Hope for equal-time relief: Justice opposes FCC ruling
Tv networks' gross up 12% to $55.5 million in March
Anacin stays top brand spender at television networks
RCA nets $12.9 million in quarter for alltime record

Radio Division

Edward Petry & Co., Inc.
The Original Station Representative
NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
Havana is just one of thousands of cities and towns in Big Aggie Land—the vast, 175-county coverage area defined and delivered by WNAX-570. Whichever town you choose, you'll find Big Aggie an old and trusted friend.

There are 609,590 radio homes in Big Aggie Land. And WNAX-570 delivers a 66.4% share of audience. It's a well-to-do market, too. The 2¼ plus million people who live in Big Aggie Land have a spendable income of over $3 billion.

Profitable promotion in Havana—or anywhere in Big Aggie Land—begins with WNAX-570. See your Katz man.
Coverage that Counts!

Easiest way to get the coverage you need in the vital Lansing-Flint-Jackson area is with the one channel that gets you all three big markets. Now in its 10th year WJIM-TV serves mid-Michigan's 450,000 TV families with the best programs from all three networks.

WJIM-TV

Strategically located to exclusively serve

LANSING....FLINT....JACKSON

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.
Never forget, son...
Lancaster
Harrisburg
York
is ONE TV market
when you use
WGAL-TV

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

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco
Hurt that helped • Advertising plans for Preparation H, hemorrhoid remedy, haven’t been hurt by NAB Television Board’s punitive action against eight television code subscribers who defied TV Code Review Board’s directive to cancel Preparation H commercials (Broadcasting, May 4). Last week Whitehall, maker of Preparation H, added $250,000 to its spot tv budget, and Ted Bates, its agency, asked station representatives for availabilities for new schedule to begin within month. With new budget, Preparation H will be spending nearly $1.5 million a year in spot tv.

So far Whitehall has had no trouble maintaining existing list of stations carrying Preparation H’s forbidden copy. None of the 142 stations, including 68 code subscribers, has cancelled in week since code board’s order. Interesting footnote: one station represented by member of NAB Television Board has been and is carrying Preparation H schedule, according to Bates records.

Chesterfield’s network • Chesterfield cigarettes (Liggett & Myers Tobacco Co.) is all over ABC-TV’s fall schedule in unique pattern for cigarette advertiser. On three nights alone, Chesterfield will sponsor alternate hour of each following programs all slated for 9:30-10:30 p.m.: The Alaskans on Sunday with P & G picking up other half, Adventures in Paradise on Monday and The Untouchables (Desilu package) on Thursday, with alternate hours of last two still open. And for good measure, Chesterfield also is adding two-half-hour weekly shows on ABC-TV by sponsoring half of Black Saddle (which moves from NBC-TV) and new Rebel, Goodson-Todman production that is slated for Sunday nights 8:30-10 p.m. with P & G again joining in sponsorship. McCann-Erickson, New York, is agency.

Box-office notes • Notion that tv play-by-play kills box office being given live in Milwaukee, home of Braves. National League team, as hot this year as last, is averaging only 15,166,000 per home game as against 22,000 last year. There have been no telecasts either of home or road games last year or this.

Tv eyes are on Milwaukee for another reason. With FCC’s approval last Thursday of renewal of ch. 18 WIXX license and transfer to WMIN owner, Gene Pasner, for $50,000 from CBS, insiders expect Zenith to resume negotiations for pay tv test on that facility in line with FCC’s new test rules. Zenith, of course, hopes to get Braves’ games on pay tv basis as centerpiece of test.

Trust-buster • It may be some time before administration chooses permanent successor to Victor R. Hansen who resigned month ago as assistant attorney general in charge of Dept. of Justice’s Antitrust Div. Robert A. Bicks, 31-year-old assistant to Judge Hansen, has been acting chief since his old boss left and would like to move up. He is opposed for his tough policies by some big business supporters of Republican administration but does have substantial political support.

Milk fund • American Dairy Assn. is toying with idea of media indoctrination campaign to offset what it considers unfavorable press (national news magazine and newspaper) allusions to effects of radiation (such as strontium 90) and other agents on dairy products. Organization is considering aggressive campaign among broadcasters and print media to counteract publicity. One possible facet: tie-in of some kind with NAB fall conferences around country.

Tape remotes • Indicative of growing importance of video-tape programming is formation of new organization, Production Alliance, which plans to specialize in on-location taping of special events through use of mobile equipment. Heads of company are Clay Yurdin and Phil Mellilo, who have been active in tv directing and producing, respectively. Initial major assignment: tape production of Mrs. America contest from Fort Lauderdale, Fla., in late June, slated for presentation on CBS-TV.

Awards, awards • Whether they’re Emmys or Oscars, there’s unanimity among critics that tv presentations have little to commend them and that unless some new technique is developed and categories reduced to meaningful limits, they should be abandoned. This was view after last month’s movie Oscar awards. It was even more pronounced following last week’s Emmy awards (story, page 78).

To get away from glut of awards in late spring season, board of directors of National Academy of Recording Arts & Sciences is seriously considering holding second awards dinner this fall, making it annual fall event thereafter. Last week, first NARAS “Grammy” awards ceremonies on Monday were sandwiched between L.A. Ad Women’s “Lulu” awards luncheon on Sunday and Academy of Television Arts & Sciences “Emmy” awards on Wednesday (story, page 78).

Drop-ins • Although FCC discussed new vhf tv drop-ins for at least three markets (Fresno, Columbus, Ga.; Baton Rouge-Hattiesburg) at its meeting last Wednesday, it was unable to resolve them and deferred further consideration for two weeks (until May 20 meeting). FCC Chairman John C. Doerfer, in Japan on cable mission, will be on hand and in position to break reported 3-3 tie. (Craven, Ford, Cross for; Hyde, Bartley, Lee either against or undecided.) These drop-ins would not entail deviations from existing mileage separations but, like some others under consideration, require acquiescence of Mexico or Canada.

Buick’s the buy • Details still are under wraps but Buick Div. of General Motors Corp., Detroit, reportedly will sponsor six Bob Hope specials next season on NBC-TV and four 90-minute shows in alternate positions in Playhouse 90 spot on CBS-TV, Thursdays, next fall. CBS-TV fowrsome will be based on Ernest Hemingway stories. Agency is McCann-Erickson, New York.

Field trip • Miami’s ch. 7 case (WCKT, owned by principals in Miami Herald and Miami Daily News, plus former NBC President Niles Trammell) comes under scrutiny this week with departure of FCC Associate General Counsel Edgar W. Holtz and attorney James Brennan for preliminary investigation in Tampa and Miami. They will interview those mentioned in House Legislative Oversight Committee proceedings, including Mr. Trammell and John S. Knight, and hope to have investigation completed within two or three weeks. Actual hearings, assigned to FCC Examiner Horace Stern, are expected to get under way by June—assuming completion of testimony in Mack-Whitenside trial before Federal District Court in Washington (story page 71).

Incentive plan • United Artists Televison is said to be near deal that could act as strong magnet to movie producers who haven’t yet tried tv. UA-TV’s plan is ambitious tv anthology to which independent motion picture producers—who work under contract for UA-TV’s parent United Artists Corp. but never before in tv—would contribute at least one filmed program. In addition to anthology, UA-TV would consider using any one of episodes if it has promise as peg for individual series.
Experienced hands open a new chapter in Milwaukee TV.
For the first time all of the people of Milwaukee can see CBS programs which are now on VHF Channel 6,

**WITI-TV** a Storer Station

Backing up the great CBS lineup of stars are over 3,000 top movies from Paramount—MGM—20th Century Fox—Screen Gems, and many others. And experienced Storer management ensures integrity of operation and close identification with the community's best interests.

For details on the big change in Milwaukee TV, see your BLAIR TELEVISION ASSOCIATES rep.
WEEK IN BRIEF

Fact and three fables • Aesop might have told these tales in some other fashion, but the morals would have been the same: don’t scare off your prospect by loud argument with a competitor; merchandising benefits may clinch the sale, and don’t overprice yourself. These words of wisdom are pearls from the pen of John C. Simmons, national advertising manager, Dr. Pepper Co., Dallas, and they’re sprinkled generously in this week’s MONDAY MEMO. Page 25.

Dept. of Justice vs FCC • Attorney General calls FCC’s Lar Daly ruling requiring equal time after rival candidates were shown in newscast, a blow at public interest, democratic government and news coverage of political campaigns. Page 27.

March billings roar • TV networks gross time purchases hit over $55.5 million mark, for gain of 12.2%. TVB’s report on network gross billing for March and January-March. Page 32.

Top network advertisers • TVB reports Whitehall’s Anacin as No. 1 brand expenditure in February, P&G leading advertiser and food advertisers continuing ahead of the pack in product category. Page 32.

Cultural tv spree • CBS-TV plans a splurge of informational one-hour specials beginning this fall on a monthly basis, eventually weekly, if networks are allowed to keep their status quo. That’s message of CBS President Frank Stanton to the Ohio State U.’s Institute for Education by Radio-Tv last week. IERT also scans educational tv field. Page 50.

NABET-NBC stalemate • Network rescinds its NABET contract on ground union violated “no strike” clause; union calls this “a unilateral and irresponsible act.” Page 57.

Commission’s option • FCC almost eliminated itself from option time regulation entirely; Bartley motion last month to “cut out” Commission from any supervision over option time lost by only one vote. Page 64.

Probe of programming • No fireworks as FCC starts taking evidence in television network program practices study. First phase consumed with records; inquiry to be resumed after July 1. Page 64.

The v’ shortage • FCC considers, briefly, temporary vhf drop-in actions; staff document lists 36 cities which have less than three ’Vs. Another review possible next week. Page 66.

Fred Astaire’s Emmys • Dancer’s telecast draws nine awards. NBC-TV programs win 26, CBS-TV 16 and ABC-TV 2. Page 78.

Alltime RCA record • First quarter net after taxes is $12.9 million, 44% above same period last year. “NBC is not for sale,” says RCA Chairman David Sarnoff. Page 95.

Payoff in Britain • Commercial tv is prospering there, according to a series of special reports that spell out programming trends as well as the dollars-and-cents aspect. Page 98.

DEPARTMENTS

AT DEADLINE ....................................... 9 LEAD STORY ....................................... 27
BROADCAST ADVERTISING .................. 32 THE MEDIA ........................................ 50
BIZNESS BRIEFLY ............................... 42 MONDAY MEMO .................................. 25
CHANGING HANDS ............................... 62 OPEN MIKE ......................................... 20
CLOSED CIRCUIT ................................ 5 OUR RESPECTS ..................................... 117
COLORCASTING ................................. 86 PLAYBACK .......................................... 46
DATEBOOK ........................................ 14 PROGRAMMING ................................... 77
EDITORIAL PAGE ............................. 118 WEEK’S HEADLINERS ........................... 10
EQUIPMENT & ENGINEERING ............ 95 FANFARE ............................................ 100
FATES & FORTUNES ......................... 89 FATES & FORTUNES ............................ 100
FOR THE RECORD ............................ 104 FOR THE RECORD ............................... 104
GOVERNMENT .................................. 64 INTERNATIONAL ............................... 98

BROADCASTING, May 11, 1959

buy four markets with one purchase, save enough to buy a fifth medium market
Now more advertisers than ever before can piece together some of the strongest – and largest – station line-ups ever made available over network radio. Where? On the expanded ABC Radio Network!

With the addition of Don Lee (a No. 1 regional network) and the affiliation of the important Intermountain and Arizona Networks, ABC has added more than 50 new stations to its powerful line-up. A line-up, by the way, that carries an extensive array of talent – with entertainment, sports and news personalities like those illustrated above, and a 125-man national and international news staff.

Result: An advertiser can sew up the top 50, top 100 or even the top 200 markets with ABC’s superior inside coverage – now stronger than ever before!

We wouldn’t want to needle the competition, but if you’re looking for penetration, where else would you look but ABC?

ABC RADIO NETWORK
**SPRINGFIELD CH. 2 REMANDED**

Court expands ex parte contact ruling

Private conversations with FCC commissioners cannot be excused even if case involves rule-making rather than adjudication.

This is what U.S. Appeals Court said Friday in sending back to FCC Springfield Ch. 2, which had twice been granted permission to hold special hearing to investigate charges of ex parte representations and qualifications of commissioners to vote.

FCC in March 1957 shifted ch. 2 from Springfield to St. Louis, assigned it temporarily to KTVI (TV) there. St. Louis ch. 2 station, now on regular license, is owned by Harry Tenenbaum, Paul E. Peltason, 37.5% each; St. Louis Globe-Democrat, 25%, and stockholders of Louisiana Purchase Co. holding options to purchase about 10%. Messrs. Tenenbaum and Peltason owned KTVI originally when it operated on uhf ch. 36.

During 1958 Legislative Oversight Committee hearings, Mr. Tenenbaum acknowledged that he had seen various commissioners privately, had lunched with each one and had sent each commissioner Christmas with each one.

Commissioners privately, had lunched with each one and had sent each commissioner Christmas with each one.

Appeals decision also ruled that case must be reopened because Commission prescribed cut-off for comments and replies in rule-making case. “The rule cannot be interpreted to permit parties to make off the record contentions that it forbids them to make on the record,” decision stated.

Court ordered new hearing, “with the aid of a specially-appointed hearing examiner,” to determine nature and scope of all ex parte pleas and other approaches and “any other factors that might be thought to require either disqualification” of some Commissioners or parties.

Court said FCC could, in its discretion, continue service in St. Louis on ch. 2. It also retained control of case.

In reference to same court's 1956 ruling in Albany, N.Y., deintermixture case, Judge Edgerton said off-record representations excused there on basis matter was about nationwide intermixure problem and record showed FCC did not consider those off-record interviews in deciding Albany deintermixture.

Springfield ch. 2 case is fifth involving backdoor influences remanded to Commission by courts—although it is first involving rule-making proceeding. Other such cases: Miami ch. 10, Miami ch. 7, Boston ch. 5 and Orlando ch. 9.

**Guild Films reports data sought by SEC**

Guild Films Inc., taken to court fortnight ago by Securities & Exchange Commission (Broadcasting, May 4), filed delinquent 8-K and 10-K reports Friday listing Guild activities, as required by SEC.

Giving information requested by SEC, 8-K report lists (1) June 1957 contract with Chatham Corp. for $1.25 million in spot time (Chatham subsequently assigned contract to Bon Ami); (2) two August 1957 contracts with Bon Ami, one for spot time at $6 million value, second $1.2 million feature film deal. Guild said both contracts were canceled in February because of “difficulties involved in collecting the monthly [$60,000] payments from the Bon Ami Co.”

(3) May 1957 agreement with Glamorene Inc. for $3.4 million in spot time over five years (canceled because of difficulty with agency, Product Services Inc., and Glamorene as to type of spots desired); (4) May 1957 agreement with Nestle-Lemur through Product Services and also for $3.4 million in spot time (canceled for same reason as Glamorene contract, Guild said); (5) October 1957 agreement with Raymond International Inc. for foreign distribution of Minutes of Prayer TV series, cost $2,225,000; (6) May 1958 agreement with Robin International Inc. to purchase from Robin 173,000 Guild shares for $319,000, canceled later; (7) June 1958 contract with then Standard Sulphur whereby Guild turned over foreign distribution rights to certain of its properties to Inter-World TV Films Inc., formed from Standard Sulphur, in exchange for $5 million in debenures and 300,000 shares (25% outstanding) in Inter-World.

In 10-K report filed by Guild, firm disclosed that its operations resulted in $4 million loss for fiscal year ended Nov. 30, 1958. Also, Guild said, losses for three months ended Feb. 28 totaled $350,000.

**NBC, NABET talk**

Prospects for settlement of three-week work stoppage at NBC by National Assn. of Broadcast Employees & Technicians brightened Friday (May 8) when disputants held session for several hours with J. R. Mandelbaum and scheduled another meeting for Saturday (May 9) at 10 a.m. Neither network nor union spokesmen would comment on developments at session but it was reported that general atmosphere had improved. NBC was continuing broadcast schedule with use of about 300 supervisory and management personnel replacing about 1,500 NABET members involved in work stoppage which began April 27 over production of taped program in Paris.
AT DEADLINE
CONTINUED from page 9

Hagerty stands firm

In address prepared for delivery over Mutual Saturday (May 9) James C. Hagerty said there would be no live radio-tv coverage of President’s regular news conferences “as long as I am the President’s press aide.” Reason for obduracy: to prevent communist propagandists from getting hold of “human fluff” and distorting it to their advantage. Earlier in week Mr. Hagerty had substantialized his observation that “everybody makes fluffs.” At Emmy Awards ceremonies Wednesday (May 6) upon presenting citation for spot news coverage won by CBS to its representative, John Day, he referred to recipient as John Charles Daly (ABC vice president-commentator).

Bolling still grows

Bolling Co., N.Y., radio-tv station representative which last week announced opening of offices in Atlanta, Memphis and Denver, today (May 11) also announces addition of St. Louis and Kansas City offices, opening June 1. Eugene F. Gray, previously general sales manager at KTVH (TV) Wichita, Kan., and media director at Allmayer, Fox & Reshkin Agency Inc., Kansas City, appointed manager of new Kansas City branch in KMBC Bldg., 11th and Central; telephone: Grand 1-7822. Mr. Gray also will be in charge of St. Louis operation until manager is named there. St. Louis address is 705 Olive St.; telephone: Chestnut 1-4350.

Daly wants hearing

Lar Daly, perennial splinter candidate, said Friday he has asked FCC to reject petition of Attorney General Rogers in Chicago Sec. 315 newscast case (page 27) and has requested immediate personal hearing in Washington.

WEEK’S HEADLINERS

FRANK E. PELLEGRIN, partner, vp and tv sales manager of H-R Television and H-R Representatives, N.Y., slated to assume presidency of Radio & Television Executives Society Wednesday (May 13) at business meeting in New York. Mr. Pellegrin thus scores twice: first executive from station representative field to head RTES and first executive in broadcast field to head both RTES and Broadcast Pioneers at same time (he leaves presidency of Broadcast Pioneers on July 1). Mr. Pellegrin has been active in radio-tv management, sales, promotion and public relations for past 25 years, is author of two books on time sales, was founder and first director of the Broadcast Advertising Bureau of NAB, which evolved into Radio Advertising Bureau and Television Bureau of Advertising.

LEN V. LEVY, previously executive producer and manager of Chicago office of Robert Lawrence Productions, film producer, and formerly executive producer of Kling Film Productions’ tv commercial department, appointed chief of radio-tv production at North Adv., Chicago-based agency.

ARNOLD F. SCHORN JR., general manager of WPRO-AM-FM-TV Providence, R.I., appointed executive vp of WBDO - AM - FM - TV Orlando, Fla. (Cherry Broadcasting Co.) JOSEPH P. DOUGHERTY, formerly sales manager of WJZ-TV Baltimore, appointed general manager of WPRO-TV effective today (May 11). Mr. Schoen, who will remain in full-time capacity with Providence stations for at least another month, will continue to serve Capital Cities Television Corp. (which bought WPRO-AM-FM-TV in March) as administrative consultant. In Orlando he will also be responsible for acquisition of additional and related properties for Cherry Broadcasting Co. Mr. Dougherty, prior to his WJZ-TV service, was assistant sales manager of KYW-TV Cleveland, both stations being Westinghouse Broadcasting Co. stations.

MR. KINTNER

EARL W. KINTNER, general counsel of Federal Trade Commission, nominated by President Eisenhower to be member of FTC. Mr. Kintner was named to succeed JOHN W. GWYNNE, whose resignation effective June 1 was announced by White House last Thursday (May 7). Mr. Kintner slated to fill Mr. Gwynne’s unexpired term until September 1960. With FTC since 1948 when he was employed as senior trial attorney, Mr. Kintner has been its general counsel and chief legal advisor for past six years. Previously he was with United Nations War Crimes Commission from 1945-48.

MR. REED

PINCKNEY B. REED, vp of RCA, appointed to newly-created, top-level position in Washington, where he will provide staff coordination of RCA’s business activities with federal agencies and represent company’s management. He has been vp of RCA since 1957, and formerly was in charge of RCA International Sales and most recently of educational electronics. He has served RCA continuously since 1930 in various engineering, sales and administrative positions. Mr. Reed was also vp of RCA Service Co. where he organized Government Service Dept.

Mr. Kintner

Mr. Reed

Mr. Schoen

Mr. Dougherty

Mr. Mccormick

STEPHEN J. MCCORMICK, news editor of Mutual Broadcasting System, promoted to director of network, effective today (May 11). Starting this week, Mr. McCormick will reduce his on-the-air assignments from three five-minute shows daily to one five-minute news broadcast to concentrate on his new duties. He joined Mutual’s news staff in Washington in 1957. Mr. McCormick was White House reporter and presidential announcer for WOL Washington from 1936 until 1951, and subsequently was free-lance announcer for several radio programs, including American Forum of the Air and Youth Wants to Know. From 1951-53, Mr. McCormick was radio-tv counsel to Federal Civil Defense Administration.

For other News of People See Fates & Fortunes

Broadcasting, May 11, 1959
You will find that the Salt Lake City, Ogden, Provo, Utah market now ranks 37th in the United States.*

*Sales Management Survey of Buying Power 1959

KDYL KTVT4 NBC Affiliates in Utah more than cover this important market area. National Representative Katz Agency, Inc.
OPEN A NEW EXCITEMENT ON 39 ACTION-FILLED TRAVEL FOR THIS SERIES BY A DARING "Seven League Boots"
WORLD OF TELEVISION!

ADVENTURES EXCLUSIVELY FILMED GLOBE-GIRDLING CAMERA CARAVAN!

Producer and Host
JACK DOUGLAS

who pioneered travel-adventure shows with such Emmy winning syndicated series as "I Search for Adventure", "The Golden Voyage"...and the NAB/RAT award winning network series, "Bold Journey", sponsored by Ralston-Purina.

An entirely new concept in adventure...a world that would take more than a lifetime to see! Never-before-photographed rituals, untouched beauty, breath-taking exploits and feats!

"Sin, Smoke and Singapore", "Dead Sea Scrolls", "The Happy Kingdom of Hunza", "Strong Men of Persia" are just a few of the fascinating titles.

"Seven League Boots" is a family-appeal series unlike any ever produced for television. See it...you'll buy it!

AVAILABLE NOW...CALL

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK - DETROIT - CHICAGO - HOUSTON - HOLLYWOOD - ATLANTA - TORONTO
**Double Double Impact Impact**

**A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS**

*(Indicates first or revised listing)*

May 12—Wisconsin FM Clinic, Center Bldg., 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—California Broadcasters Assn., Hotel Ft. Des Moines, Des Moines, Iowa. Herbert 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 relation of operating costs and Raft Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Other speakers: Daniel F. Kops, WAVZ New Haven, Conn., editorializing; Elliott M. Sanger, WQXR-FM New York, new fm developments; Michael J. Donovan, Benton & Bowles vp, agency’s view of programming; Robert E. Eastman, “From Rep to Net to Rep”; Thaddeus S. Kelly, McCann-Erickson, and Walter Bowe, Warner-Lambert Pharmaceuticals, agency-advertiser station relations; John J. Ryan, Advertising Federation of America.

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

May 14—University of Michigan Advertising Conference. Agency and advertising executives will appear as panel leaders. There is the search for certainty in advertising. Speakers include Charles F. Rosen, W.B. Doner & Co., Detroit; Maxwell Ues, Kenyon & Eckhardt; Patrick J. Robinson, Imperial Oil Ltd.; Prof. Irving M. Copi and Prof. Norman R.F. Maier, Michigan, Ohio, Indiana and Ontario advertising groups are cooperating.


May 14—NAB TV Advisory Committee on Video Tape Usage, NAB hders., Washington.

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 conjunction with Iowa Radio & Television News Directors Assn. convention.

May 16—Florida UPI Broadcasters, Silver Springs.

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, onetime network commentator; now with WTTW-TV (TV) Indianapolis. Illinois AP Radio-TV Assn., annual meeting and United Press International business meeting also to be held.

May 18-20—Annual Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 19—Film Producers Assn. of New York, annual industry dinner, Hotel Plaza, New York.

May 19—Wisconsin Broadcasters Assn., Plan-kinton Hotel, Milwaukee. H.V. Kaltenborn, pioneer news commentator, and Charles H. Tower, NAB personnel-economics manager, will be speakers.

May 19—Broadcasting Day, Emerson College, Boston. Theme is international broadcasting. Panel moderator will be Franklin A. Tooke, WBZ-TV Boston. Banquet follows at Hotel Vendome with Henry Loomis, Voice of America director, as speaker.

May 20-22—Electronic Industries Assn., 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor. Officers will be elected.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling Docket No. 9321 et al.

May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Cary Cleveland Myers, editor, Highlights for Children magazine, will be chief speaker.

May 21-23—Montana Radio Stations Inc., Rainbow Hotel, Great Falls.


May 23—Kansas Assn. of Radio Broadcasters, Lassen Hotel, Wichita. Douglas A. Anello, NAB chief attorney, will speak.

May 25—Testimony commences in FCC’s study of use of spectrum in 25-890 mc region. Witness permitted to spend 15 minutes on position already stated in comments filed in March. Broadcast representatives bring up tall of witness list. Hearing is before FCC en banc. Docket 11,997.


May 27—New Jersey Broadcasters Assn. spring meeting, Rutgers u. campus, Rutgers. Topics include single vs. multiple rate and station apraisals.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive-vice president; Gordon McLeendon, head of McLeendon station group; NAB President Harold E. Fellows (ex-senator) three station representative-executives—John Blair, Robert Eastman and
One-third of all commercials today are completely ineffective in selling the product. So says research. . . . 9 out of 10, you will probably agree, are less than great. To score over competition, you must look upon Radio-TV as a selling medium, not just a form of entertainment . . . and on the commercial as the most important part of this great selling tool.  

N. W. AYER & SON, INC.

The commercial is the payoff
We are pleased that Office Management Magazine selected our new offices (shown in the background) for their 1959 Award for functional excellence—but we are far more pleased with the salesmanship emanating from these offices, which resulted in an average dollar increase of 58% for all Headley-Reed represented television stations so far this year.

These gains, for the first quarter of '59 over '58,
are for the same 16 television properties represented a year ago. They are not accident, but the result of a definite sales plan, unique we believe, in station representation.

TV Station Operators: We will be glad to tell you, in confidence, of our new approach and explore with you, quite frankly, whether it will mean sales increases for you. Contact: Robert A. Schmid, Vice President, Station Development Division, New York.

Contact: Robert A. Schmid, Vice President, Station Development Division, New York.
The station for whirl-wind
sales action!

WWRL
THE FAMILY STATION
5000 WATTS
NEW YORK

WWRL... puts the act in action by speaking the language of New York's over-expanding Negro and Puerto Rican market. Top personalities sell your product 24 hours a day. Get in the sales
whirl... buy WWRL.

MERCHANTISING PLUS: Ask about our "geared-to-sell" merchandising plan.

FREE REPORT
NEGO MARKET IN NEW YORK POPULATION STUDY

on the air 24 hours
DE 5-1600

in Medicine...
in TV and Radio...
IT'S BROADCASTING YEARBOOK!

It's Gray's Anatomy

Make no bones about it. Among medical
men, Gray's simple-titled "Anatomy" is
THE factual authority in its field. And
among the busy people who spend money
in broadcast advertising, there's no sub-
stitute for BROADCASTING YEARBOOK
-- the annual compendium of television and
radio information compiled by the busi-
ness-wise editors of BROADCASTING
Magazine. Here, within a single set of
covers, are all THE authoritative facts,
analyses, studies and directories that TV-
& radio decision-makers will consult again
and again for a full year. The 1959 edition of
Broadcasting Yearbook comes off the
press in August...more comprehensive,
more indispensable than ever. Among its
16,000 paid subscribers will be (as usual)
the most important people in broadcast
advertising...men and women who must
have facts (and know where to find them);
in short, it's a perfect place to tell your
facts. Deadline for proofs, July 1; final
deadline, July 15. Regular rates prevail.
Reserve NOW and be sure of a front-row
seat! Call or wire collect!

Adam Young, Storz stations are sponsoring semi-
ar with Bill Stewart as convention coordinator.

JUNE
June 1-3—National microwave symposium, Pro-
essional Group on Microwave Theory & Tech-
niques, Boston Section, Paine Hall, Harvard U.,
Cambridge, Mass.
June 2—Special NAB TV Public Information
Committee, formed to draw up national program,
will hold first meeting in New York.
June 3-5—Armed Forces Communications & Elec-
tronics Assn., annual convention, Sheraton-Park
Hotel, Washington, D.C.
June 4-6—Broadband Seminar under auspices
of WGN-FM Newsweek, New York, Chamber-
ilin Hotel, Old Point Comfort, Va. Agency panels
on fm and its future are planned. Other topics--
FCC multiplexing regulations; is multiplex a
broadcast or nonbroadcast service; must back-
ground and store services be broadcast on a
subchannel only; music licensing fees; stereo;
fm sales prospects; fm promotion. Dan Hyndrick
Jr., WGN-FM general manager, is in charge of
planning.
June 4-6—First meeting of new FM Assn. of
Broadcasters, Chamberlin Hotel, Old Point Com-
fort, Va. Association was formed during NAB
convention last March, supplanting FM Develop-
ment Assn.
June 5—NAB TV-Music Advisory Committee,
NAB hotels, Washington.
June 5—First Gold Liberty Bell Award of
Philadelphia TV & Radio Advertising Club will
be presented at club's banquet, Warwick Hotel.
Recipients will be Freeman Gosden and Charles
Correll (Amos 'n Andy).
June 7-9—North Carolina Assn. of Broad-
casters, Morehead Baltimore Hotel, Morehead
City.
June 7-10—Advertising Federation of America,
annual convention, Hotel Leamington, Minneapolis.
An advertising "situation report" will feature
Jean Wade Rindlaub, BBDO vice president; Fairfax M.
Cone, chairman of Foste, Cone & Belding, and
Sen. Hubert Humphrey (D-Minn.). Public serv-
ice awards will be presented. Other speakers:
David Susskind, executive vice president of Talent
Assoc.; Mitch Miller, Columbia Records; James
S. Fish, General Mills, presenting at the awards
luncheon; John J. Ryan, AFA counsel.
June 8-9—Panel on spectrum allocation before
Communications Subcommittee of House Com-
merce Committee.
June 12-16—National Federation of Advertising
Agencies, annual convention, Chatham Bars Inn,
Chatham, Mass.
June 13-14—UPI Broadcasters of Pennsylvania,
Penn-Harris Hotel, Harrisburg. Gov. David L.
Lawrence, principal speaker.
June 13-14—UPI Broadcasters Assn. of Texas,
annual meeting, Hilton Hotel, San Antonio.
June 13-14—Louisiana-Mississippi AP Broad-
casters Assn. Jacksonson Motel, Jackson, Miss.
June 14-17—National Industrial Advertisers Assn.,
national convention, Fairmont and Mark Hopkins
Hotels, San Francisco.
*June 15-16—Tv medical symposium, Naval Med-
cal Center, Bethesda, Md., for armed forces and
medical schools; On agenda: Color microscopy,
medical and dental tv systems; tv cameras; tv
distribution; projectors; lighting; recording; tv
costs and planning.
*June 15-19—NAB Combined Boards of Direc-
tors, NAB hotels, Washington. Committee meet-
ings begun to determine and indoctrination of new directors June
15-16; Tv Board June 17; Radio Board June
18; joint boards, June 19.
*June 15-26—Summer workshop for communica-
tions librarians, Syracuse U. School of Journalism
and School of Library Science, Syracuse, N.Y.
Long life and stable performance of RCA power tubes are a result of more than two decades of experience in designing and building tubes for transmitters at all commercial power levels. Take the RCA-5762, for example. The time-proved original design of this famous power triode has withstood severe tests over many years of on-air operation. Kept up-to-date with the most modern techniques, this high-quality power tube is today a better investment than ever.

To get all the hours of tube life you pay for, go RCA. For prompt service, all it takes is a phone call—to your RCA Industrial Tube Distributor.
OPEN MIKE

Agency is impressed

EDITOR:

The copy is bright, crisp, accurate, and the way you handled the stills from our ID's is at least as good as they look on camera! It's a fine example of how to make a general news release into an exclusive.

Virginia L. Grimes
Geyer, Morey, Madden & Ballard
New York

Whirley-Whirler a whiz

EDITOR:

The story in Broadcasting (page 39, April 27) was really great. I received many calls and in fact letters from across the country... Would like to get about 100 tear sheets...

John l. Hyatt
The Whirley Corp.
St. Louis

Among KMOP buyers

EDITOR:

Included among the purchasers [KMOP Texarkana, Tex.] is Ken Ferguson, formerly manager of KBRZ Freeport, Tenn. We omitted this from the story (page 68, April 20).

Jack L. Stoll & Assoc.
Los Angeles

Border station 'feuding'

EDITOR:

Regarding the continuing harassment by KFMB-TV [San Diego] of XETV (TV) [Tijuana] for serving the greater San Diego community (Broadcasting, April 6, page 79): a similar situation has satisfactorily prevailed in the Detroit market for many years with CKLW-TV serving the greater Detroit community from Windsor, Ont.

The Tijuana station is certainly no quack-medicine type of operation. Surely the "good neighbor policy" deserves better than mere lip service!

Araldo Calle J.
Box 17, Boston 64
CONGRATULATIONS to KYW Radio for being Cleveland’s No. 1 Station
BUT...

The NEW

WHK COLOR RADIO

is NOW NO.

from 7 a.m. to 6 p.m.
according to the
latest C. E. HOOPER
survey April, 1959 with
a gain of 149% in
only 22 DAYS

*Cleveland’s Most Talked About Station

The NEW

WHK
COLOR RADIO • CHANNEL 14
FOR DETAILS CALL COLLECT
Harvey L. Glascock • General Manager
Division of Metropolitan Broadcasting Corporation
On May 1st

McGAVREN

National Radio Station Representatives
NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES

Meets

KROW · 960
McLENDON

"A new treat is in store for Bay area listeners."

Represented Nationally by Daren F. McGavren Co., Inc.

SAN FRANCISCO
OAKLAND

KLIF - DALLAS
KILT - HOUSTON
KTSA - SAN ANTONIO
WAKY - LOUISVILLE
KEEL - SHREVEPORT

Other McLENDON Stations

Represented by JOHN BLAIR CO.
KRON is TV in SF

San Franciscans are sold on KRON-TV

11.9 March Nielsen!
THE THREE STOOGES
Sundays 5:00 - 5:30 P.M.
Participations Available

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •
MONDAY MEMO
from JOHN C. SIMMONS, national advertising manager, Dr. Pepper Co., Dallas

Don't forget the fundamentals

Here are three fables. If they start you thinking of station rating wars, unrealistic rate structures or similar broadcasting foibles, it's because they're supposed to. They're reminders to us all not to forget the fundamentals.

* * *

Two very large and very proud bull elephants occupied the same area in a jungle on opposite sides of a wide, uncrossable watering hole. The first elephant, mighty of tusk and wide of ear, considered himself quite important—particularly to female elephants—and spent hours on his side of the wide, uncrossable watering hole trumpeting, throwing dust on his back and otherwise cavorting in the prescribed manner of an important elephant.

The second elephant, equally endowed and self-appreciated, spent his time in the same manner on his side of the wide, uncrossable watering hole.

Whenever the two elephants spied each other across the pond—particularly when female elephants were around—there was much bellowing, tearing down of small trees and general raising of dust clouds. Violent, angry accusations, threats and comments on the other's ancestry and ability bounced back and forth across the wide, uncrossable watering hole.

When this occurred, insects, birds, rodents, reptiles and all the lesser creatures vacated the immediate area with great speed—and, sure enough, so did all the female elephants.

Moral • Loud, public arguments among the mighty may be good for the ego—but they sometimes turn away those we're trying to impress.

* * *

Many years ago, a certain rich king wished to build a room onto his castle in which to store his vast supply of spears, broadaxes, armor, swords and trappings. The king was quite concerned about this because just being king was trouble enough.

There were constant skirmishes to look after—a cousin or brother or nephew who occupied a nearby kingdom would attempt to steal cattle, or serfs, or acquire a little more land, and down would go the drawbridge and off would go the king and his men to settle the matter.

This oft-repeated activity meant that spears, broadaxes, armor, swords and trappings must be kept handy and in good supply. And, after stumbling over his sword and bumping his royal head on his hanging armor a few times, the good king decided to construct a storage room.

Being a sound businessman, he called in three builders and discussed the matter with each of them. After serious consideration the king asked the third builder to construct the room. The other builders came to ask why they had not been granted the job.

To this the king answered, "Like you, builder No. 3 promised much quality in stone blocks, oaken beams and hand-hammered iron hinges—but—something you did not do—he promised one additional service . . . he will tell all my people, and all of the people of my cousins and nephews and brothers all about the quantity and quality of my spears, broadaxes, armor, swords and trappings . . ."

Moral • Merchandising benefits can often be the deciding factor in the selection of services which appear to be nearly equal.

* * *

While scooping out a tree-trunk to make a canoe one day, a caveman named Lesser Oog discovered that a particular type of rock found only under a particular waterfall—cut wood fast and cleanly. He finished his canoe rapidly, while his neighbors were still chipping and chopping and gouging. He offered to finish their canoes for seven clams each and, at six clams and ten grubworms each, an agreement was reached and Lesser Oog went to work. Soon he was chopping out tree-trunks for everyone, making new canoes for ten clams each and the whole community gleefully paddled up and down the river digging more clams to buy more canoes.

After a time, Lesser Oog—by now employing five second cousins to chop down and haul tree-trunks for him—decided he was underpaid for his canoes. After all, no one else had been able to find the particular type of rock—found only under a particular waterfall—and orders on hand would keep him busy for many moons. So Lesser Oog announced a new charge: 20 clams.

This was received with some grumbling but business continued at almost its former pace. There was, of course, the unpleasantness of having to give more grubworms to the tree-haulers, but generally things went well for Greater Oog (a name change was only proper for a man of such importance).

Then, suddenly the word spread like wildfire—there was no need to buy twenty-clam canoes from Oog! Lesser Igg had discovered an even harder type of rock—found only under another particular waterfall—that chopped wood even faster . . . and Lesser Igg would sell his canoes, with a fishing bone thrown in, for only six clams! Very soon, Lesser Oog was a tree-hauler for Greater Igg, being paid twelve grubworms a moon and wondering what had happened.

Moral • It can be dangerous to assume that, as long as you've got all the business, you should price your service accordingly.

John C. Simmons has worked with radio-tv all of his business life. An advertising agency man for 10 years, Mr. Simmons was formerly vice president and office manager of Ruthrauff & Ryan. Earlier, he organized and managed the 105-station Griesedieck Bros. Cardinal Baseball Radio Network (St. Louis-originated) for several years. A graduate of Louisiana State U. and an Air Force veteran, Mr. Simmons continually works for better productivity of broadcast media and was a charterboard member of the Asn. of Broadcasting Executives of Texas. He joined Dr. Pepper in 1956 and is responsible for all advertising activities of the company, including its national network radio show and tv programming on many stations around the country. Radio and tv easily represent Dr. Pepper's largest single ad investment.
Select morning participations now available in Washington, D.C., on WRC-TV's Inga's Angle (9:05 - 9:30 a.m.) and unusual nighttime program availability, Russ Ward and the News (11:10 - 11:15 p.m.).

Inga Rundvold is Washington's First Lady of Television, on first-name terms with top entertainment stars and homemaking pros. Her "Figure Formula" is a favorite of D.C. women, and a regular feature of her WRC-TV program. Pretty as her picture, she's the perfect hostess to introduce your product to her loyal following. Russ Ward is an expert on the local scene in the nation's capital. A regular contributor to the NBC Radio Network's Monitor, World News Roundup and News on the Hour. His WRC-TV nighttime reports have won him the admiration of a large viewing audience and his associates as well. A solid background for a quality product or service that demands an atmosphere of authority. Call WRC-TV or NBC Spot Sales and reserve your schedule with Inga and Russ now!

NBC LEADERSHIP STATION IN WASHINGTON, D. C. SOLD BY NBC SPOT SALES
HOPES RISE FOR SEC. 315 RELIEF

Attorney General urges FCC to reverse equal time ruling;
Senate gets new bill to correct some campaign coverage ills

A major break-through in the industry's fight for relief from equal-time requirements of the political broadcasting law was supplied last week by the Dept. of Justice.

A spring-long series of developments in the political broadcasting controversy culminated Thursday (May 7) in a knuckle-cracking rebuke administered to the FCC by Attorney General William P. Rogers.

Official Washington and broadcasters watched with interest as the top legal branch of the government told the FCC in blunt language that it ought to apply the "public interest" test to its Feb. 18 decision in the Daly case.

The FCC was urged to reconsider and reverse its ruling that the Chicago splinter candidate for the mayoralty was entitled to equal time when his opponents appeared in ceremonial roles on regular newscasts.

President's Order — Attorney General Rogers' recommendation was made in response to a Presidential request. "Ridiculous," the President had stated last March 18 when he heard of the Lar Daly decision.

Last week's activity included:
• House Commerce Committee viewing of a film of a Lar Daly appearance on WBBM-TV Chicago (see pictures below).
• Intense FCC silence after receipt of the Attorney General's report, with no word on what might come next.
• Introduction of a bill by Sen. Vance Hartke (D-Ind.) amending Sec. 315 of the Communications Act to exempt newscasts from the equal-time clause, remove stations from libel liability in some political broadcasts and eliminate splinter candidates for President and Vice President from equal-time requirements (see story next page).

A tribute to the news role of radio-tv in political campaigns was paid by Mr. Rogers; a "real benefit" he said might disappear if the decision isn't reversed. He argued the matter goes right to the core of the American system of government.

In viewing a film of Lar Daly's Feb. 18 appearance on WBBM-TV, granted by the station after other candidates had been given a chance to campaign on its facilities, the House committee saw him in a typical "America First" role with Uncle Sam costume and off-beat campaign issues.

This Feb. 18 program was a direct equal-time grant by WBBM-TV and not related to the controversy over the status of newscasts under Sec. 315. It preceded the incident that led to Mr. Rogers' opinion of last week.

Special Conference — First word of the Attorney General's demand, appearing in "a memorandum of the United States re applicability of Sec. 315 to routine news coverage of political campaigns," came during a special news conference called at 11:30 a.m. Thursday (May 7) by James C. Hagerty, Presidential news secretary.

Mr. Hagerty said the memorandum had been presented in person to the President by Attorney General Rogers.

By afternoon federal officials and communications attorneys were specu-

Majesty of the law — CBS-TV demonstrated to the House Commerce Committee last week the most recent example of Sec. 315 in action. Joseph H. Ream, CBS Washington vice president, showed committeemen a half-hour film of a political broadcast by candidate-for-everything Lar "America First" Daly which the network's WBBM-TV Chicago broadcast last Feb. 18. Mr. Daly was a splinter candidate for mayor of Chicago, and was granted time after the incumbent, Mayor Richard Daley, a candidate for reelection, had made a "report to the people" on the station.

The picture at left shows the film as it was presented Thursday (May 7) to about half of the 33 members of the House Commerce Committee. In this frame, Mr. Daly, dressed in the costume he has worn for many campaigns, including one for the U.S. presidency in 1956, appealed for votes (he received the grand total of two in the general majorlty election). The principal planks of Mr. Daly's platform which he presented on WBBM-TV were: (1) abolish the public schools, (2) abolish public housing, (3) legalize gambling for tax revenue.

The picture at right shows some of the House committeemen as they watched the Daly film.
lating on the unusual situation. While the Dept. of Justice and FCC have disagreed frequently on such matters as antitrust policies and routine appeals, the strong language used in the memo was untypical in tone. The speculation included such angles as the Dept. of Justice role should FCC stick to its original Lar Daly decision and the case go to an appellate court.

Petitions for reconsideration of the Lar Daly decision have been filed with the NRC, Waringhouse Broadcasting Co. and NAB.

The Attorney General's memorandum urged "reconsideration and reversal of the Commission's Lar Daly ruling." The memo cited the routine nature of the newscasts that led to the Chicago trouble.

In the newscasts Mayor Richard Daly was shown greeting the president of Argentina at the Chicago airport, opening the Mothers' March of Dimes drive and filing his nominating petition for re-election.

Lar Daly, also a candidate in the primary election, demanded equal time and protested to the FCC when it was not granted.

The FCC held that Mayor Daly's appearances amounted to a "use" of the station under Sec. 315 though the candidate in no case directly or indirectly asked to go on the air.

Not a 'Use' • The Attorney General's memo last week said: "Urging reconsideration and reversal of this decision, the United States' position is that Sec. 315 does not support the holding that every time a candidate is shown on a regular news program, at the station's sole initiative, such showing constitutes a 'use' by him. Especially so since such holding, by requiring the grant of equal time for all other candidates, might effectively bar all direct news coverage of important campaign developments."

Taking a practical look, the Attorney General's holding "would make impossible the successful news programming of a campaign. Thus the public interest which is best served by the widest coverage of campaign events would be frustrated."

What's needed, the memo added, is "a common-sense application of the Communications Act's 'public interest' standard which requires television and radio stations to make a fair presentation of public issues."

The Attorney General contended Sec. 315 provides that if a licensee "permits" a person to use the station it shall afford equal opportunity to other candidates, but said it is clear the language is aimed at use by candidates of particular station facilities as part of their political campaign activities rather than reporting of the news.

Vital Question • The Attorney General said the question "goes to the heart of the effective operation of our system of government," pointing to the need of an informed electorate. The memo said, "To this end, radio and television broadcasting, by bringing the voices and visual images of candidates into the homes of the voters, performs a service impossible in previous generations."

This "real benefit" to the people may be virtually eliminated as far as news programs are concerned if the FCC's ruling stands, the department continued. It suggested the ruling conflicts with FCC's view that it believes wide campaign coverage is in the public interest.

Every station is required by law to give fair, balanced news coverage of campaigns, it was stated, and "generally speaking" they have done so, according to the memo.

The memo's conclusion cites the unsettled effects of the FCC's Lar Daly ruling on news coverage of campaigns, stating, "An opinion reversing its previous determination . . . seems called for."

Signing the memo besides Attorney General Rogers were Robert A. Bicks, acting assistant attorney general, and Richard A. Solomon, Dept. of Justice attorney and formerly FCC assistant general counsel in charge of litigation.

How It Began • FCC's Lar Daly ruling last Feb. 18 started the turmoil over political candidates. The Commission by a 4-3 vote ruled Mr. Daly was entitled to equal time after Mr. Daly had filed an FCC appeal Feb. 14. After viewing film clips of newscasts showing Mayor Richard J. Daley, of Chicago, in ceremonial roles, the FCC handed down its ruling. FCC dissenters were Chmn. John C. Doerfer, John Cross and T.A.M. Craven. The ruling climaxd a long fight that started in 1956 when Mr. Daly asked time from all networks to answer broadcasts by President Eisenhower. At that time Mr. Daly was a candidate for the Republican Presidential nomination.

President Eisenhower's attention was called to the equal-time confusion last March by Frank Stanton, CBS president. After reviewing the facts the President made known his views March 18 through Mr. Hagerty. "Ridiculous," the President said. Mr. Hagerty stressed the President was not criticizing the Commission but said the Attorney General should study the case. The President's request was limited to the question of newscasts and did not go into the problem of requiring equal time for splinter and crackpot candidates.

Sen. Hartke offers Sec. 315 corrections

Sen. Vance Hartke (D-Ind.) introduced his "Fair Political Broadcasting Act of 1959" (S 1858) last Tuesday (May 5) and within two days had five co-sponsoring Senators. His bill goes far beyond five others giving broadcasters relief from Sec. 315 which already have been introduced in this session of Congress.

In addition to exempting newscasts from equal time, S 1858 also removes stations from any responsibility from libel as a result of political broadcasts and defines "qualified" candidates for President and Vice President. For general elections, qualified candidates are described as those representing a party which received at least 4% of the votes cast in the last presidential election or candidates supported by petitions signed by at least 1% of total voters in the past election. Candidates eligible for equal time in
THESE are YOUR Affairs...

Sunpapers Television explores topics which affect your future, your health, your wealth, your culture and the progress of mankind.

Outstanding on this week's agenda:

Monday, April 27—PREVIEW: on "Get Together"—5:30 P.M.
As a tune up for its appearance with the All Army Talent Show in May, the Second Army's famous Showmobile from Fort Meade will review segments of its new musical revue "High, Wide and Handsome" as guests of社保 Scott.

Tuesday, April 28—YOUR FUTURE: on "Today's Home—Tomorrow's World"—5:30 PM
A look at the world of the future, a feature of National Home Demonstration Week, is provided by Margaret Holloway, Univ of Md. Home Demonstration Agent. In forecasting new trends in household conveniences and design.

—THE ARTS: on "Opera Preview"—5:45 P.M.
Baltimore Civic Opera's production of "Marson Lescaut," with singers giving glimpses of key scenes, will be discussed and described in word and action in anticipation of the complete performances here next Friday and Saturday.

Wednesday, April 29—WORLD OF THE MIND on "Baltimore Report"—5:30 P.M.
"Not beyond help" are the words of normally ill but once means are reached—personal psychotherapy building space. The problem is updated by Dr. Peter J. Papafillo, chief psychologist, and Harry Colton, chief Caseworker from the Children's Center of Rosewood—guests of Sally Ritchie, moderator for the Women's Civic League.

—YOUR FREEDOMS on "The Law and You"—5:45 P.M.
In making the U.S.A. a government by law not men, your freedoms are protected. To emphasize this, a special annual observance was created and will be discussed here by Charles D. Harris, president of the Baltimore Bar Assn., and Carlton Sharretts, attorney, under the topic "Who Law Day, U.S.A."

Thursday, April 30—A WORLD OF LAW?: on "Low Day, U.S.A."—5:30 P.M.
A new approach to the problem of making the International Court of Justice truly effective is explored by Frederick Wilkes, U.S. Attorney General, Mary A. Brown, secretary of the American Bar Assn's section on International and Comparative Law; Harry Leboy Jones, director of the Commission on International Judicial Assistance; Max Chipman, member of the ABA's Council on International Law; William L. Memmert and Carlton Sharretts.

Friday, May 1st—SMALL FEO—BIG TROUBLE on "Your Family Doctor"—5:30 P.M.
"Public Health Enemy No. 1" is the title given to the oldest family, and John A. Childs, chief rodent control officer of the Baltimore City Health Department, will tell of the amazing survival powers of the Norweg rat who is called, in a Freudian report, "... mightier than the dinosaurs"

Saturday, May 2nd—THE SPACE AGE on "Your Child in School"—12 noon
How the advent of the Space Age is affecting children is shown in a discussion by the 6th grade Science Club of the South Elementary School. Teacher Owen S. Prikke leads the group's consideration of means of propulsion, missiles and super-sonic travel.

—CURRENT MANNERS on "Youth Speaks"—12:45 P.M.
Sunpapers columnist Elmo B. Nash guides four teenagers in a discussion of their views on drinking and smoking. The panel, from Glen Burnie High School, is composed of Cathy Green, Beverly Yedlinowsky, Jim Dishon and Charles Lubsen.

—OUR NEIGHBORS on "Topic"—3:15 P.M.
A British housewife, typical or not, wants a career after her children grow up, but meanwhile thinks women's place is in the home. A neighborly visit to an English home.

Sunday, May 3rd—RECLAMATION on "This is the Answer"—12:30 P.M.
An alcoholic's struggles against his affliction and its dangers to his family are discovered on the Baptist Church's moving series.

—YOUR WEALTH on "The Art of Investing"—3 P.M.
Workings of the New York Stock Exchange described on film and discussed by investment counselors in the informational series for small investors.

Channel Two presents these telecasts from Baltimore in addition to many programs from the CBS- TV Network, such as Ed Murrow's conversations with Field Marshall Montgomery Tuesday nights; "Camera Three's" study of space on Sunday; and the exploration of the moral significance of psychology by "The World of Ideas" on Sunday. Please and many other telecasts throughout each week illuminate the problems that affect YOUR AFFAIRS in these times.

In Maryland Most People Watch . .

WMAR-TV, Channel 2
Sunpapers
Television

The Above Advertisement Appeared Monday, April 27, 1959

In The Sun and The Evening Sun of Baltimore. A Similar Advertisement Appears Each Monday.
primaries, as defined by the Hartke bill, would be (1) an incumbent of any elective federal or statewide office, (2) any one nominated for President or Vice President at any prior party convention and (3) anyone supported by petitions signed by 1% of the total popular vote or 200,000 persons.

For state and local elective positions, current provisions of Sec. 315 remain in force. The bill also states that "no obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

No Libel or Censorship • A new paragraph would be added to the act reading:

"No licensee shall have any power of censorship over the material broadcast under the provisions of this section. No action, either civil or criminal, shall be maintained by any person in any court against any licensee or agent or employee of any licensee, because of any defamatory or libelous statement made by a legally qualified candidate for public office in a broadcast made under the provisions of this section, unless such licensee, agent or employee participated in such broadcast willfully." Several stations, he said, completely ducked political broadcasts during the 1958 campaign because of Sec. 315 interpretations.

"Having recently emerged from a strenuous campaign . . . I am acutely aware of the shortcomings of the present law," Sen. Hartke said. "Because of interpretations of the existing law, many broadcasters refuse to take any part in a political campaign. Who suffers? The American public suffers. It suffers in its right to know."

Let Broadcasters Decide • Greater discretion and freedom should be given to individual stations and networks concerning equal time, Sen. Hartke said. He maintained the radio-tv industry is responsible to the public and will decide individual issues in the public interest.

Sen. Hartke pointed out that S 1858 will eliminate many "nuisance" candidates in their equal time demands or will make them "assume the burden of some serious work to qualify . . .? for equal time.

Both CBS and NBC were quick to give their unqualified support to the Hartke bill. NBC President Robert Sarnoff said it "represents a constructive effort to remove the shackles from American broadcasters in the coverage of political news."

CBS President Frank Stanton stated that, if enacted, "Sen. Hartke's bill will permit broadcast journalism more effectively to fulfill its role in informing the people and more fully to participate in the democratic process. It will permit broadcasters to make a far more vital contribution than ever before to an informed electorate."

Chances Excellent • Sen Hartke, a member of the Senate Interstate & Foreign Commerce Committee to which S 1858 was referred, said that "we are going to push real hard for passage of the bill. We hope to get it through in this session. There is every indication that we will be successful." The Senate committee meets in executive session this Wednesday (May 13) and Sen. Hartke said he would discuss his bill prior to that meeting with Commerce Chairman Warren Magnuson (D-Wash.).

When the bill was introduced, Sen. Hartke noted that Sen. Magnuson "has been a leader in the many attempts to clarify and bring into focus those laws dealing with the broadcasting industry."

Sen. Magnuson, however, has declined to comment on equal-time revisions during this session of Congress but has indicated his committee would schedule hearings at a future date.

Five other bills have been introduced in the 86th Congress which would amend Sec. 315 but all are limited to exempting newscasts from equal time provisions. Rep. Glenn Cunningham (R-Neb.) introduced the first such measure (HR 5389) and has actively been pushing Rep. Oren Harris, chairman of the House Commerce Committee, for hearings (BROADCASTING, March 23).

Other equal-time-newscast bills have been introduced by Sens. Thurmond (D-S.C.) (S 1585), a member of the Senate Commerce Committee, and Gordon Allott (R-Colo.) and Reps. J. Arthur Younger (R-Calif.), member of House Commerce Committee, and Paul Rogers (D-Fla.).

Signing as co-sponsors of the Hartke bill as of May 7 were Sens. Thurmond, Theodore Green (D-R.I.), Eugene McCarthy (D-Minn.), Gale McGee (D-Wyo.) and Stephen Young (D-Ohio).

The Hartke measure to amend Sec. 315 remained on the desk in the Senate until Friday in order to provide additional co-sponsors with an opportunity to sign.

Problem Not New • Proposed revisions of the equal-time rules have been before past Congresses, with hearings held, but to date no changes of consequence have been made in the 1932 law. In 1952, an amendment was added prohibiting stations from charging candidates more than their regular rates.

During the 85th Congress, Sens. Hennings and Green sponsored two "clean election bills" which would have accomplished the same thing as the Hartke bill. Hearings were held by the Senate Rules Committee and the bills were favorably reported but the Senate took no further action. Also in the past Congress, Sens. Magnuson and Albert Gore (D-Tenn.) introduced bills designed to define qualified candidates for equal time.

Rep. Harris sponsored and held hearings on legislation similar to the Hartke bill during the 84th Congress. The House Commerce Committee chairman has indicated that he might reintroduce the 1955 bill for consideration of his committee.

ATTY. GEN. ROGERS  REP. CUNNINGHAM  SEN. HARTKE
Each proposes a different cure knowingingly, and with intent to defame." Sen. Hartke's bill, in a preface to the proposed amendments, states that "... the great variety of factors which are relevant in deciding what constitutes 'fair and equal' opportunity have afforded constant frustration and pitfalls to legally qualified candidates for public office and the broadcast industry and recent rulings by the FCC concerning the interpretation of Section 315 as it now stands have tended to be inconsistent with the original intent of the Congress and thus with the objective of public service and public enlightenment."

The freshman senator said he became convinced changes were needed in the Communications Act during his campaign for the Senate last fall. The final impetus, he said, was provided by the FCC in its Lar Daly-Chicago division.

BROADCASTING, May 11, 1959
Gets to Detroit's big mobile audience with vital traffic bulletins!

Combining public service with direct selling to a highly receptive market, the dramatic "Traffic-Copter" is another reason why WJBK is Michigan's most result-producing independent radio station. During Detroit's peak automobile movement the "Traffic-Copter" spots accidents and congestion, checks traffic flow, and relays the information immediately to a vast automobile audience. It covers all the main arteries and advises of best routes. It performs a genuine service. WJBK presents your message to an appreciative and responsive audience out-of-home and in home! . . . Storer Radio sells with the impact of integrity.

"Famous on the local scene"

WJBK
THE MODERN SOUND OF RADIO IN DETROIT

Represented by the KATZ AGENCY, INC.

Storer Radio

WJBK Detroit
WIBG Philadelphia
WWVA Wheeling
WAGA Atlanta
WGBS Miami
WSPD Toledo
WJW Cleveland
ANACIN ON TOP
Out-spends 14 brands on network tv in Feb.

Anacin tablets—a Whitehall Labs product—topped the February listing of the leading 15 brand advertisers in network television. Whitehall spent $740,627 gross in time charges that month. Anacin also was the leading brand (in gross dollars) in January.

Procter & Gamble rode its usual first place in the top 15 network advertising listing, spending an estimated $4 million-plus in February in time purchases. Lever and American Home Products continued to invest at a $2 million monthly clip, again residing in the second and third notches in the leading 15 list.

Among the brand leaders, Dristan—another Whitehall product—continued its tv investment in February, ranking No. 6 among the 15, or an advance of two places over January. Dristan has been acquired by the Bryan Houston agency, thus putting that account up for grabs effective in June.

Aside from Whitehall, R.J. Reynolds was the only network advertiser to have more than one brand in the top 15. Reynolds' investments were Camel (nearly $500,000) and Winston ($431,492) cigarettes.

The tobacco firms made hay for the networks during February according to the figures as compiled by Leading National Advertisers and Broadcast Advertising Reports and reported by Television Bureau of Advertising.

In addition to Camel and Winston in the R.J. Reynolds' cigarette family, the top 15 brands also included Brown & Williamson's Viceroy (ranked second), P.Lorillard's Kent (ranked ninth), American Tobacco's Pall Mall (No. 12) and Liggett & Myers' L & M filters (ranked No. 15).

In other perspectives: daytime networking showed advances in time purchasing compared to February 1958, a consistent gain this year for daytime television. Nighttime also picked up 1.8% (comparing February of this year with the same month of a year ago).

Up in front in estimated advertising expenditures by product category; food products with more than $9.7 million invested in February. For the first two months of this year, food advertisers already have topped the $20 million mark.

Top 15 Network Company Advertisers

<table>
<thead>
<tr>
<th>Position</th>
<th>Company</th>
<th>February 1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Procter &amp; Gamble</td>
<td>$4,085,192</td>
</tr>
<tr>
<td>2.</td>
<td>Lever Brothers</td>
<td>$2,171,076</td>
</tr>
<tr>
<td>3.</td>
<td>American Home Products</td>
<td>$2,055,936</td>
</tr>
<tr>
<td>4.</td>
<td>General Foods</td>
<td>$1,990,428</td>
</tr>
<tr>
<td>5.</td>
<td>Colgate-Palmolive</td>
<td>$1,791,726</td>
</tr>
<tr>
<td>6.</td>
<td>General Motors</td>
<td>$1,685,972</td>
</tr>
<tr>
<td>7.</td>
<td>R.J. Reynolds Tobacco</td>
<td>$1,297,029</td>
</tr>
<tr>
<td>8.</td>
<td>American Tobacco</td>
<td>$1,142,741</td>
</tr>
<tr>
<td>9.</td>
<td>Sterling Drug</td>
<td>$1,094,829</td>
</tr>
<tr>
<td>10.</td>
<td>P.Lorillard</td>
<td>$1,078,333</td>
</tr>
<tr>
<td>11.</td>
<td>General Mills</td>
<td>$1,001,461</td>
</tr>
<tr>
<td>12.</td>
<td>Bristol-Myers</td>
<td>$991,767</td>
</tr>
<tr>
<td>13.</td>
<td>Pharmaceuticals</td>
<td>$988,859</td>
</tr>
<tr>
<td>14.</td>
<td>Liggett &amp; Myers Tobacco</td>
<td>$960,260</td>
</tr>
<tr>
<td>15.</td>
<td>Ford Motor</td>
<td>$935,835</td>
</tr>
</tbody>
</table>

BROADCASTING, May 11, 1959

### BROADCAST ADVERTISING

#### Estimated Expenditures by Product Classification

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>February 1959</th>
<th>January-February 1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$160,820</td>
<td>$315,160</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Accessories</td>
<td>$342,325</td>
<td>$457,648</td>
</tr>
<tr>
<td>Automotive, Automotive Accessories &amp; Equipment</td>
<td>$3,632,394</td>
<td>$7,316,101</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>$176,620</td>
<td>$321,797</td>
</tr>
<tr>
<td>Building Materials, Equipment &amp; Fixtures</td>
<td>$271,704</td>
<td>$432,539</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>$1,082,120</td>
<td>$2,304,610</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>$259,431</td>
<td>$705,105</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>$9,775,818</td>
<td>$20,690,767</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>$242,617</td>
<td>$506,518</td>
</tr>
<tr>
<td>Horticulture</td>
<td>$9,580</td>
<td>$14,358</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>$2,065,130</td>
<td>$3,990,200</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$252,191</td>
<td>$554,894</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>$1,901,576</td>
<td>$3,619,512</td>
</tr>
<tr>
<td>Insurance</td>
<td>$926,883</td>
<td>$1,610,083</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>$510,244</td>
<td>$1,127,529</td>
</tr>
<tr>
<td>Medicines &amp; Proprietary Remedies</td>
<td>$6,071,452</td>
<td>$12,994,877</td>
</tr>
<tr>
<td>Office Equipment, Stationary &amp; Writing Supplies</td>
<td>$405,617</td>
<td>$666,273</td>
</tr>
<tr>
<td>Political</td>
<td>$—</td>
<td>$66,177</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>$—</td>
<td>$342,745</td>
</tr>
<tr>
<td>Radios, Television Sets, Phonographs</td>
<td>$407,506</td>
<td>$879,581</td>
</tr>
<tr>
<td>Musical Instruments &amp; Accessories</td>
<td>$6,111,457</td>
<td>$12,875,700</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>$5,420,531</td>
<td>$10,873,807</td>
</tr>
<tr>
<td>Soaps, Cleaners &amp; Polishes</td>
<td>$149,992</td>
<td>$299,161</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>$7,776,305</td>
<td>$16,220,940</td>
</tr>
<tr>
<td>Teletypes &amp; Toilet Goods</td>
<td>$137,910</td>
<td>$306,256</td>
</tr>
<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td>$597,514</td>
<td>$1,122,905</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$48,867,644</td>
<td>$100,943,823</td>
</tr>
</tbody>
</table>

#### tv network Gross keeps climbing in March

The tv networks grossed a total of $55,519,731 in time charges in March, a gain of 12.2%. The month also was the network tv highwater mark for the first three months of the year. The total gain for the three months over a year ago came to 8.9%.

ABC-TV chalked up more than $11.5 million in gross billing, a figure that is 23% higher than the total

### March

<table>
<thead>
<tr>
<th>MONTH</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1958</td>
<td>$9,402,407</td>
<td>$11,565,031</td>
<td>$18,874,597</td>
<td>$49,446,074</td>
</tr>
<tr>
<td>1959</td>
<td>$11,565,031</td>
<td>$13,565,031</td>
<td>$20,728,315</td>
<td>$53,519,731</td>
</tr>
<tr>
<td>Change</td>
<td>$2,162,624</td>
<td>$2,000,000</td>
<td>$2,853,718</td>
<td>$14,073,658</td>
</tr>
<tr>
<td>%</td>
<td>+23.0%</td>
<td>+17.1%</td>
<td>+9.8%</td>
<td>+12.2%</td>
</tr>
</tbody>
</table>

Month by Month—1959

<table>
<thead>
<tr>
<th>MONTH</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$10,647,078</td>
<td>$22,129,248</td>
<td>$19,299,853</td>
<td>$52,076,179</td>
</tr>
<tr>
<td>February</td>
<td>$10,024,460</td>
<td>$20,806,220</td>
<td>$18,053,289</td>
<td>$50,884,069</td>
</tr>
<tr>
<td>March</td>
<td>$13,565,031</td>
<td>$25,226,385</td>
<td>$20,728,315</td>
<td>$55,519,731</td>
</tr>
</tbody>
</table>

The figures for February revised as of May 5, 1959, LNA-BAR: Gross time costs only.
Announcing . . . .

**ANOTHER TELEVISION FIRST FROM ARB**

Audience size for every U. S. TV station in every U. S. television market with . . .

**nationwide TV measurement!**

- Sampling in every U. S. county
- Complete ¼ hour viewing to every U. S. TV station
- Total homes reached by every program and spot
- Simultaneous coverage data for the entire U. S.
- Fully automated UNIVAC® data processing

Once more ARB leads the TV research industry in a dramatic new advance to be introduced in fall 1959 . . . TOTAL U. S. TV MEASUREMENT! By means of an entirely new concept . . . a progressive sampling approach reaching into every U. S. county, plus electronic digesting and interpretation of data by the newest UNIVAC® . . . ARB makes possible simultaneous measurement of all TV viewing to every U. S. TV station, wherever that viewing might occur.

For the first time in history, stations and buyers of time will be supplied with actual homes delivered by every one of the 500 plus U. S. TV stations separately, by each quarter-hour of the week for each station, plus complete station circulation figures showing where these viewers are.

These new features will be included in addition to ARB's regular metropolitan area rating reports and audience composition studies already standard in over 150 important markets.

You'll be hearing more soon about this fabulous new fall 1959 package from ARB—first with the interviewer supervised diary, first with one-week/four-week measurement, first with the all-electronic ARBITRON, and now . . . first with **NATIONWIDE TV MEASUREMENT!**

**AMERICAN RESEARCH BUREAU, INC.**

WASHINGTON • 1200 Ammendale Road, Beltsville, Md., WEBster 5-6000
NEW YORK • 100 Park Avenue, New York 22, N. Y., PLAza 1-5377
CHICAGO • 1907 Tribune Tower, Chicago 11, Ill., SUPerior 7-3588
LOS ANGELES • 6213 Selma Avenue, Hollywood, Calif., HOLlywood 9-1628
Now FARGO is No. 1 in the U.S.A., for retail sales per family!

We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big spenders.

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. The national average is $3,944 per household . . . as compared to Fargo's whopping $5,970!

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY regularly. Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!
TV SPOT SUMMARY
Katz agency prepares source for timebuyers

A new tabulated summary of spot tv costs for timebuyers to consult for quick estimates using 1 to 239 markets has been prepared by The Katz Agency, station representative.

In compiling the summary, Dan Denenholtz, director of research-promotion at Katz, found a new trend developing in the rates charged by stations for minute announcements compared to those for 20-second spots.

What the trend amounts to generally is the raising of prices by many stations of their minute announcements. Up to this time, it was indicated, minutes and 20-second announcements were comparable in costs (particularly in choice time periods).

In a sampling of all stations covered—including those which had no appreciable difference between minutes and 20-second rates as well as those which have—the average difference comes to: $6,877.60.

<table>
<thead>
<tr>
<th>Minutes</th>
<th>Nighttime %</th>
<th>Daytime %</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-second</td>
<td>93%</td>
<td>95%</td>
</tr>
</tbody>
</table>

These figures are interpreted as follows: using the 100 percentage as the base for minutes, the 20-second average cost would come to 95% of that base in the nighttime periods and 93% in the daytime.

The summary includes Katz’ formulas for estimating spot tv budgets. These formulas are based on rate cards of a representative sample of 50 leading network affiliates and show weighted average discounts and other frequently requested rate ratios.

The tabulation covers for each market the highest one-time and lowest classification; one-time rate for the half-hour as well as the one-time, and 260-time rate for 20-second announcements all in the nighttime period; the one-time and maximum discount rate (including various plans) for a minute announcement in the daytime and similar information for the minute announcement in the late night period (after 11 p.m.).

On this basis an advertiser could buy a nighttime half-hour for all 239 markets for: $90,236 at the highest one-time rate and $60,946.55 for the “lowest” one-time rate.

He could buy a nighttime 20-second spot for: $32,994.75 at the one-time rate and $27,101.39 at the 260-time rate. An advertiser could also buy a daytime minute spot for: $13,107.85 at one-time and $6,877.60 at maximum discount; and a late-night minute spot for: $16,929.75 at one-time and $9,801.59 at maximum discount (all rates for 239 markets).

PREVIEW . . .

Proof of the pudding • How to demonstrate dramatically the true strength of a new plastic, “Delrin,” was the problem faced by the du Pont Co. for its commercial to be seen May 25 when du Pont Show of the Month presents Herman Melville’s “Billy Budd” on CBS-TV. This scene is from the three-minute commercial. It was decided to shoot a “tug of war” in which a 234-inch bar of white Delrin would be the connecting link between a roaring 16-ton bulldozer and a sturdy 45-foot high, two-foot diameter oak tree. The full documentary-commercial tells the story of how du Pont research developed Delrin. George Neilsen of du Pont’s advertising department supervised the filming. Collaborating on the production was du Pont’s agency, BBDO, New York.

Paint firms spend $1.6 million in tv

National and regional paint industry advertisers in 1958 poured an estimated $1,184,600 into spot tv, according to Television Bureau of Advertising. The amount represents a 4% increase over the previous year’s mark of $1,137,000 and is 33% greater than the $892,000 spent in 1956, the first year the industry’s expenditures became available.

Rust-Oleum Corp., Evanston, Ill., led the list of paint advertisers in spot tv with $206,440 on its Rust-Oleum rust preventative.

In network tv, Pittsburgh Plate Glass Co. and du Pont Co. invested a total of $439,650 on their home paint products, raising the total 1958 all-industry tv advertising expenditure to $1,644,250, representing gross time costs only, TvB reported.

Trek to tv

The nation’s top 100 newspaper advertisers spent 15.9% more in television in 1958 than during the previous year, and cut their newspaper expenditures by 4.5% over the same period. As reported by the Television Bureau of Advertising, gross tv time sales, spot and network, to this group totaled $581,983,460 in 1958 as against $502,137,986 in 1957. Their newspaper purchases fell from $381,151,000 in 1957 to $364 million last year.

Ad focus changes

Increased competition for consumer time and attention today demands advertising be brief and yet interesting, Melvin Brorby, senior vice president of Needham, Louis & Brorby, Chicago, told an advertising seminar May 1 at the U. of Wisconsin, Madison. He said the “increase in education forces us to be both more credible and in better taste.” He explained that emotional appeals and symbols still must be employed, but they must be in harmony with consumer symbols and motivations.

BROADCASTING, May 11, 1959
LOCAL PRODUCTS:

Postage Stamps...
and WMAL-TV

ABC IN THE
NATION'S CAPITAL

Stamps take mail to far-off places. WMAL-TV takes whole families, via ABC network programs and news.

Postage stamps display some of the finest artistic talent available. WMAL-TV is a showcase for entertainment talent, with top network names, and local personalities like Louis Allen, Pete Jamerson and Bill Malone.

Stamps are in great demand at Christmas time, when people wait in line at the Post Office to buy them. Eager buyers for your product are available all year 'round, in the WMAL-TV audience.

Stamps provide a maximum of service at a minimum cost. So does WMAL-TV, where programming is arranged to give advertisers sensibly priced one-minute spots in all time classifications.

Washington Means American Leadership

wmal-tv
Channel 7  Washington, D.C.

An Evening Star Station represented by H-R Television, Inc.
RAB 'Road' report: healthy local gains

Increased business this year at the local level will show gains in overall radio revenue, Kevin B. Sweeney, Radio Advertising Bureau president, predicted in his "Report From the Road" to be released today (May 11). Mr. Sweeney's assessment of radio's health (CLOSED CIRCUIT, April 27) was developed at the bureau's 1959 area sales clinics, now entering their fourth week.

Reasons for Mr. Sweeney's optimistic outlook for the radio business:

- Automobile dealers are replacing supermarkets as radio's principal local customer, and not because supermarkets are spending less, but because auto dealers are spending more.
- Summer business will be at an all-time high, with soft drinks nationally and through their bottlers spending at least 20% more than in any recent year.
- National business is still sluggish, but RAB's national sales department forecasts a substantially better second half with a clear gain over the second half of 1958.

Reporting from the West Coast where last week he supervised clinics in San Francisco and Los Angeles, Mr. Sweeney analyzed the retail swing to radio with the observation that retailers are becoming more aware of the need to diversify their media approach... "And that has to mean more radio."

Ad turnover

The newspaper strike in New York last December was responsible for a turnover in the advertising strategy of Fairbanks Motors Co., the Bronx, which has been a consistent space user in area newspapers. The company, which rebuilds auto motors and transmissions, channeled its advertising dollars into radio via WLIB New York. The result: a 25% increase in business over the past five months.

Fairbanks' use of spot announcements on WLIB early in the morning and late in the afternoon, scheduling as many as six announcements per day. The campaign is handled by Gelles Adv., New York. Michael Abruzese, president of Fairbanks, reported last week that the radio announcements out-pull the newspaper insertions by more than three to one.
IT TAKES PEOPLE TO SELL PEOPLE / Sir Winston Churchill.

A creative genius. Writer, statesman, historian, artist. An idea man. But like all ideas, it took a salesman to sell them. And, Sir Winston, above all, is a salesman— with stature.

On Radio WIL, behind the news and music, behind the weather reporting and radio personalities are salesmen. Salesmen that sell your products, services and ideas. In short, it takes people to sell people.

In St. Louis, WIL is known for many things. But above all, WIL is a salesman—with stature.
Folger fills broadcast cup

It's still too early to tell, but J.A. Folger & Co. is "quite pleased" with response to a saturation broadcast advertising campaign in Chicago—it already has helped meet "anticipated sales figures," according to a company executive.

Starting March 9-16, the Kansas City firm launched a spirited teaser drive in radio, tv and other media to introduce Folger's coffee to Chicago. The theme: a promise by "Captain Folger" to "bring a mountain to the Gimmick." A mailed coupon by which a consumer could get an extra pound of Folger's for every one purchased in a chain or independent store.

Through Cunningham & Walsh, Folger bought 60- and 20-second spots on nearly two score radio outlets in the Chicago area, plus announcements on the city's four commercial tv stations. By month's end, it added tv schedules in South Bend and Elkhart, Ind.

Don Atha, of Folger's advertising department, told BROADCASTING that while his company is now "taking inventory" of actual sales for the first two months, it's gratified with the initial air campaign, of which tv has gotten the largest dollar share (out of an estimated $500,000-plus). Folger spent nearly $3 million in television last year.

The spot tv schedule, involving 52 week commitments will continue in Chicago indefinitely, Mr. Atha reported, while radio has been "temporarily cut back" pending a sales inventory. "We will be using more radio, however, when the situation warrants it," he added. Newspapers, posters and other media also were utilized. The campaign set off lively competition in Chicago's coffee market.

Multi-spots decried by ad media planners

Nobody has been able to document the actual harm to advertising by multiple-spotting, but it was agreed last Tuesday (May 3) by members of the New York Advertising Media Planners that agencies are continually short-changed by many tv stations.

Led by a panel of three—Dick Jones, vice president at J. Walter Thompson; Max Tendrich, vice president and media director, Weiss & Geller and William E. Matthews, vice president and assistant media director, Young & Rubicam—a group discussion was held on the effects of multi-spotting and what is being done to restrain the practice. The NYAMP takes no action as a group, but meets monthly to discuss topics of mutual interest.

The panelists, reporting on their surveys of New York advertising agencies, concluded that the agencies are disturbed by the practice. None of them like having their time cut short and most of them do take some form of action, but there is no dependable, clear-cut way of checking or policing.

The form of action varies from inserting special clauses in contracts to not placing further business with the guilty station. Most agencies use some form of monitoring service, which, at least in time, reveals what the pattern of the station is. One proposal was that stations should refuse spots to avoid triple spotting. It would be better, it was argued, for them to raise their rates. The agencies, however, object to paying any premium for promises of no triple-spotting.

The NAB's tv code, in the news in recent weeks for its stand on personal advertising (BROADCASTING, May 4), was criticized by the NYAMP for its loose terminology regarding spot advertising. The code does not make it clear, several mediamen said, as to the policy a station should abide by. A bad mixture of semantics, it was declared, enables a station to hide behind the code and feel secure in its placement of spots.

Stop playing by ear, Dodge ad chief asks

Advertising agencies were criticized sharply last week by W.D. Moore, advertising director of the Dodge Div., Chrysler Corp., for failing to make "full use of research in creative approach to the marketing problem."

Mr. Moore told members of the Toledo Advertising Club last Wednesday (May 6) that agencies rely "too much on gimmicks, glamour and gross circulation instead of researched fact in moving goods in the market." He advocated more information about markets, motivations, messages and media to build "a more solid foundation for creating scientific advertising campaigns."

"Research is not restrictive," Mr. Moore declared. "In fact, it clearly defines areas which need the most creative assistance. By marking the channels for action, research prevents us from sailing off in all directions—on indirect, and often incorrect, courses."

He contended that advertising men are "wrong" to sell themselves to management as "creative artists," since management "wants them to be scientists." He continued:

"We advertising people are not evangelical prophets of even the first-coming of the cash-paying customer."

Seattle switch

Kraft, Smith & Ehrig will be the name of Honig-Cooper, Harrington & Miner's Seattle office after July 1.

KSE will continue as an affiliate of the latter. The officers: Warren E. Kraft, Sr., now senior vice president, will be chairman; Hugh A. Smith, president of Washington Market Research Co. (a H-CH&M division), will be senior partner; Donald B. Kraft, vice president-manager, also senior partner; Jack Ehrig, vice president, partner, and Warren E. Kraft, Jr., vice president-assistant treasurer, partner.

Y&R picks four

William Milton Samuel, a son of Milton Samuel of Young & Rubicam's tv-radio promotion department in Hollywood, was one of four winners in this year's competition for scholarships under Y&R's aid to education program administered by the Young & Rubicam Foundation that was created in 1955 by Sigurd S. Larmson, board chairman and chief executive officer of the agency.

Under the program, the agency awards four-year scholarships to sons or daughters of Y&R employees who
IN PHILADELPHIA RADIO

WRCV
IS THE TOP PERFORMER

ATTRACTING THE LARGEST AUDIENCE ALL WEEK LONG

...WITH WRCV SALES PERSONALITIES GAINING BIG AUDIENCE INCREASES FOR ADVERTISERS.

SOURCE: PHILADELPHIA NRSI, DEC. JAN. AND FEB.-MAR.

WRCV IS NBC RADIO IN PHILADELPHIA • SOLD BY NBC SPOT SALES

Ted Jackson
Audience up
140%

Grady... & Hurst
Audience up
50%

Jack Rattigan
Audience up
75%

Pat Landon
Audience up
17%
Trust Co. banks on etv series

Advertising returns of the U. of Rochester's (N.Y.) programs over WROC-TV there for the Lincoln Rochester Trust Co. have been assessed by the bank.

Spot audits show that the mention of a bank service on two primarily educational programs: University Commentary, or University Open House, can attract several million dollars of business to the bank.

The two university programs, in their sixth year of commercial sponsorship, are presented on alternate weeks. Commentary is a telephone forum. University students and a panel of experts deal with questions telephoned by viewers while the program is in progress. Open House presents lecture-demonstrations, discussions, films, etc.

Some of the ways Lincoln Rochester has been able to gauge the effectiveness of its brief messages at the beginning and ending of each show:

The script of one of the programs ("How to Buy a Home") was made into a booklet. The bank received 2,000 requests for it after announcing over WROC-TV that the booklet was available. "Undoubtedly," the bank says, "this helped increase our mortgage loans." Another university program dealing with investments brought inquiries at the bank and resulted in one large investment account. A program about trusts and wills that included a Lincoln Rochester trust officer on the panel is credited by the bank with bringing several million dollars in new accounts to its Trust Dept.

Lincoln Rochester Trust Co. has renewed the university-WROC-TV series for the seventh year.

qualify. Amount of each grant is determined by the winner's need. Other winners included Ellen Jane Press, daughter of Mrs. Kay Press in the accounting department; Frederick Harris Gardner, son of Paul Gardner in Y&R's publicity department. A fourth award was a special scholarship to Natalio P. Bayonet, son of Mrs. Lydia Rivera Lugo of Y&R's copy department in the Puerto Rican office, the first educational benefits extended by Y&R beyond the continental U.S. Y&R also is engaged for the fourth year in its program of matching contributions made by its employees to privately-endowed colleges. Already, the foundation has contributed this year to 52 colleges in amounts equivalent to those made by 126 employees.

L.A. ad Women step up for Lulus

Los Angeles Advertising Women Inc. presented 24 golden Lulu trophies to top ad women May 3 at the local Hotel Ambassador.

Top honor for radio commercials was won by Marion Sternbach of Ho- nig-Cooper, Harrington & Miner, Los Angeles (for Interstate Bakeries Corp. [Wheat's bread], Kansas City, Mo.). Second prize for radio commercials went to Terri McFadden of Robinson, Jenson, Fenwick & Haynes, Los Angeles (for Breast O'Chicken Tuna Inc., San Francisco).

The best monochrome TV commercial award was given to Nora M. Fischer of Brewer, Mulcahy & Fischer, Los Angeles (for the Woggle Stick Co.).


The first-place sales promotion and merchandising Lulu went to Norma Fulcher of Portland (Jantzen). Second to Gena Melin of Hixson & Jorgensen Inc., Los Angeles.

Civic and public service film production awards went to Avalon Daggett of Avalon Daggett Productions (for The Tribal Council of the Apache Nation), and Adele Ullman of Los Angeles City Schools and KNXT (TV) Los Angeles.

Business briefly

Time Sales

Wilson & Co. (for Ideal dog food), Chicago, buys spot radio schedule in 23 markets to supplement Take Five tv series in 17 other agencies. Agency: Roche, Rickler & Cleary, Chicago.

Oldsmobile Div., General Motors Corp., Lansing, Mich., is sponsor of Too Young to go Steady, situation comedy series (NBC-TV Thurs., 8:30-9 p.m.) making its debut on May 14. Too Young replaces the auto manufacturer's prior entry in the same time slot, The Oldsmobile Theatre. Agency: D.P. Brother & Co., Detroit.

Pharmaceuticals Inc., N.Y., through Parkson Adv., N.Y., will sponsor a new adventure series tentatively titled Undercover Man on CBS-TV Tues., 9-9:30 p.m. starting in the fall. Screen Gems is filming the series, with which the successful motion picture writer-producer-director team of Clarence Greene and Russell Rouse will make their tv debut. Mr. Greene will produce and Mr. Rouse will direct the series, with the pair collaborating on the scripts. Mike Connors will be starred.

Procter & Gamble, Cincinnati, will sponsor Captain of Detectives which stars Robert Taylor on ABC-TV, Friday, 10-10:30 p.m., in the fall (starts Oct. 16). Weekly series marks Mr. Taylor in his tv debut in role of criminal investigator. William Morris Agency represented Mr. Taylor. Four Star Films and Hasting Films both in the packaging and in negotiations with the network. Benton & Bowles, N.Y., is agency for P&G.

The R. J. Reynolds Tobacco Co., Winston-Salem, N.C., will be an alternate sponsor of Johnny Staccato (NBC-TV, Thurs., 8:30-9 p.m.). The filmed mystery series starts Sept. 10. Agency: William Esty Co., N.Y.

General Mills Inc., Minneapolis, will sponsor four quarter-hours per week of ABC-TV's weekday series of cartoon, action and adventure programs (5:30-6 p.m.) beginning Sept. 28. Agency: Dancer-Fitzgerald-Sample, N.Y.

5 Day Labs, Div. of Associated Products Inc., N.Y. will co-sponsor Drive It to Beaver (ABC-TV, Thurs.) effective July 2 when the show moves from its present 7:30-8 p.m. time slot to 9-9:30.

The order, in behalf of 5 Day deodorant pads, was placed through Grey Adv., N.Y.

Tales of Wells Fargo (NBC-TV, Mon., 8:30-9 p.m.) is sold out for next season. Alternate sponsors are American Tobacco Co., New York, renewal placed through Sullivan Stauffer, Colwell & Bayles there, and Procter & Gamble, Cincinnati; new order through Benton & Bowles, N.Y.

Old London Foods, N.Y., has signed as a participating sponsor of American Bandstand (ABC-TV Mon.-Fri. 4-5:30 p.m.). Involved are five alternate-week quarter hours May 7-June 25 and 13 alternate-week quarter hours Sept. 24-March 10, 1960. Agency: Richard K. Manoff, N.Y.

The Continental Baking Co., Rye, N.Y., enters its eighth year as a sponsor of Howdy Doody (NBC-TV Sat. 10-10:30 a.m.), effective June 13. Renewal of half-sponsorship was placed through Ted Bates & Co., N.Y.

Sponsorship of ABC-TV's Cheyenne next fall: Ralston Purina Co. (Purina dog chow), St. Louis, through Gardner

BROADCASTING, May 11, 1959
... for us! Naturally we have one. Couldn't be in business otherwise. And, since this truth is self-evident, we think you're more interested in other aspects of a station's operation. Such as...

... Audience. KSLA-TV has led in every Shreveport survey made.

... Creative programming. KSLA-TV has 64% more local live time than its competition.

... Staff. Take our News Department. Six full-time newsmen at KSLA-TV shooting 1,800 feet of film a week.

... Community Interest. Well, our station manager is Shreveport's “Outstanding Young Man of the Year.”

These are the things that measure KSLA-TV's position in its market, not the height of its tower. But if you ask, any Harrington, Righter and Parsons man will gladly tell you it tops at 1,195.

KSLA TV channel 12 shreveport, la.

Represented nationally by: HARRINGTON, RIGHTER and PARSONS, INC.
THE PGW COLONEL SAYS:

"We like salesmen who know how to pick up a check"

When a PGW sales team wins a sales contest, the members of that team are given a party where every winner picks up a check...a big one.

Yes, we like a man who knows how to pick up a check...a sales contest check, a sales incentive check or a profit share check...and we offer all of them at PGW because we like salesmen who like to compete...and win. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO
Little man grows

One of four NBC-TV clients in 1958 spent less than $50,000 for gross time and more than half of the network's clients (94) spent less than $250,000, Hugh Beville, vice president for planning and research, told the fourth district convention of Advertising Federation of America in St. Petersburg, Fla., May 1. He predicted that all television networks will widen attractions for smaller advertisers in the next 10 years.

- Young & Rubicam will move its Hollywood office Aug. 1 to larger quarters on the 11th floor of the new First Federal Bldg. at Hollywood Blvd. and Highland Ave. Floor space will be increased more than 1,000 sq. ft., to accommodate expanded operations of its radio-TV department. The agency's downtown Los Angeles office is unaffected by the change.

- Affiliated Ad Agencies Network, has moved its international headquarters from Spokane to the Wrigley Bldg., Chicago. Benjamin Tallman, formerly vice president, Tallman, Smith & Assoc., Chicago, succeeds Donald M. Alexander as executive secretary of AANA.

- Hudson Pulp & Paper Corp., N.Y., and its agency, Norman, Craig & Kummel, N.Y., announced jointly last Thursday (May 7) the termination of their association, effective Aug. 31. The account bills about $1 million and is an active spot radio-TV user.

Agency appointments

- Whitehall Labs division of American Home Products, N.Y., last week settled its outstanding account—loose actually for about a week—by appointing Thatham-Laird, Chicago (which has an office in New York) to handle Dristan (at Deadline, May 4). It's estimated that the Dristan account is worth some $8 million in billing, its spot and network broadcast investment alone over $5 million. (An earlier estimate of $5 million from an agency source has been scaled up.) Byron Houston, N.Y., resigns Dristan and two test products June 30.

- Hawthorn-Mellody Farms Diary, active broadcast advertiser, appoints Lillian Feld & Co. to handle advertising for its Kansas City and Cleveland divisions.

- Blitz Weinhard Co. (beer), Portland, Ore., appoints Johnson & Lewis, S.F., for Pacific Northwest.

- Chun King sales (Oriental foods), Duluth, Minn., appoints BBDO for its estimated $1.5 million account. The advertising has been handled by J. Walter Thompson Co., Chicago.

Call to arms

In his president's report to the 14th convention of the West Virginia Broadcasters Assn., Robert W. Ferguson (general manager, WTRF-TV Wheeling) called for less talk and more action in broadcasters' public relations:

You don't have to have much perceptive sense to be able to say that tomorrow in our business we will be in for more harassment from all sectors and segments of our society. The turmoil pot is going to boil and bubble with greater intensity. Competitively we'll probably get dirtier with our own broadcaster brother through rate-and-throat-cutting and not attempt to direct collective efforts against other media. I suppose the main reason that almost everyone connected with broadcasting proclaims we need better public relations is that the necessity is obvious and that our past relations have been so lousy and inept.

Certainly one area where we can do this is to publicly support bills and legislation that are in the public interest. Further, I think we should go all-out for highway safety campaigns, Voice of Democracy contests and support of state educational institutions. Certainly, we should investigate scholarships and achievement awards. Your state association must have more public and governmental recognition if it is to be fully effective as the authoritative representative of the broadcasting industry in West Virginia.

We will forever reverse Canon 35 unless the above objective is met first.

Retailers and radio-TV

Edward Prager, head of his own agency in Baltimore, told delegates at the sales promotion convention of the National Retail Merchants Assn. in Miami last month that advertising thinking must be updated to today's world of change, He spoke in part:

There was a day, just one brief generation ago, when there was only one place to shop—downtown—and virtually one way to advertise—in print media: newspapers and direct mail. That day is gone; but the old advertising habits remain, often to your cost. Perhaps I can embolden you to explore the new world of media, to your profit!

Regardless of which surveys you accept or reject, you know that most Americans spend the biggest part of their at-home time in front of TV sets. You know, as retailers, that sales of radio sets have been on the increase for the last two or three years. And you've observed that people drive automobiles, many with the radio turned on.

The conclusions are rather obvious, aren't they? Which of these media can and should you use, as part of your total advertising effort, for bigger results on a small budget. You'll have to give it careful study—or have a consultant or an advertising agency or a knowledgeable media man study it for you. But the chances are better than two-to-one that you do need to supplement your print media with either television, radio, outdoor, or transit vehicle advertising—not simply because modern America is spending far more than twice its reading time with air media and outdoors, but for other cogent reasons as well.
Mystics made things happen in India... and

WPEN makes news with its news operation... 11 full time men... exclusive correspondents by direct line from major capitals of the world... our own on-the-spot helicopter... on-the-street reporters... and mobile news units. In Programming—and in Sales—WPEN Makes Things Happen In Philadelphia.

WPEN
Represented nationally by
GILL-PERNA
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit.
LIVING TAPE

PETER POTTER'S JUKE BOX JURY
BISHOP FULTON SHEEN PROGRAM
OPEN END WITH DAVID SUSSKIND
NTA "LIVING-TAPE": NOW A LIVING REALITY FROM COAST TO COAST! Here is all the topical, live-look impact... the low-cost efficiency... the way to capitalize on the full potential of the exciting new dimensions which tape is meant to convey. Here are three proven programs which keep all the promise inherent in tape for television. Peter Potter's Juke Box Jury, The Bishop Fulton J. Sheen Program, Open End With David Susskind—available now for local market sale on "Living-Tape."

IERT EXPLORES 'CULTURAL' TV
CBS-TV announces plan for major informational series

Hour-long informational broadcasts will be presented by CBS-TV once a month starting this fall and next year. "We proposed to make this a bi-weekly, and after that a weekly, program—if networks are permitted to maintain their present structure," Dr. Frank Stanton, president of CBS Inc., said last week. He addressed the Ohio State U. Institute for Education by Radio-TV on Wednesday.

Other featured speakers before the May 6-9 meeting included John P. Cunningham, board chairman-president, Cunningham & Walsh; FCC Comr. Frederick W. Ford; Paul Chamberlain, General Electric Co., and they closed circuit from Washington, Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.). IERT also announced its annual awards (see separate listing pages 53, 54).

Dr. Stanton said the special informational programs "will report in depth on significant issues, events and personalities." CBS-TV, he said, is "determined to press the medium to its fullest development as an informational force as effectively and as fast we can."

The CBS chief said television is "obliged to serve an extraordinarily heterogeneous society ... must take into account the desires and wants of all the people."

A "responsible broadcaster," Dr. Stanton said, "must do more than just respond. He must lead. He must stay ahead."

The Ultimate Goal • Dr. Stanton said that as yet no one has had time to develop perspective in criticism of tv programming. "We are still attempting, through honest and sincere application, to arrive at standards that other media took centuries to discover—even though they had much less inclusive audiences," he explained.

A book is a best seller if 40,000 copies are sold, he said. "But seven or eight million people watch television programs that are highly intellectual in character and 25 to 50 million have seen such plays as 'Hamlet' or Henry James' 'Wings of the Dove' or Thornton Wilder's 'Our Town' on television—enough to fill a large legitimate theatre for 20,000 to 40,000 nights, from 50 to 100 years."

Dr. Stanton said "our major and over-riding problem in programming is not only the danger of getting too far ahead of the people, but also getting too far behind—how far we can go in any direction and how soon."

Cunningham predicts tv ad, program split
Agency executive John P. Cunningham delved into three different areas of television—commercial, educational and "cultural"—and presented a platform for each before the IERT. (CLOSED CIRCUIT, May 4.)

In brief, Mr. Cunningham predicted: • Commercial or "entertainment" tv—Eventually there will be separation of advertising from programming (or "editorial content") in television, with advertisers buying commercials en bloc and which will be rotated among various shows.

• Educational tv—If not enough vhf channels are available for an educational tv "network," then the money ought to be coughed up and the channels purchased.

• Cultural tv (sponsored or sustaining)—This is not the cup of tea for the advertiser of packaged goods so don't expect too much from them in this area of programming. But more of culture tv programming can be expected from companies selling services or in need of a respected corporate image.

Mr. Cunningham campaigned in greater detail a proposal he had made earlier this year: that a joint "24-hour" etv facility be established and manned nationwide (AT DEADLINE, Feb. 9). He noted that since his proposal—made before the Advertising Federation of American mid-winter conference at Washington—"I have been basted by some of my own brethren in advertising, but have had many, many others volunteer to help."

Funds Source • As for financing national etv (which he reiterated was essential to "upgrade our national mind"), Mr. Cunningham said, "I doubt he was aiming his plea for funds to American business, particularly the corporation that spends "each year individually as much as $10-40 million in television."

Of the tv-oriented, heavy spending advertisers, he said, "they owe the medium a lot and they know it," and tv gives them, among other things, "I am sure they will move it [etv] up high on their annual budget of gifts to civic and charitable causes which in many companies is quite substantial."

Dr. Stanton, he reminded, the etv "seed money" has come from foundations such as The Ford Foundation, but he said, American business must give "generously" too for the establishment of etv stations. Most of the operational funds, he thought, would come from federal, state and local educational sources, Mr. Cunningham asked the advertising profession—suggesting perhaps the Advertising Council—to wade into what he termed "project headway" by contributing its "most skilled merchandising techniques and sell the advantages of educational tv to the masses.

He sought to allay broadcaster "fears" of etv competition by suggesting FCC could accommodate a national etv system without disrupting commercial channel allocations.

Many "good things" can come from the transition of advertising separation from programming ("as it is in the public prints"), according to Mr. Cunningham. Among them he would predict:

End of Rating Manacle • An end to "blind devotion" to ratings; softening of "metropolis" by a few large advertisers in prime time; a reduction of imitation and mediocrity; a relief for sponsors of concern for program content; a liberating of "tv editors" from commercial control and restriction, permitting them to experiment; the emergence of "some great new etv editors of the airwaves."

Mr. Cunningham also hinted that one "country-wide" etv channel would not be enough. He suggested that the excise tax on uhf-vhf portable tv sets be removed to put them on a competitive footing with vhf-only portables. He also lauded commercial broadcasters for having already contributed more than $1.1 million to 31 of 43 "activated" educational stations.

Etv bills in Congress are promised support
The IERT meeting—via a conference telephone call—quizzed congressional Commerce Committee chairmen Sen. Warren Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.) Thursday afternoon in their Washington offices about pending educational tv legislation. Their answers were heard on a loudspeaker by the delegates in Columbus.

Sen. Magnuson said he had pushed

BROADCASTING, May 11, 1959
Most exciting western action of all is now on the TV screen... It's the big, exciting booming action of the San Diego TV audience of which KFMB-TV has the lion's share.

For instance, all of San Diego's top TV shows are on KFMB-TV – 29 of the top 30.

If you want to send customers to your supermarket, drug store, auto or appliance showroom, be a good audience when the Petry man calls on you. Better yet, get in touch with Edward Petry & Co., Inc.

IN SAN DIEGO KFMB-TV SENDS MORE PEOPLE AWAY FROM HOME (TO BUY THAN ANYTHING ELSE)

KFMB TV REPRESENTED BY Edward Petry & Co., Inc.
SAN DIEGO
S 12, granting $1 million to each state for etv, through his committee and the Senate because of the great need for more etv stations. He said etv has been one of the U.S.' most unused resources.

Rep. Harris, whose committee will hold hearings tomorrow and Wednesday (May 12-13) on S 12 and seven similar House bills (Broadcasting, May 4), explained just what information witnesses could give which would help the committee. He said that the committee would consider the etv proposals in executive session within two or three weeks after the public hearings.

In answer to a question, Rep. Harris said that Secretary of Education Arthur Flemming would be asked to explain his department's opposition to S 12. He said he could not predict whether the committee would act favorably on the proposed federal aid to education—opposed by the Administration as unnecesary and for budget reasons.

Federal Aid 'Needed' * Sen. Magnuson, replying to Sec. Flemming's contention federal aid is not needed, stated, "That is not so." He said the best proof states do need money is that several have requested federal aid and only 43 etv stations are on the air of 257 reserved. Both legislators cited the pressures by commercial interests to put to use these idle channels.

Sen. Magnuson, a member of the Senate Appropriations Committee, drew liberal applause from his long distance audience when he promised that if Congress approves federal money for etv, the Appropriations Committee will approve a bill providing the needed funds.

Witnesses scheduled to testify before the Harris committee this week include FCC Comrs. T.A.M. Craven; Reps. Morgan Moulder (D-Mo.), Kenneth Roberts (D-Ala.), Hale Boggs (D-La.) and Harris McDowell (D-Del.), all authors of etv bills; John Ivy Jr., executive vice president of New York U.; Raymond D. Hurlburt, general manager of Alabama's three-station etv network; Novice Fawcett, president of Ohio State U. Also, Darwin Fenner of Merrill Lynch, Pierce, Fenner & Smith, New Orleans; John Cunningham, board chairman of Cunningham & Walsh; Ralph Steeple, executive director of the Joint Council on Educational TV; William Harley, president of the National Assn. of Educational Broadcasters; Leland Hazard, Educational TV & Radio Center; William Friday, president of the U. of North Carolina; L. D. Haskew, vice president of the U. of Texas, and Donald McGannon, president of Westinghouse Broadcasting Co. Many of these same witnesses testified before the Senate Commerce Committee during January hearings on S 12 (Broadcasting, Feb. 2).

**FCC tv set control urged by Comr. Ford**

FCC Comr. Frederick W. Ford expressed his belief that an adequate nationwide tv system can be achieved only if the FCC is given legal authority to require that tv sets shipped in interstate commerce be equipped to tune all channels assigned to television.

Also he felt the FCC should control set performance characteristics so the tuning range of tv sets would be as good as technically possible consistent with the economics of manufacturing.

All-channel sets would be needed whether tv gets more vhf spectrum space from the military, continues the present 82-channel vhf-uhf system or is moved to an all-uhf system, he said. The only other alternative is a 12-channel vhf system only, which Comr. Ford felt would "finally result" in less service to the public than it presently receives.

Noting there are 32 vhf and 10 uhf noncommercial educational stations,
Comr. Ford wondered whether the history of education would have been different, considering there are 162 uhf channels reserved for education, if tv sets had been required to receive all channels.

Comr. Ford said he “firmly” believes the public would willingly pay the extra cost per set ($35 to $45) for all-channel tuning.

**National etv system seen aiding schools**

General Electric’s Paul Chamberlain urged the adoption of an educational tv system to “supplement our learning on a broad national scale.” Instead of concentrating on what one station can do for one school or one community, he suggested setting up a system of educational stations “serving an entire area of many school districts.”

The GE marketing expert declared that the cost of such a system would not be prohibitive. “In Dade County, Fla.,” he revealed, “some 5,600 pupils are participating in a classroom educational-tv experiment using one station. According to figures published in Newsweek magazine . . . teaching by tv is saving the school system $300,000 this year . . . .”

He listed four major benefits of an educational tv system:

- It would alleviate the shortage of qualified and capable teachers by making more effective use of teaching talents.
- It would pave the way for tremendous economies in overall educational budgets by making more efficient use of present and planned school facilities.
- It would reduce future construction costs by allowing more rooms for large-scale teaching, thus lowering the rising costs of classroom duplication.
- It would apportion capital and operational costs over many school districts, with the initial investment in a tv system lower than the cost of one additional classroom per district.

**Annual awards**

Here are the annual radio-tv awards announced by IERT:

**RADIO—CLASS 1** (Programs for Special Interest Groups):

- Group I, national—First Award, “Summer-fallon” CBC.

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THE TALK OF BUFFALO is WGR Radio’s new *fresh-air* programming concept. It features the sound that’s all around … modern album music specially selected for young adults and flexibly presented by personalities with a sense of humor. Carefully mixed with frequent newscasts that travel the news faster, top sports coverage in the area, and think-programs to keep informed people informed, WGR’s new concept is winning bigger audiences and greater community acceptance in Western New York.

But that’s not all! For grocery product advertisers, WGR Radio offers at no extra cost the most effective point-of-purchase merchandising plan in Western New York. Qualified thirteen-week advertisers get one week of preferred-position displays in Buffalo food stores, including 120 A&P and Nu-Way super markets.

WGR’s mobile “Studio 55” broadcasts from different high-traffic super market locations every week … another sales extra when you advertise on Buffalo’s first station.

For more information about merchandising and *fresh-air* availabilities on WGR, at the top of the dial in Buffalo, call Peters, Griffin, Woodward.

Group III, local—No Entries.

RADIO—CLASS 2 (Religious Programs):

Group I, national—First Award, "The Eternal Light," NBC and Jewish Theological Seminary; Honorable Mention, "The Seven Last Words," The Upper Room Radio-TV Parish; "Good News," The Methodist Church (Ohio-Area) and WBS.

Group II, regional—Honorable Mention, "And There Was Light," WBBM Chicago.

Group III, local—No Entries.

RADIO—CLASS 3 (Cultural Programs):

Group I, national—First Award, "CBC Drama Series," CBC International Services; Honorable Mention, "CBC Concert Hall," CBC.


Group III, local—First Award, "Ideas and the Theatre," KUOM, U. of Minnesota, Minneapolis; Honorable Mention, "This is Ray Star," Dixie Productions and WGRD Lake City, Fla.

General—No Special Class—Special Citation for Cultural Excellence in Overall Programming to WFMT Chicago.

RADIO—CLASS 4 (Personal and Social Problems):

Group I, national—No Awards.


RADIO—CLASS 5 (Public Affairs):

Group I, national—First Award, "The World Tonight," CBS; Honorable Mention, "Bureaucrats in Sound," NBC.

Group II, regional—First Award, "One Nation Indivisible," WUOM, University of Michigan Broadcasting Service.


RADIO—CLASS 6 (One-time Broadcasts):

Group I, national—First Award, "Virginia—Pattern of Resistance," CBS; Honorable Mention, "New Oil, New City," CBC; "Who Killed Michael Farmer?," CBC.


RADIO—CLASS 7 (Programs for Children):

Group I, national—No Awards.


Group III, local—First Award, "Wunza genom Time," U. of Texas, Junior League of Austin Public Service.

RADIO—CLASS 8 (Primary School Broadcasts):

Group I, national—No Awards.

Group II, regional—First Award, "Narrated Reading," WIVK and CBC, Toronto (Regional network); First Award, "Tell Me a Story," Minneapolis Public Schools and KTIS Minneapolis; Honorable Mention, "Old Tales and New," Minnesota School of the Air and KUOM, University of Minnesota.

Hard cell • Tom Mayhew, news photographer, WATE-TV Knoxville, was sentenced to pay $50 plus 10 days in jail April 16 for taking motion pictures in the local criminal court. The newcomer said that he shot the pictures after Judge J. Fred Bibb recessed the court and as the judge returned to the courtroom. The defendant in the criminal trial was absent. Following submission of a written apology to Judge Bibb, Mr. Mayhew was released the same day and the sentence suspended.


RADIO—CLASS 9 (Intermediate School Broadcasts):

Group I, national—First Award, "The Return of Nanna-Biju," CBC.

Group II, regional—First Award, "How Does Your Story Grow?," British Columbia Department of Education and CBC; Honorable Mention, "Fun in Science," Minneapolis Public Schools and KTIS Minneapolis.


RADIO—CLASS 10 (Secondary School Broadcasts):

Group I, national—Honorable Mention, "Music in the Making of CBC.

Group II, regional—First Award, "Science Survey," New York City Board of Education and WHYE New York; First Award, "Footsteps of the Free," Wisconsin School of the Air and WHA, U. of Wisconsin; Honorable Mention, "Our Canadian Bookshelf," CBC, Toronto (Regional Network); "Meet Mr. Shakespeare," New York City Board of Education and WHYE New York; "Le Quart D'Heure Francais," Manitoba Dept. of Education and CBC.

Group III, local—First Award, "It's Your World," Indian U.; Honorable Mention, "Tales of the Yet to Come," Newark (New Jersey) Board of Education and WSOS-FM, Newark.

TELEVISION—CLASS 1 (Special Interest Groups):


TELEVISION—CLASS 2 (Cultural):


TELEVISION—CLASS 3 (Personal and Social Problems):


Group II, local—First Award, "Escape from the Cage," WCET Cincinnati; Honorable Mention, "The Human Heart," The Upjohn Co. American Heart Assoc. and KRON-TV San Francisco.

TELEVISION—CLASS 4 (Public Affairs):

Group I, network—First Award, "Explorations," CBC; Honorable Mention, "Meet the President," NBC; Special Award, "Outlook," NBC.


TELEVISION—CLASS 5 (Programs of Systematic Instruction):


Group II, Local—First Award, "Saludos Americanos," KGB San Francisco; Special Award, "Human Rights," U. of Houston and KUHT.

TELEVISION—CLASS 6 (Programs for Children):

Group I, network—First Award, "Art Carney Meets Peter and the Wolf," ABC; Honorable Mention, "Junior Magazine," CBC.

Group II, local—First Award, "Explorers of Tomorrow," California Academy of Sciences and KRON-TV San Francisco; Honorable Mention, "Young Audiences," WCBS-TV New York.

TELEVISION—CLASS 7 (School Telecasts):

Group I, network—First Award, "The Elizabethan Theater," Manitoba Dept. of Education and CBC.


BROADCASTING, May 11, 1959
Q: Which of the following words describes each of these radio stations: Friendly? Unfriendly?

A: The special qualitative survey below, prepared by PULSE, is mighty revealing. A rousing majority of Washington, D. C. area residents found us friendly—scored us far higher than any other radio station in the market. And far fewer respondents had no reaction at all to WWDC. Q.E.D.—we’re known and liked. Q.E.D.—this friendliness will rub off on your product!

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All figures indicate percentages

Radio Washington

WWDC

Represented nationally by John Blair & Co.
THIRD WEEK OF PICKETING

‘No progress’ in NBC-NABET mediation

The work stoppage at NBC by 1,500 members of the National Assn. of Broadcast Employees & Technicians appeared virtually certain to enter its third week (May 11) as mediation efforts brought “no progress” last week and disputants hewed to their positions.

Perhaps the most significant development of the week was NBC’s pronouncement Tuesday (May 5) that the network had rescinded its contract with NABET because the union had violated a “no strike” clause. NABET termed NBC’s action “a unilateral, irresponsible act.”

The union took the position that NBC did not have the authority to rescind the contract.

Programming Continues • NBC has maintained its program schedule since the beginning of the walkout except for two hours on tv and 55 minutes on radio during the first day of the dispute. Approximately 300 supervisory and management employees of the network have been performing the duties of NABET personnel.

How it Started • The stoppage began on April 27 when union technicians in New York declined to handle a tape for the Today show, which had been produced in Paris. The union claimed that the “basic operating jobs" in producing the tape had been performed by non-union French technicians “in violation of the contract," and said its members had been “locked out" by the network. NBC contended that NABET called a strike, thereby abrogating the no strike clause of the contract. The network has several damage suits pending against NABET in New York and Los Angeles courts.

Neither NBC nor NABET appeared willing to retreat from their positions. When the network announced it had rescinded the contract with the union it invited NABET to negotiate a new pact. NBC notified the union and its 1,500 members involved in the work stoppage of its action and urged the employees to return to work.

Washington Furore • The names of Vice President Richard Nixon and White House News Secretary James Hagerty became involved in the labor dispute last week following the awards ceremonies of the Academy of Television Arts & Sciences (see page 78).

Prompting a NABET blast was an appearance of Messrs. Nixon and Hargert at Washington’s Mayflower Hotel, where NABET pickets had been stationed for more than five hours during which NBC-TV did one of its Emmy pickups.

NABET headquarters in Chicago charged the two with “perpetrating a sneak attack on organized labor” by entering the hotel several hours in advance of the Emmy program “in order to avoid NABET picket lines.”

Mr. Hagerty later said in behalf of himself and the Vice President that "neither of us crossed a picket line. There were no pickets outside the hotel when we arrived. Nixon didn’t cross the picket line leaving either. He returned to his room after the Emmy ceremony and stayed there until after the pickets disbanded shortly before midnight.”

In Chicago, the NABET strike prompted an 11th-hour cancellation of a telecast on WNBQ (TV) of the local awards ceremonies. It had been scheduled to follow the network Emmy show but was scrapped by the Chicago ATAS so not to involve its membership in the problem of picket lines.

New WXYZ quarters

WXYZ-AM-FM-TV Detroit will dedicate their $4 million Broadcast House in suburban Southfield June 4-5 with a two-day open house at which 1,500 guests are expected.

WXYZ-TV will telecast a live portion of the proceedings June 4, 6:30-7 p.m. (The stations expect to occupy the new facilities on May 18.)

Radio-tv’s stature stressed by Tower

Broadcasting is a business as well as a profession and should be so regarded by teachers and students, Charles H. Tower, NAB personnel-economic manager, said Monday (May 4) in an address to the U. of Kansas Radio-Tv Department.

“There is nothing shabby about being a businessman and there is nothing shabby or base about making a profit,” he reminded.

News is the fastest growing phrase of programming, Mr. Tower said, adding that competent newsmen are scarce. He described selling as a rewarding activity, both challenging and socially significant.

In a May 6 address to the U. of Missouri at the 50th anniversary of its journalism school he suggested broadcasters refer to radio and tv as “popular” rather than “mass” media. He said privately-owned commercial broadcasting is part of our tradition of, wherever possible, encouraging the fulfillment of the needs and desires of the people through private rather than public means. We have deliberately chosen this course, not because we want to enrich the few, but rather because we want to serve responsibly the many and to do so without running the dangers of inefficiency which attend an overwhelming bureaucracy.”

WSTV-TV, Herald Star spar over local issue

A community dispute over a proposed division of the Steubenville-Wheeling metropolitan counties has developed into a hassle between WSTV-TV there and the Steubenville Herald Star.

The station maintains that the Herald Star doesn’t give both sides in a community dispute over the division of the metropolitan area. (The Bureau of Census proposes that the six-county area should be cut in two.)

John J. Laux, WSTV-TV vice president-general manager, told viewers in an editorial telecast April 23 that the newspaper, in campaigning for the county split, had not explained to readers that dividing the counties would drop Steubenville from 67th in U.S. metropolitan rank to 139th in metropolitan rating. Even the main reason for dividing the counties—statistics of the smaller area would be easier to secure and local businesses would have more information—may be faulty. Mr. Laux said he had been advised by the Federal Reserve Bank in Cleveland that Steubenville, after the county split, may receive less market information than it does now as there has to be a minimum number of department stores in an area to warrant an individual report.

Steubenville may not have the necessary department stores in the lesser three-county area.

In his reply to the newspaper editorials that the town didn’t need WSTV-TV as outside stations could be picked up, Mr. Laux asked viewers what it would be like if “Steubenville did not have its own radio and television stations but had to depend upon the Herald Star for unbiased coverage of local issues.”

WBC’s rep firm looks to video-tape as aid

Personnel of advertising agencies and advertisers will be able to view the local programs and personalities of the five tv stations of the Westinghouse Broadcasting Co., starting July 1, by means of Ampex video-tape equipment installed in the New York headquarters of Television Advertising Representatives Inc., national representative of WBC outlets.

Larry H. Israel, vice president and general manager of TVAR, announced...
the development last week and offered this comment:

"Apart from the obvious advantage of offering advertisers and their agencies greater knowledge of local programs and personalities, video-tape will make it possible to preview tv advertisers in the actual programming context in which it will be presented." Tヴァ's sales staff, he said, currently is using the tape installation to acquire more intimate knowledge of programs and personalities in WBC markets. Tヴァ begins formal operations on July 1, representing the following WBC stations—WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX (TV) San Francisco.

**Mutual and Yankee plan August divorce**

The 27-station Yankee Network will pull out of its arrangement with Mutual Broadcasting System this August, it was learned last week after MBS and Yankee had announced "preliminary arrangements" for direct affiliation between the network and Yankee's individual stations.

A joint announcement said that until now WNAC Boston, key station of Yankee, was the only station directly affiliated with Mutual, and that it in turn has maintained phone lines and fed Mutual programming to the 26 other Yankee stations. What the announcement didn't say was that WNAC contemplates going independent either on or before expiration of its contract in August and that if Mutual wanted the Yankee stations it would have to make individual deals with them.

A Mutual spokesman said it is too early to say how many of the Yankee stations would go along on the individual arrangements, although he indicated the initial response is favorable.

Yankee is a division of RKO Tele Pictures and WNAC is owned and operated by RKO Tele radio. Other odo's are WOR New York, KhJ Los Angeles, KFRC San Francisco, WHBQ Memphis and WGMS Washington. It is generally conceded that all these stations, with the possible exception of WOR New York, will go to independent operation in the next few months. They now are MBS为客户.

**H-S-T reorganizes: now Hamilton-Landis**

Reorganization of the station brokerage firm of Hamilton, Stubblefield, Twining & Assoc. was announced last week by Ray Hamilton, president.

A new company has been formed, Hamilton-Landis & Assoc., co-owned by Mr. Hamilton and Dewitt (Judge) Landis, who has represented the Hamilton, Stubblefield, Twining firm in Dallas for the past two years.

Hamilton-Landis will maintain offices in Washington, Chicago, Dallas and San Francisco. Mr. Landis will remain in Dallas. John F. Hardesty, now executive vice president of Radio Advertising Bureau, will take over the San Francisco office May 15 as vice president in charge of West Coast operations (Closed Circuit, March 23). Mr. Hamilton reportedly will take charge in Washington.


Formation of the new firm follows the departure of two of Mr. Hamilton's former associates, William T. Stubblefield and W. R. (Ike) Twining. Mr. Stubblefield is now a consultant in Washington and Mr. Twining is in property brokerage in Palo Alto, Calif.

**Tv Code Board plans West Coast office**

The Television Code Review Board of NAB is establishing a West Coast office to effect closer liaison with independent tv film producers, Donald H. McGannon, chairman of the code review board and president of Westinghouse Broadcasting Co., reported Friday (May 8).

Mr. McGannon disclosed NAB's approval of a plan for the setting up of a West Coast branch (Closed Circuit, May 4) during a talk before the Advertising Federation of America, Fifth District, in Huntington, W. Va. Mr. McGannon noted that since about 40% of network and local tv programs originate with independent West Coast film producers, the code board concluded that such an office should be set up "to counsel, guide and assist these film producers in preparing programs that meet code specifications."

The review board, he stressed, does not intend to "function as censors but to further an atmosphere and attitude of belief in the code and its principles, and adherence to its rules."

**Try census sample for tv ratings—Treyz**

If it is possible that tv ratings are based on too small a sample, why not add a group of selected questions to the 1960 U.S. census asking about the American public's tastes in tv programming? This query is posed by Oliver Treyz, president of ABC-TV, as a possible answer to critics of tv ratings who base their objections on charges of too small a sampling.

Mr. Treyz' comment was made in a speech delivered May 6 (Wednesday) at the U. of Missouri's School of Journalism during "Journalism Week."

Not that Mr. Treyz has these doubts—"We are convinced they [measuring techniques] are adequate, for they are similar to sampling methods used by American business and by government."

Critics who are contemptuous of tv ratings "risk being contemptuous of public tastes" and the networks should provide what the public wants—"not impose their own tastes," observed Mr. Treyz.

**KABL (called cable)**

Call letters of KROW San Francisco-Oakland have been changed to KABL, the McLendon-owned station announced last week. (The new call, pronounced "cable," refers to the city's famed cable cars.) KABL also announced it will be represented nationally by Daren F. McGavren Co.
Young "businessmen" learn an old lesson

You might not think a Junior Achievement Company, like the Jacoco Company, and Standard Oil have much in common. Jacoco makes decorative trays—Standard, hundreds of oil products. Jacoco has 14 employees—Standard, 46,000.

But as Jacoco Company Junior Achievers learn, Standard and Jacoco have quite a bit in common when it comes to money matters. So does every other business.

A business takes in just so much money during the year. Out of this amount it must buy raw materials and supplies, pay its employees and pay taxes (some direct—some indirect). Then, if it is well managed, it will have something left over to provide for future growth and to pay owners a return on their investment.

Take Standard Oil and subsidiary companies, for example. Last year we worked from January 1 through December 31 (346 days, to be exact) just to cover our costs of doing business. Of every dollar we took in, 91.8% went to satisfy our obligations to our suppliers, our employees, to local, state and federal governments for taxes and to cover charges for wear and tear.

This left us 5.2%—the result of only 19 days' operations—for profit. About half of this was used to strengthen our company by expanding facilities to improve the products and services you, our customers, receive. We are continually at work to make oil more useful to more people than ever before.

The balance went to our 152,000 owner-shareholders as dividends. This marked the 65th consecutive year that Standard has paid dividends. A total dividend value of $1,087 per share was paid in 1958.

So you see, no matter what its size a company must watch its pennies carefully if it is to continue to give its customers better value for their money. That is our constant aim at Standard.

WHAT MAKES A COMPANY A GOOD CITIZEN?

One measure of good citizenship is a company's frankness with customers, employees, stockholders, the public. We at Standard try always to keep our neighbors informed—to show how we work, where our money goes and how we contribute to the progress of the communities in which we live and work.

If you would like a copy of our complete 1958 Annual Report, just write to Standard Oil Company, 910 S. Michigan Avenue, Chicago 80, Illinois.
Committee to consider 3-year tv PR approach

A three-year public information program designed to take the heat off television programming will be considered June 2 at a New York meeting of the new five-man study group appointed by NAB President Harold E. Fellows. The committee will carry out a public relations project initiated at the NAB Chicago convention in March (Broadcasting, March 17).

Clair R. McCollough, Steinman Stations, was named chairman of the committee, comprising NAB TV Board members. On the committee with him are C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WAFB-TV Baton Rouge, La.; G. Richard Shafto, WIS-TV Columbia, S.C., and Willard E. Walbridge, KTRK-TV Houston. The committee was authorized at a meeting of the TV Board (Broadcasting, May 4).

Before leaving on a European trip Mr. McCollough announced that committee members were working on specific assignments and would report their recommendations at the June 2 meeting. A full report is to be submitted June 17 to the TV Board at its summer meeting in Washington.

"While the TV Board was in broad agreement with the original committee headed by C. Wrede Petersmeyer, Corinthian Stations," Mr. McCollough said, "there are a number of viewpoints to be reconciled. Our approach is to draft a report that can bring board approval so the project can be put in operation quickly. The consensus seems to be that the project should be started for at least three years with a view to making it a permanent NAB activity."-

META seeks v channel

The Metropolitan Educational TV Assn., New York, is mobilizing to campaign for its own full-time vhf outlet. Joseph S. Iseman, chairman of the executive committee, announced last week that by June 30, the organization will have suspended all programming and production, deleting the payroll to a bare minimum. The summer will be spent in preparation for an all-out fund raising effort to get underway Oct. 1. META has presented daytime classes over the facilities of commercial stations for two years, but does not feel an adequate job can be done on this basis. Furthermore, the uhf channel allotted to New York by the FCC is considered impractical since all receivers would require costly adjustments. META hopes for allocation reconsideration by the FCC or the opportunity to purchase a vhf outlet already in existence.

NAB financiers

NAB Board finance committees for the 1959-60 period were announced May 6 by President Harold E. Fellows. Merrill Lindsay, WSOY Decatur, Ill., heads the General Fund Finance Committee while C. Howard Lane, KOIN-TV Portland, Ore., is chairman of the TV Finance Committee.

Serving with Mr. Lindsay are John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Frank Gaither, WSB Atlanta; Payson Hall, Meredith stations; Joseph M. Higgins, WTHI Terre Haute, Ind.; Rex Howell, KREX Grand Junction, Colo.; Richard H. Mason, WPTF Raleigh, N. C.; Robert L. Pratt, KGTF Coffeyville, Kan., and Mr. Lane.

Chairman Lane's tv finance group includes C. Wrede Petersmeyer, Corinthian Broadcasting Stations; W. D. Rogers, KDUB-TV Lubbock, Tex., and Messrs. Fetzer and Hall.

Media reports

* New affiliates signed by Keystone Broadcasting System as of April 23: KONI Phoenix and WMOP Tucson, both Ariz.; KENL Arcata and KCRE Crescent City, both Calif.; WGML Hinesville and WBIE Marietta, both Ga.; KAOL Carrollton, Mo.; WKKK Murphy, N.C.; WBLY Springfield, Ohio; KCUF Fort Worth-Dallas; WBKV West Bend, Wis. KB5 total: 1,069 stations.

* WBCB Levittown-Fairless Hills, Pa., names Advertising Assoc. of Philadelphia Inc.

* KOTI-TV Klamath Falls, Ore., affiliates with ABC-TV June 1. William B. Smulik is general manager of the ch. 2 outlet which is owned by California-Oregon Television Inc.

* Hal Holman Co., radio-tv sales rep, representative, moves to 535 Fifth Ave., N.Y.

* WTVR (TV) Richmond, Va., has been given a local American Legion award.

* Consolidated net income of National Theatres and subsidiaries for the six months ended March 31 was $903,838 or 34 cents per share, compared to $743,897 or 28 cents per share for the same period of the preceding year. WDAF-AM-TV Kansas City, acquired May 28, 1958, were included in this year's statement, not last year's. The broadcasting activities, together with rents and other income, amounted to $3,539,995 this year, vs $1,590,591 last year. National Theatres acquired about 88% of NTA stock in April, after the close of the first half of the fiscal year, so NTA operations are not covered in the current financial statement.

* WKIT Mineola, N.Y., changed its call letters on May 1 to WFYI Mineola as the station was formally acquired by VIP Radio Inc., N.Y. The outlet was brought from WKIT Inc. for $165,000 and approved by the FCC in March (Broadcasting, March 30). VIP Inc. is headed by producer Martin Stone and financier John Hay Whitney. The company also owns WVIP Mount Kisco, WVYV New Rochelle, and WGHQ Kingston-Saugerties, all N.Y. Stanley Lo Presto, formerly chief engineer of WKIT, was named general manager of WFYI, and Wes Giles, previously with WHLI Hempstead, N.Y., was appointed station sales manager.

* WABC-TV New York reports having notch its most profitable first quarter as profits in 1959 achieved what officials termed a "healthy increase." The previous high for the same period had been reached last year, when the station attained a 65% net profit increase over first quarter, 1957. Second quarter figures thus far are said to exceed the same portion of second quarter, 1958, by 8%.

* The three children of the late Charles D. Christian, CBS-TV studio
Another thriller-diller from WJRT—

“Homing pigeons, Chief?”

“Stool pigeons, Ponsonby—the word’s all around that WJRT is the efficient way to buy Flint, Lansing, Bay City and Saginaw.”

Got the message? WJRT is the only single-station way to deliver your message to all four of the big, rich mid-Michigan metropolitan areas. Just one buy nets you Flint, Lansing, Saginaw and Bay City. And you come in on the beam with a grade “A” or better signal.

Plus, WJRT’s penetration from within puts you right in the heart of this lucrative market. We’ve got a half-million TV households waiting to hear from you right now. Join the flock that’s gathering nest eggs on WJRT, the efficient way to reach mid-Michigan.

WJRT
CHANNEL 12
FLINT

ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Detroit • Boston • San Francisco • Atlanta
engineer-in-charge who was killed in the recent train wreck in Bayonne, N.J., will have their future education assured through a trust fund agreement signed April 24 at the Howard Savings Institution, Newark, N.J. Mr. Christian's co-workers and associates have contributed more than $4,000 to the educational fund. He is survived by his wife Anna, daughter Lynn, 18, and two sons, Charles, 9, and Robert, 7.

- WDAU-TV Scranton—Wilkes-Barre, Pa., has switched to a single rate structure with Rate Card Six. It supersedes cards Five and Three B. Existing contracts are subject to the customary six-month protection. The new rates are substantially the same as the former national rates. It continues rates of $125 for Class AA chainbreaks and $600 for Class AA hours. Class AA minutes are increased from $125 to $135.

- WTOD Toledo, Ohio, on May 24 becomes a CBS Radio affiliate. It was announced last week by John L. Booth, president of Booth Broadcasting Co., the station's licensee. WTOD is on 1560 kc with 1 kw. Sunne Miller is general manager.

- WAPA-TV San Juan, P.R., undertakes its first Community Club Awards campaign next month. (Community Club Services Inc., N.Y., runs competitions for cash awards open to non-profit charitable organizations.) WAPA-TV has exclusive rights for Community Club Awards Radio Plan in Puerto Rico.

Changing hands

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

- KABQ Albuquerque, N.M.: Sold to Sandia Broadcasting Corp. by Duke City Broadcasting Corp. (Edward M. Sleighel) for $350,000. Sandia Broadcasting is owned by President Oscar I. Dodek, 80%, and Vice President-General Manager Maxwell Marvin, 20%. (vp and general manager of WOL, Washington, D.C., WNAV Annapolis, Md., and WDOV Dover, Del.). The sale was handled by Blackburn & Co. KABQ is on 1350 kc with 5 kw, day, and 500 w, night, directional night.

- WEZB, WENN Birmingham, Ala.: WEZB sold to John M. McLendon & Assoc. for 100% of WENN (Bessemer) plus $30,000 by Gene Newman Radio Inc., owner of WHRT Hartselle, Ala. Each station will continue its present program format and retain its call letters, it was announced. John McLendon, major stockholder of McLendon & Assoc., owns KOKY Little Rock, Ark., KOKA Shreveport, La., and 50%
of WOKJ Jackson, Miss. All of these outlets, as well as WENN, are Negro programmed. WEZB is on 1320 kc with 1 kw, day. and is affiliated with MBS. WENN is on 1450 kc with 250 w.

**APPROVED** The following transfers of station interests were approved by the FCC last week (for other Commission activities see **FOR THE RECORD**, page 104):

- **WEAR-TV** Pensacola, Fla.: Sold to Rollins Telecasting by Gulfport Broadcasting Co. for $1.075 million plus agreements not to compete within 80 miles of Pensacola for 10 years and a purchase of real estate for $325,000. Rollins Telecasting's parent corporation owns WPTZ-TV North Pole, N.Y., WAMS Wilmington, and WJWL Georgetown, both Delaware, WNJR Newark, N.J., WRAP Norfolk, Va., WGEE Indianapolis, Ind., WBEE Harvey, Ill., and KATZ St. Louis, Mo. WEAR-TV is on ch. 3 and is affiliated with ABC-TV and CBS-TV.
- **KLX** Oakland, Calif.: Sold to KFWB Broadcasting Corp. (formerly Collier Broadcasting Co.) by Tribune Building Co. (Knowland family's Oakland Tribune) for $750,000. Robert M. Purcell, assignee president, is president of KFWB Los Angeles and 50% owner of KEVE Minneapolis, Minn. Milton H. Klein, sales manager of KFWB, was appointed general manager of KLX (**BROADCASTING**, May 4). Bill Enis was named program director and John Babcock news director of the station. KLX is on 910 kc with 5 kw, directional, night.
- **WWTB** Tampa, Fla.: Sold to WPIT-AM-FM Pittsburgh, Pa., by W. Walter Tison for $240,000. J. J. Laux, president, and other assignee stockholders have interests in WSTV-AM-FM-TV Steubenville, Ohio, KODE-AM-TV Joplin, Mo., WBOY-AM-TV Clarksburg, and WPAR and WAAM-AM Parkersburg, both West Virginia, KMLB-AM-FM Monroe, La., and WHTO-TV Atlantic City, N.J. WWTB is on 1300 kc with 5 kw, day, directional.
- **WALT** Tampa, Fla.: Sold to Consolidated Sun Ray Inc. (WPEN-AM-FM Philadelphia, Pa.) by Emil J. Arnold, Robert Wasdon and Jack Siegel for $210,000. WALT is on 1110 kc with 10 kw, day, directional.
- **WXIX** (TV) Milwaukee, Wis.: Sold to WXIX Inc. (Gene Posner, president, is owner of WMIL Milwaukee) by CBS Inc. for $50,000. CBS discontinued operation of WXIX (TV) on March 31. The outlet has a license for ch. 19 and a modified construction permit for ch. 18. The Commission also renewed the station’s license.

**Hometown, U.S.A.**

is our headquarters

In our business, it’s highly important to visit a broadcasting property that is for sale. It’s equally important to know the buyer and his qualifications.

Bringing the right parties together through such personal contacts pays off in results. We don’t have much faith in the mail order approach.

We speed to owners who want to see us. We carefully check or meet with buyers. It’s the only way to handle any given situation.

We’re as close to you as your telephone—as far away as the fastest travel time.

**ALLEH KANDER AND COMPANY**

**Negotiators for the Purchase and Sale of Important Radio and Television Stations**

**WASHINGTON** 1625 Eye Street N.W. National 8-1990

**NEW YORK** 60 East 42nd Street Murray Hill 7-4242

**WEST COAST** 915 North Commerce St., Stockton, Calif. Howard 5-7367
TV PROGRAM PROBE OPENS QUIETLY

Networks bare data asked by FCC as touchy hearing opens

The first phase of the FCC's touchy inquiry into the program practices of television networks ended last week after three days of record taking. There were no fireworks.

Placed in evidence were reams of documents covering program schedules of ABC, CBS and NBC. The statistical documents covered program origins, sponsors, acceptances and the interests of the networks in each program. Most of the tables were in response to FCC questionnaires going back to the network study of 1956-57.

The exhibits were identified by network lawyers. They were Mortimer Weinbach, ABC; Thomas K. Fisher, CBS, and Thomas Ervin, NBC.

The FCC's legal battery comprised Ashbrook P. Bryant and James F. Tierney. Both are members of the Broadcast Bureau's Office of Network Study, and both served as members of the network study staff under U. of Cincin-
nati Law School Dean Roscoe Barrow.

Nothing on 'Tie-Ins' • No evidence was taken of charges that some networks forced independent package producers to cut them in before their programs would be considered for network showing.

These allegations were first made in 1956 before the Senate Commerce Committee and the House Judiciary Antitrust Committee. They were investigated by the Department of Justice and turned over to the FCC.

The public hearings ordered by the FCC last February (Broadcasting, March 2) are expected to resume after July 1.

One only issue of any significance cropped up. Mr. Bryant told the pre-siding officer, Chief Hearing Examiner James D. Cunningham, that he had promised to maintain as confidential, material relating to financial data. This was similar, he said, to the commitment ordered by a New York federal judge in ruling on the legality of FCC subpoenas calling for program and financial information from independent program producers.

Examiner Cunningham questioned whether this commitment could be honored, in light of the FCC order calling for a public hearing. He asked the attorneys to consult each other to determine to what degree they would insist on this commitment.

Will Rule • He said that he would rule that point when a close session was requested. Mr. Cunningham indicated that he would refuse this request—thus permitting an appeal to be taken directly to the Commission.

The hearing was opened by Broadcast Bureau Chief Harold G. Cowgill. After listing some of the topics to be explored (the tie-in charges, concentration of program control by networks, failure of networks to consider

FCC almost loses control on option time

The FCC came within one vote of relinquishing all control over network option time, it became known last week.

The action took place at the April 22 meeting where, by a vote of four to three, the FCC turned down a motion by Comr. Robert T. Bartley to eliminate two of its network rules. These are the rules involving option time and stations' right to reject network programs.

Mr. Bartley's motion actually was one that would have issued a rule-making notice calling for the deletion of Sec. 3.658(d) and 3.658(e).

The motion was seconded by Comr. Frederick W. Ford.

On the vote, Messrs. Bartley and Ford were joined by Comr. Rosel H. Hyde.

Voting against Mr. Bartley's motion were Chairman John C. Doerfer, and Comrs. Robert E. Lee, T.A.M. Craven and John S. Cross.

The next motion on the agenda at that meeting was for the issuance of rulemaking notice revising the option time rules (Broadcasting, April 27).

This was passed by a majority of four including Comr. Bartley. Comr. Ford concurred in the issuance of the notice but questioned whether the antitrust issue had been met. Comr. Hyde dissented, expressing the view that option time should be prohibited entirely, and Comr. Craven dissented to two of the proposals—reduction of option time from the present three hours per segment to 2 1/2 hours, and counting "straddle" programs entirely in option time.

Other proposed changes involve the length of advance notice networks must give stations when they desire to pre-empt option time and more flexible arrangements for stations to reject or cancel network programs.

Comments on the option time proposals are due June 22.

Comr. Bartley told Broadcasting last week that he had made the motion because he felt that the FCC should withdraw from injecting itself into business arrangements between networks and stations.

"This is a free enterprise business," he said, "and I think we should get out of this type of regulation and see what happens."

He said he did not think the station-network relationship would change much if the FCC had no regulation on option time.

"Frankly," he said, "I think the networks need option time to force affiliates to carry network sustaining programs. Otherwise I'm sure that the networks could count on their affiliates to continue to carry good commercial programs."

Mr. Bartley had a short answer to the fear that without federal regulation the stations might option all their time to networks:

"That would be silly. But if that happened, let the Dept. of Justice take care of it. The Justice Dept. has already said option time is a violation of the antitrust laws."

On two occasions the Justice Dept. has told the FCC it believes option time violates the Sherman Act. The last time was in March when then Justice Antitrust Chief Victor R. Hansen told the FCC he thought option time runs "afoul" the Sherman Act.

64

BROADCASTING, May 11, 1959
SEE ALL, KNOW ALL about the
MARYLAND MARKET

WBAL-Radio and WBAL-TV are Maryland’s best
salesmen because they see what good programming can
do—and they know what good programming is.
WBAL-Radio and WBAL-TV are Maryland’s best
mediums to reach the spendable money in Maryland.

Far-sighted buyers place their money with WBAL-Radio
and WBAL-TV

Always the Best Show in Town
Always the Best Buy in Town

WBAL-RADIO BALTIMORE
50,000 watts • NBC Affiliatle • Nationally represented by H. I. Christal Co., Inc.

WBAL-TV BALTIMORE
Channel 11 • NBC Affiliate • Nationally represented by Edward Petry & Co.

MARYLAND’S
BEST MEDIUHS!
public interest in programming), he emphasized that fears that the government is about to invade program selection are ill-founded.

"The danger is not that the government will intervene to inhibit the free choices of broadcasters in the selection of their program schedules," he said. "The danger . . . may . . . be that through the operation of economic and other factors, effective power of choice of television programs has tended to become concentrated and that as a practical matter program selection has, to a considerable degree, shifted away from the individual station licensee." He continued:

"The information and data under consideration pose the question whether, in the actual conduct of their program selection activities, the networks have followed public interest policies, or whether, in some instances have unfairly discriminated against and sought to exclude programs produced by independent producers or the network program market, or improperly insisted upon obtaining a financial interest in an independent show as a prior condition to considering it for exhibition on the network."

Evidence Highlights • James B. Sheridan, acting chief, Broadcast Bureau Economics Div.—

In 1949, advertisers' total program expenditures for network television (exclusive of time costs) were $18.6 million. Of this amount, the networks received $6.4 million (34.4%) and all other sources, $12.2 million (65.6%).

In 1957, advertisers spent $275.8 million on network programs. Of this amount, networks collected $166.5 million (60.5%) and other sources, $109.3 million (39.5%).

In 1949 the net revenues of all four television networks were $12.8 million. Of this, $6.4 million was from the sale of time and $6.4 million was from the sale of talent, program material, etc.

In 1957, the net revenues of all three tv networks were $368.3 million. Of this $201.8 million was from the sale of time, and $166.5 million was from the sale of talent, program material, etc.

Columbia Broadcasting System—

In the 1958 fall program schedule (September-December), 22% were programs produced by CBS, 24% were produced independently and licensed directly to advertisers, and 54% were produced independently and licensed directly to CBS.

CBS loses money on programs. In 1951 it took in a total of $14.7 million for programming, but it cost the network $21.3 million to produce the programs—a loss of $6.6 million. In 1958 the network had a total income from programs of $59.7 million, but spent $87.2 million—a net cost of $27.5 million.

• The CBS television program department cost $70,454,000 in 1958. The network's News and Public Affairs Div. spent $16,825,000 in 1958. The tv program department had 310 people employed at a yearly payroll of $5.5 million; the news and public affairs division, 378 people at $4.15 million. CBS' News and Public Affairs Div. is a division of CBS Inc.; the program department is a unit in the CBS Television Network Division.

• In developing new programs, CBS spent $3.7 million from Sept. 1, 1956 to August 31, 1957.

• The excess of total expenses over total income for news and public affairs programming in 1958 was $8.4 million.

National Broadcasting Co.—

In the 1955-56 season, NBC supplied 13 programs in the prime 6-11 p.m. segment. Independent packagers 18 and advertising agencies 19. In the 1958-59 season the score was NBC 9, independents 21 and agencies 14.

• The high cost of program development—and the heavy mortality of good program ideas—was described by NBC as follows: In 1955, the NBC creative staff spent $2.5 million for program development. In that year NBC undertook 20 program projects, from commencement through pilot film or live audition, at a cost of almost $1 million. It also participated in 31 other program development projects. Of these 51 projects, only seven have gone on the air, or are scheduled to be used. These seven programs had a development cost of $138,000.

• Some examples were given: In the 1954-55 season, NBC committed $2 million for the Tonight program. In the 1955-56 season NBC committed itself to $3.5 million in getting Matinee started and it lost $3 million a year in unrecovered costs until the summer of 1958 when the program was cancelled.

The famed NBC Opera telecasts, mostly unsponsored since they began in 1950, have cost the network $2.5 million.

• In the 1957-58 season, NBC had unrecovered costs of approximately $6 million on news and public affairs programs.

• For 1959, NBC has already commited $3.8 million for talent and creative personnel, some of which has been offset by sponsors. For 1960 and beyond, NBC has committed $5.3 million, none of which is offset yet by sponsors.

• Overall unrecovered program costs were shown through the years: 1953, $19.7 million; 1958, $44.8 million. These figures include overhead, staff, license fees, etc.

• Pre-emptions for public service programs cost NBC almost $500,000 in 1957-58 season. This is how this figure was secured: Gross margin on lost time sales, $220,238; program costs, $95,485; pre-emption costs, $173,662.

American Broadcasting Co.—

• For the 6-11 p.m. time period in selected weeks, the network in 1955 carried three programs created by its own people, three in which it had a partial interest and 36 in which it had no interest. This compares to 1959 when it carried 12 programs in which it had complete interest, 12 in which it had a partial interest and 21 in which it had no interest.

FCC briefly surveys means of vhf drop-ins

How will the drop-in of vhf channels into "critical" cities be done—on an individual basis or on an overall proceeding?

Or, shall it be "selective shoe-ehorning" or a general rulemaking?

That's the question the FCC has to answer before it moves to put into practice the "interim" tv allocations plan made public last month (Broadcasting, April 27).

The Commission briefly discussed the situation last Wednesday at its regular meeting. It came to no conclusion and the subject is expected to come up again in two weeks.

Staff Report • Before the commissioners was a document drawn up by the staff delineating the pros and cons of both methods of acting on drop-ins. The staff report also discussed the questions of how far to go in breaking through present minimum mileage separations, and how to judge whether or not certain cities have uhf "saturation."

In the Commission's tv allocations announcement, it was stated that the temporary drop-in program would be "carefully circumscribed" to relieve "only the most critical shortages." It also was indicated that the Commission would not upset the balance where uhf has gained a substantial foothold.

Involved also in determining where to add vhf channels, it is understood, are revisions of U.S. agreements with Canada and Mexico.

Cities Listed • The staff document included a list of 36 cities out of the top 103 tv markets in which additional vhf channels might be placed. These areas have less than three vhf assignments at the present time.

Each city is identified with present allocations. The additional vhf channel
The majestic beauty of a harp weaves a mood so vital to good music that only the best is good enough for the symphony conductor.

This same "quality touch" and ceaseless devotion in achieving the best is also what sets apart great radio and television stations from the rest.
IT'S JUST "NO CONTEST"

**WJAC-TV**

is way out front
in the Johnstown-Altoona area!

Go by limousine, not by flivver! With WJAC-TV you travel "first class" with 71.9 station share of audience, sign-on to sign-off, all week long, as compared to only 28.1 for WFBG-TV

Figures from ARB, November, 1958

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**TOP 30 SHOWS ON WJAC-TV**

Johnstown-Altoona Trendex, Feb., 1959

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Buy the station that delivers
the viewers—nearly three times
as many viewers for WJAC-TV
as for the nearest competitor.
You get a guaranteed audience
when you buy WJAC-TV!

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Get all the facts from

**HARRINGTON, RIGHTER & PARSONS, INC.**

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**United Press International Facsimile Newspictures and United Press Movietone Newsfilm Build Ratings**
Convention visitors see how WSB Radio serves growers who make Georgia leading broiler producer in U.S.

Last year Georgia again led the nation in broiler production, sending 283,000,000 birds to market.

Pictured is the WSB Radio exhibit at the recent Southeastern Poultry & Egg Association convention in Atlanta. Growers (and exhibitors—many of whom are WSB advertisers) showed great interest in the illuminated coverage map, and methods used by WSB Radio in providing them with broiler market quotations. Two comprehensive reports are broadcast daily, the first at 11:35 a.m. This is the earliest quotation Georgia broiler growers can hear. They listen for it daily.

Broiler quotations are only one facet of WSB Radio's complete programming for Georgia agriculture. Over 300,000 farm families depend upon this station for information of vital concern to them.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.

WSB Radio
The Voice of the South
Atlanta
FCC BACKLOG—TALE OF WOE
Congressional subcommittee hears story

Congressmen are concerned about the FCC's applications backlog and Commission members were on the receiving end of some blunt questions about the problem, a March 11 hearing by the House Appropriations Committee's Independent Offices Subcommittee, indicates. A transcript of the March session was released last week.

The subcommittee members were told by Broadcast Bureau Chief Harold Cowgill that applications of all types are behind 7 to 7½ months, with a total of 1,200 applications now pending. Action on TV, on the other hand, comes an average of 40 to 45 days after filing, he said.

Chairman Albert Thomas (D-Tex.) of the subcommittee told FCC members that "keeping a man on the hook for six months to three years is hardly justifiable," and added that Congress may "have to paddle you a little bit . . . to get rid of that backlog," Rep. Thomas reiterated that he believes fees ought to be charged licensees for FCC services.

FCC members told the congressmen that one of the Commission's biggest problems is meeting an expanding demand with a diminishing staff. The FCC is asking for 47.9 more employees in broadcasting activities at a cost of $376,706 to help dispose of the applications backlog, conduct studies to solve TV allocation, pay TV and network problems and handle increased hearing work. Noting a $100,000 item in its 1960 proposed budget for a study of automation techniques, FCC members said they have talked with International Business Machines, Burroughs and Remington Rand about possible automatic processing of some applications paperwork. Another $98,000 is being asked for special contract work involving TV allocations, subcommittee members were told.

Larger Staff Requested • The FCC wants in broadcasting activities, for fiscal 1960:
• In television: 65.7 Broadcast Bureau employees ($465,608) compared to 54.1 ($375,670) for fiscal 1959; 8 hearing examiners ($72,240) compared to 7 ($64,441) in 1959; 12.5 Office of Opinions & Review employees ($108,520) compared to 10.3 ($87,581) in 1959; 6 in Dockets section ($27,445) compared to 4.8 ($22,008) in 1959.
• In am: 133.1 in Broadcast Bureau ($942,397) compared to 110.4 ($766,605) in 1959; 15.8 hearing examiners ($142,678) compared to 14.6 ($134,410) in 1959; 13.5 ($114,791) in 1959; 4.9 in Dockets ($22,409) compared to 4.1 ($19,139) in 1959.
• In fm: 13.4 in Broadcast Bureau ($95,010) compared to 12.4 ($86,105) in 1959; 1.2 hearing examiners ($10,836) compared to 0.7 ($6,442) in 1959; 1.0 in Office of Opinions & Review ($8,680) compared to 0.8 ($6,802) in 1959; 0.6 in Dockets ($2,746) compared to 0.4 ($2,133) in 1959.

Total proposed budget in broadcasting activities is $2,361,601, compared to $1,942,055 in 1959. The FCC is asking a total $11 million for fiscal 1960 compared to $9.8 million estimated for 1959. FCC Chairman John C. Doerfer told the subcommittee that by May (this month) the FCC will be "hitting that whole big bundle" of 255 stations which have applied for increase in power from 250 w to 1 kw. There is a potential of

Servicing and Selling the Markets of America

TRANSCONTINENT TELEVISION CORPORATION
Offices: 70 Niagara Street, Buffalo, N.Y.; 2800 1 East 47th Street, New York City, Plaza 1-3030
900 such stations, he said, and those which haven't filed will have to do so to protect themselves.

 Tv Program Quality Up • Responding to questions by congressmen about the quality of TV programs, Chairman Doerfer said there are more good programs than there used to be, but that a station has a problem in programming 120 hours a week because of TV's "voracious appetite for talent, for writers."

 To another question about crime programs on TV, the FCC chairman said the FCC doesn't tell the networks how to program their schedules. He noted that he recently had seen an "atrocious" crime story on TV with six murders in it, adding, "It happened to be one of the best, 'Hamlet.'"

 Reopen Nebraska case

 The ch. 13 Alliance, Neb., case is to be reopened, pursuant to a U.S. Court of Appeals for D.C. remand (Broadcasting, March 16), according to last week's FCC announcement directing preparation of a document to this end. The Court had claimed that the Commission erred in dismissing petitions by KSTF (TV) Scottsbluff, Neb., to intervene in the ch. 13 proceedings, which saw the Alliance channel go to Western Nebraska Television Inc. (KALF [TV]). The Court also ordered the FCC to investigate charges that KALF sold stock without registering with the Securities & Exchange Commission and made false and misleading statements in the sale of stock.

 Mack-Whiteside trial drags into sixth week

 The criminal trial of former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside, accused of conspiring to rig the award of Miami ch. 10 to a National Airlines subsidiary, plodded through its fifth week.

 Continuing testimony from the previous week was William Y. Stembler, head of the Stembler-Shelden Insurance Agency, and Mrs. Elaine Wood, head bookkeeper of the agency, who was on the stand Wednesday (May 7) through Friday. Both testified about payments to Mr. Mack through Stembler-Shelden and Andar Inc. Mr. Mack was former part owner of Stembler-Shelden and Andar was given to Mr. Mack by Mr. Whiteside, who controlled Stembler-Shelden and owned Andar. Government prosecution holds payments to Mr. Mack were made through the two firms to induce him to vote for Public Service Tv Inc., NA subsidiary.

 Defense counsel moved for mistrial (and were denied), charging the prosecution with trying to imply Mr. Stembler was not "an honest witness" in saying his testimony differs from that given a grand jury before indictment of the defendants. Federal District Judge Burnita S. Matthews, trying the case, said she found "substantial" discrepancies between Mr. Stembler's testimony before the grand jury and at the trial.

 Meanwhile, because of the trial, the FCC last week postponed oral argument in the court-remanded Miami ch. 10 case. The oral argument had been set for May 21. The FCC said it will announce a new date.

 No cutoff delay

 The FCC remains adamant on the inauguration of a "cut-off" procedure for an am processing line. On May 1 it turned down two more requests for postponement of the May 16 effective date sought by Community Broadcasters Assn. and Assn. of Federal Communications Consulting Engineers. Comr. T.A.M. Craven dissented. Earlier in

SERVICING AND SELLING are two key words that dominate the objectives of Transcontinental stations.

Whether it's...• WGR-TV and WGR Radio, Buffalo, blanketing the mighty and prosperous market of Western New York known as the Niagara Frontier, or...WROC-TV, Rochester, with its 26.5% coverage advantage in the thriving 13-county industrial and agricultural area in up-state New York, or...WNEP-TV, Scranton-Wilkes-Barre, with the most powerful transmitter serving Northeastern Pennsylvania, the state's third largest market, or...WSVA-TV and WSYA Radio, Harrisonburg, covering the rich and diversified Shenandoah Valley area in Virginia...

...you'll find the Transcontinental station is well-known as a symbol of service to audiences and a symbol of sales to advertisers. Experienced management, intelligent program balance, strong merchandising and promotion plans, and a genuine feeling of community responsibility are basic characteristics that advertisers profit by when they select...
the week the Commission refused a similar continuance requested by the Federal Communications Bar Assn. The new procedure is intended to prevent submission of new applications or amendments after the top 50 applicants on the processing line have been announced and after 30 days have elapsed (BROADCASTING, April 13).

LIBEL REVERSED

D.C. judge sets aside $145,000 Lewis fine

A $145,000 libel damages verdict found by a jury last Jan. 31 against commentator Fulton Lewis Jr., Mutual and WWDC Washington was set aside last week by Federal District Judge George L. Hart in Washington, D.C.

Judge Hart said the jury’s award to Mrs. Pearl Wanamaker, Seattle educator and former Washington State superintendent of public instruction, was excessive and led to the conclusion that the jury “was influenced by passion or prejudice.”

The nine-day trial last January resulted in the largest libel judgment ever awarded by a jury in the District of Columbia. Mrs. Wanamaker charged she was libeled in a nationwide, 500-station broadcast on Mutual by Mr. Lewis, who said among other criticisms that she was the sister of a man who renounced U.S. citizenship and fled behind the Iron Curtain. Mr. Lewis retracted this statement in a similar broadcast three days later, apologizing for his “horrifying mistake.”

Judge Hart said in his opinion last week that Mrs. Wanamaker’s reputation in the educational field was undamaged by the Lewis broadcast because of her prominence among educators. He said her salary in a job she held after the broadcast was higher than that before and that she afterward had received various nationwide honors, including honorary degrees from two colleges. He also said questioning of a defense witness by Mrs. Wanamaker’s lawyer during the trial was “highly improper.”

He said the libel, established as per se in instructions to the jury, should carry damages only because it was per se and because Mrs. Wanamaker suffered “humiliation, embarrassment and wounded feelings.” He noted Mrs. Wanamaker’s lawyer asked only $25,000 damages for the broadcast in the Washington Metropolitan area. (The jury awarded $45,000 from Mr. Lewis, Mutual and WWDC jointly for the D.C. area broadcast plus $100,000 from Mr. Lewis and Mutual for the broadcast into other parts of the country.)

Mrs. Wanamaker had filed 17 suits in various state and federal courts against Mr. Lewis, MBS and affiliates which carried the broadcast, but the parties agreed that a number of the suits would be dismissed with prejudice and that Mrs. Wanamaker could claim damages against Mr. Lewis and Mutual for the broadcast over the entire U.S.

Before this agreement, four cases had been tried in which a jury in a Spokane, Wash., court found for the defendants; a suit in Baltimore resulted in a hung jury; a jury in Walla Walla, Wash., awarded Mrs. Wanamaker $10,000 and an Oklahoma City court awarded her a total of $7,500. Mr. Lewis said in Washington last week that the last two cases have been appealed.

J.P. Tonkoff, Mrs. Wanamaker’s lawyer, charged in Yakima, Wash., last week that Judge Hart had acted as a “13th juror” and said he would seek a new trial. Mrs. Wanamaker, attending an educational conference in Corvallis, Ore., said she didn’t intend to drop the case. She declined to say whether she would consider a compromise settlement.

Oversight committee sets hearing agenda

The 1959 edition of the House Subcommittee on Legislative Oversight plans its first public hearings within the next six weeks. And, just as in 1958, the committee first will call each of the “Big 6” agencies under its jurisdiction to explore agency problems.

Discussion will be limited to three previously determined problems of each agency. In the case of the FCC, leadoff talks will be on a way to prohibit ex parte presentations to commissioners in rulemaking proceedings when an opposing party does not have a chance to answer.

The FCC consistently maintains that such contact is necessary. The subcommittee agrees to an extent but feels that when one side makes a presentation, all sides should have equal opportunity to give their views.

Other FCC areas to be explored will be decided after consultation with the Commission but two areas are foremost right now in the committee’s thinking. They are (1) use of FCC discretion in making rules and policy without legislative guidelines and (2) Commission dependence for information on the regulated industry.

After individual agency problems have been discussed, situations common to all agencies will be highlighted. Practitioners before the Commission and regulated industries also will be heard. The hearings probably will begin sometime in June.

The subcommittee has four new mem-
"Ten years of hard labor!" Hard labor to corner the top studios' best feature films. Hard labor to create provocative, headline-making local programming. Hard labor to present more news more dynamically. Yes, ten years of hard labor have made WJAR-TV far-and-away the number one station in the PROVIDENCE MARKET. Now, on its tenth anniversary, WJAR-TV looks forward happily to serving another sentence. Cock-of-the-walk in the PROVIDENCE MARKET WJAR-TV NBC · ABC · Represented by Edward Petry & Co., Inc.
EXTENDED HOURS

DBA plan opposed by radio fulltimers

Nine fulltime am stations opposed and two daytimers favored the Daytime Broadcasters Assn.'s proposal to authorize daytime stations to operate from 5 a.m. or sunrise (whichever is earlier) to 7 p.m. or sunset (whichever is later) in early comments filed last week on the FCC inquiry. Comments on the plan were due last Friday (May 8).

Interest in the daytime broadcaster problems continued last week on Capitol Hill with introduction by Rep. Morgan M. Moulder (D-Mo.) of a bill (HR 6868) to amend the Communications Act to require that daytimers be authorized to operate "at least" from 6 a.m. to 6 p.m. It was identical to a bill submitted the week before by Rep. George E. Shipley (D-III.).

WFMO Fairmont, N.C., and WMIL Milwaukee supported the DBA proposal. WMIL said that in December it has to operate from 7:15 a.m. to 4:15 p.m. and that this keeps it from serving its audience when they are accustomed to tuning in, beside cutting down "seriously" on WMIL's opportunity to sell time.

WCCO Minneapolis, opposing, said half the country is without primary service at night and that these white areas must be served primarily by clear channel stations. WCCO said if the proposal is adopted it will suffer interference from KBOA Kennett, Mo. It added that 59 broadcast stations rely on WCCO for alerts during a Conelrad operation, since it is the key station in some or all of Minnesota, Wisconsin, North and South Dakota, Wyoming and Montana.

Also opposing was a group of eight stations submitting earlier comments. They were WWNY Watertown and WMSA Massena, both New York; KWBR Oakland, Calif.; WFMJ Youngstown, Ohio; WMAK Nashville, Tenn., and WKMI Kalamazoo, Mich.; WFMD Frederick, Md., and WRVA Richmond, Va.

Canada, Mexico Oppose Too • They said extension of daytimer hours as proposed by DBA would amount to "prejudgment" of the issues in the Daytime Skywave proceeding, issued in March 1954, but still pending, and probably would be in "derogation" of any solution reached in the Skywave case.

They said FCC has considered the need for local service in pre-sunrise and post-sunset hours and resolved in favor of greater benefit from existing fulltimers. DBA, they said, would cut into this service and in certain seasons the already-bad skywave interference problem would be worsened.

They cited Canadian opposition and Mexico's refusal to approve the proposal to expand daytimer hours. They said if the plan were approved, existing fulltimers, under the "doctrine of the KOA decision," would be entitled to hearings on grants of new stations which increased skywave interference. Thus, they said, there would be few uncontested grants of new stations.

The stations cited Conm. Robert E. Lee's dissent from the FCC ruling last week in which he said adoption of the plan would make the standard broadcast band "chaotic," and that data submitted by 24 stations show 27 million people would lose primary service in winter from these 24 outlets alone.

WRVA made an additional statement claiming it would receive extensive interference from WSIV Pekin, Ill., KLPR Oklahoma City and a proposed daytime station at Tiverton, R.I.

Monroney jabs at tv as 'Firestone' drops

Oklahoma's Democratic Sen. A.S. (Mike) Monroney is continuing his fight against tv ratings, with special emphasis on the demise of the Voice of Firestone (At Deadline, April 27).

Last week he introduced still more newspaper columns into the Congressional Record condemning ABC-TV for dropping Firestone. Pointing out that next fall networks will carry 27 western and 18 crime and adventure programs, Sen. Monroney asked: "Is this balanced programming?" He continued, speaking on the Senate floor:

"Does anyone here believe that all Americans want is violence and murder of the long-ago frontier or the current gangster- con man variety? Surely the networks can, without help from either Congress or other outside critics, pry themselves loose from their supine slavery to the ratings which would seem to be ruling our airwaves."

Sen. Monroney also stated, but not on the floor, that published reports that he planned to introduce legislation requiring networks and stations to file regular reports on public service programming with the FCC are not accurate. "They jumped to conclusions," he
WHAT GIVES YOU FLUFF-FREE "LIVE" COMMERCIALS?

VIDEO TAPE MADE ONLY BY 3M

Your commercial is live as life. It's spontaneous. Fresh. Clear. Even its lighting is that of a live commercial. But—
No goofs. Not a chance.
And you know why: "Scotch" Brand Video Tape. To date, the only tape to accomplish the miracle of sight plus sound —accurately. A product of the same 3M Research that pioneered tape recorded delayed broadcasts 10 years ago. Erasable, re-usable and without the time delay of film processing.
You can rely on "Scotch" Brand Video Tape for fluff-free "live" commercials.

MINNESOTA MINING AND MANUFACTURING COMPANY

WHERE RESEARCH IS THE KEY TO TOMORROW.

said, "My plans are not firm at all as yet."

The Senate Commerce Committee's ratings study, which he is pushing as a member, will look into possible legislative solutions to insure a reasonable amount of public service programming, he pointed out, and required filings of such reports might possibly be the outcome.

Hearings on the ratings services were held by the committee last summer and were scheduled to resume early in the present Congress. However, they have been forestalled because of other committee business and Sen. Monroney refused to predict when they might be resumed.

**House spectrum panel to meet June 8-9**

As its first step in a planned overall study of the communications spectrum, the Communications Subcommittee of the House Commerce Committee will hold a two-day panel June 8-9. Rep. Oren Harris (D-Ark.), chairman, said the panel members would be limited to discussion of (1) problems of the spectrum and its utilization and (2) the most appropriate way to solve these problems.

The House of Representatives authorized $200,000 for the subcommittee to conduct its investigation in the face of a White House proposal for congressional approval of an Administrative commission for the same purpose. So far, Harris has been unable to attract the necessary experts to staff the investigation and still is searching for a qualified director.

Among those to be invited to participate on the panel are Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Dr. Irwin Stewart, former member of the old Federal Radio Commission and ex-president of West Virginia U.; Donald A. Quarles, deputy Secretary of Defense; Leo A. Hoge, director of the Office of Civil & Defense Mobilization; Dr. Ernest Everett of the U. of Illinois, and representatives of the NAB, FCC, EIA and other industry organizations.

**Teleprinter hike asked**

American Telephone & Telegraph Co. last week asked the FCC for a 4% increase in rates for leased teleprinter service as the first step in its ultimate goal of earning 10% on net investment for these services. The increase was in addition to interim rate boosts granted effective last Dec. 2 by the FCC amounting to about $9.5 million annually.

A decision is expected this year in the lengthy FCC investigation of AT&T and Western Union rates and regulations for leased telephone and teleprinter services.

NAB, the American Newspaper Publishers Assn. and the news services have opposed the raising of rates. AT&T said the interim increases of Dec. 2 brought its earnings from 1.7% to just less than 5% of net investment.

- **Government notes**
  - The ch. 13 Biloxi, Miss., case was officially reopened by the FCC on May 6. The Commission requested a further hearing in accordance with a U.S. Court of Appeals decision. In the original FCC grant to Television Co. of Michigan Inc. (KVMI Biloxi) won the channel over WLOX Biloxi. Issues involved include the control and financial qualifications of Radio Associate. Also, last week, FCC Hearing Examiner Annie Neal Hunting scheduled a prehearing conference for May 15 in the Beaumont, Tex., ch. 6 remand proceeding (BROADCASTING, May 4).
  - Jackson Broadcasting and Television Corp., one of the unsuccessful applicants for ch. 10 Parma, Mich., was tentatively granted a chance by the FCC on May 6 in its effort to bring about a rehearing and reconsideration of the Commission's grant of channel 10 in Onondaga, Mich. The FCC directed preparation of a document to deny the Jackson petition for rehearing and reconsideration. Ch. 10 Onondaga was granted on a short-time basis last fall to Television Corp. of Michigan and the State Board of Agriculture, to operate as WILX-TV (commercial) and WMSB (TV) (educational) (BROADCASTING, Sept. 8, 1958).
  - Tucumcari Television Co., thus far unsuccessful applicant for a ch. 70 tv translator station in San Jon, N.M., to translate programs of ch. 10 KFPA-TV Amarillo, Tex., will get another chance to present its case. The Commission granted Tucumcari's request and scheduled an application for May 22 on the firm's exceptions to an initial decision which looked toward denying its application (BROADCASTING, March 30) on the issue of "unauthorized operation" among others. Late last month, the Commission denied a motion by Tucumcari to dismiss its application without prejudice and denied the application.
  - Agreement on a merger of two of the three applicants for ch. 5 Weston, W.Va., with dismissal of the third (BROADCASTING, April 20) was reached April 23 in a hearing before FCC Examiner Jay A. Kyle. Telecasting Inc. is to have an option to purchase 50% of WJPB-TV Inc. (Fairmont, W.Va., J. Patrick Beacom), which will prosecute its application. West Virginia Radio Corp., which was granted its petition for dismissal by Chief Hearing Examiner James D. Cunningham last week, is to receive approximately $9,237 for reimbursement of out-of-pocket expenses.
  - WCKT (TV) Miami committed unfair labor practices in its relations with photographer-reporters and film personnel in connection with membership in International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators (IATSE), according to recommendations of Sidney Linder, trial examiner of National Labor Relations Board. The examiner recommended that WCKT cease alleged anti-union activities; that it offer Cal Marlin, Charles Filer, John Lipari and Jay Wendall reinstatement to former or equivalent positions, and that it refrain from interfering with employees' rights to an uncoerced election. The examiner recommended that the election held Aug. 22, 1958 be set aside and the case remanded to the NLRB regional director for a new election when he feels circumstances will permit a free choice of bargaining representative.
  - The Federal Communications Bar Assn. has formalized proposals to amend the protest provisions of the Communications Act. The FCBA, in a document sent to the Senate and House Commerce Committees and the FCC, recommends that Sec. 309 be amended to require the FCC to withhold action on an application for 30 days and to dispose of any protest prior to a grant. Sec. 405 should be amended, FCBA said, to require the Commission to act on petitions for rehearing with 90 days after grants without hearings.
  - NAB has asked the U.S. Treasury Dept. to re-interpret the recently amended Internal Revenue Code to continue the previous exemption from the 10% excise tax on private long distance telephone circuits used by news gathering agencies, including broadcasters. The Treasury Dept. has ruled that if the private line is handled through an in-house or outside switchboard and connects with the telephone system of another city the exemption does not apply.
  - Proposed legislation to exempt reporters from disclosing news sources was killed in the Illinois State legislature last week. Opposition to a bill sponsored by Rep. Michael Monroney (R-Chicago), partly from Chicago newspapers, was credited by the legislator with defeating it in committee by a 22-6 vote.

**76 (GOVERNMENT)**

BROADCASTING, May 11, 1959
REDs IN CAPITALIST SCHEME

Skiatron proposes pay-see Bolshoi show

A back-door approach to pay-tv was proposed last week by Skiatron of America, New York.

The subscription firm contacted tv stations with a plan to collect $1 donations from viewers to a proposed series of four telecasts of the Bolshoi Ballet. Matthew M. Fox, Skiatron president, conceded to Broadcasting his firm had explored the idea but had made no commitments.

One version of the Skiatron project proposed to pay a tv station from eight to 10 times its card rate to carry four one-hour film programs of the ballet. There would be no air announcements except a simple introductory message and signoff.

Under the Skiatron plan, the station would promote the programs in advance and Skiatron would buy newspaper space urging the public to tune in and inviting viewers to contribute $1, to be mailed to Reuben H. Donnelly Co. In addition, Skiatron proposed to pay each station 30% or 35% of all cash contributions received from their areas over and above the total payment made in each case. The other 65% would go to Skiatron, which would underwrite costs including newspaper advertising.

Mr. Fox acknowledged he had been exploring various means of showing the ballet, but said “We have reached the point where it is possible that we may not put the ballet on at all.” It is known that Skiatron of America had attempted to line up more than 40 theatres to carry the ballet for two days in early June but theatre operators reportedly balked at surrendering the premises at a time when prime motion picture attractions were scheduled to arrive.

Mr. Fox confirmed that he had approached station operators with a view toward having tv outlets carry four one-hour film programs of the ballet. He reported he is also mulling over the possibility of taping the ballet for showing on stations having Ampex equipment. Mr. Fox said he might come to a decision “in a few days.”

New film producers

Sindee Productions Inc. (tv series) and Atlas Pictures Corp. (feature films) have been formed by Irving H. Levin and Harry L. Mandell.

Atlas Corp. was formed with the purchase of AB-PT Pictures Corp. from American Broadcasting-Paramount Theatres Inc. Maurice Duke and Henry F. Ehrlich join Messrs. Levin and Mandell in the organization of Sindee Productions. This company’s first series is Pancho Villa, with actors Harry Carey Jr. and Pedro Armendariz. Series’ distributor: MCA.

Regional blackout

The Atlantic Coast Conference (southeast collegiate group) voted May 1 to suspend regional football and basketball telecasts for the next school year. Conference officials called for further study of the situation after the one-year layoff.
EVENING WITH NBC AND ASTAIRE

Emmy scores: 27 for the network, 9 for the dancer's show

It was NBC's and Fred Astaire's night last Wednesday (May 6) when the 11th annual Emmy awards of the Academy of Television Arts & Sciences were passed out at ceremonies televised from New York, Hollywood and Washington. The network came away with 27 of the 45 awards presented, while CBS won 16 and ABC 2. An Evening With Fred Astaire won nine awards alone.

(Actually there were only 42 categories, but duplicate awards to CBS and NBC for Father Knows Best and to all networks for video-tape achievement swelled the number of statues to 45.)

Runner-up in individual show popularity was the NBC Hallmark Hall of Fame "Little Moon of Alban," which won four Emmys.

These were the winners:

Best dramatic series (one hour or longer):
- "Playhouse 90," CBS.
- Best special dramatic program (less than one hour): "Alcoa Goodyear Theatre," NBC.
- Best public service program: "Omnimus," NBC.
- Best news reporting: "Huntley-Brinkley Report," NBC.
- Best special news program: "Face of Red China," CBS.
- Best single performance by an actress: Julie Harris, "Little Moon of Alban," "Hallmark Hall of Fame," NBC.
- Best news commentator, analysis: Ed Murrow, CBS.

Best western series: "Maverick," ABC.
- Best panel or quiz: "That's My Line," CBS.
- Best special dramatic program (one hour or longer): "Little Moon of Alban," "Hallmark Hall of Fame," NBC.
- Best performance by an actor in musical or variety series: Perry Como, "Come, Show," NBC.
- Best performance by an actress in a musical or variety series: Dinah Shore, "Dinah Shore Chevy Show," NBC.
- Best comedy series: "Jack Benny Show," CBS.
- Best musical or variety series: "Dinah Shore Chevy Show," NBC.

Best special musical or variety program, (hour or longer): "Evening With Fred Astaire," NBC.
- Best actor in a leading role, dramatic series: Raymond Burr, "Perry Mason Show," CBS.
- Best actress in a leading role, dramatic series: Loretta Young, "Loretta Young Show," NBC.
- Best actor in a continuing comedy series role: Jack Benny, "Jack Benny Show," CBS.
- Best actress in continuing comedy series role: Jane Wyatt, "Father Knows Best," CBS and NBC.
- Best single performance by actor; Fred Astaire, "Evening With Fred Astaire," NBC.
- Most outstanding single program of the year: "Evening With Fred Astaire," NBC.
- Best supporting actor (continuing character) in dramatic series: Dennis Weaver, "Gunsmoke," CBS.
- Best supporting actress (continuing character) in dramatic series: Barbara Hale, "Perry Mason Show," NBC.
- Best supporting actor (continuing character) in comedy series: Tom Poston, "Steve Allen Show," NBC.
- Best supporting actress (continuing character) in comedy series: Ann B. Davis, "The Bob Cummings Show," NBC.
- Best direction of single program of dramatic series (less than one hour): Jack Smight, "Eddie," "Alcoa-Goodyear Theatre," NBC.

10 'Grammy' awards

go to Capitol Records

Capitol Records ran away with 10 "Grammy" awards, as the National Academy of Recording Arts & Sciences held its first annual ceremony to recognize outstanding achievements in the recording industry. RCA Victor was second with four; Decca and Liberty each had three (Liberty's all from one record, "The Chipmunk Song"); Verve and Roulette, two each, and one each to Challenge, Dot, MGM and London.

The "song of the year" for 1958 was "Nel Blu Dipinto de Blu." The Decca record of that tune was also named the "record of the year."

Three of the NARAS "Grammy" awards for outstanding recording achievement during 1958 went to "The Chipmunk Song," which was voted the "best comedy performance," the "best engineered record (other than classical)" and the "best recording for children."

Count Basie's Roulette record, "Basie," was a double winner, as the "best performance by a dance band" and the "best jazz performance (group)." The Victor recording of Peter Gunn theme music from the TV series of that name also garnered two awards, as the "album of the year" and the "best arrangement." Ella Fitzgerald scored twice, with two Verve records, "Irving Berlin Song Book" and "Ella Sings Duke Ellington," judged respectively the "best vocal performance, female" and the "best jazz performance, individual."

And the Rest • Other Grammy winners were: "best vocal performance, male"—"Catch a Falling Star," Perry Como (Victor); "best performance by an orchestra"—"Billy May's Big Fat Brass," Billy May (Capitol); "best performance by a vocal group or chorus"—"That Old Black Magic," Louis Prima and Keely Smith (Capitol); "best country and western performance"—"Tom Dooley," Kingston Trio (Capitol); "best rhythm and blues performance"—"Tequila," The Champs (Challenger); "best engineered record, classical"—Duets with a Spanish Guitar, Almeida (Capitol); "best album cover"—"Only the Lonely" Frank Sinatra (Capitol); "best musical composition first recorded and released in 1958 (over 5 minutes duration)"—Cross...
The winners: inside and outside • Seven of the nine Emmy awards given Fred Astaire and "An Evening With Fred Astaire" prove a full load for (top photo, l to r) the show's musical director David Rose, Mr. Astaire and director Bud Yorkin. But outside the Moulin Rouge in Hollywood (right photo), NABET cameramen on the winning production proclaimed on the picket line that they had been "locked out" by NBC (also see strike story, page 57). And since invitations to the Emmy ceremonies specified black tie, the pickets whimsically complied by donning tuxedoes, homburgs and black ties. One of the strikers, William Wallace, solved his problem by having his wife accept his award for the best live camera work (on the Astaire show).

Country Suite," Nelson Riddle (Dot); "best original cast album (Broadway or tv)—"The Music Man," original Broadway cast (Decca); "best sound track album (dramatic picture score or original cast)—"Gigi," (MGM); "best performance, documentary or original Broadway cast (Decca); "best classical performance—orchestral"—"Gaite Parisienne," Felix Slatkin conducting Hollywood Bowl Symphony Orchestra (Capitol); "best classical performance—instrumental (with concerto scale accompaniment)—"—Tchaikovsky: Piano Concerto No. 1," Van Cliburn, Kiril Kondrashin and the Symphony of the Air (Victor); "best classical performance—instrumental (other than concerto scale accompaniment)—"—Segovia Golden Jubilee" (Decca); "best classical performance—chamber music (including chamber orchestra)—"—"Beethoven Quartet 13," Hollywood String Quartet (Capitol); "best classical performance—vocal soloist (with or without orchestra)—"—Operatic Recital, Tebaldi (London); "best classical performance—operatic or choral”—"Virtuoso," Roger Wagner Chorale (Capitol).

Awards were presented Monday (May 4) at a dinner at the Beverly Hilton Hotel, Beverly Hills, Calif., with some 500 in attendance. Paul Weston, L.A. Chapter president, was toastmaster. NARAS plans to make the Grammy awards, so named because they are miniature replicas of an old fashioned gramophone, an annual event.

ATAS panel discusses children's programs

Good taste and good judgement on the part of writers and producers of children's programs are the best and, today, almost the only the guarantee that tv will have a good rather than a bad influence on young minds, a panel of psychologists and children's program producers agreed last month at a meeting of the Los Angeles chapter of the Academy of tv Arts and Sciences.

In a reversal of the usual role of such panels, this one talked more about children than about children's programs, urging more understanding of children's interests and emotions by writers and producers. Keystone of the discussion was a report by Dr. Hilde Himmelweit of London U. of an English research project comparing children with tv to those to whom tv is not available. 'T. she stated, does not take a normal child away from other activities and does not adversely affect his standing at school. Bright, socially minded youngsters keep up their outside activities with tv the same as before; dull, reretiong children who watch tv more than the others, before tv spent their time with comic books or at the movies. In neither case did tv materially change their normal behavior pattern.

Few children are frightened by western tv shows, Dr. Himmelweit reported, as they accept them as pure escape. Murder and detective programs, in modern settings more familiar to the child viewer and with close-ups depicting strong emotions, are more likely to cause bad dreams and anxiety

BROADCASTING, May 11, 1959
WHERE THE FAMILY GOES

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

SPONSORED BY MEMBER FIRMS OF

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
H.R. Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
feels, she said. But the main evil of these programs of violent action, she
stated, is that when a child watches
some 20 of them a week he is apt to
come to look on aggression as an ac-
cetable way to solve a problem, par-
icularly when the aggressor is on the
side of right and justice.

Dr. Eleanor MacCoby, social psy-
chologist of Harvard, noted that watch-
ing TV guides young people's informa-
tion about adult behavior and the world
outside their homes that they will enter
as adults. This colors their opinions and
outlooks for better or worse. Dr. 
Robert Sears, professor of psychology
at Stanford, stated that children are in-
dividuals, who differ as adults do. Fur-
thermore their reactions change from
year to year. He commented that this
is a fact too many producers of chil-
dren's programs seem to forget.

Dr. Frederick Rainsberry, supervisor
of children's programs for the Canadian
Broadcasting Corp., discussed the prob-
lems of his post in balancing pressure
of program producers and sponsors, 
educators (who frequently argue that
all culture comes from books and TV
is bad by definition) and the public.
Bruce Attridge, producer of children's
programs at CBC, said that children
wholeheartedly and without question ac-
cept the world in which they live as
right. They are omnivorously interested
in everything about them.

Ralph J. Garry, associate professor
of educational psychology of Boston U.,
presented the panel. Dr. Abraham Kap-
lan, philosophy professor at UCLA, was
moderator.

Telecasters can now have musical images

The Modern Broadcast Sound Co. of
Stratford, Conn., producer of musical
"personality images" for radio stations
over the past year, has begun selling its
product to TV outlets. Modern Sound in-
corporates TV call letters into ID jing-
gles and news-weather opening and
closing jingles.

The company is headed by Kenneth
M. Cooper, president and part-owner of
WICC Bridgeport, Conn. Its re-
sources consist of lyrics by Austin
(Ginger) Croom-Johnson, music by
Eric Siday, an 18-voice chorus, 43
pieces of musical instrumentation and
the audio engineering of London FPPR.

Pricing for radio and television is on
a yearly-lease basis. There are 36 cuts
in the first year's package, with 12 new
ones forthcoming each ensuing year.
The radio rates range from $1,200 to
$3,000, with custom attention available
from $6,000 to $12,000. An example of
custom work is the Spanish identity
for Televisión México of
furnished for KABQ Albuquerque, N.
M., with music of varying tempi for
different portions of the day. The rate
for TV stations is computed at 15 times
the highest-priced spot announcement,
or a maximum of $5,000 a year.

TV clients thus far: WWJ-TV De-
troit; WBNS (TV) Columbus, Ohio;
WBTW (TV) Charlotte, N.C.; WXJX
(TV) Jacksonville, Fla.; KOVR-TV
Sacramento, Calif.; CHCH (TV) Ham-
ilton, Ont.; WROC (TV) Rochester,
N.Y.; WMAL-TV Washington; WESC-
TV Charleston, S.C.; WLOS-TV Ashe-
ville, N.C.; WGR-TV Buffalo; WFBM-
TV Indianapolis; WIC (TV) Pitts-
burgh; WCPO-TV Cincinnati; WTEN
(TV) Vail Mills, N.Y.; WBTW (TV)
Florence, S.C.; WWS-TV Adelaide,
Australia; WTCN-TV Minneapolis;
WBR-TV Knoxville, Tenn.

Hollywood firm starts
am air-check service

Radio Recorders will inaugurate its
new audio air-check service (CLOSED
CIRCUIT, April 13) early in July, ac-
cording to Felix Adams, director of
sales for the Hollywood firm.

Mr. Adams, former vice president
and general sales manager of KLAC
Los Angeles, joined Radio Recorders
last week, to "direct nation-wide mar-
keting of the new service and also to
direct contacts with advertising agencies
and assume other duties previously
handled by J. Joseph Sameth, whose rec-
test resignation was accepted with
deepest regret," G. Howard Hutchins,
president of Radio Recorders, an-
nounced. Mr. Sameth had been vice
president in charge of sales. Several
other staff appointments were also
made. (See FATES & FORTUNES, page
89).

The new service will provide a means
of letting advertising agency executives
hear how stations' are handling their
commercials and to show station man-
agement how other stations program
their morning and afternoon peak busi-
ness hours. Each month, Radio Record-
ers will issue three discs, covering a
minimum of 20 hours of monitoring
time of nine stations, which will be
checked for a little over two hours
apiece. Eliminating music and news,
the air-check recordings will contain
enough of the talk of the station per-
sonality conducting the program to
show his audience appeal and also to
illustrate the way he handles commer-
cials. A complete music sheet and a list,
with timing, of all commercials broad-
cast during the full monitoring period
will be sent with the records to sub-
scribers.

The service will be sold to advertis-
ing agencies for a flat fee of $40 a
month for the three recordings, cover-
ing nine stations from among the top
U.S. markets. Stations can buy the
service on an exclusive basis in their
markets, with the price determined by
the size of the market. For a popula-
tion under 100,000, the service will be
sold at $35 a month. The price rises
by $45 a month for a population of
100,000-500,000, to $60 for 500,000-
1 million and to $75 for markets over
1 million.

Radio Recorders has prepared a dem-
onstration record covering five sta-
tions: WOR and WNEW New York,
KFWB and KNX Los Angeles and
WBB Kansas City, which may be pur-
chased by any agency, station or other
interested individual or organization for
$15. The price of this audiod record
is well below the cost of an air-check
of a single station, ordered individually.
Mr. Adams noted.

Victor plans film unit

Victor Muscat, president of Victor
Industries Corp., Greenwich, Conn.,
announces formation of a company to
purchase top feature film libraries for
re-sale or rental to regional TV networks
and stations. Called Victor Film Enter-
prises, the new subsidiary of Victor In-
dustries will begin operations with a
$2 million-fund.

Mr. Muscat, said to be the world's
largest manufacturer of aluminum con-
tainers, expects to have some 26 fea-
ture films, available individually or in
packages of 7, 13 or 26, by the end
of 1960. He plans to arrange
15- and 30-second trailers to sell the
pictures. Some are available in the
United States.
DISTAFF EMPHASIS
Women asked to help improve programming

Complacency was not an ingredient of the American Women in Radio & Television convention in New York April 30-May 3. A need for upgrading both the distaff role in broadcasting and the overall level of electronic programming was expressed time and time again.

First to voice the view that the ladies are limited by management in the scope of their radio-tv duties was Sen. John F. Kennedy (D-Mass.) at the opening banquet (April 30) when he came out for more news reporting by women (BROADCASTING, May 4).

Prevalent methods of advertising household products were given a good-naturedly boisterous going-over by radio-tv commentator Virginia Graham. She berated advertisers and agencies for using males and formal copy in household product commercials. Let women speak to women about products that only women really understand, Miss Graham urged.

Fannie Hurst, novelist and WNTA-TV Newark, N.J., commentator, thought that women should be more extensively represented in determination of type of programming. She would also like to see women performing more intellectual functions on the air, that is, taking part in discussion of ideas.

Sunnie Jennings, co-producer of the daily Home Fare show on WRGB-TV Schenectady, N.Y., let her colleagues in on some of the fresh program sources which have kept her well ahead of the managerial "axe" which she said falls so often on lady broadcasters. Operating on the premise that the female audience is no longer satisfied with recipes and chit-chat, she takes her movie camera all over the world, out to sea, up in the air, under water etc., in order to hold their interest.

Richard Pack, Westinghouse Broadcasting Co. programming vice president, suggested that less emphasis be placed on the male-female aspect of broadcasting. Said Mr. Pack, an audience of human beings will enjoy a program if the broadcaster, male or female, measures up in terms of personality. He advised the ladies to concentrate on doing just a good show, rather than a "woman's program." Follow Sunnie Jennings' example and find program sources outside the studio, Mr. Pack suggested.

Uplift While Entertaining • In discussing the need for more culture and education in tv, Mildred Reed Alberg, former executive of
the Hallmark Hall of Fame, and Don Jones, producer of the Bell Science Series were able to draw from their own experience examples of how the medium could uplift as well as entertain.

John P. Cunningham, chairman of the Board, Cunningham & Walsh, agreed that more uplifting programming was needed. He pointed out, however, that manufacturers of package goods could not be expected to foot the bill. To survive the hectic competition they need a mass audience.

Mr. Cunningham sees television divided into three parts: entertainment, the only area in which it is sound business for package goods producers to advertise; culture, a good advertising medium for companies selling a service and seeking an improved corporate image, and education, an area which must be supported by the community.

He called for a network of educational stations which could raise the country's cultural level immensely because so many watch TV so intensely. A college degree would be available for all. He foresaw a time when this broadcast of enlightenment would make cultural programming more feasible for advertisers. Mr. Cunningham also expressed similar views at the annual IERT convention in Columbus, Ohio,

last week (see page 50).

Richard D. Heffner of the Metropolitan Educational Television Assn., New York, agreed with Mr. Cunningham that educational programming is the job of the community. He doesn't think that education and entertainment can be successfully combined.

In addition to many other speakers, a legal session was moderated by NAB President Harold E. Fellows who was awarded an AWRT honorary citation. Also honored by the organization was Robert Swezey, general manager, WDSU-AM-TV New Orleans. These were the first such citations ever given by AWRT. The group named Eleanor Roosevelt an honorary life member.

TvB Wants Pulitzer to recognize tv drama

Television Bureau of Advertising last Friday (May 8) called upon the Advisory Board on the Pulitzer Prizes to place TV in the category of awards. TvB's move followed the announcement of the Pulitzer Prizes for 1959 earlier in the week, with "no action" taken on a proposal by Robert Saroff, NBC president, to establish a Pulitzer category for television drama.

Norman E. Cash, TvB president wrote Dr. John Hohenberg, secretary of the Advisory Board on Pulitzer Prizes, that a category for TV "would be in keeping with the original purposes of the awards." The announcement from the Advisory Board had said that "it is the sense of the Board that television drama is included in prizes currently available for TV," and Mr. Cash answered this point by saying:

"That other groups also award prizes is academic. Awards from many different sources are also given to outstanding dramas, musical compositions, and other categories recognized by the Pulitzer Prizes. The fact remains that a Pulitzer Prize for accomplishment in any medium is singular.

"I am certain that eventually the Pulitzer Prizes will be awarded to television and I earnestly hope that this overdue step will be taken in the near future."

NBC preferred to withhold comment on the Pulitzer Advisory Board's stand.

RTNDA Revises Awards Program

The Radio Television News Directors Assn. last week overhauled its awards structure "to encourage superior reporting of socially significant community news" in broadcast media.

The RTNDA awards competition is sponsored jointly in collaboration with Northwestern U.'s Medill School of Journalism and intended as the counterpart of Pulitzer press journalism encomiums. Three categories for radio-TV were established: (1) editorializing, (2) reporting of community problems, and (3) reporting of spot news stories. The overhaul was announced by Prof. Baskett Mosse, Northwestern U. professor of journalism and chairman of the RTNDA-NY awards committee, in approval with RTNDA's board.

The reorganization of the awards competition followed closely on RTNDA criticism of "gimmickery" and other devices in local newscast operations (Broadcasting, May 11). In revised awards criteria, editorializing is redefined as an "expression of opinion by station management" on specific controversial issues in any given year. Reporting of community problems is measured in terms of "enterprise and thoroughness" for significant social impact.

This year's RTNDA awards cover the period Sept. 1, 1958-Aug. 31, 1959 with six plaque winners. Requests for entry blanks should be directed to Prof. Mosse at the Medill School of Journalism, Evanston, Ill.

The new categories are:

- "by radio TV to the station" of the judges.

These Stations Increased Coverage with Symmetra-Peak

A.M., F.M. and TV stations everywhere are getting greater voice coverage and improved limiter and AGC performance. Here's what some enthusiastic users say...

"after seeing and hearing this unit at WNB, Cleveland, we would like one as soon as possible" - WNC, Akron.

"We have recommended its (Symmetra-peak) use at all Westinghouse stations" - WING, Chicago.

"With the use of Symmetra-peak, we find constant modulation is eliminated regardless whether it is speech or music. We are very pleased" - WCBL, Columbus, GA.

"We have completed our series of tests on your Model BPSI -A a device of merit to AH broadcasting stations" - KVOD, Tulsa.

For full information write or call Dept. B.

Kahn Research Laboratories, Inc.

22 Pine Street, Freeport, New York, Freeport 9-8800

Another first by the developers of Compatible Single Side-Band.
this is leadership

THE TAFT STATIONS . . . every year win an impressive number of awards for leadership in broadcasting and public service. This is leadership where it counts most. It is another reason why Taft Radio and Television Stations can guarantee larger and more responsive audiences for advertisers. This is why men whose business is selling products, put their advertising dollars in Taft Stations to get the best sales results.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.

the TAFT radio and television stations
providing outstanding service and significant community leadership by taking an editorial stand on a specific controversial issue during the year. An editorial will be defined as an expression of opinion by the station management.

Reporting of community problems by radio/tv, to the station which in the opinion of the judges provided enterprise and thoroughness in the reporting of a socially significant community problem during the year.

Reporting of an on-the-spot news story by radio/tv, to the station which in the opinion of the judges provided outstanding coverage, live or recorded, of a single news event during the year.

Mothers approve

Children's television programs have the general approval of 89% of the 1,201 women who voted in a survey by the National Audience Board, Beverly Hills, Calif.

Some of the criticisms noted on ballots were slapstick cartoons with an atmosphere of vulgarity, westerns' violence and the "tell Mommy to buy" approach of some commercials. Captain Kangaroo proved the most popular show (117 votes) with the women contacted. Mickey Mouse Club (66 votes) was next.

Program notes


- CBS Films Inc., New York, is offering The Phil Silvers Show for sale on a syndicated basis. The first package of 32 episodes will be available around mid-October. CBS Films considers the ebullient Sgt. Bilko's adventures its most promising off-network prospect for the coming season. Silvers is said to be the most expensive series, in terms of production, ever to be put into syndication. In all, there are 142 episodes.

COLORCASTING

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

NBC-TV

May 11-15, 18-20 (2:30-3 p.m.) Haggis Bailey's participating sponsors
May 12-17, 18-20 (4-5 p.m.) Truth or Consequences, participating sponsors
May 11, 18 (10-11 a.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkinson Adv.
May 12, 19 (8:30 p.m.) Jimmie Rodgers Show, Liggett & Myers through McCanne-Easton.
May 13, 20 (8:30-9 p.m.) The Price Is Right, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.
May 13 (9-9:30 p.m.) Milton Berle, Krafft through J. Walter Thompson.
May 14 (9:30-10 p.m. Ford Show, Ford through J. Walter Thompson.
May 14 (10-10:30 p.m.) Masquerade Party, P. Lorillard through Lennen & Newell.
May 15 (7:30-8 p.m.) Northwest Passage, sustaining.
May 15 (8-9 p.m.) Folk Show, Ford through J. Walter Thompson.
May 15 (8:30-9 p.m.) Ellery Queen, RCA through Kenyon & Eckhardt.
May 16 (8-9 p.m.) Perry Como Show, participating.
May 17 (7:30-8:30 p.m.) Steve Allen Show, Polaroid through J. Walter Thompson.
May 17 (8-9 p.m.) Dinah Shore Chevy Show, Chevrolet through Campbell-Ewald.

BROADCASTING, May 11, 1959
"Our clearer signal is invited into hundreds of thousands of Detroit area homes like these" says John Pival, Vice-President of Television WXYZ, Inc., Detroit.

"The new 1,073' taller tower by Dresser-Ideco helped improve our signal, broaden our market coverage."

"Now there are 1,879,500 families in our sales area" reports John F. Pival, WXYZ-TV Vice-President. "Our stronger signal, broadcast from the new tall-tower height of 1,073', markedly improved signal quality and expanded our coverage area. Our grade B coverage now extends south to Toledo, west to Jackson, northwest to Flint, northeast to Port Huron. WXYZ-TV is a welcome guest in homes throughout our $8.1 billion retail sales market."

A taller tower by Dresser-Ideco can pay off for your station in these two ways. Your clearer signal wins greater audience loyalty...greater coverage expands your market area. Each of these gains attracts advertisers.

Dresser-Ideco is far and away the leader in tall towers. We've built more than half the 1000'-plus television towers in service today. That's in addition to hundreds of smaller towers for TV, radio and microwave communication. This experience saves you both time and money. John Pival reports, "Dresser-Ideco delivered our tower on schedule, everything was organized so that the entire job went along at a fast pace. There's no wiser investment than an experienced tower designer-builder." You, too, are assured of this money-saving, time-saving attention to detail when you work with Dresser-Ideco. Talk to your station equipment representative or write us direct. And ask for Tower Catalog T-57.

Dresser-Ideco Company
Division of Dresser Industries, Inc.

TOWER DIVISION, DEPT. T-91
875 MICHIGAN AVE., COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.
50% INCREASE IN CINCINNATI METROPOLITAN AUDIENCE IN ONE YEAR* WCKY Cincinnati

*NIELSEN JAN. FEB. 1958 - JAN. FEB. 1959
IN CINCINNATI METROPOLITAN AUDIENCE IN ONE YEAR

Jan.-Feb. '58 avg. 1/4 hr. rating 3.0
Jan.-Feb. '59 avg. 1/4 hr. rating 4.7
6 AM - 6 PM, Mon. - Fri.

AND WCKY gives you a larger percentage of women buyers than any other Cincinnati station. Compare the percentage of women in WCKY's audience to the other Cincinnati stations. These figures are from the latest Nielsen Report (Jan.-Feb. 1959):

<table>
<thead>
<tr>
<th>Station</th>
<th>Women</th>
<th>Men</th>
<th>Teen-agers and Children</th>
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<tbody>
<tr>
<td>WCKY</td>
<td>68%</td>
<td>14%</td>
<td>17%</td>
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<tr>
<td>Sta. A</td>
<td>51%</td>
<td>26%</td>
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<td>Sta. B</td>
<td>61%</td>
<td>22%</td>
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<td>Sta. C</td>
<td>66%</td>
<td>20%</td>
<td>14%</td>
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<tr>
<td>Sta. D</td>
<td>43%</td>
<td>8%</td>
<td>45%</td>
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MORE AUDIENCE and MORE BUYERS mean MORE SALES

Let us show you how we can sell your product or service on WCKY. Call CHE 1-6565 in Cincinnati; in New York, call Tom Welstead, EL 5-1127; in Chicago and on the West Coast, call AM Radio Sales.

FATES & FORTUNES

Advertisers

- **WALTER F. MUNFORD**, executive vp-engineering and research, United States Steel Corp., elected president and chief administrative officer. He succeeds **CLIFFORD F. HOOD**, who reached retirement age. Mr. Hood will continue to serve as board and executive committee member.

- **HERBERT L. BARNET** elected chief executive officer of Pepsi-Cola Co., Dallas, by board of directors who abolished post of chairman formerly held by late Alfred N. Steele. **JOAN CRAWFORD**, widow of Mr. Steele, was elected company's first woman board member.

- **HUNTER S. BELL**, southeast regional manager for bottle sales, named vp and advertising manager, Coca-Cola Co., N.Y. Other Coca-Cola appointments: **RALPH J. BARRY**, national production manager, named vp; **RAYMOND W. BOWLING**, assistant treasurer, elected treasurer, and **FILLMORE B. EISENBERG**, also assistant treasurer, named controller.

- **ROBERT L. ESKRIDGE**, assistant manager, advertising and promotion, Ralston Purina Div., Ralston Purina Co., St. Louis, named manager, cereals advertising and promotion. **RICHARD R. VINYARD**, formerly regional account executive, D'Arcy Adv., Atlanta, joins Ralston as manager, Purina Dog Chow advertising and promotion, in St. Louis office.

- **GRANT H. KEELER**, assistant manager, Fels & Co. (soaps, detergents), N.Y., named advertising manager.

- **PETER RIPPS**, formerly vp of Ogilvy, Benson & Mather, N.Y., to Helena Rubinstein, that city, as director of marketing.


- **WILLIAM J. HORN**, formerly advertising and sales promotion manager in appliance division of Philco Corp., Phila., to CBS phonograph department, N.Y., as advertising and merchandising manager.

- **WALLACE T. DREW**, formerly vp and account supervisor of Cunningham & Walsh, N.Y., to Coty Inc., that city, as vp in charge of marketing.

- **KEITH D. FOWLER**, formerly in sales and sales promotion department of Procter & Gamble, Cincinnati, appointed sales promotion manager of Anheuser-Busch, St. Louis. Mr. Fowler succeeds **JAMES P. FARRICK**, resigned to join Lynch & Hart Adv., St. Louis.


Agencies

- **JOHN A. KUNEAU, EDWARD MYER** and **JERRY STOLZOFF**, all vp's and account supervisors of Grey Adv., N.Y., elected members of board.

- **REGINALD TWIGGS** resigns as vp of McCann-Erickson and manager of its Los Angeles office effective May 31, because of what he termed "disagreement with agency's headquarters management" over operating policies.

- **MORRIS T. SINGER** elected vp in charge of production of Roche, Rickerd & Cleary, Chicago. He has been with company 31 years.

- **JOHN S. MYERS, JR., vp and head of grey's products division**, to Chambers, Wiswell, Shattuck, Clifford & McMillian, Boston, joins Holland, Barta & Co., that city, as vp and consumer account supervisor.

- **J. RAYMOND LENAHAN**, vp, Grant Adv., N.Y., has announced his resignation, effective July 31.


- **E. GRAHAM NICKERSON**, 54, vp and assistant to president of Compton Adv., N.Y., died May 2 in Bridgeport, Conn., following heart attack. He had been with agency since 1942.

- **PAUL WALSH**, formerly copy group head of Benton & Bowles, N.Y., to Compton Adv., that city, in similar capacity.

- **ERN WESTMORE**, tv and radio commentator-beauty consultant, author and Hollywood make-up artist for thirty
Winning duo

William Dollard, media account supervisor of Young & Rubicam, and William C. Dekker, vice president and director of media of McCann-Erickson, were honored last Thursday (May 7) in New York for “outstanding contributions to advertising” in the annual awards program sponsored by the Station Representatives Assn.

Mr. Dekker was presented the annual Gold Key award, voted by SRA members to the advertising agency executive of the year, while Mr. Dollard won the Silver Nail award, voted the timebuyer of the year.

The Silver Nail award was presented the winner by Frank Silvernail, retired BBDO timebuyer and consultant to Broadcasting. The Gold Key award was presented by H. Preston Peters, of Peters, Griffin, Woodward, president of SRA.

Networks

• Jack Stupppler, manager of billings and payments, accounting department, CBS, N.Y., assumes newly-created post of sales service manager.

• Elvis Presley has signed exclusive contract with ABC-TV with first of series of one-a-year 60 to 90-minute TV special programs to be broadcast next spring, following singer’s army release in March 1960.

Stations

• Allen H. Smith, office manager and purchasing agent of KLOR-TV Provo, Utah, named station manager.

• Sol Radoff, executive vp of WMLM-FM Milwaukee, adds duties as station manager.

• E. Manne Russo named general sales manager of WDAF-TV Kansas City, Mo. James Necessary becomes assistant general manager of WDAF-TV in charge of local sales. Don Gibson becomes director of national sales for WDAF while Cliff Atkinson continues as local sales manager for radio.

• Edward H. Grigg, director of promotion, advertising and publicity of KFI Los Angeles, joins KLOK San Jose, Calif., on May 15 as Spanish sales manager and program director. He will also act as sales promotion manager of KLOK and will have his own Monday-Friday Spanish disc-jockey show. Herbert E. Jepko, formerly general manager of KDJI Holbrook, Ariz., succeeds Mr. Grigg as director of promotion and advertising of KFI; Judith Lawton, assistant to Mr. Grigg, becomes director of public relations and publicity.

• Robert L. Richards, account executive in New York headquarters of Albert Frank Guenther Law, to Boston office in similar capacity.

• Mary Jane Mercola, formerly traffic manager of KFI-TV Los Angeles, to Carl Falkenhainer Adv., that city, as timebuyer.

• Mrs. Ruth King, formerly in account service division, McCann-Erickson, N.Y., to Marschalk & Pratt (division of McCann-Erickson), that city, as administrative assistant.

• Jack Landis, formerly manager, research development, NBC, to J. Walter Thompson’s research department, N.Y.

• Joseph A. Evancho, formerly in publicity department of J. L. Hudson Co., Detroit, to Detroit office of Cunningham & Walsh.

Arthur Casey, sales manager of KSD St. Louis past six years promoted to station manager. Other KSD appointments: Edgar L. (Buzz) Franciscus sales rep, as local sales manager; Sterling Harkins, chief announcer, as program manager, and Larry Wright, traffic checker, as traffic manager.

Bruce C. McGibbrell, national sales manager of WCHS-TV Portland, Me., named general sales manager.

• Walter Paschall, 48, director of promotion-publicity of WSB-AM-FM-TV Atlanta, Ga., died May 5 following heat attack while attending Civilian convention in Savannah, Ga. Mr. Paschall started with WSB Radio news in 1936, became news editor in 1940. He was named promotion director of Atlanta Journal stations in 1953.

• Charles G. Burke, 56, 30-year veteran in radio and general manager of KXGO Fargo, N.D., died in Fargo May 4 after protracted illness. Mr. Burke was previously with WDAY Fargo, Free & Peters (now Peters Griffin Woodward) and WJR Detroit before joining KXGO.

• Charles Bell, Jr., formerly station manager of WHAY New Britain, to WHCT (TV) Hartford, both Connecticut, as executive assistant to general manager.

• Edward V. Dennehy, office manager of WHK Cleveland, to WNEW New York as business manager.

• Richard B.W. Hall, 62, public service director of KLAC Los Angeles, owned by his son, Mortimer, died April 27 in Mt. Sinai Hospital, L.A.

• Robert L. Owens, commercial manager of KVOX Moorhead, Minn., elected member of board and vp of KVOX Broadcasting Co.

• Russell Porterfield, formerly staff director, WYAY-TV Richmond, to WAVY-TV Norfolk-Portsmouth, Va., as production manager.

• W. Lee Rody, general manager of KUTY Palmdale, Calif., named local sales manager of KEZY Anaheim, Calif. Other sales staff appointments are Robert Wilmot, sales manager of Screen Print & Plas-Tex, Santa Ana, to cover Santa Ana for KEZY; Jack Bell, dj and salesmen of KACE Riverside, to cover Fullerton, Brea, Buena Park and Placentia; Tom Cosgrove, of Southern California Tire Dealer Assn., to cover

BROADCASTING, May 11, 1959
THAT'S ALL IT COSTS TO STAY IN EUROPE!

These two new KLM tour plans give you more seeing and more saving. For $10 a day (standard hotels) or $15 a day (first class hotels), all Europe is your playground. With 59 cities to visit, your choice of tours is almost unlimited! You'll see the sights you've heard about, and plenty you haven't. It's everything you could want in a trip abroad, for the price of an at-home vacation. Your non-stop KLM flight from New York to Europe is budget-priced, too. Example: visit 6 European cities for just $502.20 round trip Economy Class. For complete details of these and the many other KLM tours available, mail the coupon.

BROADCASTING, May 11, 1959
Leading ladies • Named president-elect of American Women in Radio & Television is Esther Van Wagoner Tufty (top row center), owner and bureau chief of the Tufty News Bureau in Washington, D.C. Elected directors-at-large during AWRt's eighth annual convention in New York April 30-May 3: Helen Jensen (top left), consumer service director of Western Beet Sugar Producers, S.F.; Muriel Fox (top right), vice president in charge of radio-television, Carl Byoir & Assoc., N.Y.; and bottom, left to right: Mary Pearl, director of home economics department, food division, Heublein Inc., Burlington, Vt., and broadcaster on several stations; Marion Annenberg, promotion director, WDSU-AM-TV New Orleans, and Lucile Bush, consumer education director of S.C. Johnson Co., Racine, Wis.

- Harry Holland, formerly of KJAX San Antonio, Calif., to KENS San Antonio as program director, Hal Norman, air personality of KBAB (now KDEO) San Diego, to KENS in similar capacity.
- William G. Mulvey, formerly program director of WFBG-TV Altoona, Pa., to WNH-C-TV New Haven, Conn., in similar capacity.
- Larry Burroughs, chief announcer of KPHO Phoenix, Ariz., named program director.
- Mira Miragos, secretary in sales department of WSTV-TV Steubenville, Ohio, named continuity director.
- Irwin Spiegel, formerly sales service manager, WMGM New York, to WNTA-TV Newark as director of on-the-air promotions.
- Bill Enis, program director of KLIF Dallas, to same post at KLOK Oakland, Calif., providing FCC approves transfer of station license to Crowell-Collier Publishing Co.
- Page Heldenbrand, formerly in advertising and promotion departments, ABC, N.Y., to WMGM, that city, as copy chief.
- Gerrie McKenna, formerly assistant to president of Westinghouse Broadcasting Co., N.Y., to Concert Network Inc., that city, as assistant to president.
- Giselda Ivone, continuity director of WKRC-TV Cincinnati, promoted to traffic manager, Merri Ann Lauter-wasser to continuity director.

ANATOMY OF SOVIET COMMUNISM

The First Comprehensive Documentary Radio Series (thirteen 25-minute segments) analyzing events in the Soviet Union since the Communists' takeover in 1917.

Recently broadcast by the Mutual Network, this authoritative primer on the Communist experiment is now available at cost to stations (exclusive in your area), schools, discussion groups, and other interested organizations. Format permits commercial sponsorship. Series features actual voices of Lenin, Stalin, Khrushchev, and other Soviet leaders as well as former Soviet students, workers, scientists, concentration camp inmates, and others. Another continuing feature: Radio Moscow broadcasts monitored by this program's special listening post on the U.S.S.R. Produced and narrated by Robert Cody for The Institute of Study of the U.S.S.R., a leading body of former Soviet soldiers exiled from the U.S.S.R.

Ben Gross, New York Daily News: "Anyone who wishes to know what Soviet Russia is like today ... ought, by all means, tune in ... I recommend it highly, as both interesting and informative listening.

For further details, write or wire:

Robert Cody, Institute for Study of the U.S.S.R.
1657 Broadway, New York 19, New York
• Stan Walker promoted from crew chief to director of KVOO-TV Tulsa. Russell Gentry and Jerry Tiner made crew chiefs.

• Don Mitchell, formerly news director of KGYW Valpolo and KSRO Santa Rosa, to KIDD Monterey, all California, as head of local news-department.

• Bill Singer, formerly of WTNJ, WTTM, both Trenton, N.J., as late night sports editor.

• Bill Reed, sportscaster of KHQ Denver, promoted to sports director.

• Robert W. Bacon, free lance radio writer-producer, joins WDRC Hartford, Conn., as traffic manager.

• Orion Samuelson appointed farm service director of WBAY-TV Green Bay, Wis., effective May 18. Les Strumer continues as associate farm director.

• Bill Marshall, formerly program director and assistant station manager of KCRC Enid, Okla., to KOMA Oklahoma City as local sales manager.

• Frank Cope, who joined KJBS San Francisco in 1929, leaves station to join KSFO, that city, as host of nightly program, Mel’s Nightcap Show.

• Frank R. Hunt Jr. shifts from WTCN-TV to WTCN Minneapolis-St. Paul sales staff.

• Bill Beal, formerly air personality of WIMA-AM-FM-TV Lima, Ohio, to WGL Ft. Wayne, Ind., in similar capacity.

• Bob Cole to WMRC Milford, Mass., as air personality.

• Bob Russell, formerly of WFAM-TV Lafayette, Ind., and John Douglas, formerly of WASK Lafayette, join WPTA (TV) Ft. Wayne, Ind., as producer-announcers.

• Chris Condon, news director of KVOO-TV Tulsa, to WDAF-AM-TV Kansas City as newscaster.

• Gene Michael, formerly of WBNS-AM-FM and WCOL-AM-FM, both Columbus, Ohio, to WHBC-AM-FM Canton, Ohio, as announcer.

• Chubby Jackson, formerly host of Little Rascals, on WBKB (TV) Chicago, to WABC-TV New York where he will host same series.

• Pat Webster, formerly air personality of WDSR Lake City, Fla., to WCQO Chicago Heights, Ill., in similar capacity.

• Cornelia Mangan, formerly account executive of NBC-TV Spot Sales, Central Div. Prior to 1955 he was with Katz Agency, Chicago, station representative firm.

• Donald M. Ross, former sales manager, KNX Los Angeles, appointed manager of new Los Angeles office of Robert E. Eastman Co., located at 1680 North Vine St., Hollywood 28. Assisting Mr. Ross is John A. Thickaberry, formerly account executive of Heintz & Co., L.A.

• Harry Diner, formerly sales account executive, KPIX (TV) San Francisco, to Television Adv. Representatives as that city’s sales manager.


• Douglas L. Yates, formerly account executive, CBS Radio Spot Sales, N.Y., also to TVAR in similar capacity.

• Lane E. Weiss, formerly associated in national sales department, TV Guide, S.F., to Forjoe & Co., that city, as account manager.

• Owen D. Elliott, formerly of sales staff, WFAA Dallas, to Branham Co., that city, as radio & TV account executive.

• Robert Maggiore, account executive, Branham & Co., Chicago, to Los Angeles office in similar capacity.

Programming
• Walter Mirisch, elected president of Screen Producers Guild. Other new officers are J. L. Blaustein, first vp; David Weissbart, second vp; Louis Edelman, third vp; Aubrey Schenck, secretary; Pardro S. Bermon, treasurer; Frank P. Rosenberg, first assistant treasurer; Milton Sperling, second assistant treasurer.

Representatives
• Arthur Gross, formerly supervisor, foreign and domestic sales, and assistant to president, Guild Films, N.Y., to Flamingo Telefilm sales, that city, as vp in charge of syndicated sales, effective June 1, 1959.

• Sumner J. Lyon, formerly radio-television director of Morse International, N.Y., appointed vp and creative director of John Colburn Assoc. (film studio), Wilmette, Ill.

• Anthony (Bob) Hennig, formerly director of live operations of NBC, appointed vp in charge of video tape and closed circuit operations of Sports Network Inc., N.Y.

• James L. Herman, specialist in public relations productions, elevated to vp of Atlas Film Corp., Chicago, and motion picture firm.

• Dick Morrison, formerly general manager of KBOX Dallas, named general sales manager of Commercial Recording Corp., Dallas musical advertising producer. Other C.R.C. appointments: Bob Farrar, formerly of KENS-TV San Antonio, as vp and Tom Loy, promoted to chief engineer.

• Ben Halpern, in publicity department, United Artists Television, N.Y., since 1954, named promotion manager.

• Harry Holt, previously producer and creative director of Sarris Inc., Chicago, to Lewis & Martin Films, that city, as creative director.

• Miss Kit Tyson, formerly associate of Naomi Duff Smith Public Relations, Baltimore, joins Henry Otto Enterprises

A perfect model • Ellis I. Shook, producer-director of WDBJ-TV Roanoke, Va., lowers the roof on his scale model of the Roanoke Times-World building (WDBJ-AM-FM-TV). The model is a scale of one-eighth inch to a foot, made of balsa wood and other materials costing roughly $20. Production time: 2000 hours. Every window and doorway of the Times-World Bldg. is included plus key equipment like tv cameras, booms, audio consoles and newspaper pressies. The above model is the third for Mr. Shook, who has also built miniatures of WISH-TV Indianapolis (where he was a director) and now dark WIFE (TV) Dayton

Broadcasting, May 11, 1959
(tv-radio productions), that city, as associate producer.

- HAP COPLELAND, formerly International News Service business representative, Dallas, to World Wide Information Services, similar capacity, Texas area. Other World Wide business rep. appointments: EDWIN ALBERTSON, San Francisco area, and GORDON LAW, Colorado market area.

- DONALD W. LLOYD joins Marvin Becker Films, San Francisco tv-motion picture film producer, as sales rep.

- JAMES H. McCORMICK, manager of CBS Films Inc.'s Atlanta Office, named account supervisor in New York.

- ROBERT BERMAN, president of Magna Film Production, Watertown, Mass., appointed member of board, Communication Productions, N.Y.

- JEFFREY SAYRE elected president of Screen Extras Guild for coming year. Other officers: PAUL CRISTO, first vp; TEX BRODUS, second vp; PAUL BRADLEY, third vp; KENNEN G. KEMP, treasurer; BESS FLOWERS, recording secretary.

- DICK SEXTY, traffic and bookings manager of Radio Recorders, Hollywood, appointed sales manager. JOSEPHINE BEVILACQUE, succeeds Mr. Sexty as traffic manager. JAMES MCKENZIE, who continues as manager of company's Sunset-Highland division, will also serve as night manager of main studios. HARLAN HAREER transfers from night supervisor to daytime operations, working with sales department.

- EDWARD SULLIVAN, formerly account executive of Campbell-Ewald's Detroit office, elected vp of Compass Productions N.Y. Other appointments: ROBERT HARTUNG, formerly associate producer, Hallmark Hall of Fame, as associate producer and director; SYBIL TRUBIN as executive assistant to Mr. Schaefer and supervisor of casting; GORDON R. WYNNE, JR., attorney, as production coordinator and story editor, and JOAN H. FRANK as production associate.

**Equipment & Engineering**

- RICHARD W. LEE, vp of engineering and research, General Precision Lab, Pleasantville, N.Y., elected president, succeeding JAMES W. MURRAY, chairman and chief executive officer of GPL's parent company, General Precision Equipment Corp. Other GPL appointments: WILLIAM P. HILLIARD, vp and general manager, and WILLIAM J. TULL, vp of avionic engineering and sales.

- DR. ROBERT ADLER, associate research director of Zenith Radio Corp., Chicago, elected vp. He is credited, among other contributions, with development of wide-band, low-noise, high-gain amplifier tube for use in uhf and microwave receivers.

- L. A. MILLER, formerly staff and consulting engineer of Standard Oil Co. (Indiana), appointed marketing director of Central Scientific Co., Chicago.

- PETER ONNIGIAN leaves as chief engineer of KBET-TV Sacramento, Calif., to devote himself full-time to Jampro Antenna Co., Sacramento, and associate company, Sacramento Industrial TV Corp., (wireless microphones, electronic products).

- CAPT. ROBERT B. CONAUGHTY (USNR.), formerly commanding officer of U.S. Naval Communication Station, Norfolk, Va., to Page Communications Engineers, Washington, as manager of European operations.


- MARTIN MINNEY, partner in San Francisco law firm, Heller, Ehrman, White & McAuliffe, appointed vp and general counsel of Ampex Corp., Redwood City, Calif.

**Allied Fields**

- STAFFORD CLARK, director of advertising-publicity of McCadden Productions, has joined Pat McDermott Inc., public relations firm, in charge of client relations for both Los Angeles and New York offices. RICHARD K. BELLAMY, formerly director of publicity of Benton & Bowles and Kenyon & Eckhardt, appointed director of publicity of Pat McDermott.

- WILLIAM A. ULMAN resigns as account representative and vp of Communications Counselors, Washington, D.C., public relations affiliate of McCann-Erickson, to open Institute of World Travel (pr and research firm) in Washington. PAUL M. DOUGLAS, manager of CCI, Cleveland, Ohio office, named to succeed Mr. Ulman, and Mrs. PEG TRIPPEL, named public relations account representative and assistant to Mr. Douglas.

**International**

- PETER GOLICK, formerly vp and member of board, Ronald Advertising Ltd., Montreal, to Grey Adv., same location, as vp and general manager.

- R.A. STEVENSON to radio-tv director of Spitzer & Mills Ltd., Toronto, Ont., advertising agency.

- J.J. MCGILL, advertising manager of Imperial Tobacco Co. of Canada, Montreal, Que., elected president of Assn. of Canadian Advertisers, succeeding H.E. WHITEHEAD, Kimberly-Clark Canada Ltd., Toronto. J.C. MILLER, Ford Motor Co. of Canada, Toronto, elected executive vp.


**CORRECTION**

Size price listed in our Symmetra-peak ad appearing in the May 4, 1959 issue of BROADCASTING was in error.

The correct price is $295. FOB factory as shown in our current ad on page 84.

**KAHN RESEARCH LABORATORIES, Inc.**

22 Pine Street, Freeport, New York

**BROADCASTING, May 11, 1959**
RCA'S BEST FIRST QUARTER

Company reports highest sales, profits as result of new diversification policy

Sales and earnings of RCA for the first quarter of 1959 were the highest in the company's 40-year history, President John L. Burns announced last week.

He told stockholders at the annual meeting that sales totaled $321,816,000 as against $278,339,999 in the first quarter of 1958—a gain of 16%.

He reported net profits after taxes at $9,004,000 as compared to 59 cents a year ago.

Brig. Gen. David Sarnoff, RCA board chairman, "took the opportunity" to say, in response to questions, that NBC is not for sale. He had emphatically made the same statement to Broadcasting last month (CLOSED CIRCUIT, April 6).

Record Set • President Burns said $12,931,000 as compared to $9,604,000 in 1958's first quarter. This is a gain of 44% over the same period a year before. Earnings were placed at 88 cents a share on the 13.8 million shares outstanding, as compared to 59 cents a year ago.

From the Labs • Brig. Gen. David Sarnoff, RCA chairman (1), holds to his ear a miniature radio set equipped with a tuner and speaker. John L. Burns, RCA president, holds what RCA said was a television tape recorder designed to store images in a satellite in space. These were among the technical developments displayed in connection with the RCA annual stockholders meeting last week.

"JAXIE" Salutes
BUDWEISER

The Anheuser-Busch Brewing Company has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. Budweiser is sponsoring "Flight", from 7:30 to 8:00 PM on Thursdays, and this fine show—combined with WFGA-TV programming—will provide top selling power for the Anheuser-Busch Brewing Company.

"Jaxie" is proud to have Budweiser and the D'Arcy advertising agency on its growing list of prestige advertisers.

NBC and ABC Programming
Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida

FLORIDA'S COLORFUL STATION
YOUR SALES MESSAGE HITS THE 50,000 TV HOMES covered by
KMSO-channel 13
THINGS BEGIN TO HAPPEN IN WESTERN MONTANA
BECAUSE . . .
KMSO programs the best of all 3 networks . . . plus VIP treatment for ALL
commercials.
and that goes for
KGVO RADIO TOO
CBS — ABC — NBC
ask FOR JOE or
KMSO-KGVO — MISSOULA, MONT.

IMN-PACT
WITH THE
INTER MOUNTAIN
NETWORK
THE BIGGEST
MOST COMPREHENSIVE
PULSE STUDY
ever made*
PROVES
the
Denver Metropolitan Group
of Intermountain Network Stations
KIMN-KYSN-KGHF
DENVER COLORADO SPRINGS PUEBLO
IS
DOMINANT ALL DAY
IN
THIS GREAT
INTER-URBIA
*45 MARKETS, 7 STATES
Get Your Copy From Your Avery-Knodel man

The Nation's Most Successful Regional Network
HEADQUARTERS — SALT LAKE CITY — DENVER
Contact Your Avery-Knodel man

96 (EQUIPMENT & ENGINEERING)

BECAUSE

96

45

DENVER

Get Your Copy

works

KIMN-KYSN-KGHF of Intermountain Network

YOUR

IN

KGVO

. . .

KMSO-
PULSE

CBS.

THE

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PROVES

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Your Avery

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THE

MARKET

of RCA," Mr. Burns noted that the company is contributing to 200 de-

defense projects, with its defense sales running possibly $100 million ahead of

last year's $300 million, and with orders on hand for 25 of its new RCA

501 electronic data processing systems.

In addition, he said, RCA is "intensi-

fying its efforts in the home entertain-

ment field, especially in stereophonic

sound, broadcasting and color television."

Mr. Burns also reported that NBC's

first-quarter billings were ahead of those

for the same period last year and that

advertisers have been making "un-

usually early commitments" for spon-

sorships next fall. NBC, he said, has

"lined up a majority of the automotive

industry's television billings" for the fall

season.

NBC Radio made a 15% gain in billings in 1958 and NBC-owned radio

and television stations boosted their

revenues by 8% "to achieve their most

proper year." He made no direct

reference to billings by the NBC tele-

vision network.

NBC Chairman Robert Sarnoff,

in response to questions, said NBC-TV ex-

pects to be sold out for fall, that its

fall sales already are ahead of last year's

and that NBC Radio's losses now are

"manageable."

President Burns said "RCA is rapidly

approaching the point where it will be-

gin earning a profit on its color

investment," and that "over the next several

years we expect this profit to mount

up."

Interruptions • Barney Young and

Gloria Parker, who have separate suits

against the networks, were shouted

down in early efforts to get the floor.

John Cahill, RCA counsel, charged at

one point that Mr. Young was "a pub-

licity seeker." He said that "they want to

sell their music to us and we don't

want to buy it—that's what it comes

down to." In another interlude Miss

Parker took a slap at another stock-

holder who she claimed had called her

a "tramp."

A tribute to Gen. Sarnoff capped

President Burns' report. "No man," he

said, "has contributed more outstand-

ingly or with greater effectiveness. . . .

For more than a half-century he has

uniquely combined the vision to fore-

see opportunities with the ability to

translate them into practical realities.

His contributions to our company—and
to our nation in war and in peace—

have been broad in scope, eminent in

quality and lasting in significance," the

tribute stated.

Eastman-Kodak shows improved color film

In a simultaneous three-city preview, Eastman Kodak Co., Rochester, N.Y.,
last Tuesday (May 5) demonstrated ad-
vantages of its new high speed 35mm

color negative motion picture film, Type

5250. Delegates to the Society of Mo-

tion Picture & Television Engineers' con-

tvention in Miami Beach were told the

Type 5250 will provide "new ar-

tistic freedom and major economic ad-
vantages for producers who are shoot-
ing color now with an eye towards fu-
ture color tv re-runs and residual in-

come overseas."

The new color film, which will be

available commercially in July, is said
to have twice the speed of Eastman's

present color negative film, but with-

out increase of graininess over present

materials. Lower light conditions are

made possible, permitting savings in costs. Smaller lens apertures may be

used which gives more control over depth of field. With lower production

costs possible, the new film is expected to encourage more tv film package

producers to shoot original footage in

color. Added profit potential comes from anticipated tv re-runs in color,

according to the company.

Radio-tv manufacture rises in 1st quarter

First quarter production of radio re-

cievers rose sharply and tv output ex-

ceeded the same period a year ago, according to Electronic Industries Annal.

A total of 3,597,676 radios, including

1,363,822 auto sets, came off the

lines in the quarter compared to 2,604,244 radios, including 853,035 auto

sets, in the same 1958 period. Fm

radio sets totaled 32,994 in March,

29,145 in February and 30,235 in

January, or 92,374 fm sets during the

quarter. Fm data are not available for

the first part of 1958.

Tv output totaled 437,026 in January,

459,492 in February and 494,032 in

March, or 1,390,550 in the first

quarter compared to 1,221,299 in the

same 1958 quarter. Tv sets with uhf

tuners totaled 32,112 in March, 34,

678 in February and 35,841 in Janu-

ary, or 102,631 uhf sets in the first

quarter.

EIA reported radio sales were up in

March whereas tv sales showed a de-

cline. Radio sales totaled 1,690,941

during the first quarter of 1959 com-

pared to 1,324,283 in the same 1958

period. Retail sales do not include

auto radios.

Tv sales totaled 1,375,626 during the

first quarter of 1959 compared to

1,446,969 in the same 1958 period.
Gates sales helpful to Harris-Intertype

Harris-Intertype Corp. had a very healthy 1958—$8 million in sales, thanks partly to its electronics arm, Gates Radio Co.—and is shooting for the $100 million mark within five years. That was the word Wednesday from George S. Dively, H-I president and board chairman, in a speech before the Cleveland (Ohio) Society of Security Analysts.

He reported parent company third quarter earnings (ended March 31) of $3,235,797 ($2.97 a share) compared with $2,030,164 ($0.75 a share) a year ago. Cleveland-headquartered H-I makes equipment and supplies for the publishing industry and acquired Gates in late 1957. Commercial broadcasting equipment now accounts for about 10% of its sales, Mr. Dively revealed. Gates is having the best year in 37 years in sales and profits, he reported. At the same time Gates acknowledged appointment of Sander Rotkin Adv., Chicago, to handle its advertising account.

Continuing its diversification and acquisition program, Mr. Dively said H-I is directing its "most active discussions [toward] possible acquisitions in communications and related areas of the electronics field."

* Technical topics

- Like Admiral and Zenith Radio Corp. (Broadcasting, May 4), Motorola's sales and earnings spiraled during the first quarter of 1959. The financial report, delivered to shareholders last Monday, showed sales up 56% over the same period last year—from $40,894,492 to $63,653,184. Earnings four times greater—from $677,782 (35 cents per share) to $2,616,427 ($1.35 a share). Reasons for the sharp upturn: (1) increased acceptance of car radios and other consumer products; (2) cost reduction efforts.
- Rohn Manufacturing Co., Peoria, Ill., has introduced No. 50 Tower for heavy-duty communication use, recommended for extreme windloading and height requirements. The tower is available in heights up to 450 ft. for mounting antennas for microwave, radio communications, tv reception, amateur uses and others. Engineering data and prices available from Rohn, 116 Limestone, Bellevue, Peoria, Ill.

New Ampex • Charles P. Ginsburg (1), video engineering manager, Ampex Corp., Redwood City, Calif., and Neil K. McNaughten, Professional Products Div. manager, inspect the company's new Model VR-1000B Videotape recorder (At Deadline, May 4). VR-1000B will be delivered starting in June, sells for $52,950. Innovations include guaranteed signal-to-noise ratio of 36 db, faster tape start (two seconds), automatic brake release to aid threading and splicing, and tape playback speed control to permit two recorders to be lip-synchronized or to synchronize with an external audio recorder. Seven design modifications simplify maintenance and set-up procedures. Tapes are interchangeable with the earlier VR-1000 recorder.

CHET THOMAS
General Manager, KXOK, St. Louis, and a pioneer radio executive, graciously composed this endorsement:

Dear Jock:
We want you to know that we are highly pleased with your news service. Particularly are we pleased with the coverage you and your staff give to news coverage from Washington. In our opinion, our listeners are more interested in news from the nation's capital than they are of events overseas. Washington is your "beat" and you do an exceptionally good job of covering it.

The KXOK Washington News Bureau is a vitally important factor in the overall news coverage of this radio station. Congratulations to you and your associates on a job well done for the past two years.

Your listeners accept Jock as your employee, managing your new Washington newsroom. Thus you beef-up your newscasts—sell more newscasts.

BEEPER OR AIR-MAIL-SPECIAL TAPE—EVERY STORY EXCLUSIVE—NO REHASHES—AND MORE THAN HALF OF THE REPORTS INCLUDE THE VOICES OF THE NEWSMAKERS.

WASHINGTON CORRESPONDENT

JOCK LAURENCE

Gives your call-letters and sponsor identifications; and, because of volume clientele, his fees are lower than those of his new competitors.

For a free, tailored audition, write to Jock at 1701 16th St., N.W., Washington, D. C., Suite 715.
BRITISH TV
Program contractors round profit corner

Commercial television in Great Britain is prospering. The various contractor companies, while serving their own areas and contributing to a general program pool, have converted early losses into huge profits. This is detailed in a series of four articles on the Independent Television Authority and its program contractors written for the British Information Services, New York.

Writer of the first three articles—"General Set-up," "Financial Side" and "Programs"—was L. Marsland Gander, tv and radio correspondent of The Daily Telegraph, London. The final part, "Tv for Children," was prepared by Mary Field, consultant on children's programs for Associated Television Ltd. and ABC Television which is owned by the Associated British Picture Corp.

"The most remarkable reversal of fortune," according to Mr. Gander, "is that of Associated-Rediffusion Ltd., contractor company for Monday through Friday programs in London. Two years ago the company . . . had losses of 3.5 million pounds ($9.8 million). For 1957-58 its trading profits amounted to 5.1 million pounds ($14,280,000)."

Following closely behind was Associated Television Ltd., contractor for weekend programs in London, which showed profits last year of more than 5 million pounds ($14 million). Also said to be "happily prosperous" are: ABC Television Ltd. (midland and northern weekend programs); Granada Television Ltd. (Manchester); Southern Television Ltd. (southern counties between London and the south coast);

Scottish Television Ltd.; Television Wales and West Ltd., and Tyne-Tees Ltd. (northeast England).

In 1958 the gross income of tv advertising was 50 million pounds ($140 million) or one-tenth of Britain's total ad revenue. Deducted from this were agency fees of 15% and another 15% for price reductions to constant advertisers in the medium. At peak viewing hours in London, the top charge is 1,250 pounds ($3,500) per minute.

Program Balance Improves • In Britain there is no direct sponsorship of programs by commercial firms. Editorial control of programs is held by the contractors. Emphasis is still on "light-hearted fare," but the ITA commented in its last annual report that there has been "significant progress towards achieving proper balance."

The majority of programs, Mr. Gander reports, consists of variety shows with British and American artists. Although American film series are popular, "the play's the thing," Mr. Gander says, as the contractors have achieved outstanding success with dramas. Three-hour-long plays are presented each week. Plays by Ibsen, Shaw and O'Neill, as well as original plays specially written for tv, have been performed.

Two 15-minute news shows daily are supplied by Independent Television News, a separate company formed by the contractors and supplying news to them all. It also produces an interview program, Tell the People, in which political leaders are quizzed, and Roving Reporter, which covers foreign events with film illustrations. Currently there are five network public affairs programs. They are: Free Speech, political debates; the British version of Youth Wants to Know; Under Fire, which submits public figures in London to a barrage from questioners in Manchester; This Week, a news roundup, and What the Papers Say, an analysis of news and opinion in the newspapers.

Children's Tv Fare • In a typical week approximately four and one-half hours are devoted to school programs, all produced by Associated-Rediffusion and networked to all regions except the North of England. An additional five and one-half hours consist of cartoons, quiz shows, sports, wildlife stories and several serial films from various sources.

Children's program producers, Miss Field says, have been helped by the Society of Film Teachers, a voluntary association of young teachers who encourage film appreciation among their classes and who are turning their attention to training in tv appreciation. The children's advisory committee of the ITA, headed by Sir John Wolfenden, vice-chancellor of the U. of Read...
Schwerin issues call for 'bold creativity'

"Only those advertisers daring enough to be boldly creative, both in new product concepts and in how they employ the television medium, will survive the next decade," Horace S. Schwerin of Schwerin Research Corp., stated at the 44th annual convention of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, on May 5.

Schwerin told some 2,000 Canadian advertisers and agency executives that his statement was based on surveys made by his firm in Canada, the United States and Great Britain. In Canada, Schwerin tests for English-language commercials in Toronto and for French-language commercials in Montreal.

He pointed out that his research has shown "that the overall effectiveness of commercials is declining, that the overriding fact to emerge from this survey was an unmistakable drift toward mediocrity" in the past three years. He listed as causes of the decline, viewer resistance, competitors using the same advertising ideas, increased brand competition, and abuse of certain basic advertising techniques.

Schwerin stated that research has shown that in our very competitive economy "creativity is not just one of the alternate paths to the promised land. It is the price of survival itself."

Radio and television were high on the agenda of the three-day ACA meeting, May 4-6, which dealt with the theme "Creativity: Mass Marketing Magic." Patrick J. Robinson, co-ordinator of marketing research of Imperial Oil Ltd., Toronto, dealt with broadcast measurement which had been surveyed thoroughly by the ACA's Canadian Advertising Research Foundation.

Doris Clark, women's editor of CJAD Montreal, urged advertisers to "Know Your Women," pointing out that advertisers may on occasion direct their sales approach to an immature level, forgetting that many young housewives today have careers or professional backgrounds.

Other speakers included Dr. Maurice L. Tainter, Sterling-Winthrop Research Institute, Rensselaer, N.Y., who dealt with sales increases among drug and pharmaceutical manufacturers, and Dr. C.F. Philips, Bates College, Lewiston, Maine, who discussed creative marketing.

Wm. Hamilton, postmaster-general of

Canada, was awarded the ACA gold medal for outstanding accomplishments and leadership in the field of advertising during his term of office as executive secretary of the Federation of Canadian Advertising and Sales Clubs and for his contributions to the development of university marketing courses.

(For election of new ACA officers, see, FATES & FORTUNES, page 94.)

Japan-U.S. live tv possibility by 1965

The possibility of live telecasts between the U.S. and Japan by about 1965 was indicated in an announcement from Tokyo, where FCC Chairman John C. Doerfer is discussing with the Japanese Ministry of Communications the proposed laying of a cable from Japan to Hawaii.

The American Telephone & Telegraph Co. and the Japan Overseas Radio & Cable Co. will start laying the cable sometime next year and complete it by 1965 or 1966 at a cost of about $70 million. The two governments still must approve the project.

The U.S. and Hawaii are connected by a cable but it cannot carry live tv in the present state of the art. AT&T Long Lines Department spokesmen in New York said last week they have no information on whether the proposed cable could be used for live tv and that the technical standards of the Hawaii-Japan cable have not been finalized.

* Abroad in brief
  - Canadian Broadcasting Corp., Toronto, and Screen Gems (Canada) Ltd., Toronto, will produce and share costs of five pilot television episodes of Portia Faces Life with Canadian acting and writing talent. If the pilot episodes meet CBC production standards and are acceptable to Screen Gems, it is planned to start full production on tape early this summer for presentation in the fall as an afternoon program on CBC television network. There is also the possibility that the series will be distributed in the U.S.
  - Registered television sets numbered 2,530,000 in West German and West Berlin on April 1. Licensed radios numbered 15,510,000.
  - Pakistan is expanding its radio network. Under construction are 10 kw transmitters at Peshawar and Dacca; three transmitters at Karachi.
  - Austrian radio set production in 1958 was 278,700 units. A total 53,600 television receivers were produced in the same period.

**effective May 11, 1959**

the name is

HAMILTON-LANDIS & ASSOCIATES, Inc.

(formerly

(HAMILTON • STUBBLEFIELD • TWINING and Associates, Inc.)

WASHINGTON, D. C.
1737 DeSales St., N.W.
Executive 3-3456

DALLAS
1511 Bryan Street
Riverside 8-1175

SAN FRANCISCO
111 Sutter Street
Executive 2-5671

CHICAGO
Tribune Tower
Delaware 7-2754

BROADCASTING, May 11, 1959
IN THE SPRINGTIME
PGW thoughts turn to summertime radio

Peters, Griffin, Woodward is hot on summer radio.

The station representative has equipped its radio sales force with a dossier of facts and figures based on seasonable retail sales, listening audiences, automobiles (and auto radios), out-of-home radio, radio sets, and a market-by-market study.

The theme of the campaign is that the summer is a sales season and along with this an observation that the hot months actually feature increased radio listening (for example, auto listenership almost swells the total audience) although the audience peaks occur at different hours than during the other seasons of the year.

PGW, however, emphasized last week that the salesman has time to promote summer radio and sales. It did so by emphasizing that "summertime is a time for growing."

Vice President and Radio Director Robert H. Teter armed PGW salesmen (Radio Colonels in the PGW terminology) with newly-prepared marketing kits embodying this information for agency executives.

**Seeds for sales** • In keeping with the "growing" or "seed planting" idea, Mr. Teter had packages of seeds distributed with this message: "Seeds for sales—plant 'em now, for big summer spot radio sales gains."

To implant the seed-growing season theme in the minds of the PGW staff, a special "Summertime Island" trip from the firm's Park Ave. office was staged. The location was Randall's Island in midstream in New York's East River. The kit is crammed with statistics such as: 25.1% of all retail sales in the U. S. are in June, July and August; radio is the only medium that increases its audience during the summer period; more than 55 million radio sets are used for out-of-home listening; out-of-home listening is more than 25% higher than in-home during the three months of the summer; retail sales are even higher than the average 25% for certain fields such as food and grocery stores, hardware and appliance retailers, filling stations and lumber and building materials.

Target for the kits: Advertisers and agencies throughout the U. S. in an aim to bring new advertisers to spot radio and increased budgets from those already using spot radio.

**Seed planting** • John A. Thompson (1) Peters, Griffin, Woodward vice president and radio sales manager, and Robert H. Teter, PGW vice president and director of radio, demonstrate planting for "summer radio, the only medium that grows during the months of June, July and August." The site is Randall's Island midstream in New York's East River. The station representative ventured to the island last week to kick off the drive.

**Wish you were here**

Radio stations around the country this week are preparing to launch their fourth annual direct mail campaign under the guidance of Radio Advertising Bureau.

Sixteen "picture postcards" have been prepared for member stations to send their local and regional advertisers. Each card carries a single, self-explanatory fact on the power of radio as an advertising medium. Space is left on the cards for the stations to add their own individual messages to advertisers. RAB, which last year supplied 128,000 of the cards, also offers "merchandising" suggestions for use of the cards as sales stimulators. Some 150,000 of the cards, a new high, are expected to be distributed this summer to agency and advertiser prospects.

**Tasteful approach**

KODE-TV Joplin, Mo., believes in taking the proverbial way to a man's heart. For a month, KODE-TV's Snack-Pak wagons cruised two nights a week through residential areas of Joplin and nearby Pittsburg, Kan., distributing gift packages to 50 residents in each city, even if they were not watching tv. Heavy air promotional support the preceding day and the day of each wagon trip was utilized but areas to be covered were not designated. Contents of the packs were supplied by KODE-TV advertisers free. The station's only costs were for printing the sacks and distributing them. Each pack contained two bottles of Pepsi-Cola, two pints of Tastemark Ice Cream, a bunch of Bobo bananas, a bag of Brooks potato chips, a Ty Guide, a package of coctail picks, a KODE-TV program schedule, plus one surprise gift.

If the viewer was watching ch. 12 a Newport cigarette lighter also was awarded. A total of 800 packs were distributed.

**Burnett apples healthy sign**

Leo Burnett Co. added a new fillip to its reception rooms last week, a booklet telling "The Apple Story."

The broadcast-oriented agency, now in the $100 million billing class, put out the two-color pamphlet in answer to several inquiries about the origin of its trademark—offering apples on reception desks for callers. "Copy was prepared by Dewitt O'Kieffe, senior vice president, and art by Howard W. Andersen, vice president in charge of Burnett's art department.

The booklet traces the history of the Burnett agency from its start in the 1935 depression with apples in its reception rooms in the London Guarantee Bldg. A crack by a newspaper columnist ("It won't be long till Leo Burnett is selling apples on the street corner instead of giving them away") "sort of got our dander up," according to Mr. O'Kieffe. "We became more determined than ever to make better and better ads and give away more and more apples," he explains.

**Meanwhile, back on the ranch**

WBAL-TV Baltimore, Md., made a concession to the opposition one Saturday night. The station had pulled out all stops to line up viewers for a movie feature, "Call Northside 777" with Jimmy Stewart, and wanted to make sure it didn't lose any western fans. So they were promised intermission-time resumes of cowboy shows on other channels. The night of the showing, a WBAL-TV announcer dressed in a ten-gallon hat and cowboy boots gave quick summaries of the storylines then appearing on the competitive channels.

Pre-show promotion included a heavy tv announcement schedule, radio plugs, newspaper ads and a telephone answering tape for those who answered the invitation to "talk to Jimmy Stewart," Response forced the answering machines out of order and wrong-number dailings reached major nuisance.
proportions, WBAL-TV reports. One doctor said he got more than 250 "Jimmy Stewart" calls in a 25-hour period.

- Drumbeats
  - Dominating the ID's, calling cards, stationery and other advertising-promotion of KOLO-TV Reno, Nev., is the station's channel number, shown as VIII to tie in with the VIIIth Winter Olympic Games to be held in nearby Squaw Valley. (The games are always identified with Roman numerals in keeping with their ancient origin.)
  - Editorials on legislative matters by WTVJ (TV) Miami, Fla., are sent to each state senator and representative. News vice president Ralph Renick, who delivers the editorials on his 6:30 p.m. newscast, has them printed and sent to Tallahassee where they are delivered to the politicians the morning after the editorial was broadcast.
  - WGAR Cleveland featured its "This Is Your Wife" celebration of Mother's Day Friday (May 8). For the sixth consecutive year, wives of WGAR air personalities took over their husbands' duties to broadcast as disc jockeys and newscasters. The station paid baby-sitters so the mothers could be away from home.
  - WWDC Washington received 2,350 postcard requests in a month for bumber stickers in connection with a promotion in which it gives away watches, transistor radios and cameras and other gifts. In a heavy on-the-air campaign, WWDC invites listeners to send in their names and automobile license numbers. About five times a day a number is pulled out of the hat and announced. If the owner of the tag number telephones WWDC within the hour he receives a prize. So far there has been a winner each day.
  - Educational-noncommercial WGBH-TV Boston has a viewer who has put the service on a pay-tv basis. The station has received $1.80 from a man who drops a dime each day in a glass on his tv set. WGBH-TV is kept going by educational and cultural institutions and private contributions.
  - Of 111 enrolled in the KVTV (TV) Sioux City, Iowa, course "Marriage and the Family," 103 came to the classroom for midterm exams. The eight absentees have arranged to take the test later. The classes are telecast in Saturday Semester (7:30 a.m.) with the cooperation of the city's Morningside College.
  - WII (TV) Pittsburgh held a theatre party for more than 600 women at the local Squirrel Hill Theatre in connection with the outlet's Luncheon At the Ones (Monday-Friday 1:30 p.m.). The show's cast, Bill Cardinle, Mary Eythe, Walt Galla and Chuck Welsh, were in attendance at the premiere of a movie. Guests received souvenirs and gift certificates from WEE.
  - CFRN-AM-FM-TV Edmonton, Alta., drew more than 6,500 dancers and spectators to the second annual Square Dance Garden Party. Saturation radio and pay promotion included such approaches as exchange of radio and pay personalities all over the schedule and a "Ticket-thon" competition between air performers in a downtown store two evenings prior to the big dance party.
  - WBKB (TV) Chicago is distributing free quantities of its 48-page Weather by Radar booklet to sponsors of the daily weathercasting show. Written by Warren Culbertson, staff meteorologist, the book is offered with sponsors' sales messages printed on front and back covers. The booklet contains an explanation of midwest meteorological conditions and tracking of weather by radar. The station's sales promotion department also produces Weather by Radar display units to advertisers for use in store windows, lobbies or reception rooms.
  - A weekly ad column in 30 area newspapers is being used by WII (TV) Pittsburgh, Pa., to promote its personalities and programs. Titled "WIIcy Says," the column is an informal, chatty two-column by 10-inch feature designed to reach viewers in outlying areas.
  - WNCT (TV) Greenville, N.C., has inaugurated an industrial progress contest to award communities for their efforts to bring new industry into the state. Winner of the $500 first prize was the community of Farmville, which landed a $6 million formica flakeboard
He ran all the way • Virginians crowd around Hardrock Simpson, distance runner who dramatized the first birthday of WEZL Richmond by running the 30-mile primary coverage area to the birthday party. Starting at 5:15 a.m. from the Southside Virginia community of McKenney, the 27-year-old athlete made the trip in 11 hours and 21 minutes, counting two-hour stops for broadcast pickups. He gathered crowds and publicity all the way and was greeted by thousands of listeners at the end of the line.

Mr. Simpson, holder of two world's records in distance racing, was accompanied by a half-dozen teenage challengers at the start of the race, but they dropped out. He was fed snacks en route by the WEZL staffers who manned a pace car. The runner twice has crossed the country on foot and now is a mail carrier in Burlington, N.C. William Page, general manager of WEZL, says Hardrock Simpson "will gladly do this stunt for any other station."

WNAX: From kitchen to bowling alleys

A cake contest in which eight WNAX Yankton, S. D., male staffers were the contestants attracted 3,000 recipes. The broadcasters promised $2 to senders of the eight recipes chosen by the would-be cooks. An additional $5 was given to the person who submitted the winning recipe. It was cooked by news director Bob Hill. His prize: one day off. The offer of a booklet containing the chosen recipes drew 2,000 requests from listeners.

The 10th annual WNAX sponsored Six-State Bowling Tournament attracted 12,358 bowlers in teams, doubles and singles and 2,765 in all events from North and South Dakota, Minnesota, Iowa, Nebraska and Wyoming. Billed as America's largest regional bowling tournament, the event offers about $45,000 cash, $5,500 worth of merchandise and 44 trophies in prizes. WNAX Sports Director Les Davis headed the bowling promotion this year.

WBT research: bread & butter study

Teenagers earn only 2% of the nation's income, according to WBT Charlotte, N.C., in a study designed to show that WBT's "adult radio programming" appeals to people who have money to spend.

An analysis of income by age of persons, prepared by Jack Burney, WBT research manager, shows that three of the seven age groups (ages 25 through 54) account for over 70% of the aggregate income. Mr. Burney's study is based on figures supplied by the U.S. Census Bureau covering 1955 incomes.

In another table showing income of families and unrelated individuals by age groups in 1957, the highest median income, $5.573, occurs in the group where the head of the house is between 45 and 54 years old.

The table showing estimated aggregate income by age of persons 14 and over for the U.S. in 1955 follows:

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>Percent</th>
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<tbody>
<tr>
<td>14-19</td>
<td>2</td>
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<tr>
<td>20-24</td>
<td>6</td>
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<td>25-34</td>
<td>23</td>
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<td>35-44</td>
<td>25</td>
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<td>45-54</td>
<td>23</td>
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<tr>
<td>55-64</td>
<td>14</td>
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<tr>
<td>65 and over</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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</table>

WGAR greets Seaway's first

WGAR Cleveland chartered a ship and went out on Lake Erie to greet the first Cleveland-bound vessel to sail through the St. Lawrence Seaway. With WGAR Vice President-General Manager Carl George, Sales Manager Bob Forker and newspa,ister Les Clark and Norm Hall were Cleveland Mayor Anthony J. Celebrezze and local businessmen. WGAR broadcast from the ship as she escorted the Seaway forerunner.

Critical four seconds

Tarlow Assoc. Stations are testing an anti-dial twisting campaign on the group's New Orleans outlet, WJBW. "A station's biggest problem is not to find the listener but keep him," Allan W. Roberts, executive vice president for the Tarlow stations, is convinced. WJBW plays music from the :58 to :02 and :28 to :32 positions on the
clock. No commercials go in here. Programs flow past the hour mark and end on the quarter-hour. None of the “music maker” personalities uses a theme song, but at the quarter-hour change point, the one on duty announces who’s up next and what music is on tap. This is followed by a “T.N.T.” (time, news, temperature) segment of two minutes and then the programming announced previously. The new show is not introduced until the first tune is over. WJWB programs newcasts 15 minutes before each hour, with an eye to beating the competition. In its effort to stabilize dials at the WJWB frequency, the station has added a monkey mascot. The animal makes promotional appearances in a shirt labeled, “Don’t monkey with the dial. Leave it on WJWB.”

Other Tarlow stations are WWOK Charlotte, N.C.; WHYE Roanoke, Va.; WARE Ware, Mass., WHIL Boston.

Fast windup

WFBC Greenville, S.C., had to wind up an auto treasure hunt 10 days ahead of schedule as the search reached an early fever pitch. The treasure: buried keys to a Renault automobile. At the climax of the promotion there were 10,000 Greenville people scouring grounds of the city’s Cleveland Park. The search ended a half-hour after the final clue was broadcast. Indicators of community interest: office personnel in Greenville businesses were required to type lists of clues for workers to use during lunch and off-duty hours; 25 policemen were needed for traffic at the height of the hunt; the sound of WFBC dominated the hunt search area, and the event got a five-column picture spread in the morning paper after a dairy worker claimed the automobile. It took listeners 18 days to run down the treasure, which originally was scheduled to take 28 days to find.

‘Party Line’ pastime

Two announcements on the KDKA Pittsburgh conversational program, Party Line (nightly 10 p.m.-midnight), brought more than 3,000 requests for lists of 101 baseball players’ nicknames.

The list was compiled by the show’s host, Ed King, after two listeners sent in a few baseball players’ nicknames for him to quiz the audience. Mr. King added names to the list and many listeners have submitted others.

For quiz purposes the list is divided into categories such as geographical (Germany Schaefer, Dixie Walker), occupations (Butcher Boy Benz, Preacher Roe), food (Pie Traynor, Pepper Martin), menagerie (Hippo Vaughn), chorus line (Minnie Minoso), rhymes (Ping Bodié, Bing Miller; Rube Waddell, Boob McNair) and others.

Baseball is a popular Party Line topic following KDKA coverage of the Pittsburgh Pirates’ games.

Food for thought on KOA

KOA Denver, Colo., received more than 600 letters after an Army neuro-psychiatrist’s talk about communist methods of brainwashing. Without exception the letters asked for more of the same type of programming.

In answer to the requests, KOA has scheduled Challenge to Thought (Sunday 8:05-9:30 p.m.). The series includes tapes of talks given at universities and other institutions of learning.

Arlett takes NTA prize

Don Arlett, promotion manager, KTVU (TV) Oakland, Calif., has been named first place winner in NTA Television Network’s “Shirley Temple Promotion Contest,” Martin Roberts, NTA promotion director announced Thursday (May 7). Mr. Arlett receives a vacation trip for two in Mexico for his promotion last fall of NTA’s Shirley Temple Film Festival series. Other promotion managers receiving prizes include: Steve Shannon, KPHO-TV Phoenix; Vera Schulte, WCPO-TV Cincinnati; Murray Tesser, WHYN-TV Springfield, Mass., and Katie Ferguson, KONO-TV San Antonio.

Political pull

Who listens to radio during the evening hours? Who, to narrow it down a bit farther, listens to “talk” programming in the evening? Who, to be specific, listens to Opinion Please, program featuring telephone calls from people who want to speak for or against some topic of current public interest, broadcast 9:05-10 p.m. on KNX Los Angeles?

To get the answer, KNX offered a map of Los Angeles County Assembly and Congressional Districts with a roster of public officials free on request in one announcement on Opinion Please. The result: 1,508 requests.

Says KNX: “Only mature radio programming directed to attentive audiences can bring that kind of results.”

Lincolnesque listeners

WKCB Berlin, N.H., took the occasion of Lincoln Sesquicentennial Year to find its own candidates for the Lincolns of tomorrow. In a high school contest, conducted with the cooperation of teachers and civic leaders, four students were found with “characteristics and morals exemplified by Abraham Lincoln.”

A tour of Washington, D.C., accompanied by WKCB news director Charlie Ross was awarded the winners. New Hampshire listeners heard them in a beeper phone interview broadcast by WKCB. The youngsters also took back
a half-hour taped interview they had with New Hampshire’s congressman and senators. This also is slated for broadcast.

Mental hospital mission

Entertainers of WBT-WBTV (TV) Charlotte, N.C., for the past year have been traveling 75 miles one Sunday each month to perform for mental patients at State Hospital, Morganton, N.C. For many patients these shows provide their “strongest link with outside’ activities,” according to the head of the hospital.

The Charlotte stations produce and pay all expenses for the monthly mission to mental patients. Some 200 entertainers have participated so far, including WBT-WBTV talent and other professional musicians, dancers and athletes (two complete wrestling cards have been staged for patients). Robert L. Riersen, WBTV program operations manager, co-ordinates the shows.

The hospitalized, even those from “closed” wards, react as typical audiences and regularly record their enthusiasm for the WBT-WBTV shows in the monthly hospital publication. Charles H. Crutchfield, executive vice president and general manager of the stations, calls this the unique effort of “our most important public service ventures” and says station people “have been overwhelmed with the tremendous response at Morganton. If other broadcasting companies are interested in setting up a similar project, we will be delighted to send them full details on our program.”

FOR THE RECORD

Station Authorizations, Applications

As Compiled by Broadcasting

April 30 through May 6. 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, ERP—effective radiated power, vertical beam—very high frequency, uhf—ultra high frequency, ant.—antenna, au.—aural, vs.—visual, kw—kilowatts, kw—kilo-watts, mega-cycles. D—day, N—night, LS—local sunset, mo.—mod. modification, trans.—transmitter, unl.—unlimited hours, kc—kilocycles, SCA—secondary communications authorization, SSA—special service authorization, STATA—special temporary authorization, —educational. Ann.—Announced.

New TV Stations

APPLICATION

Douglas, Ariz.—Douglas Telecasting Co., Ltd. ch. 3 (46-46 mc); ERP 3,050 kw. 0.1 kw au.; ant. height above average terrain 268 ft., above ground 230 ft. Estimated construction cost $24,000, revenue $30,000. Equal partners are Eula and Bill Craigman, are in retail merchandising. Ann. May 6.

Lexington-Tomah Stations, Inc. Granted 1130 kc, 500 w. D. P. O. address Box 79, Houston, Miss. Estimated construction cost $18,424, first year operating cost $28,000, revenue $32,000, expenses $30,000. Mr. Griffith and Ralph Mathis each own 30%. Mathis brothers also have interest in WJSU Macon and WGFC Houston, both Mississippi. Ann. May 6.

Middleport-Pompey, Ohio.—Radio Mid-Pom Inc. Granted 1250 kc, 1 kw D. P. O. address Box 464, Athens, Ohio. Estimated construction cost $30,238, first year operating cost $32,000, revenue $42,000. Owners are John C. K. Kerr (35%), Roy E. Stephenson, Frank L. Nolan and Frank X. Rauch Jr. (each, 15%) and R. J. Jones Jr. (5%). Mr. Kerr is advertising and commercial manager of WATH Athens, Ohio. Mr. Stephenson is public accountant; Mr. Nolan and Mr. Rauch are theatre operators; Mr. Jones is attorney. Ann. May 6.

APPLICATIONS


Danbury, Conn.—WPD Inc., 1490 kc, 320 w. P.O. address St. Perkins St., Torrington, Conn. Estimated construction cost $25,000. First year operating cost $40,000, revenue $55,000. Applicants are Edmund W. Wals, of (1%), Alfonso Della Pietra (24%) and John H. McNelly (75%). Mr. Wals is majority owner WTOR Torrington, Conn. Mr. Pietra is surgeon and the McNelly is a psychologist. Application is contingent upon FCC grant of frequency change requested by WTOR from 1460 kc to 610 kc. Ann. April 30.

Honolulu, Hawaii.—Flair Broadcast, Inc., 1440 kc, 5 kw. D. P. O. address Box 306, Honolulu, Hawaii. Estimated construction cost $45,479. First year operating cost $60,000, revenue $69,000. Owners are John E. L. Edwards (50%), and Frank Nardone, James Wehman and Mr. Edwards’ wife, Phyllis (50%). Owners each own 12½%. None has previous broadcast interests. Ann. April 30.


Coral Gables, Fla.—Miami Broadcasting Co., Inc. 1350 kc, 250 w. D. P. O. address 31 N. Metcalf St., Coral Gables, Fla. Estimated construction cost $1,080. First year operating cost $41,454, revenue $47,285. Applicants are George A. Kerner (25%), Wadsworth H. Green (25%) and John H. Derr (50%). Mr. Kerner is general manager of WAMEM Philadelphia. Mr. Green is general contractor and Mr. Derr is assistant district attorney for Dade Co., Fla. Ann. April 30.

Vancouver, Wash.—Gordon A. Rogers, 1550 kc, 1 kw. D. P. O. address 11510 Oxnard St., Los Angeles, Calif. Estimated construction cost $13,875. First year operating cost $72,000, revenue $75,000. Mr. Rogers owns KILB Burbank, Calif. Ann. April 30.

Existing Am Stations

APPLICATIONS

WAMS Wilmington, Del.—Granted change of operation on 1390 kc to 1 kw. DA-1, Uni., to 1 kw. DA-2, 1 kw. Estimated construction hours daily only when WWZ Wilmington, Del., which shares time with WWXY New York, on 1380 kc, is not operating; engineering conditions and further that grant does not constitute finding or resolution of multiple ownership issues in docket 12955 and 13282. Ann. May 6.

KBCU Union, Utah.—Granted increase of power from 250 w to 1 kw con-current operation on 1230 kc. D. D. May 6.

APPLICATIONS

KBEA Batesville, Ark.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1450 kc). Ann. May 5.

WBBR Pensacola, Fla.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1450 kc). Ann. May 5.

WBTW Hanover, N. H.—Cp to increase daytime power from 250 w to 1 kw and

BROADCASTING, May 11, 1959
make changes in transmitting equipment. (120 kw for 1 year May 6; for 6.)

WBNY New Bern, N.C.—Granted by Henry Schneid to Thomas Williams (interest in KVAS Astoria, Oreg.) condition: one-third to control by owner; condition: one-third to control by owner.

KGFH Little Rock, Ark.—Granted assignee: to control by owner; condition: one-third to control by owner.

KGLF Long Beach, Calif.—Granted assignee: to control by owner; condition: one-third to control by owner.

KWLX Los Angeles, Calif.—Granted assignee: to control by owner; condition: one-third to control by owner.

KXFM San Bernardino, Calif.—Granted assignee: to control by owner; condition: one-third to control by owner.

KWOX Walla Walla, Wash.—Granted assignee: to control by owner; condition: one-third to control by owner.

KTRY Minneapolis, Minn.—Granted assignee: to control by owner; condition: one-third to control by owner.

KTBG Turlock, Calif.—Granted assignee: to control by owner; condition: one-third to control by owner.

KTRU Galveston, Tex.—Granted assignee: to control by owner; condition: one-third to control by owner.

KTRY Minneapolis, Minn.—Granted assignee: to control by owner; condition: one-third to control by owner.

KTVU San Francisco, Calif.—Granted assignee: to control by owner; condition: one-third to control by owner.

KVRB Kauai Island, Hawaii—Granted assignee: to control by owner; condition: one-third to control by owner.

KXHO Houston, Tex.—Granted assignee: to control by owner; condition: one-third to control by owner.

KXMS Spring, Tex.—Granted assignee: to control by owner; condition: one-third to control by owner.

WKBW Lake Success, N.Y.—Granted assignee: to control by owner; condition: one-third to control by owner.

WPMA Orlando, Fla.—Granted assignee: to control by owner; condition: one-third to control by owner.

for clearer, stronger FM signal transmission
New RCA 5 KW FM Transmitter Designed for Multiplexing

A "Direct FM" system plus many other outstanding performance features such as built-in remote control provisions and screen voltage power output control, make the BTF-5B today's best FM transmitter buy. Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. New Exciter, Type BTE-10B, uses, "Direct FM" modulator circuits, thus fewer tubes are required. Whatever your equipment needs—SEE RCA FIRST!

SUMMARY OF COMMERCIAL.Broadcasting Compiled by BROADCASTING through May 6

<table>
<thead>
<tr>
<th></th>
<th>On Air Lic.</th>
<th>Cps</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,319</td>
<td>562</td>
<td>400</td>
</tr>
<tr>
<td>FM</td>
<td>562</td>
<td>43</td>
<td>670</td>
</tr>
<tr>
<td>TV</td>
<td>450</td>
<td>0</td>
<td>104</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS Compiled by BROADCASTING through May 6

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>460</td>
<td>82</td>
<td>542</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>33</td>
<td>9</td>
<td>42</td>
</tr>
</tbody>
</table>

COMMERCIAL STATION BOXSCORE As reported by FCC through March 31, 1959

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,319</td>
<td>562</td>
<td>400</td>
</tr>
<tr>
<td>Cps on air stations</td>
<td>31</td>
<td>34</td>
<td>125</td>
</tr>
<tr>
<td>Cps not on the air (new stations)</td>
<td>123</td>
<td>140</td>
<td>263</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,467</td>
<td>763</td>
<td>4,230</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>496</td>
<td>49</td>
<td>445</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>146</td>
<td>23</td>
<td>61</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>642</td>
<td>72</td>
<td>506</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>533</td>
<td>38</td>
<td>471</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>48</td>
<td>0</td>
<td>48</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>581</td>
<td>38</td>
<td>519</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Cps deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

1. There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

2. There are, in addition, 137 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

3. There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

4. There has been, in addition, one uhf educational tv station granted but now deleted.

Westminster Best, Co. for $49,000, Westminster is owned by Clifford G. Kemberling and Glenn H. Hilmer, and is licensee of WCMG, Brunswick. Mr. Application anticipates purchase of 49% of WARM from Westminster by Bernard E. Etters after FCC approval, of sale to Westminster from Associated Stations, Inc. Etters is majority owner of Houston Publishing Co., Ann. May 6.


WAND Tallp, N.Y.—Seeks assignment of cp from Great South Bay Best, Inc. to South Shore Best, Corp., for $10,000. Purchasers are Maurice S. Welis, Herbert P. Hoffman, Eugene Kleinman (65% each), Irving Huffman and a. Arwin Kleinman (15%, each). Mr. Weis has interest in WBCO-AM-FM Orlando, Fla. Apr. 30. 30.

WBAZ Kingston, N.Y.—Seeks assignment of cp from Austin E. Harkins to Big River Best, Corp., wholly owned by Mr. Harkins. Apr. 30. 30.

KFAM, KFPM (FM) (AM) St. Paul, Minn.—Seeks assignment of licenses from Broadcasters Oregen Ltd. (Stansley M. Gordon, George Chase, James L. Matter and Dolores E. Sable) to Gospel Best, Co. for $200,000. Purchasers include F. Demcy Mylar (48%), Emil Boetch (30%), William J. Ashley-Cole (10%) and others. Mr. Mylar is 50% owner of KRWF Forest Grove, Ore., and is Baptist minister, as is Mr. Ashley-Cole. Ann. April 30.

KIBL Breville, Tex.—Seeks assignment of license from V. L. Rossi and John D. Rossi, equals partners in Bee Best, Co. to John D. Rossi for $40,000. Ann. April 30.


WHYE Roanoke, Va.—Seeks assignment of license from Jefferson Best, Corp. (WHV-Television, Inc., WHV-Television, Inc., WEWARE Ware, WWOR Charlotte, N.C. and WBJW New Orleans, La.) to Roanoke-Bakers. (Joseph Mullen, 90% and Jon A. Holiday, 19%), for $10,000. Mr. Mullen is in livestock and poultry feed manufacturing business and is program director WIST Charlotte, N.C. Ann. May 5.

Hearing Cases

FINAL DECISION


INITIAL DECISION

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of William P. Huffman Radio Inc., to change facilities of WYTR Wisconsin Rapids, Wis., from 1390 kc, 250 w., to 1390 kc, 900 w., DA-N. Ann. May 5.

Hearing Examiner Basil P. Cooper issued supplemental to initial decision looking toward granting application of Ral. Best, Inc., for new class B fm station to operate on 106.7 in Las Angeles, Calif. Ann. May 1.

OTHER ACTIONS

By memorandum opinion and order, commission reopened record in proceeding on application of Radio Mid-Penn Inc., for new fm station to operate on Ch. 13 in Bloxie, Miss., and remanded same to Examiner for further hearing in accordance with U.S. Court of Appeals decision, and for preparation of supplemental initial decision. Conn. Lee concurred in result and issued statement. Conn. Cros not participating. (Aug. 6, 1957 decision granted application of Radio Associates and denied WLOX Best, Co.). Ann. May 6.


By order, commission dismissed petition by Tri-County Best, Co. for enlargement of issues in consolidated hearing on its application and that of Brinkley Best, Co. for new fm stations to operate on 1750 kc, 450 w., in Brinkley, Ark., rendered in April. Petition was dismissed without prejudice at applicant's request. Ann. May 6.

By memorandum opinion and order, commission dismissed protest by WLBZ Television, Inc., (WLBZ-TV ch. 5, Bangor, Me.) directed to March 11 grant of application of...
JANSKY & BAILEY INC. 
Executive Offices ME. 8-5411
1720 DeSales St., N. W. 
Offices and Laboratories 
1329 Wisconsin Ave., N. W. 
Washington, D. C. Federal 3-4800 
Member AFCCE 

JAMES C. McNARY 
Consulting Engineer 
National Press Bldg., 
Pilgrim Wash. 6, D. C. 
Telephone District 7-1205 
Member AFCCE 

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Washington 4, D. C. 
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Lohnes & Culver 
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District 7-9215 
Washington 4, D. C. 
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Everett 
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George M. Sklom, Robert A. Jones 
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Riverdale, III. 
(A Chicago suburb) 

Vanderwee & Cohen 
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SILLIMAN, MOFFET & 
ROHRER 
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Republic 7-6466 
WASHINGTON 3, D. C. 
Member AFCCE 

LYNNE C. SMEBY 
CONSULTING ENGINEER 
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7615 LYNN DRIVE 
WASHINGTON 15, D. C. 
Oliver 2-8530 
Member AFCCE 

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Wash., D. C. 
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Box 2468, Birmingham, Ala. 
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Diamond 2-3028 

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WALTER F. KEAN 
CONSULTING RADIO ENGINEERS 
Associates 
George M. Sklom, Robert A. Jones 
19 E. Guinevere—Riverdale 7-2152 
Riverdale, III. 
(A Chicago suburb) 

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Consulting Radio Engineers 
617 Albee Bldg. Executive 5-4614 
1426 G St., N. W. 
Washington 5, D. C. 
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*ARB Continuing Readership Study
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May 11, 1959

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BROADCAST ACTIONS
By Broadcast Bureau

WKNB New Britain, Conn.—Granted cp to install new transmitting equipment.

WMRR-FM Jacksonville, Fla.—Granted to decrease ERP to 40 kw and change studio location.

WGNW Watertown, Mass.—Granted to increase ERP to 90 kw and change studio location.

WNRL-FM Richmond, Va.—Granted cp.

KWVM Tacoma, Wash.—Granted to change ERP to 830 kw and change studio location.

Following stations were granted extensions of completion dates as shown:

WABT-TV Huntington, W. Va. to May 18.

WCGN-FM Fort Lauderdale, Fla. to May 14.

WGWZ-AM/WMGB-FM Inglewood, Calif. to May 17.


WAKM McComb, Ill.—Granted authority to sign-off at 6:30 p.m. for period ending May 23.

KTVX-FM Inglewood, Calif.—Granted mod. of cp to change ERP to 269 kw, surf., increase ant. height to 380 ft., and make changes in equipment.

KOOS Omaha, Neb.—Granted authority to sign-off at 7:00 p.m. for period ending Aug. 31.

WPRE Prairie Du Chien, Wis.—Granted authority to sign-off at 6:15 p.m. CST, for period ending May 31.

WAKM Magnolia, Ark.—Granted authority to sign-off at 7:30 p.m. EDT, for period ending Aug. 31.
Help Wanted—(Cont'd)

Sales
California. KCHJ, Delano. Serves 1,300. Increasing salary scale.
I need an experienced sales and public relations man for a new station Chase City, Virginia. Basic $100 week and ten percent commission. 18 to 20 hours week on make. Send full details and tape on first contact to John L. Cole, WMRX, Chase City, Va. All replies will be promptly answered.
Ohio, WZWX, Lorain’s only station. Personal interview preferred. Managers-Sales managers—sell for the city’s top-rated Negro station group. Top salesman $5,600 to $8,190 thousand per year, advancing to managers making 12-15 per year. Opportunity for aggressive, executive types between 26 to 39. Send complete resume and eight-track tape. London Ebony Radio, Suite 506, Lamar Life Building, Jackson, Miss.

Radio Wanted—(Cont’d)

Announcers
Send record show tape and biography. Box 848K, BROADCASTING.

Immediate openings: Wendal Broadcast Personnel, Box 61 Dishman, Spokane, Washington.

KBUD, Athens, Texas needs experienced staff announcer. Prefer applicants from Texas or adjoining states. $250.00 month.

Announcer-Engineer—Must have 1st class ticket but emphasis on voice, light maintenance. Excellent开口. Station pays $80 per week, send tape and resume to KNIM, Marshall, Missouri. Tapes cannot be returned.

Increasing one thousand watts. Need first person. Capital in sales on permission. Up to $450 per month start plus further increases. Inexpensive, new city, newly developed. Newly furnished apartment. Phone, write, KFKE, Long Beach, California.

Bright, fast-paced dj for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWVL, Waterloo, Iowa.

Immediate opening! Top Negro dj—personality-program director for Cleveland’s only all Negro market station. Send tape, resume to: Wendal Broadcast Personnel, Box 2231 Chester Avenue, Cleveland 16, Ohio.

Immediate opening announcer with sports background to handle sports shows, play-by-play, live interviews and general routine. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume or call for interview.

North Florida fulltime network station needs 2 men. 1 combo, announcer-chief engineer. 1 capable announcer. Excellent living and working conditions. Opportunity for advancement with growing chain. Send tape and references (which will be carefully considered) to General Manager, WDSR, Lake City, Fla.

Washington D.C. area’s number one station auditioning exceptionally fast, modern announcer. Send tape, picture and resume.


Pulse rated #1 “Hot Operation” fulltimer in playground area North Carolina. Looking for young, eager announcer. Send tape, photo and qualifications to WEIR, New Bern.

Ohio, WZWX, Lorain, salary based on experience.


Help Wanted—(Cont’d)

Announcers

TV station has openings for announcers with or without TV experience. Good voice and neat appearance a "must." Phone John Turner, Monroe, Louisiana, PA 3-3666 or El Dorado, Arkansas, IN 2-2480.

Hawaii: Number one station in the State is offering opportunities for announcers. Must have crisp, clever top 40 type delivery. Production ability an asset. Applicants Pacific Coast States preferred, but not necessary. Details first letter with tape. Air mail f/o Box 1419, Honolulu.

Technical

Midwestern regional station has opening for engineer with control room and transmitter experience. Good opportunity and starting salary. Write Box 859K, BROADCASTING.

Chief engineer: Opening for qualified man for maintenance and installation. Little or no board work no announcing. Send complete details and salary requirements first letter. Radio Station KDFD, Monterey, California.

Experienced man first class license. Capable making equipment installation and maintenance station 1st class technical condition. Can become a permanent job for right man. Send photo with qualifications. Due to small amount of announcing required. Start $100 per week. Write: WEPM, Martinsburg, W. Va.

First class engineer opening July 1. Some air time. Radio WBNJ, Port Chester, New York.

Engineer-announcer. Good daytime station. Good town. P.O. Box 497, Trenton, Missouri.

Engineer-announcer, good air salesman able to keep up routine maintenance and repair. Four communications essential now. J. B. Deleil, Georgetown, S.C.

Production-Programming, Others

Secretary, All-around girl. Excellent pay. Box 253K, BROADCASTING.

Immediate opening for fulltime, experienced news director. Tell all in your letter. Send tape, salary requirement, recent snapshot. Box 657K, BROADCASTING.

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James E. Burke, 405 E. 56th St., New York City, N. Y.
Dale E. Perry, Jr., 837 10th St., Dallas, Texas.
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Help Wanted—(Cont’d)

Production-Programming, Others

Experienced traffic girl for top rated independent major market. Ideal working conditions, beautiful city, all benefits. Send full information and photo. Box 785K, BROADCASTING.

Attention all top Starz and McLendon type program directors. Have immediate opening at executive salary for right man to program top rated Independent. Must have proven record. Send full information, photo, tape. Immediately. Box 739K, BROADCASTING.

Sports director. Capable man to provide broad coverage of state wide athletic events for both radio and tv. Enterprising work including photo, telephone, tape recordings appearances both tv and tv. Limited play-by-play. Send full details Box 739K, BROADCASTING.

News director radio and tv. Upper northwest NBC and MBS affiliate, 8-man team. Send resume and photo. Immediate opening. Box 783K, BROADCASTING.

Mature gentleman. Continuity director with emphasis on production spots. Must be experienced. Prefer good announcing voice. Box 852K, BROADCASTING.

Newman, night shift, to start about June 1. Must have previous experience. If interested, send tape, resume, and photo. Fred Epstein, KBTZ, Davenport, Iowa.


Continuity writer—Experience and "know how" can mean reward in this excellent opportunity with leading Michigan station. Send sample photo, resume and tape to WDFD, Flint, Michigan.

Ohio, WIZ, Lorain, program director.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and independent. Best references all employers. Have doubled billing in several major markets. Box 650K, BROADCASTING.

General manager topping industry sales recently for revenue expansion. Box 699K, BROADCASTING.

Manager-top radio-family man available shortly. I’ll make you good manager, strong sales. Box 665K, BROADCASTING.

Want top salesperson running your station? With authenticated management history, there is a man available. Personnel and top sales capability. Box 706K, BROADCASTING.

Manager/sales manager. 9 years. Experienced in all phases of small to medium size markets. First phone, first move. Can operate successful small market in the southwest; station changing hands and will be operated by new owners. 20 years old, good records. Available June first. Prefer Texas. Box 790K, BROADCASTING.

General manager available for small or medium market. Eleven years radio. Prefer eastern states. Excellent references. Box 625K, BROADCASTING.

Stations manager or commercial manager available. Finest references from present employers. Write Box 799K, BROADCASTING.

Aggressive, young sales manager will relocate for solid opportunity. Prefer western states. Excellent references. Box 625K, BROADCASTING.

Eleven years in radio-television. All phases. Announcing, sales, programming. Excellent opportunity to integrate single station and highly competitive markets. Prefer young and experienced small station manager in upper midwestern. Prefer first class college. Box 839K, BROADCASTING.

General manager. Very successful in small market. Know all phases: Sales, programming, management. Award winning announcer. Active community, state and industry affairs. Desire salary and percentage or possibility of investment to acquire station. Minimum $750.00 month. Box 845K, BROADCASTING.

Aggressive broadcast executive with 15 years experience now available. Experience includes 13 years as sales manager, 2 years as program director with top Atlanta station. Highly qualified sales manager. Prefer Georgia or commercial manager. Active community, state and industry affairs. Experience in medium and metropolitan markets. Extremely able, capable, best references. M tac, college graduate, 43. Prefer western states. Box 866K, BROADCASTING.

Manager/Sales executive: Now employed as over-all supervising-director for eleven radio and television properties. Veteran experience; high caliber reputation and record of sales achievement. Sales, constant travel; seeking quality association. Prefer California. Box 857K, BROADCASTING.

General manager available June 1st. Fifteen years experience in management—part ownership in medium size station. Have proven sales abilities. Would consider management-own—sell position. Prefer Southern states. Very good background. Prefer Georgia but would consider any Southern state. Box 685K, BROADCASTING.

Sales

Salesman-announcer. Good general background, capable for switch to broadcasting. Box 687K, BROADCASTING.

Announcers

Female, announcer plus. Good background. Women’s Sale of, plus. Reliable, versatile. Box 607K, BROADCASTING.

Personality dj; strong commercials, gimmicks. Operate board. Ready, creative. Operative. Box 666K, BROADCASTING.

Young man determined to succeed. Well trained. Any reasonable offer? Box 700K, BROADCASTING.

Announcer, young. Eager to learn. Cooperative. Prefer Penna. Operate board. Box 793K, BROADCASTING.


Nesto announcer/dj intelligent, versatile. Good background. Sales and promotion. Prefer Los Angeles. Box 740K, BROADCASTING.

BROADCASTING, May 11, 1959
Situations Wanted—(Cont'd)

Announcers

Personality dj, program director. Six years experience. College, Seeking permanent position in radio and/or tv. Previous experience includes 250-300,000 or more in market. Available June 1st. Box 708K, BROADCASTING.

Announcer—radio school graduate, professionally experienced in voice. For position in top market. Tape, resume available. Box 709K, BROADCASTING.

Two air salesmen: top rated personalities with 12 years experience, one strong on news, one strong in sports—one slams on both familiar with all music. Box 704K, BROADCASTING.

Mature professional knows good music and production. Smooth voice, seven successful years in large market doing adult appeal programming. College, consistent references. Presently employed, will relocate to better market. Request personal interview, will forward resume and tape upon consideration. Details Box 706K, BROADCASTING.

Top flight announcer personality—7 years radio experience, well-liked, nationally syndicated. Morning or afternoon show specialist. Desiring permanent position in metropolitan market only. Box 707K, BROADCASTING.

Professional disc jockey ready to move in top market with coming with commercially minded, progressive operation. Disc jockey—broadcaster. Experienced, sophisticated delivery. Commercial success, presently sold out in the top forty graduate. Box 800K, BROADCASTING.

Experienced announcer, sales, wants permanent top market. No top forty stations. Box 806K, BROADCASTING.

Student. Announced three years at college station, replacement situation. Write well. Box 815K, BROADCASTING.

Pair of humorous 40's. Desire team job. College, radio experience. Will listen to our tape. Box 815K, BROADCASTING.

Announcer-dj with first phone, excellent voice, 21 years of experience, dj at 5 kw, no maintenance. Box 816K, BROADCASTING.

Announcer young, experienced. Seeks larger market. Box 818K, BROADCASTING.

Top news man available, recognized by Press Association. Gather, edit, air either radio or television. Twenty years experience, ratings and production, pictures available. Prefer Florida, southeast. Presently employed. Box 820K, BROADCASTING.


Radio-tv newsmen, 21, MSJ Northwestern, employed, looking for job with a challenge in Western U. S. Box 831K, BROADCASTING.

Michigan—want to relocate in. Two years commercial experience as dj and newsmen. Married. University graduate. Tape, resume available. Box 832K, BROADCASTING.

First phone design/newsman. Experienced. $150 forty hours. Presently employed. Box 858K, BROADCASTING.

Staff announcer—28, single, reliable, King's English, authoritative news, light experience. Prefer northeast. Box 838K, BROADCASTING.

Young man, 24, veteran, seeking opportunity as beginning sportscaster. Thoroughly trained in all phases of broadcasting. Box 839K, BROADCASTING.

Recent graduate of broadcasting school—personality plus! Wishes to obtain job as announcer-deejay. Box 844K, BROADCASTING.

Young announcer. Mature voice, Skillfully trained. College background. Sincere pitch. Tape on request. Box 845K, BROADCASTING.

Announcers

Attention Florida, announcer-dj, young, experienced, tape and resume. Box 846K, BROADCASTING.

Three years dj—announcer. Authoritative newscaster, relaxed personality, convincing well. Excellent voice, appearance, references. University grad, draft exempt. Go anywhere for right offer. Chart 6-9005. New York or Box 844K, BROADCASTING.

First phone airman. Experienced all phases. Will accept trial basis. Box 847K, BROADCASTING.

Versatile radio-televisi announcer, six years experience. Tape available. Box 848K, BROADCASTING.


Looking for new talent, good production and potential! No experience. Married. Vet. Box 879K, BROADCASTING.

Sport announcer. Married, veteran, 5 years experience. Strong on the three major sports, copywriting. Box 897K, BROADCASTING.

Bright, young man desires 1st job as announcer. Hard worker, with all phases of disc jockeying, prefer new location. Box 898K, BROADCASTING.

"Rise 'n' Shine" people in the announcer—4 relaxed, deep-voiced, mature- sounding, sho-biz, nice-time fellows. Two years in the business. Available and cooperative. Call Johnny Edmund, 42402 or 214 W. 11th Street in Columbus, Ohio. Salary open. What have you?

Experienced announcer. Strong on news, pop, country and gospel music. Family man. Desires Georgia, Tennessee or Alabama. Box 909K, BROADCASTING.

Box 910K, BROADCASTING.


Announcer, 1st phone, 405, no car. Berk- shire 7-7271, after 5 p.m. Walter Piacenti, 2219 N. Paraskie, Chicago.

Alert dj eager to ring up sales for big station with Hop ideas. Present position pleasant but without opportunity in my line. Excellent voice, good looks. If interested call, write my present employer, Dick Smith, Mgr. Radio—KXMB, Kansas City, Missouri.

About-to-be air salesman. Have first ticket, need first job; prefer California station that wants genuine listener-attracting wit. Miles Swayer, 850 Wisconsin, San Francisco, California, AT-9-9944.


Now, staff man, CBS affiliate, news plus other duties. Desires disc show you ever heard, Station of depressed area. Along with other staff members am seeking relocation, preferably within 200 miles of N.Y.C. One of the best top ten dis jay jobs. Call or wire WJLS, Beckley, West Virginia.

Technical

Experienced chief engineer desires daytime station in Florida. Strong on maintenance fair announcer. Reply Box 885K, BROADCASTING.

Experienced first phone engineer. Do anything except announce. Available immediately. Box 872K, BROADCASTING.

Chief engineer—announcer thoroughly experienced construction and maintenance experience in all phases of radio and mobile. Married, sober, prefers technical, will accept combo. Good reason for change. Texas, will move. Box 884K, BROADCASTING.

Chief engineer—announcer. Good morning man. Experienced direction. Desires position in south with no Saturdays or Sundays announced. Box 885K, 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 you?

applied new sales concepts and successfully directed sales for 50 kw when rate was 3 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 effort.

offers you next 30 years "Lord willing" in exchange for chance to participate in profits and purchase part ownership.

needs chance to earn around $25,000 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.
Situations Wanted—(Cont’d)

Technical

Seattle-Tacoma area. First phone, presently employed, 3 years transmitter engineer 5kw directional, maintenance. Minimum light acquaint. Box 841K, BROADCASTING.

Chief engineer-anouncer. Top announcer and first engineer—individually employed. Box request. Box 851K, BROADCASTING.


Radio chief or tv technician, seven years radio, one tv. Joe McConaghy, WLW-I, Indianapolis.


Production-Programming, Others

Manager-program manager. 18 years radio. All phases of business in all size markets. 38 years old. Much executive and administrative experience. B.S. from college. Best references. Box 778K, BROADCASTING.

Program production manager—announcer. Heavy sports, play-play included. Providence, R.I., A.E. 19, college, prefers small-medium market. Box 814K, BROADCASTING.

Fives years announcing—sales. Want program director post in Ohio. Others considered. Contract. Box 890K, BROADCASTING.

Gai Fri. Recent radio-tv school graduate, all phases broadcasting, production experience. Consider conscientious, addresses resume, references. Box 889K, BROADCASTING.

Help Wanted—(Cont’d)

Television

Help Wanted—Sales

Sales manager for NBC affiliate upper midwest. Must have proven sales record in national ownership. Multiple ownership. 500,000 sets. Box 783K, BROADCASTING.

Exceptional opportunity for effective and experienced sales manager in large Texas market vhf. Box 760K, BROADCASTING.

Announcers

Persuasive air-seller for south Texas vhf. Box 762K, BROADCASTING.

Announcer-switcher for Texas station. Box 764K, BROADCASTING.

TV announcer. Commercial duties, news, weather, who can also assume copywriting duties. Send resume, samples, references. Box 729K, BROADCASTING.

Fastest growing outlet in the south has opening for experienced on-camera and booth man. Will consider neat appearing radio man with no tv experience. Phone John Turner, Monroe, Louisiana, PA 5-8666 or El Dorado, Arkansas, UN 2-4848.

Technical

Chief engineer—for community television system in Crane city, 8700 months. Good television maintenance ability only requirement. We will finish your training on the job. Plenty of technical assistance available. Complete supervisory position. Box 786K, BROADCASTING.

Southeastern seacoast vhf station. Opening for experienced chief engineer. Must have technical ability to correct equipment failures, send complete background on your qualifications. Salary requirements for 40 hour week. Reply to Box 800K, BROADCASTING.

Two television technicians wanted at once by full power station in midwest. Good character, good work record by well respected men. Please send complete resume and state starting salary expected to Box 859K, BROADCASTING.

Help Wanted—(Cont’d)

Studio and transmitter engineers with both operating and maintenance experience. RCA, 50 kw control center. Duties include: operation of Ampex test equipment, and maintenance of radio and television circuits. Must have liberal pay scale with starting salary determined by contact E. M. Tink, Chief Engineer, KWV-LV, Waterloo, Iowa.

Production-Programming, Others

Experienced newswoman capable of narrating in depth. Public service, program and writing editorials. Equipped 8-man radio and tv department. Box 796K, BROADCASTING.

Promotion and presentation writer-designer wanted for western station. Box 781K, BROADCASTING.

Texas vhf needs experienced staff artist with high degree of creativity. Box 783K, BROADCASTING.

Experienced floorman, cameraman, switcher, ready for supervisory position. If you have know-how and ideas, send resume to Bill Baldwin, KWWV-LV, Waterloo, Iowa.

Experienced commercial copywriter for top Miami television station. Prefer station experience in stations doing most own copy work or major radio experience in same type of station. Submits resume, copy samples and salary expected to Personnel Director, WTVJ, P.O. Box 2799, Miami 31, Florida.

Continuity writer: to join writing staff of midwest tv station. Must be proficient in writing for time or necessary, must have radio or school background. Send resume and personal data to Jack Kohn, Program Director, WTVJ, Rockford, Illinois.

Situation Wanted

Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television/radio experience. Also network and agency. Best references all previous employers. Box 791K, BROADCASTING.

Experienced sales manager (12 years): seeking position with income and advancement. Box 660K, BROADCASTING.

5½ years in tv sales in highly competitive market. Ready for supervisory position. Box 867K, BROADCASTING.


Sales

Young, aggressive salesman, experienced in highly competitive market. Desires Rocky Mountain or western market. Box 802K, BROADCASTING.

Announcers

Top announcer, on camera personality. 7 years experience. Presently freelancing in Philadelphia. Desires position on competitive political market. Box 798K, BROADCASTING.

I am a Canadian woman commercialist who has received special training in this field and in audio, as well as in continually writing, but I have had little experience. My age is twenty and I am a professional singer and model. I have worked as a television commercialist if possible. Box 810K, BROADCASTING.

Capable, sincere, experienced announcer. Able to handle spots—news/weather—late shows. Proven references. Currently in major market seeking advancement. Personal review desired. Box 822K, BROADCASTING.

Announcers


Experienced and schooled in most phases of television and cinema. Multilingual voice and "on camera" news presentation. Young man presently works for an important aircraft manufacturer as writer-director of motion picture features desire return to television-southwest. Fix, tape and resume upon request. Box 849K, BROADCASTING.

Paste-up type news announcing alnt. Youngish, clean-cut, serious appearance. Prefer radio announce. Desire to enter television. Box 886K, BROADCASTING.

Technical

Chief engineer. 5 years experience. Planning, construction and operation. Past five years assistant chief engineer. Proven ability, excellent references. Box 711K, BROADCASTING.

College-man—seeking summer position. 8 years technical and on-the-air experience. Full employment. Box 780K, BROADCASTING.

TV engineer. Experienced studio-transmitter. Desires permanent position any location. Box 811K, BROADCASTING.

Chief engineer, 11 years tv experience, 9 years supervision. Administration, maintenance. Experienced and desires. Resume with references. Available for interview. Box 785K, BROADCASTING.

Vacation relief, first phone, two years experience tv and am. College junior EE. Exceeded references. Edward Westenhaver, RDF 2, Box 471, Auburn, Alabama.

Production-Programming, Others

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 864K, BROADCASTING.

TV program and production manager. Ten years experience. Currently heading own agency but desires of getting back in tv. Willing to locate anywhere. Box 782K, BROADCASTING.


FOR SALE

Equipment

Transmission line. 1¼" teff line 20 ft. acc. to A.M. with teff insulator and ten metal clamps. $850.00 each. Reply to Box 804K, BROADCASTING.

Schafer program automatic line. Complete package including program preparation unit, plus Schafer remote control model 60K, relay tester and spare relays. All new (delivered just before Chicago Convention) never used. $11,712.00 value at substantial saving. All or part. Inquiries invited. Box 596K, BROADCASTING.

FM-GE BT-1A 1 kw fm transmitter. Presently on air. A-1 condition. $2,800.00. 2 Analog travel. Box 795K, BROADCASTING.


Nineteen 60 MA regulated power-supplies, total to RCA W-503 rack mounted. Excellent condition. Also other tv equipment. Make an offer Plaza 7-5757 or Box 879K, BROADCASTING.

Two field-type RCA chains: lights, mikes, Rack-Aud. Motors, slushers, dressing arms, etc. Box 871K, BROADCASTING.
FOR SALE—(Cont’d)

Equipment
10 kilowatt RF power amplifier and power supply. In excellent condition. Never been used. Attractive price. 984 Pinoncho Drive, Salt Lake City, Utah.

Western Electric 33B speech input console, includes pre-amps, power supply—complete, ready for immediate use. Your pay shipping charges. $550.00 will buy, KLEO, Wichita, Kansas.

Two Tapak duplex newscaster recorders. Like new condition. cost $495.50, send best offer to KRCO, Prineville, Oregon.

Two Gates CB-11 three speed turntables. XXXT, Dalhart, Texas.

1 REI 518-B-2-1 1 kw fm transmitter using the Armstrong method of modulation. 1 REI 520-B-10 kw amplifier. This equipment now operating in good condition. Available in approximately 30 days. Make us an offer. WGBG, Goldsboro, North Carolina.


250’ guyed antenna in excellent condition. WNVY, Pensacola, Fla.


T.C.A. Radio Tower Company—We have 7 used towers for sale. These towers are ready for immediate shipment, complete. Also, have any, any, any type micro-wave towers of any height. Write, wire or call: H. C. Tant, T.C.A. Radio Tower Company, 2615 Bankhead Highway, Atlanta, Georgia. Phone: 75400—9-1523.

TV—fm—am transmitters, cameras, studio equipment, terminal equipment, micro-wave relay, etc. If you need anything in broadcast lines please contact us. Technical Systems, Inc., 12-01 43rd Ave., LII., C. 815,000 worth 60%’ RCA transmission line and towers. $9,000 used. New York, 30 lengths MI 1908-1 and MI-1908-2. 24 1/2” expansion hangers MI-1041-33. 1 elbow MI-1908-3. 2 elbows MI-1048-4. Formerly used Channel 17 by NBC. Will provide SW measurements made by General Electric engineers April 1969. Excellent condition. Transcontinental Television Corporation, 70 Niagara Street, Buffalo 3, New York, telephone MOhawk 3360.

WANTED TO BUY

Stations
Revenue problems? Will invest and contribute successful management experience. For records in revenue expansion. Box 768K, BROADCASTING.

Experienced owner and operator desires to buy metropolitan am station at unusually low down payment and long terms. Willing to pay premium price. Confidential. Box 801K, BROADCASTING.

Small, Cp or daytime station. Write full details to Box 828K, BROADCASTING.

Responsibele radio-television executive interested in buying Arizona—New Mexico radio station. Box 601K, BROADCASTING.

Former radio station owner will buy or participate in radio station on CP in South. Prefer Georgia, but will consider others. Monopoly or good location. Only realistic price properties considered. Give 1959 gross net in return letter. All replies confidential. Box 588K, BROADCASTING.

Financially sound owners of small market Louisiana and Texas stations interested in purchase of single market station in Louisi-ana, Texas, Arkansas. Strict confidence assured. Ralph L. Hoos, KDEA, P. O. Box 46, Deliﬁder, Louisiana. Phone 7600.

WANTED TO BUY

Equipment
Dry modulation transformer for a 10 kw. BTA 10-F RCA broadcast transmitter using two 835-R tubes on Class “C”. Box 562K, BROADCASTING.

Disc cutter, Presto 6N or equal, equipped with standard and microgroove feed screw model 501w with or without amplifier. Box 811K, BROADCASTING.

Everything from microphone to antenna for 250 watt am station. Box 842K, BROADCASTING.

1 kw transmitter, dual or single channel beam, more or less than 2 years old. Engineer, KCHB, Colorado Springs, Colorado.

Urgently need tv camera, all makes, models, any condition. Video and studio consoles—fm—tv transmitters, film chains. All type of studio and transmitting equipment. Technical Systems Inc., 12-01 43rd Avenue, LII., C. 85.

INSTRUCTIONS

F.C.C. first phone notification by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 1, 821-19th Street, N. W., Washington, D. C.


F.C.C. License in 5 weeks. Special classes June 15th and August 3rd. Total of $300 includes broadcast and dj instruction with placement. Pathfinder School of Radio and TV, 510 16th St., Oakland, California. Twin- oaks 9-9282.

MISCELLANEOUS

Personalized bingo cards for radio, television and newsagency promotions, with 16M controls. Size 3 x 4-1/2, 25c each. Telephone 3-2753.

Custom radio spots our specialty. No singles. Write: M. J. Productions, 2089 Templeton Road, Columbus, Ohio.

SALES ENGINEER

Broadcast equipment manufacturer has immediate opening for sales engineer to handle radio and tv sales in Pennsylvania. This is a once-in-a-lifetime opportunity. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. Technical background essential. Permanent position. Many company benefits. Send resume. Box 748K, BROADCASTING.

OPPORTUNITY

LIVE WIRE DJ OR TEAM OF TWO Prominent N.E. Station Send Tape Box 840K, BROADCASTING

Situations Wanted

Help Wanted—Sales

TV STATION in booming 2-station market in West Texas has excellent opportunity for experienced local salesmen. Established billings for the right man. Immediate start. Send full details and photo to BOX 867K, BROADCASTING.

Help Wanted—Announcers

SPORTS

Play-By-Play Man Available

For Collegiate or Network Broadcasts

Charles N. Jones

"Arkansas" Ace Sportscaster"

Seven years experience in Radio and TV coverage of Football, Basketball, Baseball, Golf and Tennis.

Transcontinental International Speaking Champion—1957

For further information write:

Charles N. Jones

KFPW—Radio
Fort Smith, Arkansas

 Assistive

TELEVISION

Help Wanted

Situations Wanted

Production-Programming, Others

Available for TV-RADIO ADVERTISER

Administrative assistant to relieve busy executive of big bulk detail on TV-Radio operations.

• solid TV-Radio experience in 4A advertising agencies

• equipped to check and recheck estimates, schedules, costs, ratings, programming, time opportunities, etc.

• experienced in efficient and economical national timebuying methods for sales results based on spot timebuying background experience.

• Have proved diplomacy, and personality to act as liaison with advertising agency.

Details on request. Salary open to discussion.

Box 855K, BROADCASTING.

BROADCASTING, May 11, 1959

113
Available for TV-Radio Station Operations

GAL FRIDAY

Administrative assistant to sales manager in station operations for bigger net gains. Traffic, scheduling, research, programming, budgets, administrative details, etc. Imaginative and flexible. Interested in W.Va. Small 250w -F 30M terms.

PAUL

Fla. Large

KY.

GA.

Fla. Small

LA.

ida Station

Station Operations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.

1351 Wisconsin Ave., N.W.

Washington, D. C.

FOR SALE

FOR SALE EQUIPMENT

Licensed Station Brokers...

California 250 watts $40,000

Arizona 5000 watts Days $175,000

Arizona 1000 watts $75,000

WILT GUNZENDORER AND ASSOCIATES

8630 W. Olympic Los Angeles 35

Southern regional daytimer. Making money. Top medium market. Valuable real estate included. $397,500, 39% down, 10 yrs. payout. Southwest fulltimer, top semi-major market. In the black. $149,500, 29% down, 10 yrs. payout. Southwest regional fulltimer. Semi-major market. Making money $180,000, 29% down, 7½ yrs. payout. To BUY or SELL a radio or TV station, see: Parr McDonald. Box 9122, Austin, Texas, 3-8080.

NORMAN & NORMAN INCORPORATED

Brokers - Consultants - Appraisers

RADIO-TELEVISION STATIONS

National/Wide Service

Technical/Financial Services

Cable/Transistor Specialties

Cardiovascular Negotiations

Security Bldg., Davenport, Iowa

SITUATIONS WANTED-(Cont'd)

Production-Programming, Others

500-WATT DAYTIMER

in metropolitan area of Arkansas.

Dept free. $35,000 cash buys 100% of stock.

Box 847K, BROADCASTING

1000 WATT DAYTIMER

Station in fast growing central Florida city. One other 250 watter in city. More than 25,000 people within the city, and more than 100,000 live within a 15 mile radius. This station has an unlimited potential. Price $85,000 one-third down, balance over 10 years at 6 per cent. Write Box 866K, BROADCASTING.

NATIONAL TELEVISION STATIONS

FOR SALE

FOR SALE-

FOR SALE--Enid Small 1kw-D $150 M terms

La. Single 250w-D 75 dollars terms

Fla. Small 5kw-D 115 terms

Ga. Small 1kw-D 475 cash

W.Va. Small 250w-F 30M terms

Cal. Medium 250w-F 150 terms

Ky. Medium 1kw-F 175M terms

Pa. Small 1kw-D 100M terms

Fla. Small 500w-D 65M terms

N.C. Medium 1kw-D 200M terms

N. Car. Medium 1kw-D 250M terms

Ala. Medium 1kw-D 65M terms

Mich. Medium 1kw-F 250M terms

S.E. Major 5kw-D 250 terms

S.E. Small VHF-TV 450M terms

S.W. Small AM-TV 375M terms

PAUL H.

CHAPMAN COMPANY INCORPORATED

MEDIA BROKERS

812 w. peachtree 205 w. wacker

new york norte barbara

1700 ave. of americas 33 w. micheliona

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.

1351 Wisconsin Ave., N.W.

Washington, D. C.

$85,000 has an within

FOR SALE

Equipment

LING low cost TV broadcast equipment (Channels 7-43). Complete including transmitter, live camera, film and slide chain, monitor, lenses, antenna, audio facilities and accessories, for SMALL COMMUNITIES, colleges, school district or educational TV requirements—$18,000.00 to $26,000.00.

Economical programming packages are available for such stations. Amateur TV Video transmitters (420-450 mc), camera, tripod, monitor, lens, converter, transmission line, antenna, etc. $2879.00. Financing arrangements 24 months or more.

Also complete line monitors—$215.00 to $285.00. 16 mm C Mount and Zoom Lenses. Vidicon tubes. Vidicon cameras for broadcast use. Video cables, connectors, etc.

Gene O'Fallon & Sons, 629 Grant Street, Denver 3, Colorado. Phone AM 6-2397.

450-FOOT

EMSCO TOWER

40 lb. windloading, complete with lighting, guys, foundation and erection plans. Also 900 feet 3½-inch transmission line in 26-foot sections with connectors, dual hangers, and elbows. Surplus price for quick sale.

Contact John Adams Technical Supervisor

KFDX-TV

Wichita Falls, Texas

Box 2040—Phone 692-4530

CO-AXIAL TRANSMISSION LINE

Unused Andrew Tension 1½", 51.5 ohms. Original Packing—Tremendous Saving. Immediate Shipment. Large or Small Quantity. Wire or write: Sacramento Research Labs., 3421-58th St., Sacramento 20, Calif.

BUSINESS OPPORTUNITY

WHAT ARE YOU GONNA DO WITH ALL THAT LOOT?

If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR IMMEDIATE CASH or WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

GREAT WESTERN MERCHANDISE

6013 SUNSET BLVD.

HOLLYWOOD 28, CALIFORNIA

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

114

BROADCASTING, May 11, 1959
Continued from Page 108

sign-off at 6:05 p.m. CST, for period ending May 15, or until special events in St. Louis occur when station may operate to licensed sign-off time.

KXGI Fort Madison, Iowa—Granted authority to sign-on from 5:30 a.m. sign-off at 7:00 a.m. May 15, and sign-on at 7:05 a.m., sign-off at 6:15 p.m. Sundays through Aug. 27.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper


By Hearing Examiner Thomas H. Donahue

Pursuant to agreement reached at May 9 prehearing conference in proceeding on applications of Cannon System Ltd., (KIEV), Glendale, Calif., et al., scheduled following timetable of dates which will govern future course of proceeding: May 14 oral argument on motion by Southland at once move to amend; June 29 exchange of non-engineering station to operate on ch. 5 in Kansas City; from May 18 to July 13, Action May 4.

Issued memorandum of ruling granting request by Pan American Radio Corp., Tucson, Ariz., to delay action on petition by Broadcast Bureau to place its application for renewal, and in view of issue of motion that the application be dismissed for lack of evidence. June 21.

By Hearing Examiner John J. Hageman

Scheduled prehearing conference for May 5 to time pending on applications of Electron Corp., West Chester, Pa., et al., Action May 5.

For hearing in proceeding on applications of Cox-Products Mfg. Inc., Oxford, Ohio, for injunction of nearest neighbor, and May 18 in matter of cease and desist order to be directed against certain methods of operation of industrial heating equipment in violation of Part 18 of Commission regulations; April 27.

By Hearing Examiner Millard F. French

By agreement of parties in Lake Charles-Lafayette, La., proceeding, scheduled further prehearing conference for 9:15 a.m. May 28, and in time for exchange of exhibits between parties from May 5 to May 13, Action May 28.

Scheduled prehearing conference for 9 a.m. May 14 in proceeding on application of Consolidated Broadcasting Co., West Chester, Pa., et al., Action May 14.

By Hearing Examiner Irina A. Heng

Issued order following prehearing conference for certain applications in proceeding reached in proceeding on application of Sussex County Bcte., Inc., Providence, Ky., et al., Action May 4.

By Hearing Examiner Annie Neil Hunting

Granted petition by WJM Broadcasting Corp., Ariz., to leave to file late its proposed findings of fact and conclusions in proceeding in application and that Young People's Church of Air Inc., for fm facilities in Philadelphia, Pa., Action May 4.

Granted petition by Louis W. Skelly, Conneaut, Ohio, for continuance of time for filing brief in proceeding in application for hearing, that of Mon-Yough Valley Council, Pa., Action April 15.

By Hearing Examiner H. Gifford Iriion

Granted petition by Broadcast Bureau for extension of time from April 27 to May 14 to file proposed findings in proceeding on application of Booth Broadcasting Co. (WBBC), Flint, Mich., Action April 27.

By Hearing Examiner Jay A. Kyle

Scheduling hearing for June 5 in proceeding on application of Easton Bstc, Co., for facilities in Easton, Md., Action May 5.

Dismissed, as moot petition by Malrite Broadcasting Co., Tuscon, Ariz., to enlarge issues relative to application of Dale Windnagle, former competing applicant in this proceeding; application dismissed April 2. Ann. May 1.

By Hearing Examiner Forest L. McClenning

By order formalized certain agreements reached at April 29 prehearing conference, and continued hearing from May 6 to June 25 in proceeding on application of South- end Bstc, for facilities in Chula Vista, Calif., Action April 30.

By Hearing Examiner Herbert Shafman

On oral request of counsel for Jane A. Roberts, extended time for filing reply brief in proceeding on application for license of KFEP Cedar Falls, Iowa, Action May 1.

By Hearing Examiner Elizabeth C. Smith

On petition by Southern General Bstc., Inc. [WBBO], Dyerberg, Tenn., continued hearing from May 6 to June 25 in proceeding on application for license of KCCF Cedar Falls, Iowa, Action May 1.

By Hearing Examiner Herbert Shafman

Scheduling prehearing conference for May 8, p.m. in proceeding on applications of George T. Hearnreich and Patrick McMenamin, for new fm station to operate on ch. 3 in Joliet, Ill., Action May 1.

License Renewals

Following stations were granted renewal of license: KADA Ada, KOCY Oklahoma City, KBNK Woodward, KBNX Muskegon, MI; KUSH Cushing, KWCO Chickasha, KGWA Enid, KKBK Elk City, KWSH Wewoka, KCCO Lawton, KOLS Lawton, KGOM Oklahoma City; KBNY Kearney, KOGA Ogallala, NE; KFWI North Platte, NE; KCCU Russell, WY; WJAG Norfolk, KWBE Bismarck, KRGJ Grand Isle, KOLI Omaha, KJCM Grand Forks, ND; KJHS Hastings, KBNL McCook and KBBN Ord, NE; all Nebraska, KAKE Wichita, KARE Atchison, KFBI Wichita, KPHF Wichita, KNCK Concordia, KGNO Dodge City, KXAL Salina, KXBG Great Bend, KWDB Wichita, and KGOF Ottawa, all Kansas. WTII Taylorsville, IL; WAF Chicago and WCRW Chicago, all Illinois. KQLR Sterling, KCOL Fort Collins and KARO Greeley, all Colorado. WBTU Campbell and WONS Dayton, both Ohio, KGHL-AM-TV Billings, KKKK Billings, KPRK Livingston and KRLA Havre, both Montana; KRYT Yankton, KRBD-AM-TV Rapid City and KDJS Dead- wood, all South Dakota; KMBS Morris, WISK St. Paul and KBRN Benwidmi, all Minnesota; KQMY Grand Forks, KHEL Pferred- ward Ala.; KUDL Kansas City, Mo.; WDSM Superior, Wis. and KNDC Hottinger, N.D.

NARBA Notifications

CANADA

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Broadcasting Agreement engineering meeting.

500 kc

CFO5 Owen Sound, Ont.—1 kw, DA-2, Unl. Class III. New in operation. May 1

CHSH Saint John, N.B.—10 kw D (POL) 1150 kc, 5 kw DA-N, DA-2, Unl. Class III. EIO 4:15-60. May 1

CCKF Cornwall, Ont.—1 kw, DA-2, Unl. Class II. New in operation. May 1

CCKF Cornwall, Ont.—1 kw, DA-2, Unl. Class IV. Delete assign. Vide 1230 kc. May 1

St. Hyacinthe, P.Q.—0.35 kw, Unl. Class IV. EIO 4:15-60. New. May 1

CFPR Brockville, Ont.—5 kw D 0.25 kw N, DA-D, ND-N, Unl. Class IV. EIO 4:15-60. New. May 1

Pointe Claire, P.Q.—1 kw, DA-2, Unl. Class III. EIO 4:15-60. New. May 1

CFO5 Owen Sound, Ont.—1 kw, DA-2, Unl. Class III. Delete assign. Vide 560 kc. May 1


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Pipeline to new savings... low cost Air Express

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CALL AIR EXPRESS... division of RAILWAY EXPRESS AGENCY
OUR RESPECTS TO...

John Morgan Davis

It's hard to tell to what extent John Morgan Davis found his legal and political careers to be stepping stones to broadcasting or discovered broadcasting augmented his efforts in politics and the law. But there's no doubt arriving at the conclusion that he has been remarkably successful in all.

At this point in his lifetime of multiple activities, Mr. Davis, at 52, is lieutenant governor of Pennsylvania, elected in last November's Democratic sweep for a four-year term. He is controlling owner of WALL Middletown, N.Y., and WSPB Sarasota, Fla., both 250-w fulltimers. He has behind him three decades in broadcasting, from announcer to sales and executive positions and finally to station ownership, and almost the same length of time at the bar, toped off by nearly seven years on the bench.

He was born Aug. 9, 1906, in Shenandoah, Pa., went to high school in Reading, received a B.S. degree in economics from the U. of Pennsylvania's Wharton School of Finance & Commerce in 1929 and was awarded his LL.B. degree from the university law school in 1932.

Behind the Mike • Mr. Davis entered broadcasting while a student in November 1929, serving without pay as an extra announcer for WLIT Philadelphia. He also announced special programs at WRAW Reading and WIP and WHAT in Philadelphia until January 1931, when he hit the money: he began fulltime announcing, for pay, at WCAU Philadelphia.

One of his associates at WCAU was chief announcer Paul Douglas, now of the Philadelphia Inquirer. In late 1931 he took over as night supervisor at WCAU, becoming a freelance announcer shortly before receiving his law degree in June 1932.

Mr. Davis claims credit for scooping the nation while at WCAU in announcing the celebrated Lindbergh baby kidnapping. He also worked with the late Boake Carter in news reporting on the Lindbergh case.

From 1932 to 1937 he combined his law practice with that of salesmen for WCAU, WLIT, WDAS, WHAT, WFI, all in Philadelphia, and WRAV. For a short time he was radio director of John Falkner Arndt advertising agency in Philadelphia.

Ownership Interest • When WLIT and WFI were merged to become WFIL Philadelphia in 1935, Mr. Davis became an announcer-salesman there. Later the same year he became a minority owner and vice president and general counsel for WIBG, then a 250-w station operating in Glenside but covering parts of Philadelphia. The station went to 10 kw in 1942. WIBG-AM-FM (fm was added in 1948) was sold along with WPHT (TV) Wilmington, Del., to Storer Broadcasting Co. for $5.7 million in 1957. WPHT, later WVUE (TV), now is off the air. Last Feb. 23, Mr. Davis represented Gov. David L. Lawrence at a ceremony marking WIBG's increase to 50 kw.

In August 1944 Mr. Davis was named general counsel and labor relations director of NAB under then-President J. Harold Ryan, now vice president of Storer and who, Mr. Davis feels, is the "finest man in broadcasting." Remaining there till April 1946, Mr. Davis set up NAB's first separate labor relations department. He worked with Rosel H. Hyde, then FCC assistant general counsel, in preparing FCC forms which "satisfied both FCC and broadcasters"; helped attack fm and tv allocations problems; helped set up a hearing consultation system for FCC and Washington communications lawyers and otherwise "hashed and rehashed industry problems to get a spirit of cooperation."

In 1945, Mr. Davis acquired controlling ownership of WALL, with Roger W. Clipp holding the rest of the stock. The company purchased WSPB last December from John B. Browning and associates.

Public Service Exponent • In 1949 Mr. Davis helped incorporate the Philadelphia Radio & Tv Broadcasters Assn. and remained as general counsel until January 1952. At that time he took office as judge of Philadelphia Court of Common Pleas No. 4, an elective office which he won in November 1951. Mr. Davis served as judge in this court until he resigned last year to run for lieutenant governor.

Active in public life and Democratic politics during all his career, Mr. Davis was chief counsel for a committee of the Pennsylvania House of Representatives which investigated housing in Philadelphia from March-July 1931; he was secretary of the Pennsylvania Labor Relations Board from July 1937 to February 1939; he ran on the Democratic ticket in 1941 for the same judg-ship he held from 1952-58 and he ran in 1945 for judge of the Pennsylvania Superior Court.

On National Scene Too • He was a presidential elector in the Roosevelt-Truman victory in 1944. He has sat on the Philadelphia Council of Defense's trial board and was commander of the control center there during World War II.

Mr. Davis, reflecting on what radio has done and can do, has some ideas of his own about the medium's achievements in the past and its potential for modern times. It has developed from its early novelty as "one of the entertaining media" into a news and entertainment service on which everyone depends, he says, and "has made all of us conscious of the great value of news." Through creative programming, he feels, it has become the greatest public information and entertainment medium.

But it's his opinion broadcasters shouldn't forget the elements which gave radio its top position. "I believe the popularity of Lawrence Welk's Champagne Music on television should serve as a beacon to radio station operators throughout the U.S."

Mr. Davis doesn't mind getting to specifics: "I firmly believe that were the networks to give thought to recreating the network programming of the 1930s and 1940s, they would give newspapers real competition for the advertising dollar. It is my belief that the format of news, music, weather, time and special events which made network radio a household necessity can bring it back to its former strength, usefulness and financial profit to both the outlets and the networks."

This format has been stressed at WALL and WSPB and the stations' "real interest" in public service aspects is added to "make up a well-balanced program for the listeners in the true tradition of the public welfare, interest and convenience of our communities and their residents."

Mr. Davis married Eva B. Pierson of Conshohocken, Pa., in 1932. They have three children—Patricia Anne 22, Carole Joan 16 and John Morgan Jr. 10—and live in Philadelphia.

Pennsylvania's Lt. Gov. Davis

Three decades in broadcasting
EDITORIALS

Ethics can be expensive

FOR the past three years the Television Code Review Board has been advising stations that the commercials for Preparation H, a hemorrhoid remedy, are unacceptable.

For the same three years a growing list of stations has been accepting them.

At latest count 142 stations, 60 of them code subscribers, were carrying the commercials, despite the action of the NAB Television Board a fortnight ago in withdrawing the code seal from eight stations.

Code subscribers or not, 27% of all operating commercial television stations are carrying a campaign which has been repeatedly denounced by the Television Code Review Board. Or, to put it another way, by the code board's measurement television is now only 73% pure.

This would be an alarming degree of impurity indeed—if Preparation H were clearly and unarguably undesirable. But to judge from the division of opinion, it is not. The code board and the majority of code subscribers say the commercials are offensive to the degree of violating the code. But a substantial minority of code subscribers disagrees.

The minority is big enough to damage the code if the conditions of rebellion persist. One side has to give. It would be easier for us to suggest which side it ought to be if we were convinced that the issue was being argued strictly on principle. But it isn't. Economics are involved.

With a number of prominent exceptions the code subscribers who have defied the code board are carrying Preparation H because they need the business, or at least think they do. With an equal percentage of exceptions, the subscribers that have accepted the board's ruling are stations that have less trouble in finding accounts.

To over-simplify, the have-nots are ranked against the have-nots. This leads to the question: Is the code only for the affluent? If the answer to that is yes, television must try to live with a double standard of morality. Anyone who has seen people try to live that way knows the insecurity of their lot.

The big image

THe five-man committee appointed last week to implement the massive public relations program for television has a bigger job than its announced assignment. Inexorably involved is the future shape of the NAB itself.

The predecessor Television Information Committee, which on a crash basis evolved a broad PR plan, was formed because of obvious, if undisclosed, dissatisfaction with the NAB's handling of public relations affairs. Ostensibly, the five-man NAB TV Board committee is to "investigate the financial, organizational and functional relationships between the proposed program and the NAB and other industry organizations."

Actually, however, the new committee, headed by veteran broadcaster Clair McCollough, must approach its work with regard to the bearing it will have upon the NAB's existing organization and its future.

In recent months, serious questions have been raised about NAB's stewardship in practically all areas except labor relations. Individual broadcasters as well as networks have expressed misgivings about the association's current effectiveness and whether it has kept pace with the times.

Financially, concern is being evinced over the million dollar budgets for the NAB, Tvb and RAB, aside from dues paid to special interest organizations created because of "conflicts of interest" which have caused NAB to straddle in matters before regulatory agencies and Congress.

The critical "image" problem of television provoked the establishment of the Petersmeyer Committee. Because of concern about NAB's ability to undertake this assignment, the enabling resolution specified 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 Petersmeyer Committee did what was expected of it and did it well. It developed a fully-integrated plan in little more than a month. This did not meet with the complete approval of the NAB TV Board. If it had, there would have been no reason to appoint the new committee.

Even should the McCollough Committee confine its report, due June 17, to the television PR issue, the combined NAB Radio-Tv Board inevitably must cope with the whole question of trade association status. About 44 million is being paid by broadcasters annually for trade association activities. The big question to be resolved is whether the time has come for a "federation" to supersede these various disjointed activities, with the critical assignments in government (lobbying) and public relations to be handled by the core of what now is the NAB. To us the answer is an obvious "aye."

Tinkering with time

THE FCC, to paraphrase one of the sages, must love the radio daytimers because it has created so many of them.

Now the daytimers, most of them authorized after World War II, are snapping at the FCC. They don't want to be restricted to sunrise to sunset operation. They want to operate from 6 a.m. to at least 6 p.m. And they're importuning Congress to do something about it.

These stations are not strictly "little fellows." Many of them operate on regional and clear channels with from 1 to 5 kw. To permit them to operate before sunrise and after sunset would cause interference with dominant stations in the case of most regionals, have installed expensive directionalss to suppress interference and maximize service.

What the advocates are trying to do is to substitute political action for sound engineering. That is the intent of HR 6676 introduced by Rep. Shipley (R-Ill.). Interference is bad enough in the broadcast band as it is. To permit some 900 daytimers on regional channels to transmit before sunrise and after sunset, without providing directional protection, would make a further shambles of the broadcast band.
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