always be a need for re-examination of rates."

The policy of reducing package discounts stems from audience gains in all hours. Originally, Mr. Nierman points out, packages were set up as inducements for the sale of marginal time—"which TV no longer has."

The Petry company also wants to widen the differential between the minute rate and the station-break rate on the theory that a full minute offers vastly more opportunity for hard sell.
Ohio station rep adds out-of-state stations

Ohio Stations Representatives, Cleveland, is expanding two ways—it's adding Ohio representation of stations located outside of Ohio, and it's working up programming for client stations.

The company was founded by owner-manager Leonard F. Auerbach in July 1956 to represent Ohio radio stations throughout the state except in their own markets. Mr. Auerbach currently has 24 Ohio stations on the list. The first "outside" station signed for representation within Ohio was WTHH, Baltimore, Md.

R.C. Embry, WTHH vice president, is quoted by Mr. Auerbach as explaining his signing with the Ohio regional firm thus: "Due to the growing importance of agencies in the state of Ohio—cities such as Cleveland, Cincinnati and others—we felt that it would be far better for us to have a representative in this area who makes constant calls on those agencies, who lives with them from day to day, rather than depend on representation by a firm which normally would send a man into the state only three or four times a year. I am happy to say that our theory has been working very well."

At least two special programs—which would be fed to a "network" of OSR station clients via fm relay—currently are being planned. One is a daily farm program, the other an hour-long variety-interview show, probably originating in Cleveland but giving the stations five minutes for local news, plus news headlines and weather, to retain the local touch. The idea is to provide the stations with special programming that not only is commercial but also will build audiences.

Mr. Auerbach, who was sales manager of WDOK Cleveland immediately before starting the rep firm, says Ohio Stations will open offices in Columbus and Cincinnati "as soon as we get ourselves in a position where we can increase our service to our customers by offering them markets outside of Ohio."

Tv breaks liberalized in network hour shows

The tv networks are taking steps to assure their affiliates of protection spot revenue in hour-long shows scheduled in prime time.

The actions apparently have been precipitated by a discernible network trend to slide more hour-long shows in nighttime periods for the next season.

Robert E. Kintner, NBC's president, in a letter to affiliates outlining the status of the fall program schedule, reported that his network decided to simplify and liberalize policy on station breaks in hour programs.

NBC in the fall will include a station break in all hour programs except those

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The face that launched a million sales: GLENCANNON

From Beer (Olympia) to Bakery Products (Holsum), the pre-accepted "Oscar"—"Tony"—"Emmy" Award Winning face, name and talent of Mr. Thomas Mitchell is launching sales—big sales for advertisers all over the country. As Glencannon, in the hilarious half-hour series of high comedy on the high seas, this beloved character stands ready to steer sales your way, too. What's more, Thomas Mitchell will sell for you personally, at the all-important point of sale.

NTA Program Sales

A Division of National Telefilm Associates, Inc., Coliseum Tower, 10 Columbus Circle, New York 19, NY 2 7300
sold to a single sponsor. Another exception is *Wagon Train* that was sold without a break under the network’s former policy and renewed on that basis.

ABC-TV reportedly has adopted a similar policy with one essential difference: it is not possible to insert a station break in an hour-long program, the network has the objective of providing stations with 10 seconds at the end of the show. CBS-TV has a station-break policy similar to NBC-TV’s.

**No Sales Trouble** Mr. Kintner said NBC expected to have its nighttime sales quite firm “in the next several weeks,” but he carefully explained that there has been no sales trouble. “If we had elected to accept every order submitted to us, regardless of program or time period involved, our nighttime schedule could have been fully sold out several weeks ago.”

NBC-TV, he said, has been concerned more with getting the "best possible shows in the best possible competitive time periods than it has with advertising new records in springtime sellouts.”

Mr. Kintner emphasized that the bulk of the fall nighttime schedule had been sold as of April 24 and certainly would be completely sold “well in advance of the fall.” He said it was more important to obtain a balanced schedule for “audience and prestige leadership” than early sellout. Other points:

- NBC-TV will program past 10:30 p.m. to 11 p.m. on five of the seven nights of the week, to add strength to the schedule and to meet competition. Mr. Kintner noted that CBS-TV is programming all of the 10:30 periods, all of the 7:30 positions and from 6-7:30 on Sundays while ABC-TV is programming to 11 p.m. five out of seven evenings.

- Emphasis on the need for station clearance “for the success of our schedule and for the welfare of NBC and its affiliates in this era of the most intense competition for audience and sales.”

Mr. Kintner enclosed a planned fall schedule, which he cautioned may still be subject to some change. It corresponds quite closely to the nighttime schedule for NBC-TV (as well as the other networks) printed in *Broadcasting* April 20.

Briefly the shows are: Sunday, starting at 7, three hour-long stanzas, *Riverboat*, a comedy-variety show, and the *Chevy Show* in that order followed by the 10-11:30 *Loretta Young Show; Monday, starting at 7:30, *Whispering Smith, Love and Marriage, Wells Fargo, Peter Gunn and Alcoa-Goodyear*, all half hours and ending with the 10-11 *Steve Allen Show*.

On Tuesday, *Laramie* to 8:30, *Challange and Arthur Murray*, each a half-hour and concluding with Ford Motor's projected specials starting at 9:30; Wednesday, hour-long *Wagon Train, 8:30 Price Is Right*, the hour-long *Perry Como-Kraft show* at 9 and the half-hour *This Is Your Life and Wichita Town* programs; Thursday, all half-hour shows, *Johnny Ringo, Bat Masterson*, an adventure program, *Bachelor Father, Tennessee Ernie, Grouch Marx and Troubleshooters*; Friday, *People Are Funny*, the 8 o'clock *Fibber McGee*, hour-long specials, half-hour *M-Squad and Cavalcade of Sports* at 10 p.m.; Saturday, *Bonanza* at 7:30-8:30, the half-hour *Johnny Staccato* and a western, *Five Fingers* (hour-long) and *Black Cat* at 10:30.

**ABC-TV studio plant grows east & west**

ABC-TV this summer will spend approximately $3 million in new building and engineering facilities for its New York and Hollywood live programming operations, the network announced Tuesday (April 28). The expenditures are expected to be split equally between the two tv centers, it was disclosed.

In New York, the expansion and improvement plans include a new “push button” theatre-studio, transistorized lighting control units, new audio control consoles, a special effects amplifier with more than 100 electronic effects, newly-designed transistor video switcher and improved separate control booths for audio and video engineers and directors. The theatre-studio, reportedly the largest in Manhattan, will have completely mechanized walls, ceiling and seating for rapid removal when the entire 9,500 square feet of space is needed as a studio.

At ABC Television Center in Hollywood, construction is starting on a new service building, the second major building in the network's long range Hollywood development plan, and a studio for KABC-TV Los Angeles whose present theatre-studio in the center will be remodeled and expanded. This will increase to four the number of studios available in the center. Additional dressing rooms will be built for all four studios.

The service building, which will be completed in about six months, will include space for set manufacture, a paint shop and scenery storage. Audio control consoles providing facilities for 42 microphones and adapted for two- or three-track stereo sound will be installed in both the New York and Hollywood studios. The present theatre-studio in Hollywood will be remodeled into a permanent theatre with a 65 by 90-foot stage and seating for 450 persons.

**Radio-tv revenue pushes AB-PT net up**

The improvement in billing by the ABC broadcasting division was responsible for a 25% increase in the estimated net profit of American Broadcasting-Paramount Theatres Inc., New York, for the first quarter of 1959 over the comparable period of 1958.

This development was a highlight of the first quarterly report of AB-PT mailed to company stockholders last week. Leonard H. Goldenson, president, reported that net operating profit for the first quarter amounted to $2,313,000 or 54 cents a share, as against $1,854,000 or 43 cents a share, in the 1958 quarter.

"The television and radio operations of our ABC broadcasting division showed improvements over the comparable quarter of the preceding year," Mr. Goldenson stated. "The ABC television network’s programming for the 1958-59 season, which started this past fall, continued to reflect increased billings and audience gains."

AB-PT’s theatre business, Mr. Goldenson said, was not equal to the same quarter of last year, due to the substantial business which was included in the 53-week, 1958 fiscal year. A company spokesman later said that theatre business showed a profit but was not so high as in the 1958 period.

**Media report**

- WEJL Scranton and WILK Wilkes-Barre, both Pennsylvania, have entered into a “competitive but cooperative” news exchange agreement. As news stories break in the stations’ respective areas, they bleep phone reports to each other.

**Rep appointments**

- KONO-AM-TV San Antonio and KNUZ Houston, both Texas, have appointed The Katz Agency as their national representative. The Mission Broadcasting Co., James Brown, general manager, owns and operates the San Antonio stations. KNUZ is owned and operated by the Veterans Broadcasting Co., Dave Morris, general manager.

- KSAY San Francisco and KLIQ Portland, Ore., name Paul H. Raymer Co.

- WSBA York, Pa., appoints Robert Eastman & Co., N.Y.

- KEZY Anaheim, Calif., names Bob Allen for San Francisco, Jack Masla, N.Y., for eastern sales.
WHO'S A "BEAST OF BURDEN" NOW?  Not our Cub Scout den mother. Not in this efficient day and age. It's Monday afternoon. The wash is done. The house is clean. She's free to spend leisure time in many rewarding ways - like taking her boys on an outing.

And what has oil to do with this new freedom? Oil helps the appliances run, the detergents clean, the synthetic fabrics dry fast and smooth, and powers the family car. In fact, the everyday miracles of oil supply over two thousand products that serve us all, every day.
GOVERNMENT

CBS, NBC CHALLENGE REPPING BAN

Networks, some of spot clients buck proposal by FCC to prohibit national representation by networks. Only SRA, Petry want rule change

Vigorous opposition to the FCC's proposal to ban networks from the station representation field was voiced last week by both CBS and NBC—and some of their spot sales clients.

The objections were made in comments filed on an FCC proposal to force CBS and NBC to divest themselves of their spot sales organizations. ABC does not have a spot sales subsidiary.

The Commission's proposal was issued last January and followed recommendations by the Network Study Staff (BROADCASTING, Feb. 2).

Only two comments favoring the proposal were filed—by the Station Representatives Assn. and by Edward Petry & Co., station representative firm.

Question FCC's Right • Both CBS and NBC—and stations represented by these networks—challenged the FCC's authority to forbid the stations from being represented by the networks.

A group of CBS television stations added, however, that if the Commission were to enact this regulation, it should "grandfather in" the existing number of stations represented by the networks.

Both networks and the stations they represent claimed that there is no need for such a regulation in radio.

Extracts of the comments follow:

CBS Television Stations, a division of CBS Inc., made these points:

• CBS and NBC Spot Sales have not played a dominant role in national spot representation in the tv field.
• The decisions of the stations to be represented by CBS or NBC Spot Sales are business judgments by the stations, and they have suffered no adverse effects because of this.
• Both CBS and NBC Spot Sales limit their representations to affiliated stations and also limit the number of stations represented.
• Other representative firms have not suffered competitively because of the networks' participation in this business.
• CBS Spot Sales has not pressured its station list to take any action to equalize station spot rates and network rates.
• Activities of both CBS and NBC Spot Sales have promoted national spot advertising.
• There is no public interest reason to divorce the networks' spot representation activities from network operations. No proof has been submitted that a reason exists for such divestiture.
• The FCC has no authority to issue such a rule.
• On this last point, the CBS presentation stated:

"Thus, the legal issue confronting the Commission is whether the record will permit a finding that by reason of the operation by CBS and NBC of spot sales units, or by their conduct in operating the same, the scope, character or quality of service to the listening public has been or may be adversely affected."

"On this, the [Barrow] Report and those who testified in support of the proposed rule have made no showing."

The CBS comment contained also an affidavit by Bruce R. Bryant, general manager of CBS Television Spot Sales, who maintained that the alleged conflict of interest between his organization and networking is more apparent than real. "There is the strongest and most effective competition between CBS Spot Sales and the Network Division," he stated.

Who Decides • "It is the station's—not our—decision as to which program it will accept," he said.
• He then made this point:

"By and large, however, the success of national spot advertising is largely dependent upon successful network programming and far from being competitive, the two services are basically complementary. . . . The greater the popularity of the network program, the greater the demand by advertisers for a spot adjacency."

He also denied the allegation that networks attempted through their spot sales units to force stations to equalize spot and network rates.

Clients Protest • Seven independently owned stations represented by CBS Television Spot Sales told the Commission that (1) it didn't have the power to impose a divestiture rule regarding spot representation by networks, and (2) there is no need for such a divorce.

But, they added, if any type of rule is promulgated, it should be one limiting the networks to the number of stations they now represent in the spot field.

The stations — KGUL-TV Houston-Galveston, Tex.; KOIN-TV Portland, Ore.; KSL-TV Salt Lake City, Utah; WBTV (TV) Charlotte, N.C.; WBTW (TV) Florence, S.C.; WJXT (TV) Jacksonville, Fla., and WTOP-TV Washington, D.C.—held to these points:

• The Commission should not forbid networks from representing independent stations without a "compelling" public interest reason.
• There is no such public interest reason—the stations represented by CBS and NBC Spot Sales constitute a small group among all stations.

Charges that network representation handicaps other station representatives in adding network affiliates to their client lists and restrains competition between network advertising and national spot advertising to the latter's detriment is false, the CBS represented stations declared.

Both CBS and NBC are committed not to increase appreciably the number of represented stations, the statement said. And, it added, there is active and vigorous competition between the spot sales divisions and the network divisions of both CBS and NBC.

The seven CBS-TV affiliates represented by CBS Spot Sales account for only 3.6% of all CBS affiliates and 1.4% of all operating tv stations, the document related.

The six NBC-TV affiliates represented by NBC Spot Sales account for only 3.2% of all NBC television affiliates and only 1.2% of all operating stations, it stated.

Thus, it pointed out, the 13 CBS and

Beat the heat

The FCC has announced its usual August recess, during which there will be no hearings or oral arguments. The Commission will hold one meeting during the month, Saturday, Aug. 1, and then will not convene again until Sept. 2. Different commissioners will be on hand during the month, however, to handle motions, emergency matters and expedite routine business. The FCC notes that its annual summer recess "is a convenience" to those who deal with the agency.
NBC affiliates represented by the networks' spot sales divisions account for only 3.4% of all CBS and NBC affiliates, and only 2.6% of all operating tv stations.

**Down the Line • CBS and NBC Spot Sales rank 19th and 21st respectively in the number of stations represented, the statement noted. The largest representative, Blair-TV and Blair Television Ass., has 51 clients, the CBS represented stations said. This is 10% of all tv operating stations, it pointed out.**

The document urged that no rule be adopted, saying "The Commission was not created to control the internal management of stations or the normal business operations of licensees."

The seven CBS affiliates which chose to be represented by CBS did so on their own initiative, voluntarily and of their own free will... for hardheaded business reasons."

In order to allay fears that CBS or NBC might some day expand their spot sales lists, the CBS affiliates suggested a rule which would limit CBS and NBC to approximately the present number of stations.

Such a rule containing a "grandfather" clause, the affiliates said, would not only take care of this fear of expansion, but also would not disrupt existing business relationships.

**NBC's Charge • NBC contended that the FCC proposal is not only illegal but violates the right of stations to make their own business judgments.**

In its statement, NBC makes five points:

- NBC has not restrained competition among national spot sales representatives for clients, nor has it the "potential" to do so.
- NBC has not restrained competition between national spot and network business, nor can it be assumed that such restraint will occur.
- The proposed rule would restrain stations in making a "free" choice of national spot representation, would force them to discharge their present national spot representatives, and would reduce by two the number of spot representatives in the business of representing stations.
- The "drastic" remedy of divestiture is not appropriate where there has been no finding of domination or monopoly, nor can it be utilized on mere "potential" restraint.
- The FCC has no legal authority to promulgate this rule.

In its discussion of these points, NBC noted that only one of the six tv stations it represents is in a market that has more than three comparably competitive tv stations on the air—and this is in Denver (where NBC Spot Sales represents KOA-TV). In the five other

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**YOU'RE ONLY HALF-COVERED IN NEBRASKA**

**IF YOU DON'T USE KOLN-TV!**

There are just two big, important TV markets in Nebraska. One is in the extreme Eastern part of the state. The other is Lincoln-Land.

Lincoln-Land contains more than half the buying power of the entire state, and it's completely dominated by one tv station — KOLN-TV! In the Eastern market, no fewer than three TV stations compete for viewers' attention.

Avery-Knodel will give you all the facts on KOLN-TV—Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.
cities, the networks are at the mercy of the stations, it noted.

Other NBC represented stations are KSD-TV St. Louis, WCKT(TV) Miami, WAVE-TV Louisville, WRGB (TV) Schenectady, and KONATV Honolulu.

Actually, the network stated, the stations represented by NBC Spot Sales represent only a "minute" segment of the national TV spot sales medium.

**Supposition** • The charge that NBC Spot Sales has the potential to affect the competition between national spot and network advertising is theoretical, NBC said.

It continued:

"The basic error of the [Barrow] Report is in failing to see that it is not the individual stations which compete with the networks for the business of national advertisers, but rather it is the stations collectively in all the markets of the United States which constitute the national spot advertising medium. The networks do not compete for advertising revenue with any of the individual stations represented by their national spot representatives, so therefore, competition between them cannot be restrained."

The proposed rule would "for the first time" artificially restrict licensees in their choice of a national spot sales agent, NBC said. It continued:

"We thus have a situation where it is proposed to impose a present and actual restraint on the freedom of choice of a licensee in order to save him from the hypothetical possibility that at some future date his freedom of choice may be restrained."

**Competitive Disadvantage** • The proposal would force stations to hire what they consider less capable sales representatives, NBC said, and thus render themselves less able to compete with other TV stations and other media in their markets.

In another reference to the Barrow Report, NBC declared that "since it [the Report] could find no facts indicating restraints by NBC, what the Report has done is to conjure up these assumptions in order to shift to NBC the burden of proving that its operation of a national spot sales representative is not actually or theoretically wrongful."

This is neither fair nor due process, NBC said.

Eventually, NBC charged that the proposed regulation would impose the 'harsh' remedy of divestiture without finding the present system has produced ill effects or attempting to determine if some other remedy might be used as a preventative.

In attacking the FCC's legal authority to act in this area, NBC made this observation:

"Merely because the Commission has jurisdiction to make special regulations applicable to 'stations engaged in chain broadcasting' does not mean that one station engages in chain broadcasting, all its activities become subject to regulation under Sec. 303(h), including activities not involved in chain broadcasting."

**The Represented** • In two similar comments—by KSD-TV St. Louis and WAVE-TV Louisville, both represented by NBC Spot Sales—the charge was made that the Commission is attempting to expand its authority to regulate the internal business practices of licensees.

This, the documents stated, is contrary to the intention of the Commission itself "as expressed over many years."
The two stations made these points:

• Unless the Commission is prepared to take over direct regulation of networks, "it would be a matter of gross insufficiency if the Commission, part by part, were to intrude itself into this field."

• Neither the Communications Act nor the FCC's chain broadcast regulations are in any way devoted to the control of the business practices of stations.

• By forbidding a station to engage a network to act as national spot representatives the Commission in actuality is telling a station who may be employed as a station representative. If this is correct, the FCC must go one step further and prescribe standards and character of all representative organizations, their methods of competition with each other and the terms of their contracts with FCC licensees. This might well involve the Commission in amounts of payments, commissions and rebates.

Both stations maintained that their choice of NBC Spot Sales as a national representative was conditioned solely on their belief that it was the best type of representation they could get, and experience has justified this decision," the documents stated.

KOA-TV Denver, represented by NBC Spot Sales, said it is in a four-station market where the network is "relatively free to 'ditch' an uncooperative affiliate."

KOA-TV noted its present owners bought KOA from NBC in 1952 and were solicited for representation by NBC Spot Sales, but at that time decided to use another organization. NBC Spot Sales acquiesced and didn't attempt any pressures, though KOA sought affiliation with NBC-TV and was invited in the contest for ch. 4, the station said.

**No Pressure in Denver** • After KOA-TV won ch. 4 in the summer of 1953 it decided not to use NBC Spot Sales, but still it acquired NBC-TV affiliation. NBC-TV used no pressure, though it could have threatened to affiliate with another Denver station, KOA-TV said.

But by the fall of 1955 KOA-TV felt it wasn't getting as much national spot business as it should and invited presentations from six representative firms, analyzing them several months and finally deciding to go with NBC Spot Sales, both AM and TV. The station said that this judgment was not misplaced as indicated by the fact its spot business was up in 1958 by 34.2% over 1955. KOA Radio decided to join another representative in 1957 and the network "gracefully accepted" the decision, the station said.

The station held there is no illegality in a network representing a non-owned station and that a rule against this would needlessly restrict the station's choice.

**Rest of the Reps** • Station Representatives Assn. plumped for the divorce of both TV and radio networks from representing independent stations in the spot field.

The strength of the network bargaining position due to affiliation makes it difficult for independent station representatives to solicit national sales representation contracts from licensees. This might very well involve the network also in the same business, it said.

SRA stressed what it called the inherent conflict of interest involved when a network acts as a station representative for an affiliated outlet. On the one hand it is selling network time; on the other, spot sales. Each is competitive with the other, with the net-
work aspect by far the most important to the firm, SRA said.
This gives the network the incentive to see that its represented stations maintain a close relationship between national spot rates and network rates "so as not to encourage the diversion of advertising revenues from network business to spot business," it charged.

Relative Emphasis • In addition, SRA stated, since both the network division and the network's spot sales division are working for the same owner, "an accommodation must be made between network sales effort and national spot sales efforts. National spot sales cannot be pushed so vigorously as to cause a dip in network revenue—the principal business interest of the company."

In its proposed rule language, SRA emphasized that the bar against networks acting as spot sales representatives would apply not only to networks as such but also to firms or persons who are under common control with a network organization. It suggested that the rule become effective in 30 days. except where a station is now being represented by a network, where the prohibition becomes effective in two years.

Petry Text • Edward Petry & Co., supporting the proposed rule, said it also should be applied to radio. Petry said that when network tv and national spot sales are under the same ownership, one of them inevitably must suffer because "these two time products are competitive." Petry said it doesn't believe the networks have used pressure to establish artificial spot rates, but that networks have special advantages because of their ownership of stations in the biggest markets. National sales representation is not the function of a network, as ABC's position proves, Petry said. The representative added that though a network may not have consciously used affiliation as a pressure on stations, that power, nevertheless, puts it in an "unmatchable position."

Petry said that if the proposed rule is adopted, a two-year "grace" period for stations to move to another representation firm is not "reasonable, practical or necessary." Six months is enough, Petry said.

The Radio Side • CBS Radio—in a separate filing in reference to the Commission's request that comments on the television representation question also relate it to radio—declared that "there is such an obvious lack of need for a [divestiture] rule in radio that the inquiry should be dismissed.

The point made by CBS Radio was that in 1948 at a hearing before the FCC on the question of network representation of radio stations, the fear was expressed by the then National Assn. of Radio Station Representatives that networks might in the future subordinate spot sales to network sales.

This has not proved out, CBS Radio said since (1) radio national spot sales have increased (from $104,759,761 in 1948 to $169,511,000 in 1957); (2) the number of standard broadcast stations have increased from 1,824 in 1948 to 3,097 in 1957; (3) the number of independent national spot representatives has increased from 55 (representing 1,135 stations) in 1948 to 110 (representing 1,910 stations) in 1958.

CBS Radio also cited decreased advertising expenditures for national radio networks (from $137,618,799 in 1948 to $47,951,000 in 1957), and the lessened percentage of total radio advertising expenditures attributed to network (from 37.5% in 1948 to 10.5% in 1957), with the concurrent percentage increase in national spot expenditures for the same period (21.5% in 1948 to 30.2% in 1957).

Opposition to the inclusion of radio in any rule prohibiting networks from representing non-network owned stations in the spot sales field was expressed by five stations represented by CBS Radio Spot Sales.

The stations—KOIN Portland, Ore;
The FCC announced last week that it is conducting joint long-range planning with the Office of Civilian & Defense Mobilization on overall civilian and government frequency allocations. This is the first official statement that the FCC and the executive department are exploring the possibility of swapping frequencies in order to add more vhf channels to the television allocations.

Informally, the news has been known for some weeks.

The statement stressed one significant factor—time. It said that the consultations are for the purpose of producing "an improved pattern of frequency allocations which could be implemented within the next 10 or 15 years."

The program, the Commission said, will be on a continuing basis. One of its aims will be to improve allocations for radio "including television."

The technical studies are being made jointly by the Interdepartment Radio Advisory Committee (IRAC) and the Commission staff.

It also stated that the industry would be called on for information on the anticipated state of the radio art.

What's the Timetable? The long range program, the announcement said, is planned for the future—well beyond the studies already completed for the 1959 Radio Conference (scheduled to be held in Geneva this summer).

The statement said that this is a new approach in government planning for the long-term future in the field of frequency allocations. Before this, it was explained, conclusions were coordinated after individual plans had been made by the FCC and the government. Although the statement referred broadly to the entire field of radio communications, it was understood that the initial objective was the tv allocations situation.

This involves the possibility of the exchange of the present uhf tv frequencies for additional vhf bands, now used by the government services, primarily the military services.

The announcement of the FCC-OCDM consultations came a week after the FCC's approach to the tv allocations problem was released (Broadcasting, April 27).

Shoehorning Assailed Only one reaction to the Commission's statement on tv allocations was announced. This was by the Assn. of Maximum Service Telecasters, the organization which represents major tv stations in most of the big markets.

AMST warned that plans for an interim solution—drop-ins of additional vhf channels in "critical" markets by cracking the mileage separation standards—would be fought.

The association said it would "vigorously" support the FCC in its efforts to secure more vhf frequencies from the military.

Its objections to the drop-in plan stems from its feeling that such a move would place the FCC in an inferior bargaining position with government agencies. The interim action, AMST said, is premature.

The group's board met in Washington April 23 and 24, the weekend following the release of the FCC's tv allocations plan.

AMST said that if the FCC did move forward to add more vhf channels in "critical" areas waiving existing mileage separations between stations, it should adopt a policy of "careful pre-planning."

This policy should have two aspects, AMST said:

- Proper standards of selection should be established to govern any departure from present minimum spacing requirements and to circumscribe them to instances where they are in fact "most critical shortages."
- Firm engineering standards should be established fixing limitations beyond which no impairment would be permitted of the service provided by existing stations to the public.

The organization opposed the FCC's avowed intent to follow a case-by-case policy on drop-ins.

Lester W. Lindow, executive director of AMST, explained:

"The members of this group are operating television broadcasting facilities at the maximum permissible by Commission regulations. The Commission wisely has rejected, to this time, many proposals for reduction of co-channel and adjacent-channel mileage separation, thus insuring the fullest possible service of this medium to the American public."

"Any reduction in mileage separations in our present system of television can lead to interference which would particularly damage reception now enjoyed by rural-small town America."

High Saturation Statistics Mr. Lindow said 99% of the American homes are within the service area of at least one tv station. He also called attention to a recent A. C. Nielsen Co. report which indicated that 98% of U.S. tv homes receive at least two signals, 94% at least three, and 81% at least four.

Mr. Lindow said that the average American home receives five different tv signals.

Television service should not be re-
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duced, whatever plans are adopted. Mr. Lindow said. He added:

"It would be paradoxical if any plans designed to improve the public's television service resulted in degraded or impaired service."

The AMST board also supported the suggestion of the Commission that legislation be passed by Congress requiring all TV receivers in interstate commerce to be equipped to receive all TV channels.

It also urged the maintenance of all of the existing 12 vhf TV channels. In the FCC's discussion of alternative plans, there are two instances where it foresaw the possibility of an expanded vhf service beginning with the present ch. 7 (174-180 mc).

In the resolution passed unanimously by the board, AMST stated:

"That wide area television service should be maintained on the existing 12 vhf channels in order to provide maximum television service for the American people, including rural and small town America, and that the FCC minimum spacing requirements are the only existing FCC standards which assure such service and should continue to be the basic standards to assure such service."

ABA ethics bill offered in House

Proposals by the American Bar Assn. to establish standards of conduct for FCC and other agency hearing proceedings of record were introduced last week by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

The ABA bill would add a new section to the Communications Act reading: "In agency hearing proceedings which are subject to notice and opportunity for hearing and required by law to be based upon a hearing record, the agency's determination and decision shall be based solely and exclusively upon the issues, pleadings, evidence and contentions of record in the proceedings." The provision would not apply to administrative actions and rulemaking proceedings.

Commissioners and staff personnel would be prohibited from taking part in ex parte contacts and all communications would be made a part of the public record. Those making off-the-record presentations or commissioners failing to report same would be subject to a $10,000 fine and/or one year in jail.

In introducing the ABA bill, HR 6774, Rep. Harris told the House that it covers some of the same problems as HR 4800, which he also introduced. The two bills also differ in some respects, he said.

Rep. Harris said that both bills will be the subject of future hearings by the House Commerce Committee, of which he is chairman. "It is my hope that by introducing this bill witnesses interested in this subject will take occasion to study and compare the two bills," he said.

HR 6774 also has sections dealing with five other independent agencies, as does HR 4800.

Drawn-out Mack trial may go another month

The Miami ch. 10 conspiracy trial of former FCC Commr. Richard A. Mack and his friend Thurman A. Whiteside ground through its fourth week last Thursday amid indications from counsel it may last into June.

Witnesses were Myrtle Adams (April 27), head of FCC's auditing section, who concluded testimony begun the week before on Mack-to-Whiteside long distance phone calls; FCC Chairman John C. Doerfer (April 28), who testified on voting practices at the time the FCC made the Hays et al. 1957 award of ch. 10 to Public Service TV Inc., subsidiary of National Airlines; and William Y. Stember (April 28-30), president of the Whiteside-controlled Stember-Selden Insurance Agency, on payments made by the agency from 1955 to 1957 to Mr. Mack or to Andar Inc., a firm given to Mr. Mack by Mr. Whiteside.

Federal District Judge Burnitsa S. Matthews denied requests by defense counsel Nicholas J. Chase (Mack) and Arthur J. Hilland (Whiteside) that she disqualify herself in the case. They charged her with bias and with influencing the jury against the defendants. She denied this.

Why the Delay • Chairman Doerfer said the FCC grant was held up a month to answer inquiries made by three senators, A.S. Musgrave (D-Okl.), former Sen. Frederick G. Payne (R-Me.) and Alan Bible (D-Neve.). He didn't say what the senators had asked.

The FCC chairman, who appeared under subpoena before his departure for Tokyo (Pacific cable talks) last week, said there were differing views as to how many votes at the time were needed to make a valid grant. He said he himself felt that if a quorum were present a majority vote would determine the award—or a plurality where there were three applicants. (The FCC vote was 4-2 for PST, Comr. T.A.M. Craven abstaining; defense lawyers have held that the award could have been made with a 3-2 vote and that Mr. Mack's vote was not needed in the grant.)

Questioning on Chairman Doerfer's views on this was dropped after Mr. Chase objected.

Mr. Stember, testifying on Stember-Shelden payments to Mr. Mack, said Mr. Mack's account with the firm was continuously overdrawn while he was on the FCC. He added that so was his own and Charles F. Shelden's. The witness pleaded poor memory of many of the transactions listed on the company's subpoenaed records and said the information would have to come from Mrs. Elaine Wood, the company bookkeeper, who presumably will be called to testify.

In one joust between defense lawyers and Justice prosecutor J. Frank Cunningham, Mr. Chase charged Mr. Cunningham with asking Mr. Shelden an unfair and leading question. He asked that the trial be stopped and that the record be forwarded to Mr. Cunningham's boss, Attorney General William P. Rogers, for study. Both requests were denied.

New Witness • Defense counsel said Chairman Warren G. Magnuson (D-Wash.) of the Senate Committee has agreed to testify without subpoena on the committee's 1955 hearing of Mr. Mack's nomination to the FCC. Mr. Chase said testimony will be designed to indicate Mr. Mack's "state of mind" during the adjudication period of the ch. 10 case. This has to do, he said, with senators exhorting Mr. Mack to help overcome the "regulatory lag" by speeding up proceedings in TV contests and thus bringing early TV service to U.S. cities.

Harris plans hearings on eight etv bills

Rep. Oren Harris (D-Ark.) last week announced that his Communications Subcommittee of the House Commerce Committee will hold public hearings May 12-13 on eight bills designed to grant federal aid for educational TV.

Among the bills slated for consideration is S 12, co-sponsored by Sen. Warren Magnuson (D-Wash.) and Andrew Schoeppe (R-Kan.), which already has passed the Senate this session over White House objections. The Senate bill would grant each state and the District of Columbia up to $1 million for the establishment and improvement of etv facilities.


Rep. Roberts' proposal would allocate up to $1 million to each state for etv, provided that the federal ap-
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So-called "public power" has already put 1/5th of the country's electric generating capacity into the federal government's hands. And the taxpayers have footed the bill—to a total of $5,500,000,000.

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Company names on request through this magazine
propriation is matched dollar-for-dollar by the state receiving funds. In addition, $10,000 in federal monies would be granted each state to survey its need for evt.

The Alabama Democrat, a member of the parent committee, said that he would urge the subcommittee to adopt his bill over the Senate-passed measure. He said the matching-funds grant is preferred because of the current federal budget situation and it would be fairer to states which already have established evt stations. Rep. Roberts plans to amend HR 2926 to specify that states which already have invested in evt may get matching federal funds based on current value of existing facilities.

Sen. Magnuson said last week that he would be willing to discuss with the House proposed amendments to his bill. He did not, however, state whether he would accept the matching-funds provision of the Roberts bill.

While the 85th Congress, the Senate passed an identical evt bill authored by Sen. Magnuson. Just prior to adjournment last summer, the House Commerce Committee approved the measure but it never reached the House floor. The Dept. of Health, Education & Welfare, which would administer the evt funds under provisions of all the bills, has objected to the proposals on the grounds federal aid to evt is not needed. The Budget Bureau also is opposed.

Subpoena delayed

Subpoena of correspondence by WSPA-TV Spartanburg, S.C., with Sen. Strom Thurmond (D-SC.), former state Gov. and former U.S. Secretary of State James F. Byrnes and the FCC was withheld last week in the court-remanded rehearing in the Spartanburg ch. 7 case. FCC Chief Hearing Examiner James D. Cunningham will rule on the subpoena requested by uhf WAIM-TV Anderson, S.C., sometime this month after counsel for WSPA-TV and WAIM-TV have submitted briefs on WSPA-TV's move to quash the subpoena.

WAIM-TV, in whose favor the U.S. Court of Appeals in Washington ruled last May in remanding the FCC's grant to WSPA-TV to move its transmitter to Paris Mt., asked that such correspondence from 1954 to the time the appeals court issued its 1958 ruling, be subpoenaed. Joining in WAIM-TV's appeal was WGVJ (TV) Greenville, S.C., a uhf outlet now off the air.

The court decision remanded the FCC's decision of July 1957 (reaffirming a 1954 grant to WSPA-TV), saying the FCC failed to justify the service curtailment resulting from the grant to WSPA-TV to move its transmitter site from Hogback Mt., outside Spartanburg, to Paris Mt., nearer Greenville, S.C. The court also refused to accept the FCC's ruling of "excusability" for a misrepresentation issue raised by the two uhf outlets.

Property rights test filed in Idaho court

Suits to determine whether a television station has a property right in the signal it disseminates and the programs the signal carries were filed Wednesday (April 29) in an Idaho federal district court by three Salt Lake City tv stations.

The suits—by KUTV (TV), KTVD (TV) and KSL-TV—were filed against Cable Vision, a community antenna operation in Twin Falls, Idaho, and Idaho Microwave Inc., common carrier which plans to relay programs of the three stations to the Twin Falls catv system by microwave. Both are controlled by W.L. Reher. The stations asked a permanent injunction to halt the catv system's planned expansion in Twin Falls by microwave pickup and relay.

NAB Chief Counsel Douglas A. Anello said last week his organization hopes the suit will determine "once and for all" the question of the rights a broadcast station has in its signal, particularly use of the signal for commercial purposes without its consent. He said he understood the National Community Tv Assn. also is anxious to have this question resolved.

KUTV, an ABC-TV affiliate, said it sells KLIX-TV Twin Falls the right to pick up and rebroadcast its signal, KLIX-TV having an agreement with ABC-TV to use network programs. The proposed catv operation would cause KUTOV to lose its fee for KLIX-TV's right to rebroadcast, the station said in its suit.

The Salt Lake City outlet also said the community antenna would deprive KUTOV of the fruits of its efforts with no compensation; interfere with property and contractual rights; possibly degrade the KUTOV signal and thus cause a loss of goodwill; and cause KUTOV to have to pay more for talent, performers and program product to the extent that these are deprived of a market in Twin Falls where they can sell their talent, performances and products.

KTVT and KSL-TV joined the action on similar grounds but are not involved in the sale of any rebroadcast rights.

Rep. Shipley pushes am daytimers' fight

Daytime am stations' continuing fight for longer wintertime hours again was put before Congress last week. Rep. George E. Shipley (D-Ili.) introduced a bill, HR 6676, authorizing daytime stations to operate "at least from 6 a.m. to 6 p.m."

The question of extending operating hours of daytimers long has been before the FCC and the Senate held hearings on the subject two years ago. Comments are due Wednesday (April 8) on Commission rulemaking to permit daytime-only stations to operate from 6:to 6 or from local sunrise to local sunset, whichever is longer.

Under current requirements, daytimers cannot sign on before local sunrise and must sign off at local sunset.

In the spring of 1957, a special subcommittee of the Senate Small Business Committee under Sen. Wayne Morse (D-Ore.) held lengthy hearings on the subject. The following September, the subcommittee issued a report charging the FCC with "inaction" and "discrimination" against daytime broadcasters (Government, Sept. 16, 1957).

Beaumont reopened

The Beaumont, Tex., ch. 6 case was reopened and designated for further hearing by the FCC last week in the wake of a ruling by the U.S. Court of Appeals for D.C. At the same time, the Commission instructed its staff to prepare an order for the Biloxi, Miss., ch. 13 case, opening it for further hearing.

The Appeals Court had remanded the Beaumont proceeding to the Commission (Broadcasting, Feb. 2) on the issue of the nature of $55,000 expense money paid KTRM Beaumont for its withdrawal from the case. Ch. 6 Beaumont was originally awarded to Beaumont Broadcasting Corp. (KFDM) in
1954 and is currently operated as KFDM-TV. The Beaumont Enterprise (KRIC) was the other unsuccessful applicant in the case and appealed the FCC decision to the Court.

The Court had remanded the Biloxi case to the Commission (Broadcasting, Sept. 22, 1958) on the question of control and financial qualifications of the winning applicant, Radio Associates Inc. Radio Associates operates KVMI Biloxi. WLOX Biloxi, losing applicant, had taken the case to court.

Electronics Capital registers with SEC

Electronics Capital Corp., San Diego, Calif., which plans to provide capital to selected small electronics companies with growth potential—primarily through the purchase of convertible debentures—last week filed a registration statement with the Securities & Exchange Commission. Under provisions of the Small Business Investment Act of 1958, (which encourages investment of venture capital in small business) the corporation, headed by Charles E. Silik, former owner of KCBQ San Diego, will obtain tax benefits for shareholders.

The corporation will offer 1,200,000 shares to the public at $10 a share through an underwriting group headed by Hayden, Stone & Co. Prior to the public stock offering, Charles E. Silik and David Salik, San Antonio, Tex., manufacturer, will each purchase 46% of the corporation's capital stock (15,556 shares each) for $305,001 ($9 a share).

Richard T. Silberman, executive vice president and treasurer, will own the remaining 8% of the capital stock.

Mr. Silberman is a director of Cohu Electronics, San Diego.

After the public stock sale, control will shift from the Messrs. Salik into the hands of public owners.

Electronics Investment Management Corp., San Diego, will act as economic, technical and statistical consultant to Electronics Capital Corp. Executive offices are in the Bank of America Building, San Diego. Charles Salik is president. Bernard Koteen, Washington attorney, is listed as secretary and legal counsel of ECC.

ABC-TV in Tijuana

A Mexican TV outlet will continue to receive ABC-TV programming according to an FCC decision last week, despite an across-the-border dispute with KFMB-TV San Diego.

The Commission granted a one year renewal of ABC-TV's permit to transmit programs to XETV (TV) Tijuana and denied a request by KFMB-TV to revoke the permit. KFMB-TV has moved against the Mexican outlet on a number of fronts in recent weeks (Broadcasting, April 6), declaring that XETV has misrepresented itself as an American station.

Government notes

• The FCC budget in 1968 will be about $15 million, a report by Dr. Otto Eckstein, Harvard U., for the Committee for Economic Development indicates. The report projects trends in public expenditures over the next decade. According to Dr. Eckstein, the FCC budget will increase from the $8 million spent in 1958 to: $10 million, 1959; $11 million, 1960 and '61; $12 million, 1962 and '63; $13 million in 1964, and $15 million in 1968. The FCC budget for fiscal year 1959 exceeds $9 million.

• KGAK Gallup, N.M., which programs Indian language shows, has filed with the FCC for location of a studio at Window Rock, Ariz., headquarters of the Navajo people. The station wishes to originate all Navajo broadcasts from Window Rock, with 4½ hours per day directed to the Indians.

• KRON-TV and KGO-TV, both San Francisco, were designated by the FCC last week for a consolidated hearing on applications for antenna changes. KRON-TV (Chronicle Publishing Co.) wants to increase its antenna height
from 1480 ft. to 2049 ft. and makes changes in its antenna system. KGO-TV (who recently acquired KRON-TV for an immediate grant and made the Deft. of Defense and the Federal Aviation Agency parties to the proceeding.

- KJCF Festus, Mo., was granted a power increase by the FCC on April 29, to operate on 50 kw, day, directional. The station, which is on 1010 kc, and had a power of 250w, was also granted the right to identify itself with St. Louis as well as Festus. The Commission at the same time granted the sale of KJCF from Donald M. Donze to Garrett Broadcasting Inc. (Cora Lee Garrett) to get an employment agreement with Mr. Donze and KJCF Chief Engineer Russell Seals Jr.
- Two tv outlets were granted waiver of FCC rules by the Commission April 29 to enable them to use dual identifications. Ch. 11 KTNT-TV is permitted to identify itself as a Seattle station as well as Tacoma. Ch. 15 WTAP-TV Parkersburg, W. Va., is allowed to identify itself also as Marietta, Ohio.
- The Federal Communications Bar Assn. will hold a luncheon meeting with FCC officials this Friday (May 8) in Washington's Willard Hotel, it has been announced, to discuss the new Commission cutoff policy on an application processing (BROADCASTING, April 13). On April 29, the FCC denied an

PROGRAMMING

GUILD KEEPS SEC WAITING

U. S. in court to get financial reports

Guild Films, its officers and directors and its subsidiary Interworld TV Films Inc. ran afoul of the Securities & Exchange Commission last week for failure to file a number of reports. The SEC went into U.S. district court in New York to seek mandatory and permanent injunctions which would (1) see that the overdue reports are filed and (2) that the companies keep up to date in the future.

The SEC's complaints, one naming Guild and its officers as defendants, the other naming Interworld and Guild and the same roster of officers, dealt with failure to file annual reports, semi-annual reports and current reports. The actions were taken after Guild missed both its filing deadline for the annual report, due March 31, and a 20-day extension it had asked and received. A second extension was refused by the SEC and the action instituted.

Current reports are required on the 10th of the month following transactions which significantly affect ownership or operation. In the case of the Guild complaint, the SEC charged the company did not report: (1) a deal to sell $3.6 million in tv time to Bon Ami Co. in August 1957; (2) the sale of $8 million in tv time to Nestle Lemur and Glamorene; (3) an agreement in October 1957 to purchase 173,000 Guild shares from Robin International Corp. for $519,000; (4) the transfer to Standard Sulphur (the old name for Interworld TV) of foreign residual property and distribution rights to the Guild Films library in exchange for stock of Standard Sulphur; (5) reports on the annual meetings of May 1957 and July 1958; (6) sale of Chat ham Corp. of $1.25 million in tv time, and (7) acquisition of the Minutes of Prayer series from Reynard International.

(The name of Chatham Corp. chopped up during the SEC's actions against Alexander L. Guterman, ex-head of the Mutual Broadcasting System and Hal Rosch Studios, as did that of Bon Ami, which Mr. Guterman also once headed. Guild itself was mentioned frequently in papers on that case in regard to tv time transactions.)

Other Omissions • The SEC also said Guild failed to file its required annual reports for 1955 and 1957, its 1958 annual report, and the semi-annual report for May 1958. In the complaint against Interworld and Guild the SEC said annual reports were missing for 1957 and 1958, semi-annual reports for the same years, and current reports on actions relating to bankruptcy proceedings against Standard Sulphur, as well as a report on the 1958 annual meeting.

Defendants in the complaints, besides the two companies, are John J. Cole, president and director; George J. De Martini, vice president, secretary and director; Irving Feld, vice president and director; Arthur R. Lerner, treasurer and director; and directors Irwin Margulies, Harry McDonald, Kenyon Brown, C.W. Alden Jr. and Gerald Dickler.

Guild and Interworld have 20 days to file answers to the SEC complaints. Mr. Lerner, speaking for the companies, indicated the reports were held up by a change in outside auditors, and that the companies planned to submit the reports to the SEC last Friday.

Other Headlines • Guild also came in for public mention last week in the annual report of Bon Ami Co. President R. Paul Weesner said the company is filing a claim against Guild for substantially overcharging for tv spots last year.

The Bon Ami-Guild deal, he said, called for delivery of $1,250,000 of tv time in end card sales to Bon Ami for $830,000. As of Dec 31 Guild had delivered $882,085 of the time at "alleged end card rate value" (which the company said represented $585,347 of its investment), leaving undelivered $244,653 of the company's investment, which presumably would be worth $367,915 at end rates. Mr. Weesner did not say how much he thought Bon Ami had been overcharged.

5-year 'Rinty' sale

General Mills Inc., Minneapolis, has bought multiple-use re-run rights to 195 programs in The Adventures of Rin Tin Tin series for a period of five years, it was announced last week by John H. Mitchell, vice president in charge of sales for Screen Gems Inc., New York, producer-distributor of the series. The purchase price was not disclosed.

General Mills plans to use Rin Tin Tin on ABC-TV during 1959-60 on Monday and Friday (5:30-6 p.m.). The program has been sponsored continuously for five years by the National Biscuit Co., New York, through Kenyon & Eckhardt, New York (ABC-TV, Fri., 7:30-8 p.m.). The agency for General Mills is Dancer-Fitzgerald-Sample.
Fox and Webb & Knapp make $56 million deal

Twentieth Century-Fox Corp., New York, revealed last week that the company has entered into an agreement with a subsidiary of Webb & Knapp Inc., New York, to sell its film studio property in Los Angeles for an amount that eventually would reach $56.1 million (CLOSED CIRCUIT, Jan. 19).

Details of the agreement to sell the 260-acre property to a wholly-owned subsidiary of Webb & Knapp, known as 91091 Corp., were contained in a proxy statement sent to Fox stockholders. The transaction is subject to the approval of a majority of Fox stockholders at the company's annual meeting in New York on May 19.

Under the proposal, Fox would retain back part of the property to continue producing motion pictures and tv films for a period of 25 years. The agreement does not include Fox's oil and minerals rights on the studio property.

Webb & Knapp is expected to construct a huge development, containing apartments, office buildings, a shopping center and shopping centers on the property. William Zeckendorf, president of the real estate company, said he would outline company plans at a later date.

The proxy statement said that funds from sale of the property would be used to build the company's new optical and magnetic recording centers, to purchase and retire outstanding common stock of the company. Fox's common stock closed at 42 last Monday (April 27) on the New York stock exchange. Stock is now up between 37 and 42% since January of this year.

Tv on the Fox ledger

The annual report of the 20th Century-Fox Corp., New York, mailed to stockholders last week with a proxy statement (see story above) pointed up the growing importance of Fox's television activities and the company's plans to expand this phase of the business.

The report noted that for the past three years, Fox received a total of $18,990,000 in rentals from National Television Associates, New York, for 261 features from its pre-1948 library. There remain more than 450 pre-1948 features, of which 52 have been committed to NTA for 1959, the report stated.

In the past four years, Fox produced five tv film series—The 20th Century-Fox Hour, My Friend Flicka, Broken Arrow, How to Marry a Millionaire and Man Without a Gun. This "limited" production output is being expanded, the report said, with "many television properties in production and in preparation." As previously announced, four dramatic series already have been sold for network showing this fall. They are: Adventures in Paradise, The Last Frontier, Five Fingers and The Many Loves of Dobie Gillis. The report remarked significantly:

"We hope in time that our television film activity will equal that of our theatre film production."

Lasker awards to two

Two network shows won Albert Lasker Medical Journalism Awards announced Thursday (April 30) at an awards luncheon at the Waldorf-Astoria in New York. Winners of the $2,500 cash prize, engraved scroll and a silver statuette were Al Wasserman, producer, writer and director of "The Addicted: Criminal or Patient," a two-part series telecast on CBS-TV's The Twentieth Century, and Dave Garway for his Today show on NBC-TV. Today was honored for its "overall excellence of day-to-day coverage of significant events in public health programs and medical research in 1958." The Albert Lasker Awards, established in 1949 by the will of the late advertising executive, are made annually to encourage the writing and publication of outstanding articles on public health and medical research. In 1955 the awards were extended to include radio and tv. Mr. Wasserman was honored by the foundation previously for his 1956 CBS-TV show on mental health, Out of Darkness.

Radio Press expands quarters and service

Radio Press Inc., New York, radio news agency, last week demonstrated its growth since starting business last November by announcing new and larger headquarters, expansion of service and five executive promotions. (See FATES & FORTUNES, page 88).

George Hamilton Combs, president of Radio Press, reports the company is making "substantial capital investments for the most modern communication center in New York." Although remaining at 18 E. 50th St., the agency has leased the 10th floor which will permit "indefinite expansion," Mr. Combs said.

Radio Press serves its nearly 70 station subscribers with two quarter-hour transmissions daily with from 8 to 15 stories per feed. Set up on a 24-hour basis the agency also can provide feeds to handle emergency situations.

An additional service slated to start this month is a weekly Washington political forum program. It will be a remark to the company, featuring new and guest panelists interviewing government and political leaders, Mr. Combs said.

CBS-TV displays new production method

CBS-TV is staging a network production exhibit in New York to acquaint agencies, advertisers and producers with the latest techniques, devices and materials developed by the network to upgrade live and tape production.

The display includes examples of new plastic forms for scenic architecture, abstract decoration and realistic representation. A full plastic house exterior and all plastic kitchen have been assembled for visitors.

New optical and projection devices are illustrated by working models. A film explains the importance of Video-Scene tv production of the future.

CBS officials said that top officials of many of the New York advertising agencies have seen the exhibit over the past few weeks. They declined to pinpoint the economies that can be effected through the use of the new techniques, devices and materials, as these can vary depending on the requirements of the client.

CBS-TV

BROADCASTING, May 4, 1959
Virginia AP men present news awards

Virginia AP Broadcasters' awards for "outstanding preparation and broadcast of news" were presented Saturday (May 2) at the National Press Club in Washington.

The contests are divided into two major divisions, metropolitan for stations in multi-city networks, and non-metropolitan for others. These are the winners:

Comprehensive newscast (metropolitan) Frank Wilson, WRVA Richmond; Frank Mester, WRLN Richmond; Harry Keval, WBDO Roanoke. (Non-metropolitan) James Mackell, WSVA Harrisonburg; Don Greene, WJWS South Hill; Bob Fulcher, WPTV Roanoke.

State and local (metropolitan) Jack Clements, WQVA; Mr. Mester; Joe Moffatt, WSLS Roanoke. (Non-metropolitan) Harry Fuller, WRLN; Tom Carlin, WBFO Virginia Beach; Mr. Taylor, Sports (metropolitan) Blair Bubanks, WTOR Norfolk; Bob Smith, WRVA; Mr. Mester; (Non-metropolitan) Tubby Walthall, WJWS; Fred Isacs, WBFO; Wayne Farrar, WTON Staunton. Farm (metropolitan) Doug Ford, WCBY Bristol; John Jenkins and Art Glover, WBDO; Ray Schriner, WRLN; (Non-metropolitan) H. B. Eller and Dick Wagoner, WMEV Marion; Lindy Seamon, WBIM; Fred Williams, WTTI Rocky Mount. Special events (metropolitan) Jack Hurst, WLEE Richmond; William D. Montgomery, WOR; Larry Morgan, WQZ; (Non-metropolitan) Leo Hoarty and Mr. Carlin, WBFO; Joe Gollehon and Bob Woffenden, WMEV; Phil Doran, WBBI.

Women's news (metropolitan) Alice Friger, WCBY; Mildred Alexander, WTA; Barbara Zimmer, WIMI Martinsville; (Non-metropolitan) Maxine Hilton, WBIF; Virginia Lindamood, WSVA; R. H. Honaker Jr., WTON.

Cited for honorable mention: (metropolitan) comprehensive—Ray Niback, WUSA Charlottesville; sports—Pete Bluhm, WMVY; commentary—Maynard Dillaber, WMVY; farm—Alida Aaron, WQYI. Special events: (Non-metropolitan) Bucky Calvert, Pete Glazer, Jim Stanley, Dan Hyndick and Art Merrill, WSH Newport News; (Non-metropolitan) comprehensive—Wayne Clements, WMEV; and Charles Beehse, WTON; state & local—Warren Miller, WPFW; (Non-metropolitan) commentary—Mr. Robinson; sports—John Columbus, WPFW; women's news—Carol Bundy, WMEV; Special events—Ray Williams, WIT; farm—Richard Cockrell and Barnes Allen, WBFO.

The U. of Missouri's awards for "distinguished service in journalism" will be presented Friday during its School of Journalism's annual journalism week (May 3-9). Among the 10 cited:

Morris E. Jacobs, president, Bozell & Jacobs Inc., Omaha advertising agency, and chairman of the journalism school's 50th anniversary executive committee; Elmer W. Lower, New York operations director, CBS News, and Irwin A. Vladimir, board chairman, Gotham-Vladimir Adv. Inc., New York agency. In observance of the School of Journalism's 50th anniversary, this year the 10 awards are confined to university alumni.

The Missouri Broadcasters Assn., meeting on the Columbia campus, will hear Chuck Tower, NAB's administrative assistant to the president in a luncheon address Wednesday. Oliver Treyz, president, ABC-TV, New York, will speak that evening at a session in the Neff Auditorium.

Mr. Lower

Mr. Vladimir

TV tape syndication pays for KTTV (TV)

KTTV (TV) Los Angeles has told 150 agency executives how its nine-month-old venture into program syndication via video tape has been snowballing into a successful operation. The status report was made by Robert Brechner, program vice president, at the station's second vr clinic, April 23.

At the time of the first tv tape meeting last summer (BROADCASTING, July 21, 1958) the station was planning to put one of its programs, the hour-long Divorce Court, into tape syndication through Guild Films, Mr. Brechner reminded. Today, he reported, Divorce Court is being broadcast in 19 markets, producing high ratings for the stations carrying it and "profits in six figures" for KTTV. Two other KTTV programs have also been put into syndication by tape, he said: Juke Box Jury through Guild Films, and described taped commercials, using three cameras. Both prices are exclusive of talent costs.

Tackling the much-discussed topic of editing taped programs, Edward Benham, KTTV chief engineer, said that splicing is no longer a problem and that today it is possible to edit tape almost as closely as film. "We feel the more editing we can do in the camera, before the action is registered on the tape, the better off we are," he stated. All of the standard optical effects of motion pictures can be produced electronically by the tv camera, he said, showing a variety of wipes and other effects.

Commercial tape on tape tend to wear out a little faster than the tape itself. Mr. Benham explained, that unless machines on which the commercials are played are in perfect alignment, each play erases a little bit of the taped material, eventually rendering the commercial unusable. He said that on the average a taped commercial is good for about 50 plays, in KTTV's experience.

$100,000 first prize in tv program contest

A contest to find, and finance, several new tv series was announced last week by Financial Credit Corp., New York, commercial banking firm which operates nearly a hundred loan companies across the country. The first prize of $100,000 would go to the winning show, with second prize of $30,000, third prize of $20,000 and $1,000 to all films accepted for the contest.

Financial Credit says it would offer to finance those programs which show most promise, but that financing would not be a condition of the contest. Although final plans have not been made, the company says it contemplates showcasing the accepted pilots nationally via either network tv or closed circuit. The public would vote on the entries along with invited businessmen, journalists and advertising agency executives.

Financial Credit asks that entries be sent to "Creative Awards," Windsor Towers, 5 Tudor City Place, Penthouse 2209, New York 17, N. Y. The company's announcement of the contest was signed by George S. Groves, president, and accompanied by a consolidated balance sheet as of September 1958 showing total assets over $10 million.
PATH TO PAY TV
Criticism of free tv heartens Paramount

The more commercial tv is damned, the easier the path toward public acceptance of pay television.

That was the impression Paramount Pictures Corp. stockholders were left with last week after digesting the firm's annual report. This covers Paramount's financial status and provides a rundown on its motion picture and adjunct affairs including the wholly-owned International Telemeter toll tv.

And, said Paramount's President Barney Balaban, "Telemeter, with its simple cash 'home box-office,' is ready to take advantage of this public acceptance."

What stimulates public acceptance of pay tv? A trend of increased commercial control of tv programming content. As part of the cycle, Mr. Balaban pointed to an increased volume of brickbats hurled against tv programming by critics in magazines and newspapers.

Sure to Come • Thus, acceptance of pay tv is "inevitable" so long as the anti-commercial tv force continues.

Mr. Balaban also stated his faith that tv will become an "important outlet for motion pictures" through subscription channels, and that pay tv "holds a key to the future of film production."

Also revealed in Mr. Balaban's report:
Paramount is on the way to realize its guarantees from Music Corp. of America which is selling the motion picture firm's pre-1948 feature library to tv stations. Paramount already has received $10 million from purchaser MCA. The latter company in over 10 months has run up more than $50 million in rental contracts for the films, Mr. Balaban said, meaning that when the contracts are liquidated, the remaining $25 million of the guaranteed $35 million purchase price will be covered. There's also a reasonable prospect for MCA to attain at least the $75 million rental level that will bring in an additional $15 million to Paramount (also part of the original Paramount-MCA deal—a total of $50 million over a period of time).

Film and Tape • Production specifica-
cally for tv via film and tape has begun at the Sunset lot with prospects of "utilizing our production know-how profitably."

Paramount is discussing the "problems of commercial use" of the Lawrence single-gun color tube on a mass production basis with several large American tv set manufacturers. (Chromatic Div. of Paramount overlords the Lawrence tube operation with Allen B. Du Mont Labs, a U.S. licensor, continuing its developmental work.)

A 51% Paramount-owned consolidated subsidiary, Famous Players Ltd., which owns three tv stations in Canada, had a profitable last year and looks forward to "intriguing possibilities" (no details given). KTLA (TV) Los Angeles (KTLA Div. of Paramount) is decreasing filmed shows and laying stress on live programming, including video-taping that opens the way to additional revenue in other markets through syndication.

For the approximately 22% holding in Metropolitan Broadcasting Co. sold last January, Paramount picked up about $4 million in cash, an amount "substantially in excess of our cost of this investment." (This cash will be reflected in the 1959 financial statement).

Earnings were substantial: after taxes, consolidated earnings for last year were over $12.5 million or $7.15 per share. Since these figures include $7.9 million-plus in income from special items, earnings from actual operations were over $4.5 million or $2.60 per share compared with $5.4 million, or $2.80 per share, for 1957.

New tv-tape firm

A new organization, Mobile Video Tapes Inc. is offering to record tv programs and commercials on tape either in a studio or by using its mobile unit, equipped with RCA cameras, an Ampex tape recorder and its own power supply, enabling the unit to record while in motion. President of the new firm is Lester E. Hutson, builder and construction company executive. Other principals are Jack Meyer, Clair Higgins and John T. Allen Jr., former ABC-TV employees. Headquarters are at 1607 N. El Centro, Hollywood, Calif. Telephone: Hollywood 4-7188.

Mobile Video Tapes is currently making pilot tapes for Congo, jungle series for Wisberg-Klin Productions; It's News to Me, for Joe Landis Productions; Las Vegas Starwagon, A Date to Remember and International House for Monte Prosser Productions. The firm is also taping for syndication 20 programs of Jack La Lane's health and exercise series now being broadcast live in San Francisco.
Godfrey ‘excellent’ after cancer surgery

A “cancerous growth” was found in the left lung of CBS personality Arthur Godfrey by surgeons who performed a chest operation on the entertainer Thursday (April 30). Surgeons who removed the “malignant tumor,” later said his condition was “excellent,” but declined to speculate on the outlook for the future.

The operation was treated as a highly significant news event by many New York newspapers and radio and tv stations. Starting several days before the operation, newspapers often devoted front-page attention or other prominent display to Mr. Godfrey’s hospital schedule. Radio-tv stations mentioned the Godfrey story frequently in newscasts.

RTNDA board hits newscast ‘gimmickery’

“Gimmickery” in newscasts, attempts at sensationalism which “serve only to create possible hysteria,” have been soundly scored by the board of the Radio Television News Directors Assn. It also had something to say about unqualified editorializing.

Directors meeting in New Orleans April 25 adopted a strong resolution attacking news techniques which tend to distort the news and deceive audiences. It will be presented to the RTNDA membership at its annual convention in that city Oct. 14-17.

The use of filter mikes, stenirs and whistles, designed to simulate on-the-scene news reports, was cited as part of the gimmickery practiced by some stations. “News is not vaudeville,” it was pointed out in the resolution, released by Ralph Renick, WTVJ (TV) Miami, FL, and RTNDA president.

Among other practices deplored by the RTNDA board: false claims on exclusivity, of wire service byliners, “of men on the street.” It also commended stations for high quality journalism.

The resolution touched on editorializing:

“... The RTNDA board feels every editorial should represent an official expression of station opinion, and should, accordingly, be researched and prepared by the station broadcasting it. No material should be presented as a station editorial unless it has been initiated, as to the planning and writing of it, by the station.

• Program notes
  • Goodson-Todman Productions, New York, in conjunction with the Western Writers of America Assn., will produce a western film anthology for the next tv season. Work begins in Hollywood within a month. WWA members must have three published novels, 30 tv shows or 200 published magazine stories to their credit. Contributors to the G-T series include: Tom Blackburn, W.R. Burnett, Borden Chase, T.T. Flynn, Frank Gruber, A.B. Guthrie Jr. and Louis L’Amour.
  • National Telefilm Assoc. International Inc., New York, is making available to tv stations throughout the world The Twentieth Century-Fox Hour, a series of 37 feature films, it was announced last week by Harold Goodman, president. The TCF package and other NTA properties for television and theatrical distribution will be introduced this month to industry executives attending the Cannes Film Festival. NTA also announced it will produce a half-hour film of special festival highlights which will be offered free of charge to U.S. television stations as a good will service from NTA.
  • WCAU-TV Philadelphia will demonstrate scientific and medical advancements in Research (Sunday 11-11:30 a.m.), starting May 10 for 13 weeks. The premiere is about cancer.
  • SRT Television Studios (The School of Radio Technique Inc.), New York, has been purchased by members of its faculty and staff, following death of the founder, John F. Gilbert. Former Dean Robert C. Stubbins is now president and director. He announced last week the addition of a course in acting for radio and television with William Hodapp, former Columbia U. drama teacher, as director. Training is to take place before live cameras in the school’s two tv studios.
  • ABC-TV has pegged the Man From Black Hawk to fill its 8:30-9 p.m. Friday segment starting Oct. 9. The new action-adventure series, based on exploits of an insurance company investigator in the late 1800’s, will be sponsored by Miles Labs Inc. through Geoffrey Wade Co. and R.J. Reynolds Tobacco Co. via William Esty Co. Robert Rockwell will star in the series to be produced by Screen Gems.
  • California National Productions (NBC subsidiary) has set two new series (39 episodes of half-hour films), titled, Pony Express and Provost Sergeants, for production. They will be placed in syndication. CNN’s latest network sales: Philip Marlone (to go on ABC-TV) and Lawless Years (now on NBC-TV).
  • The need of a strong Navy as a means of keeping world peace and insuring national security is stressed in a series of tv commercials now being distributed by the Navy’s operations department in the Pentagon to some 500 tv stations for use starting early in May. Production is by Sande & Greene & Assoc., Hollywood. Sponsored by the U.S. Navy League, the four one-minute public service spots (also available in 20-second versions) have been printed in color and in black-and-white. The project was coordinated by Capt. W.L. Guest and Comdr. Robert Murphy of the Navy Dept., Washington, and Comdr. Howard Sturm of Navy office, Hollywood.
  • Community Television Systems of Colorado and Salida Community Antenna Co., CATV operators in five towns in Colorado, have been sold by the wife of the late Larry Peay to Winston Cox of Billings, Mont., who has other CATV interests. The sale was handled by Daniels & Assoc. of Denver for an undisclosed price. The two systems have an aggregate of over 3,300 subscribers and will be operated by Mr. Cox from June 1, it was announced.
  • In response to a request by the U.S. State Dept., Ed Sullivan and director Robert Precht this summer will put on 24 stage shows at the Moscow Trades Fair and tape a 90-minute program for Russian tv. This contribution to the cultural exchange program, scheduled for a three-week period beginning Aug. 3, will include both American and Russian acts. The 90-a minute tape show...
is to be presented as a CBS-TV special next season.

- Screen Gems Inc., N.Y., and David L. Wolper, tv film producer, have entered into an agreement under which Mr. Wolper will function as an independent production unit, fully financed by SG.

- Marlin Productions is producing Stand by!, a pilot film for a tv series, in association with Paramount Pictures. The series, starring Alan Hale and Robert Brubaker as Coast Guard officers, is being produced by Marlin head, Thomas M. Dykers. Agency: William Morris.

- This week (May 4-8) KPHO-Tv Phoenix, Ariz., is conducting an experiment in educational tv, broadcasting four daily physics classes from North Phoenix High School to West Phoenix High, with special quizzes to be given Friday to evaluate effectiveness of the tv instruction.

- Ben Hecht is to write the script of Charlie, a television play for Alcoa-

Goodwear Theatre (NBC-TV). The play will be about the late Charles MacArthur, co-playwright of Mr. Hecht's.

- National Telefilm Assoc. Inc. has moved to 250 N. Canon Dr., Beverly Hills, Calif. Telephone: Crestview 4-8781.

- KFWB Los Angeles Wednesday (April 29) aired an exclusive interview with Sen. Wayne Morse, taped from a telephone call to the chairman of the Senate Foreign Affairs subcommittee on Latin America by Bill Crago, KFWB news chief. In the interview Sen. Morse labeled Mrs. Clare Booth Luce as "completely unqualified to serve as Ambassador to Brazil."

- Goodson-Todman Productions, N.Y., is showing advertising agencies the pilot film of a new half-hour tv film series, Rebel, dealing with adventures of a Civil War veteran who heads for the west. G-T is offering the series for network presentation this fall.

INTERNATIONAL

GLOBAL AND PLANETARY TV
CCIR ready with recommendations for Geneva

Approaches to standardizing the techniques of tv picture presentation and establishing standards for the new fields of space communications and radio astronomy were probably the major achievements of the Ninth Plenary Assembly of the International Radio Consultative Committee (CCIR), Dr. Arthur L. Lebel, chairman of the assembly, said Wednesday (April 29), final day of the meeting which opened April 2 in Los Angeles.

Dr. Lebel, assistant chief, Telecommunications Div., U.S. State Dept., and chairman of the U.S. delegation to the assembly as well as of the assembly itself, told a news conference that CCIR is the recognized international unit on agreed international standards for radio engineering and science, to which all governments, manufacturers and international organizations refer, as well as broadcasters and other users of radio communications. CCIR, he explained, is a branch of the International Telecommunications Union, responsible for establishing world-wide allocations of the various parts of the radio spectrum from 10 kc to 40,000 mc.

During its month in Los Angeles, CCIR has examined some 700 documents on various phases of international radio and adopted about 150 reports and recommendations on radio engineering standards made by its 14 study groups. These CCIR-approved documents will be compiled into a volume for use by ITU during its Radio Conference, to be held in Geneva, Switzerland, starting in August to review the status and functions of the International Frequency Registration Board. IFRB is another ITU agency whose function is to help the governments of the world to manage and control the use of frequencies throughout the radio spectrum.

Trans-Curtain Group • Of the 97 nations who are members of ITU, 45 were represented at the CCIR assembly, including the USSR and a number of other Iron Curtain countries, Dr. Lebel reported. Outside of a cursory regret that the Chinese Communist state, which is not an ITU member, was not represented at the assembly, the communist representatives did not inject any political matters into the engineering considerations of the assembly, he said.

Television recommendations dealt chiefly with standardizing picture techniques, Dr. Lebel said. He expressed the view that U.S. television is the best

Illustration:

Says Gunnar O. Wiig, Station Manager

WROC-TV

ROCHESTER, N.Y.

Warner Bros. features really rack up the ratings in any time slot, day or night. According to Mr. Wiig of WROC-TV they're ordered and reordered by stations . . . and by sponsors.

"We first bought one group of 58 Warner Bros. features last October. The reaction, both by audiences and by sponsors, was so good that we have now bought the entire remaining portion of the Warner Bros. library—over 600 films. They're great!"

Warner Bros. features have what it takes to make a station manager happy—big Hollywood stars—great track records—real sponsor appeal.

Fatten up those lean periods in your programming with profitable Warner Bros. features.
in the world, picturewise, attributing the superiority to more money which enables American tv broadcasters to have better studio equipment and to man the studios and transmitters with an adequate supply of well-trained personnel, a glowing if perhaps unintended tribute to the commercial broadcasting system of the U.S. in comparison to the state-controlled tv systems of other nations.

The television study group reported “considerable progress towards the realization of a common channel spacing of 8 mc in Europe in bands IV and V and some progress towards the adoption of a common definition standard of 625 lines, using either a 7 mc channel with 5.5 mc separation between vision and sound carriers or an 8 mc channel with 6.5 mc separation. Many administrations have indicated that they would be prepared to adopt a color sub-carrier of the order of 4.43 mc for a 625-line color tv system.”

Another CCIR recommendation on tv, drafted by the study group on broadcasting, sets standards for the international exchange of film, including a coding system for the film leaders to show at a glance the gauge of the film, whether sound and picture is magnetic or optical.

This study group, whose chairman was A. Prose Walker, NAB manager of engineering, also obtained CCIR approval for a study program of the simultaneous use of two sound channels with a tv picture for international broadcasting to various language groups in stereophonic sound. The study would cover systems of dual-sound broadcasting which would not increase the bandwidth of the tv channel nor diminish the quality of the picture and what modifications would have to be made to existing receivers. Also authorized were studies of compatible stereo systems for both radio and tv broadcasting and of stereo recordings for broadcasting.

Table Standards • Standards of sound recording on magnetic tape for international program exchange were set at primary speeds of 15 inches or 7¾ inches per second and secondary speed of 30 inches per second on tape 0.246 inches wide.

The Walker study group will also study compatible single sideband transmission for am stations to determine what methods can accomplish CSSB and what significant factors should be standardized to derive the maximum possible advantages from such transmissions, as well as its effects on transmitter coverage, audio fidelity and reduced interference.

A new study group was established to study space communications. It will study all aspects of radio communications between space satellites and between them and the earth, as well as the use of such satellites as relay stations for long distance transmission (of tv signals, for instance) from one part of the world to another.

In the new field of radio astronomy, Dr. Lebel said, studies will be aimed at protecting the faint electromagnetic radiations of the stars from earth-originated interference. Unlike other forms of radio communication, he noted, these signals are one-way and they are beyond the control of man. They appear to occur in five bands distributed throughout the whole range of the radio spectrum, he said.

Pressed by newsmen for something sensational in the way of achievements at the month-long meeting, Dr. Lebel emphasized that the CCIR is a scientific body and that its function is not research and development but the examination of the findings of researchers the world round as an aid to efficient use of the radio spectrum. “Nothing surprising developed,” he said, “and it would have been most surprising if it had.” CCIR’s next assembly will meet in 1962 in India.

**Welsh mist**

Radio Wales, a pirate radio station, is baffling the BBC.

Claiming to be the voice of Welsh nationalists, the station demands self-rule for Wales. The broadcasts, originating from a mobile transmitter using the BBC’s television wavelength, start nightly as BBC-TV closes down. Radio Wales announces it is bringing four more transmitters into use, making it even more difficult for authorities to locate the operation.

**CBC expands up north to compete with Russia**

Canadian Broadcasting Corp. is expanding in northern Canada to combat reception of Russian stations with programs beamed at the Canadian northern settlements (few Canadian broadcast stations can be heard in the far north). CHH White Horse, Yukon, has been added to CBC Trans-Canada radio network; CFYK Yellowknife, Northwest Territories, now has equipment for picking up the nearest CBC transmitter (CBX Edmundon, Alta., almost 800 airmiles to the south) and relaying programs; new transmitters are ordered for CFYT Dawson, Yukon, and CFGN Goose Bay, Labrador.

CHAK Aklavik, N.T., will have a transmitter at Inuvik, under construction by the Canadian government some 20 miles from Aklavik. Low power repeater stations will be installed at Fort Smith, N.T., Fort Nelson, B.C., and Watson Lake, Yukon. CFHR Hay River, N.T., operated by the local community, is to be taken over by the CBC.

**BBG’S NEW RULES**

**Change in hourly ad content proposed**

New advertising content regulations, proposed by the Canadian Board of Broadcast Governors on April 16, will allow Canadian stations to use five announcements totalling four minutes in a 15-minute time segment.

Stations will be allowed to use a greater number of such announcements and use more time in a quarter-hour period, provided the total advertising time and number of announcements is averaged out in the remaining 45 minutes of the hour. This is a change from previous regulations under the Canadian Broadcasting Corp., by which such additional announcements could be averaged out in other periods of the day. Now the total in any one hour may not be exceeded.

The BBG has announced no major change in news sponsorship regulations, which forbid use of commercials in the middle of newscasts. The BBG has tightened up the regulation by stating that no advertising message may be inserted between a news summary and the main newscast. “A summary is deemed part of the body of the broadcast,” BBG’s regulations stipulate.

BBG has dropped a CBC regulation which interpreted as political broadcasts programs dealing with "any by-law which is the subject of municipal, provincial or municipal balloting" BBG does not feel it should define what Canada’s Parliament means by political broadcasts.

To make sure that top management of Canadian stations will be aware of any infractions of regulations that show up in station logs, BBG rules propose that top management will have to sign up the station’s logs daily.

BBG is expected to discuss the new regulations with broadcasting stations May 12-14, at Ottawa.

**2nd French tv network**

France will have its second noncommercial television network next year, informed observers there say. The network is expected to operate under government-controlled Radio-Television Francaise in the Paris area. It will later expand to northern France.
well-balanced nutrients in moderate low-fat cereal and milk serving

Medical and nutrition authorities now include the cereal and milk serving when a moderate reduction of dietary fat is indicated. This dish is recommended because it is moderately low in dietary fat. Few foods can better its well-balanced nutritional contribution as shown in the table below. It furnishes approximately 10 per cent of the recommended daily allowances of protein, important B vitamins, essential minerals; and it also provides quick and lasting energy. Served with nonfat milk, the fat content is very low.*

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Cereal, 1 oz.</th>
<th>Whole Milk, 4 oz.</th>
<th>Sugar, 1 teaspoon</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cereal**</td>
<td>Whole Milk</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 oz.</td>
<td>4 oz.</td>
<td></td>
</tr>
<tr>
<td>CALORIES</td>
<td>203</td>
<td>194</td>
<td>93</td>
</tr>
<tr>
<td>PROTEIN</td>
<td>7.3 gm.</td>
<td>3.1 gm.</td>
<td>4.2 gm.</td>
</tr>
<tr>
<td>FAT</td>
<td>5.3 gm.</td>
<td>0.6 gm.</td>
<td>4.7 gm.*</td>
</tr>
<tr>
<td>CARBOHYDRATE</td>
<td>32.2 gm.</td>
<td>22 gm.</td>
<td>6.0 gm.</td>
</tr>
<tr>
<td>CALCIUM</td>
<td>0.169 gm.</td>
<td>0.095 gm.</td>
<td>0.144 gm.</td>
</tr>
<tr>
<td>IRON</td>
<td>1.5 mg.</td>
<td>1.4 mg.</td>
<td>0.1 mg.</td>
</tr>
<tr>
<td>VITAMIN A</td>
<td>195 I. U.</td>
<td>—</td>
<td>195 I. U.</td>
</tr>
<tr>
<td>THIAMINE</td>
<td>0.16 mg.</td>
<td>0.12 mg.</td>
<td>0.04 mg.</td>
</tr>
<tr>
<td>RIBOFLAVIN</td>
<td>0.25 mg.</td>
<td>0.04 mg.</td>
<td>0.21 mg.</td>
</tr>
<tr>
<td>NIACIN</td>
<td>1.4 mg.</td>
<td>1.3 mg.</td>
<td>0.1 mg.</td>
</tr>
<tr>
<td>ASCORBIC ACID</td>
<td>1.5 mg.</td>
<td>—</td>
<td>1.5 mg.</td>
</tr>
<tr>
<td>CHOLESTEROL</td>
<td>16.4 mg.</td>
<td>0</td>
<td>16.4 mg.*</td>
</tr>
</tbody>
</table>

*Nonfat (skim) milk, 4 oz., reduces the Fat value to 0.1 gm. and the Cholesterol value to 0.35 mg.

**Based on composite average of breakfast cereals on dry weight basis.


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

A research and educational endeavor devoted to the betterment of national nutrition
**FATES & FORTUNES**

**Advertisers**
- Robert N. Bagg, vp, sales, RCA Service Co., N.Y., elected vp, special sales accounts, RCA Sales Corp., same location.
- John L. Lowden, formerly account executive of Erwin Wasey, Ruthrauff & Ryan, N.Y., to General Dynamics Corp., that city, as advertising manager.
- Vernon S. Mullen, formerly of Leo Burnett, Chicago, named advertising director of E&J Gallo Winery, Modesto, Calif.
- Allen Smith, art supervisor of Bulova Watch Co., N.Y., named special products advertising manager.
- G.F. Kent, manager of market research, Armour & Co.'s Dial soap division, N.Y., to similar post in Armour's newly-consolidated grocery products division in New York.
- J. Battista Cellà, 78, president of Cellà Vineyards (Napa wines), and father-in-law of Lloyd E. Yoder, NBC vp and general manager of WIBQ (TV) and WMAQ, Chicago, died after extended illness April 19.

**Agencies**
- Robert H. Schmelzer, vp and account supervisor of BBDO, N.Y., will join Benton & Bowles, that city, as vp and management supervisor, effective June 15.
- Arthur A. Bailey, senior vp in charge of western offices of Foote, Cone & Belding, has resigned and will be succeeded by Richard W. Tully, now senior vp in charge of operations of FCB-N.Y.
- Louis Redmond, copy supervisor of Ogilvy, Benson & Mather, N.Y., elected vp.
- Victor G. Bloede, vp and creative director, Benton & Bowles, N.Y., elected member of board.
- George Burtt is closing his own Los Angeles advertising agency to join Enyart & Rose Adv., also Los Angeles, as vp.
- Bill Treadwell, formerly vp and manager of public relations department, Leo Burnett Co., N.Y., joins Grey Adv., that city, as vp in charge of special assignments, effective June 1.
- Clemens F. Hathaway, formerly director, new products department, General Foods Corp., N.Y., to Sullivan, Stauffer, Colwell & Bayles, that city, as vp and management supervisor.
- Robert L. Finch, formerly of Grant, Schwenck & Baker, Chicago, to Phillips & Cherbo, that city, as vp radio-tv director and account executive.
- William T. Kaleb, 48, production manager of Marschalk & Pratt, Miami subsidiary of McCann-Erickson, died April 26 following heart attack in his North Miami home. Mr. Kaleb, who was in advertising for past 31 years, moved to Miami in 1957 after working with Erwin Wasey (now Erwin Wasey, Ruthrauff & Ryan). International Latex Corp. and M.H. Hackett Co.
- John S. Bowen, formerly account executive, McCann-Erickson, N.Y., to Benton & Bowles, that city, in similar capacity.
- John W. Heaney Jr., formerly account executive of Ralsh Shockey & Assoc., N.Y., to Grant Adv. as public relations director in New York office.
- Ernest Donohue, 61, head of production of BBDO, N.Y., died following apparent heart attack April 24 in his New York office.
- Henry B. King, formerly managing director, Super Market Institute, N.Y., to J. Walter Thompson, that city, as marketing executive.
- Mike Fabian, formerly artificial sales promotion manager, Hudson Pulp & Paper Co., N.Y., to Zakin Co., that city, as account executive.
- Mike Miller, formerly copy chief of Richard K. Manoff, N.Y., to Friend-Reiss Adv., that city, as creative director.
- Doris Grego, assistant art director of Waldie & Briggs, Chicago, to Clinton E. Frank, that city, as art director.
- Mrs. Ruth B. Lemback, formerly copywriter, Grey Adv., N.Y., to Mogul Lewin Willams & Saylor, that city, as copy group head.
- Florine R. Robinson, formerly copywriter, Reach, McClintock & Co., N.Y., to Parkinson Adv., that city, as copy supervisor.
- Barbara Holbrook, formerly copywriter of Ogilvy, Benson & Mather, N.Y., and William Maloney, copywriter of McCann-Erickson, N.Y., to Benton & Bowles, that city, in similar capacities.
- Thomas M. Duke, formerly writer and editor, Paul-Marsh Co., Detroit, appointed copywriter, Detroit office of Kenyon & Eckhardt.
- Peter R. Nord, formerly copywriter of Shell Chemical Corp., N.Y., to Hicks & Greist, that city, in similar capacity.
- Mrs. Henna Arond Zacks, formerly senior fashion writer of Krege-Newark department stores, N.J., to Rockmore Co., N.Y., as copywriter.
- Charles Polis, formerly assistant art director of Lewin, Williams & Saylor, N.Y., to Shaler-Rubin, that city, as associate art director.
- Dave Hamer, formerly newsfilm director of KETV (TV) Omaha, to Lindheimer & Assoc., Arlington Hts., Ill. in public relations department.
- Don Doyer, formerly art director of Robinson, Jensen, Fenwick & Haynes, L.A., to art department of BBDO, that city.

**Networks**
- Michael J. Minahan, ABC-TV administrative officer, appointed director of tv production operations, N.Y.
- Thomas O'Brien, director of business affairs, NBC owned stations, named director of Far Eastern operations, NBC In-
international Ltd., with headquarters in Sydney, Australia. In addition he will be managing director of NBC International of Australia Pty. Ltd., to be formed shortly.

- Edwin C. Wilbur, supervisor of network liaison, NBC-TV, retires, effective May 31, after 30 years' service with NBC.

- Sherman Adler, midwest director of client relations for CBS spot sales, joins CBS Radio as account executive, effective May 11.

- Robert Stevens, director of such TV series as Studio One, Suspense, Climax, U.S. Steel Hour and Alfred Hitchcock Presents, signed to three-year nonexclusive contract at CBS-TV.

- Arthur Harvey, ABC labor relations assistant in New York, promoted to network’s director of labor relations for western division, headquartered in Los Angeles.

- Ed Herlihy terminates status as staff employee, NBC, in order to accept freelance assignments, including sales promotion with his clients. He will continue NBC assignments, which include hosting My True Story, Monitor and Guest of Honor.

Stations

- Mitchell I. Lewis, formerly account executive and media director of Couchman Adv., Dallas, named national director of advertising - publicity of McLendon Corp., that city. McLendon stations are KLIF Dallas, KILT Houston, KTSA San Antonio, all Texas; KEEL Shreveport, La., and WAKY Louisville, Ky. McLendon has also bought KROW Oakland, Calif.

- Homer H. Odom and Bok Reitzel, named general manager and general sales manager, respectively, of KROW Oakland-San Francisco, newest station of McLendon Corp., Dallas. Mr. Odom was formerly sales manager of WAKY Louisville, Ky., another McLendon station. Mr. Reitzel resigned as account executive in San Francisco office of Lennen & Newell to assume duties at KROW.

- Frank Warren, formerly general manager of WSMB New Orleans, to KPOA Honolulu, Hawaii, as vp and general manager.

- Read H. Wight, formerly vp in charge of radio-tv of J.M. Mathes, N.Y., to WPAT-AM-FM New York as director of client relations.

- Henry R. Flynn, assistant manager of KCOP (TV) Los Angeles, has been appointed general manager of station’s new syndication division to handle national distribution of KCOP programs on film and television tape.

- Milton H. Klein, sales manager of KFWB Los Angeles, appointed general manager of KLX Oakland, Calif., when acquisition of KLX by Crowell-Collier Publishing Co., owner of KFWB, has been approved by Federal Commission.

- George H. Allen Jr., account executive of WTAG Flint, Mich., promoted to station manager, replacing A.C. Edgerton, who moves to WMNI Columbus, Ohio, as general manager.

- Maury Farrell, air personality of WBRC Birmingham, Ala., adds duties as local sales manager.

- Jack R. Genaro promoted from sales manager to station manager of WFRV-TV Green Bay, Wis.

- Robert E. Newsham, assistant sales manager of KYW-TV Cleveland, appointed sales manager of WJZ-TV Baltimore, replacing Joseph P. Dougherty, who moves to WPRO-AM-FM Providence, R.I., as general manager.

- Cecil D. Mastin, 73, formerly vp and general manager of WNBF-AM-TV Binghamton, N.Y., died April 27 in Sarasota, Fla., after suffering stroke two weeks before. Mr. Mastin, who retired from WNBF in 1955 after 25 years' service, was also active in NAB. He is survived by his wife, Letty.

- David Kieran, news director of WHIC-TV New Haven, Conn., elected president of United Press International Broadcasters Assn. of Connecticut, succeeding Barry Barents, WNBC (TV)-WKNB West Hartford. Other officers: Edward Leonard, WICH Norwich, vp; Lester Fox, WMMW-AM-FM Meriden, secretary-treasurer; Joe Girand, WINF Manchester, James Elliott, WNAB Bridgeport, William Flynn,
WCNX Middletown and Mr. Barents, all directors.


- **Arthur M. Tolchin**, director of WMGM New York, appointed executive vp of Loew’s Theatres Broadcasting Corp., new name given station operating firm by parent Loew’s Theatres Inc. (Station formerly was WMGM Broadcasting Corp.) Other officers of Loew’s Theatres Broadcasting: Eugene Picker, president; John M. Murphy, vp; Archie Weltman, secretary; Jacob Stillman, treasurer; Matt J. Madden and Leonard Pollack, assistant treasurers, and John C. Podesta, assistant secretary.

- **Mrs. Esther Van Wagoner Tufty**, owner and bureau chief of Tufty News Bureau, Washington, D.C., named American Women in Radio & Television president-elect. Newly elected directors-at-large, who will serve two-year terms: Marion A. Jenning, promotion director, WDSU-AM-TV New Orleans; Lucille Bush, consumer education director of S. C. Johnson Co., Racine, Wis.; Muriel Fox, vp in charge of radio-TV, Carl Byoir & Assoc., N.Y.; Helen Jensen, consumer service director of Western Beet Sugar Producers, S.F. and Mary Pearl, director of home economics department, food division, Heublein Inc., Burlington, Vt., and broadcaster on several stations.

- **Donald D. Sullivan**, vp-general manager of WNAX Yankton, S.D., elected president of South Dakota Broadcasters Assn. Other new officers are Bill Johnson, KYNT Yankton, vp, and Jim Slack, KUSD Vermillion, noncommercial station, secretary-treasurer. Mr. Sullivan succeeds Ross Case, KWAT Watertown.

- **Thomas Rogers**, WCLT Newark, Ohio, elected president of Ohio Assn. of Broadcasters. He succeeded Jay Wagner, WLEC Sandusky. Other new officers are Gordon Davis, KYVY Cleveland, vp (radio); Robert Mack, WIMA-TV Lima, vp (tv); Mariann Campbell, WJEH Gallipolis, director, and James Leonard, WLWC Columbus, director (both directors for three-year terms).

- **Howard Gray**, general manager, KGIL San Fernando, nominated without opposition as chairman of Southern California Broadcasters Assn. Other unopposed nominees for 1959-60 are vice chairman: Herbert Comstock, general manager, KAVL Lancaster; treasurer: Norman Boggs, vp, KJH Los Angeles; secretary: Cliff Gill, president, KEZY Anaheim.

- **Bob Zellmer**, formerly chief engineer and program director of KBUN Bimijdi, to KRMO Benson, both Minnesota, as general manager.

- **Mel Levine**, formerly administrative assistant to general manager of WCAU-TV Philadelphia, to WROV Roanoke, Va., as assistant manager.

- **Tom T. Primavera**, formerly account executive of Mail-Verifying Inc., Phila., to WCAU-AM-FM, that city, in similar capacity.

- **Erwin J. (Tiny) Markle**, program director of WAVZ New Haven, Conn., to KFSD San Diego, Calif., in similar capacity.

- **Bob Lyte**, formerly promotion manager of Tribune Publishing Co. (KTNT-AM-FM-TV Tacoma, Wash., and Tacoma News Tribune), to WAGA-TV Atlanta in similar capacity.

- **Henry F. Hines** appointed director of advertising-promotion of WBAL-AM-TV Baltimore.

- **Jerry Higley**, with KGUX Springfield, Mo., since 1956, named program director.


- **Bill Hobbs**, salesman of WFAB-TV Dallas, named local sales manager.

- **Alton S. Hotaling Jr.**, formerly producer-director of KUON-TV Lincoln, Neb., to WENH (TV) Durham, N.H., as production manager.

- **Nicholas Robinson**, formerly of WREB Holyoke, to WARE Ware, both Massachusetts, as operations manager.

- **Edward Hymoff**, formerly editor-writer of NBC News to WMGM New York as director of news and special events.


- **Robert F. Gamble**, news director of WKY-AM-TV Oklahoma City, to WFBB-AM-TV Indianapolis as news manager effective May 11. Gilbert Forbes continues as news director of WFBM, and Howard Caldwell becomes news director of WFBM-TV.

- **Jack Launer**, formerly of WLWC (TV) Columbus, Ohio, to KNTV (TV) San Jose, Calif., as staff director.

- **Ralph Vogel**, formerly farm director of KXEL Waterloo, to KIOA Des Moines, both Iowa, in similar capacity, effective May 11.

- **Marie McGraw** retires as chief operator of WTOP-AM-FM-TV Washington. Last year Miss McGraw completed her 25th year of continuous service with WTOP and its predecessor, WJSV.

- **Michael Dee**, formerly news director of KOIL Omaha, Neb., to KRIZ Phoenix, Ariz., as production manager and air personality.

- **Charles V. Burge**, formerly account executive of WKW St. Louis, to KPLR-TV, that city, in similar capacity. Al Johnston, formerly producer-director of DuMont network, to KPLR-TV in similar capacity.

- **Jack Hennessey**, formerly of KDON Monterey, Calif., to sales staff of KBIQ (FM) Los Angeles.

- **Charles F. Farrell**, formerly news editor of WBVP Beaver Falls, Pa., to WCAE Pittsburgh as assistant news editor.

- **Don Ruffin**, art director of KPHO Phoenix, Ariz., elected president of Arizona Artists Guild.

- **Vern Jones**, formerly news director of WHYK-AM-FM-TV Springfield, Mass., to WAVY-AM-TV Norfolk-
Portsmouth, Va., as newsmen. FRED D. KNIGHT, formerly news director of WIST Charlotte, N.C., to WAVY as announcer.

- DICK CHARLES joins news staff of KVOO-TV Tulsa.

- Sid McCoy, m.c. of syndicated Sunday Morning radio series on 66 stations in 40 states and air personality of WGES Chicago, signed as staff announcer by WBKB (TV), that city.

- JOHN ROVIC, "Sheriff John" of children's daily Lunch Brigade on KTTV (TV) Los Angeles, signed to three-year exclusive contract with station.

- JIM BLACK, national sales manager of KTUL-TV Tulsa, adds duties as national sales manager of KATV (TV) Little Rock, Ark., both Griffin stations. Mr. Black will not handle national sales of KWTV (TV) Oklahoma City as reported in Broadcasting last week.

- LEN CURLEY joins KCBS-AM-FM San Francisco as host of weekly Mark Time interview program. FRED GOER, formerly of KSL-AM-FM-TV Salt Lake City, Utah, to KCBS as air personality.

- DICK BROWN, air personality, of WWOK Charlotte, N.C., to WJBW New Orleans in similar capacity, effective May 11. Both are Tarlow Assoc. stations.

Representatives

- RICHARD H. SCHUTTE, west coast manager of Robert E. Eastman & Co., radio rep, named vp, same location.

- WALTER SCHWARTZ, formerly sales manager, WWJ Detroit, to Am Radio Sales Co., there as sales manager.

- CATHERINE (KAY) CHILLE, vp of Nona Kirby Co., Boston, elected president of Broadcasting Executives Club of New England. Miss Chille becomes first "madame president" in club's 12-year history.


- ED ARGOW, formerly assistant sales manager and manager of Canadian list-ings, Forjoe & Co., to New York sales staff of Daren F. McGavren Co.

- ROBERT MAGGIORE transferred from Chicago office of Branham Co. to firm's Los Angeles office as sales representative.

- THOMAS J. TILSON, iv account executive of Peters, Griffin, Woodward, N.Y., since 1956, to similar position with Television Advertising Representatives, N.Y.

Programming

- MARVIN M. GRIEVE, sales executive of Guild Films Co. N.Y., named vp of sales. He succeeds IRVING FELD, appointed president of Guild's foreign distributor, Inter-World Tv Inc.

- STAN SMITH, resigns as vp of sales of Official Films, N.Y.

- S.L. (STRETCH) ADLER, formerly national sales manager, Guild Films, N.Y., to Official Films, that city, as director of sales.

- HOWARD CHRISTENSEN, formerly head of his own tv production firm, named United Artists Television's central regional sales manager, headquartering in Chicago.

- JOSEPH F. GREENE, assistant to vp of sales for ABC Films Syndication, has been appointed eastern sales manager of Roy Rogers Syndication.

- ART GROSS resigns from Guild Films, N.Y., where he held position of assistant to president and headed foreign and domestic sales.

- LOU BOUTIN, formerly special division head of western sales, Independent Television Corp., to AD-STAFF, Hollywood, Calif., producer of radio-tv commercials, as vp in charge of sales.

- HARRY WISMER, veteran network sportscaster, joins Bert L. Coleman Assoc., N.Y., tv commercials producer, as vp in charge of sports and special events.

- GEORGE W. CYR, formerly program
manager of WRCV-TV Philadelphia, to Al Kane Productions, that city, as executive producer.


- Alvin Cooperman, formerly executive producer of Screen Gems, L.A., to produce new June Allyson Show, anthology tv series, for Four Star Films, L.A.


- Peter Korner named principal producer and will handle at least six of 10 live programs of General Electric Theatre on CBS-TV next season. Ethel Winant, casting director of Playhouse 90, will be associate producer, with Del Reisman and A. Carothers as story editors.

- Elliott Ames, formerly European correspondent of Film Bulletin, joins National Telefilm Assoc. N.Y., as presentation writer. Other NTA appointment: Edgar Krupinski, formerly advertising accounting supervisor of Lever Bros., N.Y., as business manager, advertising, and William Weinstein, formerly in radio promotion department of CBS, as art designer.

- Marek Windheim, formerly executive tv producer of D'Arcy Adv., N.Y., now independent tv-film producer, has acquired tv film rights from Publishers Syndicate to award winning comic strip, "Judge Parker."

Equipment & Engineering

- Walter E. Hesselrath, superintendent, Clifton and Passaic plants of Allen B. DuMont Labs., in New Jersey, appointed general superintendent of all plants of DuMont Labs.


- E. J. Brandt, formerly manufacturing manager of Hughes Aircraft, semiconductor division, Culver City and Costa Mesa, Calif., to Audio Devices, rectifier division, Santa Ana, Calif., in similar capacity. A. J. Romano promoted from assistant sales manager to sales manager of Audio Devices' rectifier division, Santa Ana, Calif.

- Clyde J. Schultz, formerly assistant sales manager of Shure Bros. (electronic products), Evanston, Ill., appointed sales promotion manager for national service, parts and accessories of Admiral Corp., Chicago.

- Matthew J. Hollingsworth, graduate of Univ. of Pennsylvania, joins Sylvania Electric Products as sales engineer for semiconductor division in San Francisco.


Allied Fields

- Stanley Adams elected president of American Society of Composers, Authors & Publishers, succeeding Paul Cunningham, elected director of public affairs. Mr. Adams, member of board of directors since 1944 and president of ASCAP from 1953-56, is first director elected president second time. Other officers named: Louis Bernstein, vp; Otto A. Hrabach, vp; Deems Taylor, secretary; Frank H. Connor, treasurer; Arthur Schwartz, assistant secretary, and J. J. Bregman, assistant treasurer.

- Gilbert Seldes, critic, playwright, tv director and author, appointed director of Annenberg School of Communications, U. of Pennsylvania.

- Philip Levenstein, formerly special projects director, promoted to assistant director, national total-market audit of Audits & Surveys Co., N.Y.

- Edward Laska, 75, song writer, dramatist and charter member of American Society of Composers, Authors & Publishers, died April 27 in Trafalgar Hospital, N.Y. Mr. Laska helped organize ASCAP and was for six years director of Dramatists Guild of Authors League of America and was also member of Songwriters Protective Assn.

Government

- Albert L. McIntosh, FCC frequency allocation chief, appointed special adviser on frequency management to Chief Signal Officer, U.S. Army. Mr. McIntosh, who served with FCC for 18½ years, assumed his new job April 27.

International

- Trevor G. Goodman, vp and managing director of Young & Rubicam's Toronto (Ont.) office, appointed managing director, Young & Rubicam Ltd., that city.

- Colin McIver, chairman of Young & Rubicam's London plans board, named head of Y&R's new Geneva office.
Sales, earnings soar for Zenith, Admiral

Sales and earnings of Chicago-based electronics companies are booming, based on first-quarter reports released last week by Zenith Radio Corp. and Admiral Corp.

Admiral reported consolidated net sales of $44,739,388 and pre-tax earnings of $1,422,076 compared with $2,036,300 and $1,52,136 respectively, for the same period in 1958. Profits after taxes amounted to $711,644, or 30 cents a share on 2,385,296 shares outstanding, as against a loss of $91,977 (or four cents a share loss) in last year’s first quarter.

Estimated net consolidated profits reported by Zenith for itself and subsidiaries reached $3,323,891, or $3.37 per share, after depreciation and estimated provision for income taxes of $3,745,162—a net quarterly record. Profits were 63% higher than $2,036,759 over the last three months in 1958. Consolidated sales hit $59,220,776, a 40% increase over last year’s similar period.

• Technical topics
  • Philco Corp., Philadelphia, has announced a germanium transistor with maximum frequency of oscillation of 3000 mc. The new transistor reportedly exhibits a power gain of 9.8 db at 1000 mc, at which frequency it is possible to obtain 10 milliwatts of output power. At 200 mc (tv range), the unit provides a gain of 22 db and 4 db noise.
  • Acoustex Chemical Corp., New York, is offering a new product called Acoustex paint for use in broadcasting studios. The sound-proof paint comes in 11 colors and is a speckled material containing an alkyl-latex base with sound controlling granules of a spongy corklike quality. One gallon sells for $8.70, covers 150 sq. ft.
  • Visual Electronics Corp., New York, has selected “Spot Saver” as the winning entry in its contest to name the company’s new program automation system. Winner Morris C. Barton Jr., chief engineer, KSLA-TV Shreveport, La., was awarded a Conracale Fleetwood Model 900 Remote Receiver.
  • Miratel Inc. (electronic equipment), St. Paul, Minn., has introduced new 8-inch tv monitor L59B/8. Specifications: weight, 32 lbs.; height, 9¾ inches; width, 12¼ inches; depth, 16 inches; definition, 600 lines; price, $199.

Friendly ‘Banshee’ warning

A small device dubbed “Banshee” developed for the Atomic Energy Commission could be added to battery radio sets to provide an audible warning of radioactive fallout, according to a series of civil defense articles running in the Buffalo Evening News (WBEN-AM-TV)

Nat S. Finney, head of the paper’s Washington bureau, says the device could save millions of lives in the event of nuclear attack. He contends the Office of Civil & Defense Mobilization has offered little help in development of Banshee but adds that Leo A. Hoegh, OCDM director, has indicated he will order 5,000 Banshees if his staff finds they will work satisfactorily.

The Finney series points out that battery radios would probably be the ordinary citizen’s only way of getting news or instructions in case of nuclear war though he anticipates that “not much radio and no television could stay in operation.” An article in the March 16 Broadcasting took the position that an estimated 65 million battery and auto radios offer a means of public communication with emergency broadcast facilities. The newspaper reported Comr. Willard F. Libby, of the AEC, induced TraceLab Inc., Waltham, Mass., to develop the Banshee, using cadmium sulfide crystals in the unit. AEC ordered two dozen prototype models. Banshee can be plugged into existing radios or built into new ones, requiring no knobs or dials and using no current, it is stated. When radioactivity reaches a danger level, Banshee squeals low and softly, the tone becoming higher and louder as the level becomes more dangerous. Banshee-equipped radios could be sold for $5 more than normal sets, according to the series.

James D. Secrest, executive vice president of Electronic Industries Assn., said he believed manufacturers would be willing to produce such a device in quantity if a public demand were indicated or if a government agency ordered them in quantity. He said that a device adding around $5 to the cost of a set at the factory would be translated into $10 or $12 at retail. He observed that a low-cost automatic Conelrad emergency receiver has failed to interest the buying public.
Pacesetting survey for Intermountain

A radio audience survey described as the largest and most comprehensive ever made in the Intermountain West is being released today (May 4) by The Pulse. Made for the Intermountain Network and covering an area of 996,580 homes, the results are being circulated among timebuyers by Avery-Knodel, national representative of Intermountain Network.

The Intermountain report contains detailed audience data for the entire five-state area, with results also available individually for each of the states (Utah, Colorado, Wyoming, Montana and Idaho) and for each of the 45 markets surveyed. Avery-Knodel officials said it covers not only major Intermountain Network markets, such as Denver and Salt Lake City, but also many areas for which no usable audience information had been available, either because the areas had not been surveyed before or because of programming changes since the last survey.

John J. Tormey, Avery-Knodel radio sales director, said the study showed high levels of radio tune-in throughout the day, with Intermountain getting 28% of the daytime audience and 29% of the evening audience. Laurence Roslow, associate director of Pulse, said it was the most extensive study of its sort ever undertaken by Pulse. “In detail,” he said, “it is comparable to Pulse reports issued regularly for the national radio networks.” Field work was done in January and February.

The advertisers using more spot tv in the summer than during other times of the year, as compiled by The Katz Agency:


Stampmen, stations collecting collectors

Radio stations and trading stamp firms are finding crowds of collectors in the listening audience. King Korn Stamp Co. of Chicago, a leader in its field, thinks that campaigns in the Midwest point to expansion.

Stations are using the King Korn plan as a sales and audience builder and King Korn is using stations to the same end. Results from long-run contests conducted on WQUA Moline, Ill., KDAL Duluth, Minn., and a handful of other midwest stations have been claimed as phenomenal.

Here’s how the stamp plan usually works: The station buys the stamps from King Korn (cost unrevealed) and gets local advertisers to place ads which have the stamps in supermarkets and retail stores to buy local time for mentions in its “key word commercials” during nine-week “King Korn Carnival” contests. For rotating paid spots, each advertiser gets a free spot announcement. King Korn itself buys announcements prior to the contest for promotional value. The account is handled by Powell, Schoenbrod & Hall, Chicago.

Sponsor Bait • The station thus builds its audience and induces participating advertisers to place other business on its facilities. When a local advertiser (for example, a local Coca-Cola bottler) participates, he is assured of mention in the periodic key commercial for nine weeks.

Listeners get 10 free stamps merely by supplying their names and addresses and 10 more for submitting correct phrases or words. In one instance, a listener can claim 1,000 stamps if his letter is chosen and he calls the station within three minutes of the announcement. Ten key words are repeated daily throughout the week.

King Korn cites the campaign at WQUA (ended April 2) as an example of tremendous response. It claimed 45,000 letters bidding for a million King Korn trading stamps each week. The station reported it had to double its staff to handle the volume. The stamps were redeemed at 150 retail stores, including 22 supermarkets. Pre-contest spots and full-page newspaper advertising helped set the stage for the “Carnival.”

Mahalia in Garden for WL

A five-hour gospel music performance featuring singer Mahalia Jackson is to be presented at New York’s Madison Square Garden May 24 by WL

Packing them in • The telephone booth has given way in college squeeze play to the foreign automobile on campuses in upstate New York. WROW Albany took a Simca, the “WROW Sardine Sedan,” to Union College and Rensselaer Polytechnic Institute offering small prizes to all who could squeeze in. The promotion turned into a fraternity rivalry, with Kappa Nu of R.P.I. victorious. Through “superior engineering talents” 50 shoeless, coatless and, in some cases Bermuda-clad Greeks managed to stuff themselves into the vehicle. Each participant received a can of sardines from WROW.
In cooperation with Marineland of the Pacific, an oceanarium, KTLA embarked on its contest. To pick the winning entry KTLA's Vance Colvig (left), host of Bozo the Clown show (Mon.-Fri., 5:30-6 p.m.), tossed into the water at Marineland five life preservers with the finalists' entries attached. Whichever one was picked up first by "Bubbles," a real whale, was declared the winner. The finals were seen in a remote telecast from Marineland. Prizes included a weekend stay at Marineland for winner and family, and for runners-up, a midget automobile, Bozo toys, clothes and novelties.

Contest exploitation: daily mentions on the KTLA program, plugs on Marineland's local radio campaign on KMPC Los Angeles and KBIG Santa Catalina, and publicity feeds to 100 Southern California community newspapers.


there. The independent station, which aims its programming at the Negro audience, is rounding up spiritual and folk music luminaries from around the U.S. and will also bring in by remote broadcast a group then appearing in Sweden.

Use of the hall will cost about $5,000. (WLIG will charge admission of $3-5.) The station sees the project as a means of demonstrating a "dominant position" with the Negro audience in New York.

'Horizons' service series

KYW Cleveland has consolidated its public service efforts into a six-point project known as "New Horizons." The categories to be emphasized are mental health, safety, science, government and history; community self-help and culture.

New programming contemplated: science fiction writers discussing relationship between today's dreams and tomorrow's achievements; broadcasts from pre-citizenship classes of the Cleveland Board of Education; at-home interviews with public figures, and the hall as a means of demonstrating a "dominant position" with the Negro audience in New York.

Northwest Area
Clear Channel Fulltimer

Number One rated station in substantial growth market. Purchase of major market facility force owners to dispose of this highly desirable property under the FCC's multiple ownership rule. Grosses excess of $775,000. Priced for immediate sale at $225,000 with $60,000 down or $210,000 with $75,000 down. Balance over ten years. Valuable real estate included.

BOX 78K, BROADCASTING

Another Low Cost
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Self-Supporting
Microwave Tower by Stainless

Whether your need is for:
- Communication Systems
- Broadcast Arrays, or
- Studio-to-transmitter Links

Let Stainless' experienced engineering staff assist you with your tower problems.

Ask today for your free booklet describing many Stainless installations.

Stainless, Inc.
North Wales, Pennsylvania
'Visual Orchestration' • Visitors to the home of KFSD-AM-FM-TV on the outskirts of San Diego, Calif., are stopped by this collage, composed of actual parts of radio and tv transmitting equipment and mounted on the wall of the lobby. The collage was conceived by W. E. Goetze, general manager of the stations, and his wife, who supervised decorating of the building, which was formally opened in February 1958. John Dirks at the art department of San Diego State College was commissioned to execute the work, which is composed of double cooling fins, varicolored wire and other transmitting components. The completed component collage, in the artist's words, is "Visual Orchestration."

silenced morning man, Don Lincoln. Since KRIZ was not broadcasting during the alert, Mr. Lincoln spent the time wandering downtown Phoenix with $20 worth of records as the prize for finding and identifying him. Carloads of people participated in the search, and a group of girls finally located Mr. Lincoln in a service station driveway and recorded their records. But only after tearing the KRIZ staffer's shirt.

His ship came in

Joseph O'Brian, media buyer at Young & Rubicam, received a model ship displaying as a flag a $100 check from WDSM-AM-TV Duluth, Minn., for coming up with an estimate that was nearest the actual time the first ship of the year came through the Duluth Ship Canal opening the 1959 navigation season at the head of the Great Lakes. C.D. (Duke) Tully, general manager of the station, and Lloyd Griffin, vice president and director of tv, Peters, Griffin, Woodward, made the presentation in New York.

The contest is an annual event. Two winners are named from agencies in New York, Chicago, Detroit, Minneapolis and one category for elsewhere around the country. First prize for each market is $100, second prize, $50. The winners: Mr. O'Brian and George Magee (second) of Radio Reports in New York, Peggy McGrath of Y & R and Doug Birch of Leo Burnett in Chicago; Judy Anderson of McCann-Erickson and Don Cooke of Luckoff & Wayburn in Detroit, Mary Ann Doss of Bruce B. Brewer Co. and Fred Jones of John W. Forney Co. in Minneapolis, and Avrilla Phillips of Lilier, Neal Battle & Lindsey, Atlanta, and Wes Parker of the Doctor Pepper Co., Dallas. Season for the Duluth canal break-through spans the period of March through May. Actual date this year was April 18 with the time for the sailing of 7 hours 5 minutes 47 seconds. Mr. O'Brian's estimate was only 4½ hours off.

• Drumbeats
  • KDKA-TV Pittsburgh's Josie Carey, who guested Saturday morning (May 1) on the CBS-TV Capt. Kangaroo show was presented to 13 advertisers last Friday in a special New York reception by Peters, Griffin, Woodward. Miss Carey, who conducts Josie's Storyland on the Pittsburgh station is recipient of a Sylvania award for her educational children's education series and previously had been with WQED (TV), Pittsburgh etc.
  • CHUM Toronto got extra publicity out of the Toronto Sportsman's show by active participation. In addition to originating broadcasts from a show booth, the station staged a "CHUM Champion" contest. Six announcers were entered in fish-skinning, log-roll, bait-casting, judo and bowling events. Listeners named their favorite CHUM contender in letters. The highest scoring announcer drew from his votes to award a boat and motor to a listener.
  • WSB awarded first prize in a coverage contest to a listener writing from Hawaii. Later a letter arrived from New Zealand. The contest publicity file includes a clipping from a publication of Radio Sweden, Stockholm.
  • To publicize Saturday's (May 9) Handle Bar Mustache contest organized by WKRC Cincinnati d.j. Ted McKay, a woman with a false beard paraded downtown last week. As mustached men passed by she asked them if they were members of the Ted McKay Mustache Club. If they were club members, they received $5 merchandise certificates. The winner of Saturday's contest will receive a cash prize.
  • Dan Ronald, d.j., WIBC Duluth, Minn., is helping local housewives with their housework in his "Handy Dan" contest. Listeners write in to say why they would like to have Mr. Ronald give them a hand with their Saturday chores and the d.j. chooses a winner.
  • More than 100 child participants and 300 onlookers gathered for the first annual "High Flying KIOA [Des Moines] Kite Contest." Participants had to make their own kites. Prizes: highest-flying kite—a racing bicycle; the smallest kite that flew—a record player; the most artistic kites—six long-playing phonograph albums.
  • Grace Porterfield, timebuyer at Benton & Bowles, New York, has won first prize in a contest for promotion ideas at WUSN-TV Charleston, S.C. The station invited timebuyers at recognized ad agencies to tell how, if they were station managers, they would promote a station and market. Suggestions were limited to a maximum of 25 words. The winner's prize is a seven-day cruise for two to Havana and Nassau. Runners-up, who received fountain pens, were: Bob Atwood, J. Walter Thompson, Chicago; Bill Kane, N.W. Ayer, Philadelphia; C.V. Barkley, Piedmont Advertising, Salisbury, N.C.; Pam Tabberer, Liller, Neal, Battle & Lindsey, Atlanta, and John Gatanese, Ted Bates, New York.

Critics' say

A poll of 100 tv editors on key newspapers throughout the country reveals that although they consider the Emmy tv award program worthwhile, they believe the show should be shortened and the winners selected by a small, selected group of judges. The tv editors' recommendations, announced last week, emerged from a poll conducted by Grey Adv., New York, agency for Procter & Gamble, Cincinnati, and the Benrus Watch Co., New York, co-sponsors of the Emmy show on NBC-TV Wednesday (May 6, 10:11:30 p.m.). Other suggestions made by the editors: give fewer awards to make the Emmy "more of a prestige symbol"; get away from the "Oscar format"; show film clips of Emmy-winning performances; dignify the proceeding with more sophisticated entertainment; schedule repeats of winning shows and performances.
'Thou shalt deliver'

In a speech at the Ohio State Broadcasters Convention, Edward J. Bronan, sales manager, regional sales division, Ziv Television Programs, discussed the growth and present strength of tv advertising.

... We have all witnessed the tremendous growth of television within a relatively few years. It has grown to its present position, not by chance, but because of one basic fundamental fact: it has obeyed the law of advertising which says "thou shalt deliver the goods."

Television advertising has delivered the goods in unprecedented volume for local advertisers as well as national branded products. Today it stands preeminent—fully recognized as the greatest sales stimulator available to business.

We believe that a television program must do more than just entertain people. An advertiser buys a program not because he is philanthropic or feels loyal to the producer of the television program, or the station over which it is to be telecast. He buys a television program for strictly selfish reasons and that is, to increase his sales. He has every right to expect that the television program which he buys should increase his sales.

We at Ziv believe that there are four basic requirements that every television program must have in order to be successful.

Basic number one—a television series must be of a nature that it will develop within a reasonable period of time, a profitable audience.

The second basic qualification which a program must have is the quality to win sponsor identification. When viewers are conscious of the sponsor, they are receptive to his sales messages.

Basic number three: It is essential that the television program one sponsors provide a high quality show-case for an advertiser's sales message.

The fourth basic requirement is that a television program and the attendant merchandising plan associated with that program be of such a nature that it will enthuse the sponsor's own organization. Obviously in this room, there are many people who also represent radio, and what I have said about television also applies to the radio medium. It is amazing the comeback that radio on a local level has made. They have learned to be better salesmen. They have taken inventory of what they had to offer and they presented their merchandise in pleasing and palatable forms to advertisers, and as a result, many stations are doing as well today in radio as they ever did.

The talent cost trap

Philip L. McHugh, radio-tv vice president, Campbell-Ewald, Detroit, addressing the Atlanta Advertising Institute April 27:

Some real method [is needed] for developing new, young personalities to increase today's scarce talent pool and to replace tv personalities now in declining stages of viewer popularity. Tv audience increases from here on will follow a population growth pattern and network time costs should reflect this stability. However, talent and new ideas are so scarce and getting scarcer, that the advertiser's agency must work harder than ever before to deliver a quality program without being trapped by talent costs that won't fit into the advertiser's budget.

Instant truth

Matthew J. Culligan, executive vice president in charge of NBC Radio, speaking at the U. of Florida, Gainesville, April 27:

There are many similarities between print and broadcast journalism. It is, however, in the way the reporter communicates truth to the world that print and broadcasting differ most sharply. Whereas the print journalist can take hours, even days, to collect, evaluate and write his facts, the broadcast journalist must do all of this sometimes on the spur of the moment. Like the difference between a time bomb and a proximity fuse, the print journalist explodes when he's ready; the broadcast journalist explodes on contact.
FOR THE RECORD

Station Authorizations, Applications
As Compiled by Broadcasting

April 23 through April 29. 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, kw—kilowatts, mod.—modulation, mw—megawatts, N—night, P.O.—post office, sc—secondary service, svc—service voltage, vhf—very high frequency, uhf—ultra high frequency, vhf-u—very high frequency, ultra high frequency.

Existing TV Stations

APPLICATIONS

KRON-TV, KGO-TV San Francisco, Calif.—On petition by American Broadcasting-Paramount Theatres Inc., designates the consolidated hearing applications of KRON-TV to incorporate a new channel, 462 ft., and make changes in ant. system, and KGO-TV to incorporate, height increase from 1,348 to 1,361 ft., and change transmission line; denied petition by KRON-TV; FCC grants an extension of time to the applicants to reply.

BROADCASTING, May 4, 1959

BROADCASTING, Mr. Howard W. Taylor, president; consideration: $20,000. Ann. April 29.

BROADWAY, Mr. R. F. Schon, president; consideration: $18,000. Ann. April 29.


By memorandum opinion and order, Commission denied petition by Federal Communications Bar Association to postpone one from May 16 to June 15 effective date of amendment to Part 1 of procedure rules adopted by report and order of April 8 which set forth a new procedure for processing application to extend existing new "cut-off" dates determining time and order in which these applications will receive consideration. Comr. Craven dissented. Ann. April 29.

By memorandum opinion and order, Commission denied petition by Federal Communications Bar Association to postpone one from May 16 to June 15 effective date of amendment to Part 1 of procedure rules adopted by report and order of April 8 which set forth a new procedure for processing application to extend existing new "cut-off" dates determining time and order in which these applications will receive consideration. Comr. Craven dissented. Ann. April 29.

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BROADCAST ACTIONS

By Broadcast Bureau

Actions of April 23

WBBC Conway, N.H.—Granted assignment of license to North Country Radio Inc.

WJOT, WBED (FM) Campbell and Youngstown, Ohio.—Granted assignment of license and cp to WJOT Inc., and assignment of cp to WBED (FM) Inc.

KFBI Wichita, Kans.—Granted cp to install new tower, as auxiliary trans. daytime and alternate trans. nighttime at present main trans. location.

WCMI Elkhart, Ind.—Granted mod. of cp to make changes in DA pattern.

KGBF-FM San Diego, Calif.—Granted change of remote control authority.

Actions of April 23

WDSG Dyersburg, Tenn.—Granted acquisition of positive control by Robert William Anc Ward through purchase of stock from Russell M. D. Bruce.

NRBC Franklin, N.C.—Granted assignment of license and cp to Gertrude S. Taylor, executrix of the estate of Graves Taylor, deceased, and Henry G. Bartol, d/b/a Macom County Broadcasting.

KLOV Loveland, Colo.—Granted assignment of license to Regional Beasg. Corp.

KLIF Dallas, Tex.—Granted license covering increase in daytime power; specify two site operating; make changes in daytime DA system and ground system and installation new trans. for daytime use (change type trans.).

WLAV Grand Rapids, Mich.—Granted cp to install new trans. to be used as auxiliary trans.

KMBL Junction, Tex.—Granted cp to install new trans.

WCLM (FM) Chicago, Ill.—Granted cp to increase ERP to 60 kw, and make changes in transmitting equipment.

KANN Stuarts, Tex.—Granted cp to replace expired permit which authorized transmission of weak signal to unlicensed receiver.

WGN (FM) Chicago, Ill.—Granted cp to replace expired permit which authorized transmission of weak signal to unlicensed receiver.

WYNs (FM) Towson, Md.—Granted mod. of cp to change type trans.; condition.

Following stations were granted extensions of completion dates as shown: WUTP Tupelo, Miss. to July 20; WKVT Brattleboro, Vt., to Sept. 1; WSPD-TV Toledo, Ohio (main trans. & aux. & aux. trans.) to Nov. 2; WBBQ-TV Baltimore, Md. (main & aux. & aux. trans.) to Nov. 1; WMMR-TV Baltimore, Md. (main trans. & aux.) to Aug. 8; WGTZ-TV Toledo, Ohio to July 27.

Actions of April 22

KHOB Hobbs, N.M.—Granted acquisition of negative control by each Quenton K. and Elisha Grundall and Charles R. and Nell R. Scott through sale of stock by Helen F. Orr, Charles D. and Billie G. Shaw to licensees.

WLOG South Beloit, Ill.—Granted acquisition of positive control by Russell S. Baltzer through purchase of stock from Lloyd Burchill.

WTC-TV Hartford, Conn.—Granted license for tv station and specify studio location.

KNDI Honolulu, Hawaii—Granted mod.
of cp to change trans.-location; studio location from 3424 Kalakawi Ave., Honolulu, Hawaii, to the receiving tower at 1322 Kamehameha Ave., Honolulu, Hawaii, and to specify remote control point as "to be determined". NTC denied.

WBRK Pittsfield, Mass.—Granted mod. of cp to change trans.-location; studio location from 1369 Westfield St., Springfield, Mass., to the receiving tower at 387 North Street, Northampton, Mass., and to specify remote control point as "to be determined". NTC denied. WORC North Carolina, Green, Ohio.—Granted mod. of cp to change trans.-location; make changes in on-air and ground systems; conditions. Following stations were granted extension of completion dates as shown: WRWW Lansing Green, Ohio.—Granted mod. of cp to change trans.-location; make changes in on-air and ground systems; conditions. Following stations were granted extension of completion dates as shown: WHBW Springfield Green, Ohio.—Granted mod. of cp to change trans.-location; make changes in on-air and ground systems; conditions. Following stations were granted extension of completion dates as shown: WKBW Burlington, Iowa.—Granted mod. of cp to change trans.-location; make changes in on-air and ground systems; conditions. Following stations were granted extension of completion dates as shown: WKAM Cleveland, Ohio.—Granted mod. of cp to change trans.-location; make changes in on-air and ground systems; conditions. Following stations were granted extension of completion dates as shown: WKVO Wellington, Wash.—Granted mod. of cp to change trans.-location; make changes in on-air and ground systems; conditions. Following stations were granted extension of completion dates as shown: WMBH Bellingham, Wash.—Granted mod. of cp to change trans.-location; make changes in on-air and ground systems; conditions. Following stations were granted extension of completion dates as shown: WMCB Bismarck, N.D.—Granted mod. of cp to change trans.-location; make changes in on-air and ground systems; conditions. Following stations were granted extension of completion dates as shown: WKLY Longview, Tex.—Granted authority to sign-off at 5:30 p.m., EST, until period ending, Aug. 31. WOKL Lakeland, Fla.—Granted authority to sign-off at 5:30 p.m., EST, for period ending, Aug. 31.

WNXJ Middletown, Conn.—Granted authority to sign-off at 5:30 p.m., EST, for period ending, Aug. 31. WTRB Ripley, Tenn.—Granted mod. of cp to change trans.-location, and to specify remote control point as "to be determined". WLES Lawrenceville, Ga.—Granted mod. of cp to change trans.-location, and to specify remote control point as "to be determined". Following stations were granted extension of completion dates as shown: WDVL Vineland, N.J., to May 31; WLES Lawrenceville, Ga., to July 12; WPBR Fairland, Fla., to Aug. 24, and WREA East Palatka, Fla., to Oct. 1.

Actions of April 21

KORF Ferndale, Calif.—Granted re-location of station to Sticky J's Bar on tandem tower, Ft. Bragg, Calif., and to specify local control point.

KLDJ Litchfield, Minn.—Granted license for am station and studio location and remote control point.

KDOM Moorhead, Minn.—Granted license for am station.

WLBR Lebanon, Pa.—Granted license covering installation of new type trans.

WTPS FM Destiny, Ala.—Granted license covering change in frequency, studio location and remote control point, and type ant. Following stations were granted extension of completion dates as shown: WDEL Philadelphia, Pa.—Granted license covering change in medium, studio location and remote control point.

KANX Houston, Tex.—Granted license covering increase in ERP, specify ant. heights of antenna.

KALD Blaine, Minn.—Granted license covering change in location and make changes in on-air and ground systems.

KLAD Klamath Falls, Ore.—Granted license covering changes in facilities, installation new trans. and changes in ant. and ground systems.

WJLM Florence, Mass.—Granted mod. of cp to change trans.-and-studio locations (same city).

WGRC Green Cove Springs, Fla.—Granted mod. of cp to change trans.-and-studio locations (same city).

Actions on Motions

By Commissioner Frederick W. Ford

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BROADCASTING,

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED $2.00 per word — $25.00 minimum
- HELP WANTED $2.00 per word — $20.00 minimum.
- DISPLAY ads $20.00 per inch — STATIONS FOR SALE advertising require display space.
- All other classifications $3.00 per word — $40.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

Avoid duplication on bulk inquiries or bulk replies. (Pages as submitted, $1.00 postage and handling. Only please.) All telegrams, 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—(Cont'd)

Management

Help Wanted—(Cont'd)

Sales

Wanted: Sales manager for station in competitive midwest market. Age 35. Experiences, salary and bonus expected immediately. Send references to Box 774K, BROADCASTING.

Central N.C. thousand-watt daytimer seeks experienced salesman. Box 181K, BROADCASTING.

Radio salesmen who are not earning enough money. Be your own boss. Earn $500-$800 per week utilizing stinger commercials and program features to radio stations. Protected territory, flexible commission. Must be willing to travel extensively. Box 401K, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Wanted: Experienced, seasoned salesman. Relocate in California. 12 years experience. Box 248K, BROADCASTING.

New south Florida station metropolitan market needs 3 djs. Experienced, smooth-talking, fast paced professionals only. $150 week to start. Send tape, references, resume! Box 251K, BROADCASTING.

Opportunity for married staff announcer. Send resume, ABC network, Texas. Box 794K, BROADCASTING.

Ohio, medium market within 30 miles of Cleveland. Salary commensurate with experience. Must send resume to Box 619K, BROADCASTING.

Country and western dj opportunity with west coast independent. Send detailed resume, KFBX registration fee. Box 65K, BROADCASTING.

Pennsylvania chain looking for top dj. Good financial future for right man. Send tape. Box 67K, BROADCASTING.

Honest criticism of your announcing on your tape by chief technician-radio tv station. Twenty years experience. Fee five dollars. Box 71K, BROADCASTING.

WANTED: Chief engineer-announcer capable in all facets of broadcasting. For 250 watt independent station in west. Station equipped with mobile unit, plus air-stuff. Staff is the finest. Opportunity excellent. Successful applicant will understand broadcasting, its technical, credit and personal habits. Income will be determined during personal interview only. Above normal benefits provided. Write Box 950K, BROADCASTING.


Fishing, hunting, sales, etc., are all wrong. Department of the Interior, U.S. Government, Washington 25, D. C.

World-famous fishing in New England. Write for details. Box 380K, BROADCASTING.


No charges for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

Avoid duplication or bulk replies. (Pages as submitted, $1.00 postage and handling. Only please.) All telegrams, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

Sales

Wanted: Top salesman, salary and commission, for small market but with terrific potential. Long established station owned by veteran operator, located in the south-west with ideal year-around climate, and fine recreational facilities. Send complete resume, credit and character references and sales background with first letter. Box 500K, BROADCASTING.

Sales opportunity, 5 kw, medium market, early starting. Guarantee against 50% when billings climb. Excellent opportunity to sell your station on New Years Day. Send full details to Box 548K, BROADCASTING.

Wanted: Experienced salesman-announcer, energetic; some answering required. 75% guarantee. West coast station. Reply Box 566K, BROADCASTING.

Seasoned salesman, relocate in Florida metropolitan market. Station has excellent ratings. Owner a progressive type, with executive jobs on proof of performance basis. Hospital, field, studio, plus. Bonus for producers. Include figures on your resume. Box 504K, BROADCASTING.

Two qualified salesmen wanted by west coast independent. Station will pay RFB registration fee. Box 635K, BROADCASTING.

Sales opportunity available in long established, mid-Atlantic regional network station. Excellent, busy, fast pace sales environment. Send photo and resume. Box 564K, BROADCASTING.

Wanted: Station wanted by small market Minnesota radio station. Good guarantee. Excellent opportunity for hard worker. Box 713K, BROADCASTING.

Sales manager upper midwest 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Send salary requirements, picture and details to Box 620K, BROADCASTING.

Texas single market station seeking aggressive salesman with substantial small market background including announcing. $150.00 week. References, experience, tape in first letter. All applicants answered. Box 789K, BROADCASTING.

Washington, D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape, WEAM.

Wanted: Announcer with first phone—no maintenance, $4000 for first year, 40 hour work week, paid hospitalization, paid life insurance. Box 795K, BROADCASTING.

Youthful, experienced deejay for fast paced pop music format. Send actual air-check if possible. WRK, West Palm Beach, Florida.

First phone, announcer and sales-announcer for 24-hour operation. Tape and recent photo. WBCY, Coop, Florida.

Young, experienced deejay for fast paced pop music format. Send actual air-check if possible. WIRK, West Palm Beach, Florida.


TV station has openings for announcers with or without tv experience. Good voice and neat appearance a "must." Phone John Turner, Monroe, Louisiana, 5-5056 or El Dorado, Arkansas, UN 2-3666.

Technical

WANTED: Chief engineer-announcer capable in all facets of broadcasting. For 250 watt independent station in west. Station equipped with mobile unit, plus air-stuff. Staff is the finest. Opportunity excellent. Successful applicant will understand broadcasting, its technical, credit and personal habits. Income will be determined during personal interview only. Above normal benefits provided. Write Box 950K, BROADCASTING.
Help Wanted—(Cont’d)

Technical
First class telephone announcer-technician capable of operating 2-way radio link transmitter. Box 693K, BROADCASTING.

Experienced engineer capable of maintenance work on Rocky Mountain tower. Will begin to announce 15 hours a week. Half day's pay, nights off. Wants nosey, plugging assistant to manager. Salary about 80K, plus room and board. Dependable man, gets along. Box 763K, BROADCASTING.

Chief engineer—For community television system in southern city. 25 mile monthly. Good television maintenance ability only requirement. We will finish your training on the job. Plenty of technical assistance available. Completely supervisory position. Box 358K, BROADCASTING.

Chief engineer: Opening for qualified man for maintenance and installation. Little or no on-air work. No announcing. Send complete details and salary requirements first letter. Radio Station KIDD, Monterey, California.

WDPR, Chester, Pa. has immediate opening for engineering advisor with first class license. Send full details in letter.

Chief engineer, immediately! Experienced only. Must know commercial and network mixes. Need man for right job. Announcing helpful but not essential. Give background and experience. Write Box 729K, BROADCASTING.


Production-Programming, Others
Secretary. All-around girl. Excellent pay. Box 235K, BROADCASTING.

Immediate opening for fulltime, experienced personal & advertising. Tape, salary requirement, recent snapshot. Box 657K, BROADCASTING.

Traffic girl wanted for Michigan radio-television operation. One of the country’s fine stations. Nice city, beautiful scenery, full information and photo. Box 722K, BROADCASTING.

Attention all top Storz and McLendon type program directors. Have immediate opening for claimed salary of right man to program top rated independent. Must have proven record, full information, photo, tape, immediately. Box 728K, BROADCASTING.

Want young man to be program director for radio station in midwestern market of 20,000. Man with program and promotional ideas and previous dj experience. Expected to handle two-hour am show. Box 727K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for both radio and tv.报告work included photo, captioning, top play-by-play. All sports appearances both radio and tv. Limited duties. Box 723K, BROADCASTING.

News director and tv and radio. Upper midterm. NBC and MBS affiliating station. Send details in Box 727K, BROADCASTING.

News director. Must be experienced news gatherer for fast paced news operation, and capable of directing news team. Mobile cruiser in use. Send tape, photo, resume, reference letters. Box 728L, BROADCASTING.

Ohio, WWISE, Lorain. Program Director. Also need traffic-copy girl.

Help Wanted—(Cont’d)

Production-Programming, Others

News director. Must have previous experience. Requires experience. Excellent opportunity for good man. Send tape and resume to Program Director, WIZE, Springfield, Ohio.

RADIO

Situation Wanted—Management
Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 250K, BROADCASTING.

General manager top industry sales records seeks new opportunity for revenue expansion. Box 368K, BROADCASTING.

Manager-top radio-family man available shortly. I’ll make you good manager, strong on sales. Box 626K, BROADCASTING.

General manager-sales manager. Do you need a man with evidence of his ability to build ratings and increase sales? Fifteen years experience in all phases of radio management with emphasis on sales at both national and local levels. Good agency contacts, knows programming, sales promotion, audience promotion, labor relations. Now is suitable with a large manager in competitive midwestern city. Honored by offices in radio stations and organizations. Wants warmer climate for family. Box 723K, BROADCASTING.

Florida, after May. 12 years am-fm-tv. Management; pd: announcing; CE construction, operation, limiting. Worth $125 start. Box 742K, BROADCASTING.

Want top sapient savvy running your station? With authenticated management history, here is a man available for top opportunities-small markets south of D.C. Box 797K, BROADCASTING.

Qualified and thoroughly experienced all-around radio man desires advancement to commercial or station manager position. Capable of handling all aspects of operation. Excellent business and credit references. Would consider modest investment in excellent potential, Western U.S. metropolitan or medium market only. 710 Wilbur Ave., Reseda, California. Dickens 3-8779.

Available immediately for management and chief engineer position. 19 years radio, train staff. Eddie Lane, P.O. Box 265, Crossville, Tennessee. Phone 37V.

Sales

Salesman/announcer. Solve challenging sales problems. Excellent opportunity. Operate board. Box 705K, BROADCASTING.

Salesman/announcer combination. Experienced all phases. Must be permanent, with potential for advancement. Box 728K, BROADCASTING.

Sales manager, young, aggressive man with ideas and energy wishes to associate with a progressive station. Strong in sales and programming with the best of references. Prefer east or south but will consider any outstanding opportunity. Your inquiry is worth your time. Box 716K, BROADCASTING.

Announcers

Southern Minnesota, 3 years experience, strong news, sell, 24, family. Box 615K, BROADCASTING.


Hello New England: Seven years staff, all phases, married, 32, steady, well versed, well voiced, top air salesman, enjoyed by all ages. Box 736K, BROADCASTING.

Announcer-salesman. Presently employed in top market. Married, top money earner with excellent sales earnings. Mens, extensively. Seeks announcing job with slight emphasis on selling, major city, good markets only. Box 768K, BROADCASTING.

Situations Wanted—(Cont’d)

Announcers

To summer-ize, use young man for staff, or in own show. Good Humor man. Box 679K, BROADCASTING.

Canadian stations: Graduate professional Boston radio-television school. Operate board. Tape, photo, resume on request. Box 691K, BROADCASTING.

Announcer-dj, three years experience, 22 negro. Very dependable, salary employed 4th in smaller market, desire larger market, will try anything. Steady, creative. Box 662K, BROADCASTING.

News—special events—plus, announcer, producer. Work radio and tv. Box 690K, BROADCASTING.

Female, announcer plus. Good background. Women’s programs, plus. Reliable, versatile. Young man determined to succeed. Well trained. Any reasonable offer? Box 706K, BROADCASTING.

Announcer, young, eager to learn. Cooperation. Prefer Penna. Operate board. Box 755K, BROADCASTING.


Negro announcer/dj intelligent, versatile. Good background. Salesman, Handle controls. Box 764K, BROADCASTING.

Announcer—salesman—7 years announcing position in California or Arizona. Box 706K, BROADCASTING.

Personality dj, program director. Six years experience. College. Seeking permanent position with power station, radio and/or tv. Prefer top New England or West Coast. Box 724K, BROADCASTING.


Experienced announcer-dj, seeking position with am station beginning operation soon in small midwest community. Married. Box 723K, BROADCASTING.

Personality deejay-announcer, presently in multi-million eastern market. Desires permanent, competent. Married, veteran. Box 728K, BROADCASTING.

Announcers


Married announcer-newsman desires up-grade position with future. Six years commercial experience. Box 744K, BROADCASTING.

Announcer with first phone, 3½ years experience. Married with family. Have tv experience. Married, one child. Prefer Tulsa or another but? Box 746K, BROADCASTING.

MBS, 8208, Fort Worth. Texas.

1201

BROADCASTING, April 5, 1949
**Situations Wanted—(Cont'd)**

### Announcers
- **Topnotch announcer, employed midwest.** Successful, stable, versatile. References. **Starting $155. Box 747K, BROADCASTING.**
- **Hardworking, sober, single, livewire, mod- erately paid, all-round announcer.** Four years experience. Refer Ohio, Pennsyl- vania area. Box 749K, BROADCASTING.
- **Businessman—personality disc jockey. Ma- verse presentation. Sophisticated delivery. Experienced in record business and broad- casting. Veteran, college graduate. **Box 752K, BROADCASTING.**
- **First license staffer, three years experience all phases. No maintenance. College back- ground. Bold, reliable job, affiliate only.** Rock-n-roll, personality stations don't answer. Virginia Beach. Available immediately. Box 758K, BROADCASTING.

### Situations Wanted—(Cont'd)**

#### Technical
- **Experienced, first phone, transmitter, con- trol room, remote, and equipment con- struction. Box 803K, BROADCASTING.**
- **Chief engineer, experienced construction, maintenance, directionals, field work and over-all station operation. No announcing. Box 866K, BROADCASTING.**
- **Experienced chief engineer desires daytime station in Florida. Strong on maintenance fair announcer. Reply Box 883K, BROADCASTING.**
- **First phone, engineer-announcer. 3½ years experience equipment, 7 months announcing. Directional and remote control. Also audio experience. Box 789K, BROADCASTING.**
- **Florida resident, recent radio school grad, desires position in Florida. Experienced all phases board operation. Also do copywriting. Tape and photo on request. Richard Blood, 841 Tomoka Road, Daytona Beach, Florida.**

### Situations Wanted—(Cont'd)**

#### Production-Programming, Others
- **Sample tape, Canadian, will relocate. Hours increased. Sta- tion WJOK, Orlando, Florida.**
- **Excellent opportunity for experienced all phases engineer. App- lication. Box 893K, BROADCASTING.**

### Situation Wanted—(Cont'd)**

#### Help Wanted—Sales
- **Exceptional opportunity for aggressive young salesman to represent major southwest mar- ket station in adjoining city.** Unusual compen- sation plan to right man. Send resume to Box 693K, BROADCASTING.
- **NBC affiliate in major eastern market needs young, aggressive, ambitious local tv sales- man.** Top compensation, unlimited potential, great opportunity. Send resume, photo immediately to Box 706K, BROADCASTING. Replies confidential.
- **Sales manager for NBC affiliate upper mid- west. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 390K, BROADCASTING.**

### TO A SINGLE OR MULTIPLE STATION OPERATOR

**Are You Looking for a General Sales Manager who**

- **will increase your revenue**
- **can manage your operation(s) someday with your own vigilance for profits, efficiency and quality.**
- **knows how to keep national reps on their toes with personal calls and fact-filled data that agencies and accounts buy from.**

**applied new sales concepts and successfully directed sales for 50 kw when rate was 2 to 4 times higher than closest station in 12 station, 6 million market.**

**will initiate or rigidly maintain one-rate card.**

**never sold ratings and can eliminate most merchandising expenses without sales loss**

**offers you next 30 years (Lord willin')! in exchange for chance to partici- pate in profits and purchase port ownership.**

**needs chance to earn around $20,000 first year.**

**has 10 solid years experience, management and sales in radio, advertising, food and appliances, married, BA.**

**AVAILABLE FOR PERSONAL INTERVIEW—NOW.**

**Box 774K, BROADCASTING.**
Help Wanted—(Cont'd)

Technical

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter, Studio DuMont. Latin by scene.Must be able to operate transmitter and maintain it. Must be experienc- ed. Contact E. M. Tol, Chief Engineer, KWWL-TV, Water- loo, Iowa.

Studio technician with first class license, familiar with operation and maintenance of RCA studio equipment. Send resume with experience and references. A. H. Chisholm, Director of Engineering, WENY-TV, Syracuse, N. Y.

Production-Programming, Others

Film director: For midwest tv station. This man is currently working in a tv film de- partment, and is ready to move up to the depart- ment head. He knows slide, stills, silent and sound film. Has worked in a good darkroom man. He knows shipping. He feels qualified to act as a supervisor. If you are this man, send a complete resume to Box 781K, BROADCASTING.

Experienced newsmen capable of narrating in depth, public service program and writ- ing editorials. Completely equipped 8 man radio and tv department. Box 738K, BROADCASTING.

Promotion and presentation writer-designer wanted by southwestern station. Box 761K, BROADCASTING.

Texas vhf needs experienced staff artist with high degree of creativity. Box 765K, BROADCASTING.

Experienced floorman, cameraman, switcher, now in a production crew. If you have know-how and ideas, send resume to Bill Baldwin, WKKL-TV, Waterloo, Iowa.

Continuity writer: To join writing staff of midwest tv station. Tx experience not necessary, but radio or tv background. Send sample copy and personal data to Jack Kein, Program Director, WTVQ, Rockford, Illinois.

Experienced commercial copywriter for top Miami television station. Prefer experience in areas doing most of own copy work.新三retching, writing, making decisions. Write for details and type of station. Submit resume, copy samples, and letter to Personnel Director, WTVJ, P.O. Box 2770, Miami, Florida.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 14 years televi- sion/radio experience. Also network and agency experience. All previous em- ployees. Box 278K, BROADCASTING.

Sales

Ten years radio-television commercial experience, air work, sales, production, agency, top restaurant. Send resume to High-Potential engineer. Man now placed permanently to move to southern or central California. Write: 2800-28th St., Des Moines, Iowa.

Announcers


Expert horse race announcer seeks tv and radio connection in addition to track PA position. Top rate pay in all sports. Types on request. Box 718K, BROADCASTING.

Technical

11 years experience, 4 years supervisory plus 3 years chief, am-fm-uhf-vhf, studio, transmitter, planning, construction, opera- tion, maintenance. Box 671K, BROADCASTING.

Chief engineer. 9 years experience. Plan- ning and operation. Previously assistant chief engineer. Proven abil- ity, first class references. Box 711K, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

First phone—Experienced in operation and maintenance of transmitter. Will relocate. Box 772K, BROADCASTING.

College-man—seeking summer position. 8 years technical and on-the-air experience. Will travel. Box 788K, BROADCASTING.

Production-Programming, Others

News director. Thirteen-year background in- cludes pubic service programs, news, story, sofa, 561K, BROADCASTING.

Television director with over two years ex- perience in every phase of television pro- duction looking for promising or progressive station. Box 944K, BROADCASTING.

Help! Production manager, 8 years experi- ence, presently employed, must relocate with normal, well adjusted station before losing mind completely! Would prefer southeast-southwest, but can't be too choosy. Someone please make decent offer. Have resume, etc. Will travel. Box 711K, BROADCASTING.

TV program and production manager. Ten years experience. Currently heading own agency but desirous of getting back in to harness. Willing to locate anywhere. Box 752K, BROADCASTING.


Cameraman-announcer-writer. Recent col- lege grad. Relocate. Summer replacement considered. Box 744K, BROADCASTING.

FOR SALE

Equipment

Schafer program automation deluxe pack- age including program preparation unit, plus Schaffer model 600R relay tester and spare relays. All new (de- livered just before Chicago Convention) never used. $11,712.00 value at substan- tial radio expense, all or part. Inquiries invited. Box 760K, BROADCASTING.

Transmission line, 15/8 teflon 20 ft. sections used. Get maximum coverage with highest efficiency. Box 725K, BROADCASTING.

1 REL, 518-B-DL 1 kw fm transmitter using the Armstrong method of modulation. HEL 520-DL 10 kw amplifier. This equip- ment now working in good condition. Available in approximately 30 days. Make us a price. WUSB, Goldsboro, North Caro- lina.

Gates RC-12—1 kw transmitter, 3 years old, complete with tubes, diode, antenna coupler, remote control, plate, and current kits for remote metering plus a RCA voltage meter in perfect shape. $3500. Mel Stone, WLOB, Portland, Maine.

General Electric 8 bay fm antenna and 360 feet of Andrew 614 coaxial line 14th fit- tings. Best offer within one week takes it or both. WEX, Nashville, Tennessee.

Commercial crystals and new or replace- ment crystals for RCA, Gates, W.E., Billie and J-K holders, regrinding, repair, etc. BC- 604 crystals. Also am monitor service. Nationwide satisfied technicians praise our products and fast service. Edison Electronic Co., Box 31, Temple, Texas.

New: Ampex 301-2P $1560; 302-TU $1650; $469; Grove, Roslyn, Pa., Turner 7-4277.

Weather warning receivers for Conelrad and disaster warning systems. Air Alert IL-$45.50, Air Alert I-$38.50, Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

G.E. RT-3A 3 kw fm transmitter in excellent condition, some spare tubes, cables, manuals. Price $2500. RCA TK-41 color camera available. Also fast TV, transmitting studio equipment, STL. Many other broad- cast items. Address Technical Systems 10-01 43rd Ave., L.I.C. 1, N.Y.

Wanted to Buy

TELEVISION

Wanted single market station in Florida, Al- bama, Georgia, South or North Carolina. Confidential. Box 714K, BROADCAST- ING.

Revenue problems? Will invest and contrib- ute to successful management, experience. Top records in revenue expansion. Box 780K, BROADCASTING.

Experienced broadcasters want to lease small-medium market station in southeast. Option considered. Box 785K, BROADCASTING.

Equipment

Dry modulation transformer for a 10 kw. BTA 10-P-F RCA broadcast transmitter using two 6BC-7 tubes on Class "C." Box 659K, BROADCASTING.

Wanted remote tv track, good heavy duty remote control and monitoring equipment. please state condition and cost to Box 724K, BROADCASTING.

Collins 28-V transmitter in good condition for cash, interested in complete and monitor- ing equipment, please state condition and cost to Box 757K, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by corre- spondence or in resident classes. Our schools are located in Washington D.C. and Seattle. For details, write Grantham School, 260 West 14th Street, New York, N. Y., Washington, D. C.


Since 1946, the original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 30, Sept. 2, Oct. 28, 1959. Call Howard C. Ogden, Radio Engineering School, 1159 West Olive Avenue, Burbank, California.

PERSONALIZED bingo cards for radio, tele- vision and newspaper promotions, with IBM controls. Size 4x4½, $2.50 per 1000. Bingo Time U.S.A., Box 906, Denver 1, Colorado. Phone Acme 2-5700.


MISCELLANEOUS

SALES ENGINEER

Broadcast equipment manufacturer has immediate opening for sales en- gineer to travel and sell radio stations in Pennsylvania. This is a once-in-a-lifetime opportunity, Sal- ary plus expense, excellent training and support. Our radio system provides high earning po- tential for aggressive sales-minded individuals. Technical background essential. Permanent position. Many company benefits. Send resume.

Box 748K, BROADCASTING.

RADIO

Help Wanted—Technical

SALES ENGINEER

Broadcast equipment manufacturer has immediate opening for sales en- gineer to travel and sell radio stations in Pennsylvania. This is a once-in-a-lifetime opportunity, Sal- ary plus expense, excellent training and support. Our radio system provides high earning po- tential for aggressive sales-minded individuals. Technical background essential. Permanent position. Many company benefits. Send resume.

Box 748K, BROADCASTING.
FOR SALE

STATIONS

1 KW MIDWEST DAYTIME


Box 782K, BROADCASTING

FOR SALE

1. Calif. Medium 250-w. $150/mo.
   La. Single 250-w. $35/mo.
2. Ala. Medium 1-kw. $65/mo.
5. Ill. Single 500-w. $80/mo.
7. Pa. Small 1-kw. $100/mo.
8. Fl. Single 500-w. $60/mo.
9. N.C. Medium 1-kw. $200/mo.
10. N.Y. Medium 5kw. $250/mo.
11. Fla. Medium 1-kw. $125/mo.
13. S.E. Metro 500-w. $75/mo.
14. S.E. Major 1-kw. $250/mo.
15. Fla. Large 250-w. $250/mo.
17. S.W. Small AM-TV $375/mo.

PAUL H.
CHAPMAN COMPANY
INCOUIRED MEDIA BROKERS

atlanta  chicago  chicago  chicago  chicago

112 w. peaches 30% w. rockers 90% w. rockers

new york  santa barbara

1270 aven. of americas 33 w. michel-seven

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANT ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT APPRAISALS FINANCING HOWARD S. FRAZIER, INC.

1730 wisconsin av., n.w.

Washington, 7, d. c.


PETITION FOR RULEMAKING FILED

WBBT South Bend, Ind. (4-16-50)—Requests increase of power of class III standard broadcasting station to maximum of 25 kw power. Ann. April 24.

INSTRUCTIONS

Want a TV or Radio Job? as announcer, writer, producer?

The National Academy of Broadcasting

334 4th st. Washington, D. C.

Trains and planes men and women.

TOP CAREER

New term starts May 29. Send for folder and list of positions available.

Call DeCotis 2-5500

(For the Record) 107
The paradox of Florida summers

Many people think because Florida is warm in winter its summers must be scorchers. The facts, which run contrary to this general opinion, make a newsworthy feature enlightening as only a paradox can be.

Those who have never visited Florida in summer are always surprised to learn it is cooler than many places a thousand miles to its north.

For example: According to U.S. Weather Bureau figures, the record high temperature at Miami stands at 95°. This compares with New York’s record high of 102°, Cleveland’s 103°, Chicago’s 106°, Denver’s 105°, St. Louis’ 112°, and Los Angeles’ 109°. Miami’s normal summer-time maximum temperatures range below 90° and no point in the state registers the extreme highs recorded in these more northern cities. Cool morning and evening air tempers the climate and prolonged heat waves are unknown.

Though most of Florida lies in subtropic latitudes, the whole state benefits from a unique insular location. It is cooled by breezes off Gulf of Mexico and Atlantic Ocean waters and thousands of inland lakes. State-wide daily mean summer temperatures, reported by seven Florida U.S. Weather Bureau Divisions, have an average of 82.1°.

Florida’s ideal summers coupled with attractive off-season rate reductions, now vie with its winters for vacation popularity.

WANT MORE FACTS, PHOTOS?
The Florida State News Bureau is at your service. Photos, TV-movie shorts, or custom-tailored feature material for your exclusive use can be supplied. Just write or wire...

Florida Development Commission
515-X Carlton Building
Tallahassee, Florida
OUR RESPECTS TO . . .
Aloysius Burke Crotty

A. Burke Crotty remembers the day as if it were yesterday. But it was 20 years ago last Thursday (April 30) that Mr. Crotty and other members of an NBC crew participated in an epoch-making event: the telecasting of the opening of the New York World’s Fair on April 30, 1939, marking the advent of the first regular schedule of TV broadcasts in the U.S.

Today, Mr. Crotty is vice president in charge of radio and television for Ellington & Co., New York advertising agency. But 20 years ago, he was producer of remote telecasts for NBC. Everyone was keyed up for the World’s Fair telecast, Mr. Crotty recalls, but operations ran smoothly. He remembers the many dignitaries who appeared on the first program, including President Franklin D. Roosevelt and Maj. Gen. James G. Harbord, then RCA board chairman; David Sarnoff, RCA president; Lenox R. Lohr, NBC president; Neville Miller, NAB president; and Dr. Vladimir Zworykin, RCA scientist.

Mr. Crotty subsequently was involved in a round of television “firsts”, among which are the telecasting of the first college baseball game, the first heavyweight boxing bout, and the presidential debate, broadcast on October 22, 1960.

Enthusiasm Still Strong • After 20 years, Mr. Crotty still retains his enthusiasm for television, but acknowledges that the medium in one sense has “disappointed” him over the past three years. He believes there was “more excitement in the old days,” adding, “That was an era of experimentation. Today, programming is largely out of the hands of broadcasters and is controlled by people who do not know advertising. In the past few years, programming has been of the ‘copy cat’ variety and I mean westerns and who-dun-its. I maintain that these programs do not provide the proper environment for a commercial.”

He regards as “heartening” the present trend toward live specials and believes this type of programming will be accentuated more and more over the next few years.

Mr. Crotty is a medium-sized man with a ruddy complexion and blue eyes that seem to twinkle constantly. He is a fluent and engaging conversationalist. The “A” in his name stands for “Aloysius” but he always has been known as Burke to his friends.

Mr. Crotty was born in Atlantic Highlands, N.J., on Sept. 3, 1911, but since his father was a shoe salesman, the family lived at various times in New York, Illinois, Michigan and New Jersey. He was graduated from George Washington High School in New York in 1931. While still a senior he obtained a job in the mailroom at NBC. Mr. Crotty explains that he was forced to stay out of high school for a year because of a hip injury and he decided to accept the position “to make up for lost time.”

NBC Is the Winner • His family had hoped he would attend Harvard U. and study for a career in medicine, but Mr. Crotty found his introductory taste of broadcasting too palatable. He chose to remain with NBC.

In 1932 Mr. Crotty was appointed photo editor of the NBC press department. He remained in this position for seven years and the knowledge and background he acquired proved useful when NBC organized its television operation in 1939.

He points out that as photo editor, he learned about photography in all its phases, including newscast photography. He carried on a spirited campaign to associate himself with the fledgling television unit and early in 1939 he was appointed producer of remote telecasts. Mr. Crotty recalls these early days as “lots of fun,” but confesses the work was “hard” and the pace was “hectic.” Numerous problems cropped up and solutions had to be tested for their feasibility. Mr. Crotty and his colleagues, for instance, designed the black and white trunks worn by boxers appearing on telecasts.

Despite his hip injury, Mr. Crotty tried to enlist in the Army, Navy and Marines shortly after Pearl Harbor but was rejected. “But, naturally I was drafted in 1944,” Mr. Crotty comments with good humor. Inducted as a private, he was assigned to produce USO shows at the Hampton Roads Port of Embarkation in Newport News, Va. He attended Officer Candidate School of the Signal Corps at Fort Monmouth, N. J., in 1945. He passed the course and was commissioned a second lieutenant. He was released from service in 1946.

Station Experience Next • He returned to NBC after the war but resigned in 1947 to join ABC-TV as an executive producer. For six months, the network assigned Mr. Crotty to WML-TV Washington, which then was going on the air as an ABC-TV affiliate. He served there as manager of television. Similarly, he was dispatched by ABC-TV to WABC-TV New York, WABC (TV) Chicago and WXYZ-TV Detroit.

In 1950 Mr. Crotty joined the Ellington agency as executive producer. He was promoted to vice president in charge of radio-tv in 1957. Among the programs he produced for Ellington were the Celanese Theater (ABC-TV), Ellery Queen (ABC-TV), Saturday Night Fights (ABC-TV) and Cities Service Band of America (NBC Radio). He points with pride to Celanese Theater, which won a Peabody Award in 1951.

Ellington’s clients now are active in local program sponsorships, local radio-tv. The list includes Cities Service Oil Co., Celanese Corp. of America, Pharmaco Inc., Houbigant Sales Corp. (perfumes and cosmetics), April Showers Toiletries and Streitmann Bakeries.

The Right Impression • “In producing commercials for these clients,” Mr. Crotty reveals, “we try not only to create ‘sell’ copy but also a favorable corporate image. We’re proud to say that we’ve obtained some very satisfactory results.”

Mr. Crotty married the former Louise Schneider of New York in 1936. They have a daughter, Gale, 16, a student at the Oakwood School in Poughkeepsie, N.Y. The family home is in Redding, Conn.

He is a member of the Radio & Television Executives Society; the Academy of Television Arts & Sciences and the Silver Spring Country Club in Ridgefield, Conn. Mr. Crotty is an outdoor man: he enjoys horseback riding and salmon fishing.
EDITORIALS

Labor's day

Labor was in the news last week. NBC-TV was struck without warning by NABET in the first incident involving video tape. President Eisenhower last Wednesday expressed disappointment over the Senate's labor legislation passed the preceding week because it does not deal effectively with secondary boycott or blackball picketing.

The NABET strike is indicative of the arrogance of labor unions since the last elections in which labor-supported candidates won handily almost everywhere. The Kennedy Bill as passed by the Senate proved the strength of labor lobbying in that body.

Broadcasters are vulnerable to the economic pressures applied by labor unions because they are small employers. Two stations which suffered secondary boycotts last year received no help under the existing law.

The Kennedy Bill goes to the House. The President expressed the hope that it will pass a stronger bill. Broadcasters hope so too because they become sitting ducks without protection against secondary boycotts.

The NABET strike committee in Washington last Wednesday, in the midst of the turmoil. A subcommittee was named by Committee Chairman Ward Quaal, WGN-AM-TV Chicago, to direct legislative activities. With him are Les Johnson, WHBF-AM-TV Rock Island, Ill., subcommittee chairman, and William Grant, KOA-AM-TV Denver.

Broadcasters, in their own self-interest, should make known to the new committee now alone have the power to act, the dire consequences of failure to provide protection against the practices of secondary boycotting and coercive picketing, among other evils.

Option time crackdown

The world of television won't have to wait until the June 22 reply deadline to learn the reaction of networks and affiliated stations to the FCC's rule-making proposal that option time be cut by one-half hour per segment and that other restrictions be imposed on network clearances.

The three television networks will oppose the restrictions down the line. The affiliates, through their representative committees which testified a year ago in the Barrow network proceedings, can be expected to renew their plea for the status quo on the three-hour segments. But, to varying degrees, they may go along with the other proposals.

In its ruling, which had the full backing of only four of the seven commissioners, the FCC again concludes that option time is essential in the operation of networks and that networks are necessary. It has done this in the face of a Justice Dept. opinion that option time appears to constitute a violation of the antitrust laws.

Thus, the FCC's proposed action is in the nature of a compromise. It could just as well conclude, after receiving the comments next June and the replies 30 days later, that the existing rules are in the public interest. Or it may ordain a deeper cut than one-half hour per segment.

What is most disturbing is the FCC's further intrusion into contractual and business affairs of stations, networks and other program suppliers. This departs from the Congressional intent in creating the FCC as a regulatory body to effect orderly allocations and to see that electrical interference is controlled.

If the FCC's proposals were adopted in toto the Commission would create for itself a new and thankless problem—policing network-affiliate relations. The FCC has complained over the years that it does not have the budget or manpower to adequately perform its present functions.

Option time and all of the other clearance problems spring from the scarcity of stations in some top markets. If the FCC resolves the allocations plight, there would be no pressures from non-network groups.

One day the TV scarcity problem will be solved. The FCC is actively pursuing this goal, under the eyes of Congress. It would be wrong to saddle existing stations and networks with onerous and possible destructive regulations if the problem can be solved through interplay of competition by alleviating the scarcity factor.

Destination Washington

Whatever decisions may emerge as a result of the Greenbrier meetings 10 days ago, the American Assn. of Advertising Agencies is entitled to an "A" for achievement there in coming to grips with advertising's public relations problems.

These problems—and ways of meeting them—dominated the business sessions of the convention, as reported in this journal a week ago. The agency leaders heard about them on all sides: from a Congressman, from their principal banquet speaker, from their retiring chairman, Dave Danforth of BBDO (Monday Memo, April 20). And the new chairman, Bob Ganger of D'Arcy, saw a "vital need" for greater understanding between advertising and its "publics."

It didn't just happen that PR in one phase or another, especially government relations, occupied such a high place on the agenda. Obviously Chairman Danforth, President Fred Gamble and the other convention planners intended it to be that way.

Delineating the problem is the first step toward solution. So the Greenbrier sessions, having so amply and articulately pointed up the difficulties advertising faces in getting across a true picture of its function, must be called successful.

Action, of course, must follow delineation in the sequence toward solution. Chairman Ganger mentioned proposals for "lobbying, for a Washington headquarters for advertising, for a self-imposed levy on advertising revenue to finance a public education campaign, and for many other kinds of action" as possibilities that are being considered. What course will be chosen—and whether it will involve separate AAAA projects or will proceed through the Advertising Federation of America or as some such joint undertaking—remains to be seen. But it is clear that advertising's image problem, like the one with which television is wrestling, will not go away unassisted.

"So I said to the publisher, let's drop the damn TV log out of the paper and see what happens..."
YOU’VE GOT TO GET UP PRETTY EARLY TO BEAT JACK KROECK* . . .

... early enough, in fact, to talk to attentive farm businessmen at 6:00 a.m., six days a week. Unfortunately for you, if you aspire to replace him as Kansas City’s dominant radio Farm Director, simply setting your alarm for dawn won’t do the job.

The simple fact is that Jack’s drilled himself into the Heartland farmer’s mind like a corn borer into a fresh green stalk. When he talks, the prosperous farm group listens. The reason is that Mr. Kroeck speaks with authority . . . whether he’s reporting fast-breaking market prices or interpreting the latest Washington legislation.

Jack Kroeck is one of the few remaining radio personalities with an honest-to-goodness pre-television style listening audience. His listeners want facts, not entertainment. This serious mood gives his sponsors a rare opportunity to be heard and carefully considered throughout WDAF’s tremendous six-state coverage area . . . far and away the largest in this territory. If you’re interested in the farm market, the men from Christal have the facts.

*Rhymes with heck

WDAF
KANSAS CITY, MO.
on the dial

A NATIONAL THEATRES STATION
"Whizzo" (famous circus clown Frank Wiziarde) is the highest Nielsen-rated kids' personality, network or local, in Kansas City daytime television.

The “Pied Piper of Channel 9”

Every weekday from 10 to 11 a.m., practically every pre-school child in the KMBC-TV area finds himself happily lost in the magic world of “Whizzo's Wonderland.” These small citizens of the Kansas City area's kiddie kingdom count it one of their greatest honors to appear as guests in the studio court of this king of clowns. And each day, eight boys and girls from 3 to 6 years old do just that, singing their favorite tunes—the sponsors' jingles! When her children watch, mother hears them, too!

Sponsors Profit from Whizzo's Appeal

Hill Brothers Self-Service Shoe Stores featured Whizzo during their first week on "Whizzo's Wonderland," noted more than a thousand mentions of the show from customers. Later, an in-store promotion by Whizzo was swamped by 4,000 youngsters and adults. After five months on the show, Hill Brothers expanded their area retail outlets from four to nine.

Hy-Power Chili got a clear idea of the size and enthusiasm of Whizzo's audience through a Whizzo mail contest which pulled more than 50,000 entries!

Holsum Bread, sponsor for two years now, carries Whizzo's picture on every loaf.

Another sponsor, Milgram Food Stores, large local chain, featured Whizzo at a new-store promotion and in a two-hour period drew 3,130 children and 1,981 adults!

TOPularity Rating with Adults

Whizzo's off-air appearances range from hospitals, orphanages and boys' clubs to such visits as that at the Sertoma Club where he drew the largest crowd in the organization's history—all adults—plus his appearance as a featured personality in 1958 for the American Royal Livestock and Horse Show and the Kansas City Automobile Show.

Whizzo’s of-age appearances were worn by the clown’s father in a high-wire circus act (The Wiziarde Trio). Frank started as third member of the trio at age 5.

"Do you like gooseberry lollipops?" Whizzo asks a delighted little girl during his most recent visit to an out-of-town U. S. Army post hospital. With eyes sparkling, she said Whizzo: "This is the happiest day of my life!" (Incidentally, the post authorities dispatched an army airplane for Whizzo's mirth-making mission.)