Tv timebuying by electronic brain is on the way
Who buys national television; how much is spent
ANA puts focus on how advertising is doing its job
Repeal Sec. 315 now, or repent later—an editorial

Check Adam Young for the full story

the Star stations
IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS
DON W. BURDEN — President

KOIL - Omaha
avery-knodel
KMYR - Denver
adam young
KISN - Portland
adam young
"ALL THE WORLD'S A STAGE"...

AND KCOP USES EVERY INCH OF IT!

The leading syndicators of TV programs on film and tape agree. That is why four great shows, originally presented on KCOP, are now available for other markets. Why not put these true-to-life syndicated shows to work for you...to sell more of your products to more viewers?

Look 'em over. They're real-life. Fact not fiction. They run the entertainment gamut from 30 minutes of travel in Mexico to a day in a Los Angeles court. From catching the elusive trout in the High Sierras...riding the newest prop-jet...to interesting facts of science.

**SEVEN LEAGUE BOOTS** is an entirely new concept in travel and adventure! Filmed entirely by motion picture camera-artists, it captures the seven continents and the seven seas. From a floorshow in Europe to a Sultan's birthday party. The never-before photographed.

**PEOPLES' COURT OF SMALL CLAIMS** presents the gamut of every human emotion in compelling courtroom drama. From claims for the death of a parakeet to a case of noisy neighbors. Powerful, absorbing showcase to get your products into more buying homes.

**VAGABOND** roams the world. From the lofty redwoods of Sequoia to a carnival in Munich. From a sleepy Mexican fishing village to the bustling "Ginza" of Tokyo. Combs the earth for interesting sights and sounds...with the emphasis on people. And people like people.

**ADVENTURE TOMORROW** searches the fascinating world of science under the direction of a nationally famous instructor and author. Explores the wondrous world of missiles, jets and atomic projects in a lucid, entertaining manner. Selected for viewing by our Armed Forces.

**KCOP** Los Angeles' most powerful television station · 1000 No. Cahuenga Blvd., Hollywood 28, Calif. REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
RIGHT ON TOP!

* of every major Houston Sports event ... full coverage for Home Viewers — you're back of Home Plate with the ump, seeing with the judges eye at a horse show and getting a caddies eye view of the fabulous Houston Classic — another reason why KTRK-TV is Houston's Top Family Station.
...And something else you should know—

Lancaster, Harrisburg, York
is ONE TV market
when you use

WGAL-TV

AMERICA'S 10th TV MARKET

WGAL-TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

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

BROADCASTING, May 25, 1959
Matter of time • Now that distillers have loosened up on woman taboo in display advertising, permitting milady to be shown in brand-name liquor displays, media observers feel it’s only matter of time before code is revised to allow distillers to venture into broadcast media with carefully written and timed copy. Liquor advertising already is on air locally, via night club, hotel and other service spots advertising mixed drinks at reasonable prices. It’s but short step to brand-name promotion on radio and tv.

Reward • NBC supervisory personnel who operated network during 19-day work stoppage by National Assn. of Broadcast Employees & Technicians reportedly came in for pleasant surprise when they returned to their regular jobs. Each of some 300 employees who substituted for absent union workers will receive at least one additional week of paid vacation and bonus of $400, and some who worked exceptionally long hours will receive larger bonus.

Promotion • Not quite ready for announcement but in work: Elevation of Edward DeGray from vice president in charge of ABC radio to president of radio division. Reports say it’s set for next meeting of board of parent AB-PT.

Tv allocations • Because of tight schedule (it resumes 25 to 890 mc hearings today), FCC won’t take up vhf tv drop-ins for number of critical 2-station markets until special meeting June 1. All told, some 35 cities are in line-up, but presumably only those where drop-ins could be achieved without deviating from existing mileage separations, and which have been cleared otherwise, would be promptly considered.

New allocations threat, resurrecting vhf-uhf controversy, to be considered June 1, is technical report of FCC’s chief engineer, Edward W. Allen Jr., on virtues of uhf. Without evaluating economic upheaval that would result from transition to uhf, report finds major metropolitan areas (New York, Los Angeles, Chicago, etc.) could be covered by cluster of some 6 uhf stations operating on different frequencies, but repeating same program. But even existing 70 uhf channels couldn’t accommodate replacement of each vhf with no adjacent channel assignments, this totally aside from economic dislocations and perhaps doubled cost of receivers.

Spectrum study • Outstanding figures in allocations planning and policy will participate in exploratory panel deliberations called for June 8-9 by Chairman Oren Harris (D., Ark.) of House Commerce Committee who is armed with $200,000 budget for study of spectrum problems involving use of space by government as well as industry, and with vhf for tv as primary consideration. Working against administration roadblocks, Mr. Harris has already received word from Defense Department that it has recalled Paul W. Goldsborough, who retired March 30 as director of telecommunications policy, to participate in panel, with full departmental authority.

While list of participants isn’t complete, it’s learned that FCC Chairman Doerfer, OCDM Director Hoegh, Dr. Irwin Stewart, former Federal Radio Commissioner who participated in both 1951 study and last year’s “quickie,” and Dr. Ernest Everett, U. of Illinois engineering dean, have sent acceptances. There was feeling, however, that NAB had not awakened to importance of sessions and that, instead of designating outstanding engineering figure, it had assigned staff member.

Key test • Strong plus in radio-tv’s fight for equal access in courts seen during upcoming contempt of Congress trial of Chicago banker Edward A. Hintz. Mr. Hintz, associate of Orville E. Hodge imprisoned for embezzlement of Illinois state funds, refused to testify before Senate Banking Committee hearing in Chicago in 1956 claiming invasion of privacy because of microphones, tv cameras, tape recorders, etc. Senate cited him and trial is due soon. U. S. attorney in Chicago has asked for and received kinescope of tv coverage from WBKB (TV) Chicago and has indicated he hopes to use it to show jurors that cameras did not disturb hearing.

It doesn’t always talk • That $1.5 million sale of WOV New York to Bartell Family (page 76) could just as well have been $2 million sale to another active bidder, but it would have meant change in station personality from primary Italian language format of 30 years to modern music. In midst of negotiations last week, M. S. Novik, president and 50% owner, was told of new $2 million proposal, but with no assurances, as were given by Bartells, that Italian programming would be “continued and expanded.”

He and his quarter-interest associates, Ralph Weil and Arnold Hartley, then decided to stick with Bartell offer.

Big meeting • Full membership of FCC will meet with full membership of Senate Commerce Committee within next fortnight to explore all legislative and regulatory matters of mutual interest and determine when new hearings will begin. Senate Committee, for past several years, has been keeping weather-eye on tv allocations policy, and FCC last month (Broadcasting, April 27) submitted to committee stents report to be basis for forthcoming hearings.

Change of pace • Assn. of National Advertisers’ spring convention in Chicago this week was noteworthy in this respect: no speaker decried high cost of television though many have at former conventions. In fact, one (Douglas Smith, advertising and merchandising manager, S.C. Johnson & Son) came out with ringing defense of tv as advertising medium for selling goods (story page 38).

Decision • Equitable Life Assurance Co., which initially had intended to share honors next fall with Playhouse 90 Thursday nights on CBS-TV with Biography series, will have six specials on NBC-TV next season. Original talks with CBS-TV on Biography fell through in April, and Equitable since then has looked elsewhere through agency Foote, Cone & Belding, New York.

Head start • How far in advance are film producers pitching their wares for 1960 fall season? Example: Warner Bros. is already gauging advertiser and/or network interest in planned half-hour tv series called Room for One More based on motion picture that featured Cary Grant.

Cumulation • WRCA-TV New York is keeping under wraps new “orbit plan,” in which spot announcements in triple A time would be sold on rotating day and time basis. Research by station indicates that plan will increase cumulative rating of sponsor’s message by 25%.

Appraisers • How does one determine worth of tv station? Try arbitration. That is how KRNT-TV Des Moines is being assessed, via three-man board. Arbitration route was picked by Cowles Broadcasting Co. and Kingsley Murphy Jr. to determine price Cowles will pay for Murphy 40% ownership in KRNT-TV.
with WJBK-TV’s MORNING SHOW MOVIE!

Children off to school . . . husband off to work . . . a cup of coffee and now a Good Movie! The “Morning Show” is the first feature film of the day in Detroit, Monday through Friday at 9:00 AM. Every show is a top-flight feature from UNITED ARTISTS, SCREEN GEMS, NTA, RKO, and coming soon, PARAMOUNT.

WJBK-TV puts you right in the picture in 1,900,000 television homes in Detroit and southeastern Michigan. Help yourself to a 9-billion-dollar sales potential in the nation’s fifth market.
WEEK IN BRIEF

How to make tv less complicated • More equitable standardization of business practices between agencies and networks regarding color costs and program license fees, for instance, would make life much simpler for everyone. This is the subject about which David W. Dole, vice president, broadcast business division, Leo Burnett Co., Chicago, has some specific suggestions. He talks them over in this week’s MONDAY MEMO. Page 25.

Revolution on Madison Avenue • Progress, important progress, in tv timebuying due soon, according to American Research Bureau, preparing to tie together the magic of an electronic brain and the first county-by-county station coverage and audience service. Page 31.

Tv coin from many • Television Bureau of Advertising lists more than 125 different advertiser types and their estimated gross expenditures in 1958 for both network and spot. Page 34.

Advertising insight • Delegates at Assn. of National Advertisers Golden Anniversary spring meeting in Chicago takes a close look at themselves. They mostly liked what they saw, and television’s detractors were worked over. A high spot—how S.C. Johnson & Son invaded the Lexington, Ky., market. Page 38.

Effectiveness of tv films • Agency executive argues producers and distributors should inform timebuyers of their sales impact, with research-promotion organization supplying pertinent information. Page 52.

Relief on the way? • Senate committee schedules June 12 hearings on “Fair Political Broadcasting Act of 1959” as bipartisan supporters push for action during present Congress. Page 57.

A chance to kill Sec. 315 • A special BROADCASTING editorial advocates an all-broadcaster campaign for repeal of the political broadcasting law. and it explains the reasons why this is necessary—and possible. Page 58.

FCC embroiled in sticky one • Case of Atlanta radio station programming still being deliberated, but Commission puts two more down on license renewals, and approves two others. Page 64.

Electronics onward • Military output of manufacturing industry, estimated at $5 billion this year, expected to pass $21 billion by 1970, Electronic Industries Assn. convention at Chicago is told. Annual medal of honor presented to Frederick R. Lack, retired Western Electric vice president. Page 94.

More electronics • Annual Electronic Parts Distributors Show at Chicago told parts volume should near $10 billion by 1960. Sales by parts distributors up 226% in decade. Page 95.

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BROADCASTING, May 25, 1959

KOBY delivers the audience in San Francisco—because it’s got a Pulse that just won’t quit. Look at this January-February report: KOBY, the highest average share of audience seven days a week—6 A.M.—Midnight—15.0. And that 15.0 share gives KOBY the in-home and out-of-home listeners that are ready to spend money. So if you’ve got a product or service you want to put across in San Francisco, KOBY’s your best buy!

SEE PETRY for the top share of audience on KOBY, San Francisco—and start your sales pulse beating faster.

10% discount when buying KOBY—and KOSI, Denver. *(Speaking of Denver, after July, when in the Mile High City, stay at the Imperial Motel, 1728 Sherman, downtown.)*

KOBY 10,000 Watts in San Francisco

For Greenville, Mississippi—WGVM

MID-AMERICA BROADCASTING COMPANY
More people listen to WTOP Radio than any other station in the 20 counties which make up the Greater Washington Area.

Backing up this Pulse report is an independent survey revealing an astounding plus for these WTOP listeners . . . more than 76% in income groups over $6,000 per year!
Canon 35 study voted by ABA-media group

Proposal for objective survey of radio-tv-photo coverage of court trials given preliminary endorsement Friday in Washington at joint meeting of American Bar Assn. Canon 35 Committee and media representatives. Special group to probe survey project will be named if participating organizations approve. This group will study procedure and seek financing for inquiry into idea.

When and if financing is obtained, then joint bar-media interests would consult with survey organization on chance of conducting objective study. If final decision is reached to do depth survey, findings would be reviewed by ABA and media in search of change in Canon 35 ban against radio-tv-photo coverage. ABA committee will hear all sides of problem before making recommendations to association.

Chairman of ABA committee is Whitney North Seymour, New York. Media representatives at Friday session included Robert D. Sweeney, WDSU-AM-TV New Orleans, and Howard H. Bell, assistant to president, for NAB; John Fulton Lewis, WBAL Baltimore; Ted Koppel, CBS News, Radio-Television News Directors Assn.; Julian Goodman, NBC, Radio-Tv Correspondents Assn. Newspaper and photo associations also were represented.

April 17 Conelrad covered U.S. 85-90%

Conelrad test April 17 covered 85-90% of U. S., National Industry Advisory Committee was told at meeting in Washington. Committee reported Friday that analysis of last month's Conelrad drill showed "extremely satisfactory" results, except for few problem areas.

NIAC also took up other plans and projects, including work by EIA committee on standardization of Conelrad signal. This is expected to be completed in July, with permit production of low-cost Conelrad receivers or adapters for existing am, fm or tv receivers. Part of standardization plan is installation of automatic push-button device at transmitter which will put station into Conelrad operation in seconds. Cost of this device—estimated to be about $150 per installation—will be borne by Office of Civilian & Defense Mobilization, it was learned.

NIAC committee, chaired by Les Learned, MBS, met at FCC. It comprises about 60 members, all technical and production personnel of broadcast industry.

Space reflectors

National Aeronautics & Space Administration announced Friday it had issued $60,000 contract to General Mills Inc. for nine plastic balloons each 100-ft. in diameter for use in passive satellite communication tests. First is scheduled sometime near end of this year. Balloons would be ejected into orbit from space rocket and would be used to "bounce" radio signals across oceans or continents.

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AT DEADLINE

• Business briefly
  • Shulton Inc., N.Y., has mapped out June-July radio-tv spot promotion for its insecticides in 16 markets (10 radio and seven tv, with one overlap). Frequency of radio exposures per market varies from 20 to 60 depending on number of stations used. Tv spots, ranging from 12 to 18 per week, will appear on one station per market. Agency: Wesley & Assoc., N.Y.
  • Spector Freight System, Chicago, through Garfield-Linn & Co., considering use of local nighttime radio in $400,000 advertising campaign during next 12 months. Company will buy programs or spots in number of key cities to promote truck service, terminal facilities and network of routes, according to Val Williams, vice president-marketing.

WEEK'S HEADLINERS

Payson Hall, treasurer and director of radio-tv for Meredith Publishing Co., elected to board of directors. Other Meredith appointments: E.K. Hartenbower, general manager of KCMO-AM-FM Kansas City, elected vp of KCMO Div. of Meredith Engineering Co., wholly-owned subsidiary of Meredith Publishing Co.; and Richard B. Rawls, general manager of KPHO-AM-TV Phoenix, Ariz., elected vp of KPHO Div. of Meredith Engineering Co. Other Meredith stations are KRMG Tulsa, Okla., WOW-AM-TV Omaha, Neb., and WHEN-AM-TV Syracuse, N.Y.

James T. Aubrey Jr., vp-creative services of CBS Inc. since April 1958, appointed to new management position of executive vp of CBS-TV effective June 1, Louis G. Cowan, CBS-TV president, announced Friday (May 22). Mr. Cowan said Mr. Aubrey will have general supervision of all CBS-TV departments in a post created because of “the rapid growth and increased complexity of network television.” Before he joined CBS, Mr. Aubrey was vp in charge of programming and talent at ABC-TV starting in December 1956. In that same year (June 1956) he had been manager of network programs in Hollywood for CBS-TV. His broadcast background included general manager of KNXT (TV), CBS-owned station in Los Angeles, and of Columbia Pacific Network from October 1952, and before that KNX and KNXT account executive and later KNXT’s sales manager.

Wendell B. Campbell, general manager of KFRC-AM-FM San Francisco, appointed vp in charge of Pacific coast sales for radio-tv properties of RKO Tele- radio Pictures. Jack Thayer, who resigned last week as general manager of WDGY Minneapolis-St. Paul (WEEK’S HEADLINERS, May 18), succeeds Mr. Campbell as vp and general manager of KFRC. Before joining KFRC, Mr. Campbell was vp and sales manager of Mutual Broadcasting System when it was owned by RKO Teleradio. RKO Teleradio stations are WOR-AM-TV New York; WNAC-AM-TV and Yankee Network, Boston; WGMS-AM-FM Washington; CKLW-AM-TV Windsor, Ont.-Detroit; WHBQ-AM-TV Memphis; KFRC, and KJH-AM-TV Los Angeles.

David R. Hull, Raytheon Mfg. Co. defense vice president, re-elected president of Electronic Industries Assn. May 21 by EIA board, winding up weekend sessions (early story page 94). James D. Secrest re-elected EIA executive vice president-secretary.


Warren Boorom and Miles David elected vps of RAB by board of directors last Wednesday (May 20). Mr. Boorom, director of member service, joined RAB in August 1954 as assistant director of local promotion, was promoted to director in December 1955, promotion manager in April 1956 and to present post in January 1958. Previously he was director of advertising and promotion for WTOP-AM-TV Washington, and before that was with WWDC Washington and KRS Los Alamos, N.M. Mr. David, director of promotion, came to RAB in present post in March 1958 after eight years with Sponsor magazine both as managing editor and executive editor. Before that he had been free-lance writer, associate editor of Science Illustrated magazine and writer and editor on Stars & Stripes, army newspaper.

Adolph N. Hult, former Mutual vp and more recently tv consultant for Screen Gems and RKO Teleradio Pictures, both New York, rejoins Mutual as vp in charge of newly-created special projects department (CLOSED CIRCUIT, May 18). New department will be responsible for developing projects for network’s sales department. Mr. Hult began his radio career as salesman for WGN Chicago, and in 1934 he joined Mutual’s sales staff, that city. He was promoted to sales manager for network in Chicago in 1941 and in 1945 was named vp in charge of Midwest operations. In 1949, he was appointed vp in charge of sales for MBS in New York and in 1953 was elected to company’s board of directors.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

BROADCASTING, May 25, 1959
Philadelphians in turn have been quick to recognize and applaud this continued evidence of Blair determination to “git thar fustest with the bestest.”

PHILADELPHIA OFFICE:
Henry G. Chadwick, Mgr.
1617 Pennsylvania Blvd. • Phone LOcust 8-0290

NEW YORK • CHICAGO • BOSTON • DETROIT
ATLANTA • ST. LOUIS • DALLAS • SEATTLE
LOS ANGELES • SAN FRANCISCO
Now! **TRUE STORIES of...**

The ACCUSED!
The CONVICTED!
The CONDEMNED!

"The state employs thousands of people to put you in jail if you do wrong. There is not one to help you if you have been unjustly convicted. That's where I come in"

... says

HERBERT L. MARIS

ZIV’s Powerful New TV Series

"LOCK UP"

Stories of people unjustly accused... and the one man who brings them their **ONLY CHANCE OF HOPE!**
The DRAMA of people in trouble with the Law of the innocent who cry

"I DIDN'T DO IT!"

MACDONALD CAREY

stars as HERBERT L. MARIS successful corporation lawyer who risks his reputation and life to see that JUSTICE IS DONE!
When it comes to awarding blue ribbons—

In Memphis
They All
Agree On
WREC-TV
Channel 3

First By All Surveys

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

<table>
<thead>
<tr>
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<th>A.R.B. Jan. 12- Feb. 8 '59 (Metro Area)</th>
<th>Pulse Feb. '59 (Metro Area)</th>
<th>Nielsen Feb. 8-Mar. 7 '59 (Station Area)</th>
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<tbody>
<tr>
<td>WREC-TV</td>
<td>223</td>
<td>251</td>
<td>267</td>
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<td>Sta. B</td>
<td>110</td>
<td>109</td>
<td>66</td>
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<td>Sta. C</td>
<td>57</td>
<td>19</td>
<td>51</td>
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No wonder in Memphis they say "There's more to see on Channel 3." WREC-TV's combination of the finest local programming and the great shows of the CBS Television network deliver the greatest audience in the Mid-South area. See your Katz man soon.

WREC-TV
Channel 3 Memphis

Represented Nationally by the Katz Agency
DATEBOOK

A CALENDAR IN BROADCASTING AND RELATED FIELDS

*Indicates first or revised listing

May 24-26—Assn. of Independent Metropolitan Stations, Houston.

May 24-26—Life Insurance Advertisers Assn., western roundtable, Ambassador Hotel, Los Angeles.

May 25—Testimony commences in FCC's study of use of spectrum in 25-893 mc region. Witnesses permitted to spend 15 minutes on positions already stated in comments filed in March. Broadcast representatives bring up tail of witness list. Hearing is before FCC en banc. Docket 31,997.

May 26—FCC Chairman John C. Doerfer addressing Federal Communications Bar Assn. on extra-record material in rule-making cases. Willard Hotel, Washington.

*May 26—Annual meeting New York City chapter, Broadcast Pioneers, Toots Shor's restaurant, 6:30 p.m. Nominating committee has named this slate of officers: Blair Walliser, MBS; president; Edward P. Shurick, John Blair & Co., chair; Arthur Simon, Radio-TV Daily, and Peggy Stone, Radio-TV Representatives, vice presidents; Elizabeth Black, Harry B. Cohen Adv., sec.; Robert Higgins, Broadcast Music Inc., treasurer.

*May 27—Agency Broadcast Producers Workshop, Chicago Film Lab, Chicago. Speakers: Raymond Jones, AFTRA Chicago executive secretary, and Herbert Neuer, legal assistant.


May 27—New Jersey Broadcasters Assn. spring meeting, Rutgers University, Piscataway. Topics include single vs. multiple rate and station appraisals.

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 McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynote); three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

JUNE

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard, 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 & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

June 4-6—Multichannel Seminar under auspices of WGH-FM Newport News, Va., Chamberlain Hotel, Old Point Comfort, Va. Agency panels on FM and its future are planned. Other topics—FCC multiplexing regulation; is multiplex a broadcast or nonbroadcast service; must background and store services be broadcast on a subchannel only; music licensing fees; stereo; FM sales prospects; FM promotion. Dan Hydrick Jr., WGH-FM general manager, is in charge of planning.

June 4-6—First meeting of new FM Assn. of Broadcasters, Chamberlain Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.


June 6—UPI Broadcasters of Wisconsin, Milwaukee.

June 7-9—North Carolina Assn. of Broadcasters, Morehead Biltmore Hotel, Morehead City.

June 7-9—American Women in Radio & Television, board of directors meeting, Statler Hilton Hotel, Washington.

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 Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assn.; Mitch Miller, Columbia Records; James S. Fish, General Mills, president at the awards luncheon; John J. Ryan, AFA counsel.

June 8-9—Panel on spectrum allocations before Communications Subcommittee of House Commerce Committee.

*June 9-July 1—Communications Subcommittee of Senate Commerce Committee hearings on 13 pending bills amending Communications Act.


June 12—Pennsylvania AP Broadcasters, Pittsburgh.


*June 13-U. of Chicago Communications Dinner, Quadrangles Club, on campus. Louis G. Cowan, CBS-TV president, will speak on "Television and the Arts." Other speakers are Leonard Kent, Needham, Louis & Brody, and Alec Sutherland, U. of Chicago educational broadcast chief.

June 13—UPI Broadcasters Assn. of Connecticut, Sun Valley Acres, Meriden.


June 13-14—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio.

June 13-14—Louisiana-Mississippi AP Broadcasters Assn. Jacksonian 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 Medical 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.

Another thriller-diller from WJRT—

“All yours, Ponsonby?”

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

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

WJRT
CHANNEL 12
FLINT
ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

16 (DATEBOOK)
WCCO Radio delivers...

- **Bigger gate** . . . more listeners than all other Minneapolis-St. Paul stations combined! 55.8% share of audience.†
- **Bigger purse** . . . 1,014,720 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota. $5.6 billion to spend!
- **More sock** . . . through vitality of full-size programming that attracts and sells the audience you want to reach.

*Nothing sells like acceptance...

WCCO Radio

MINNEAPOLIS • ST. PAUL
The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales
†Nielsen Station Index, Jan-Feb., 1959/Station Total, 6:00 AM-Midnight, 7-day week.
NOW... AVAILABLE

PRIZES

OUR HISTORY AND GUARANTEE

✓ Over fifteen years experience in the prize business.
✓ We guarantee the prizes will be as represented.
✓ We have never failed to deliver as promised.
✓ We have never been sued by a station, client, or contestant.

Here's the kind of prizes we're now furnishing to TV and Radio Stations:

Vacation Trips  Electric Clothes Dryers
Gas Ranges     Freezers
Luggage        Encyclopedia Sets
Dinette Sets   Washing Machines
Sewing Machines  Knitting Machines
Diamond Rings  Wristwatches
Roaster Ovens  Vacuum Cleaners
Ironing Board & Iron Sets  Cooking Utensils
Perfume Sets   Electric Shavers
Electric Mixalls Cameras
Aluminum Sets    Bicycles
Toasters       Coffeemakers
Jewelry Sets    Bathroom Scales
Golf Bags      Pen & Pencil Sets
Dishes         Bedspreads & Draperies

We've delivered over $10,000,000 worth of Prizes over the past 15 years

FROM THE PRODUCERS OF TELLO-TEST—AMERICA'S MOST
For years, we have been servicing hundreds of stations with hard-to-get prizes—in connection with our TV and radio quiz shows. Now, for the first time in our history, we have decided to make our prize service available to take care of the personal needs and requirements of any local show in any market.

FOR THE FIRST TIME!

FOR LOCAL TELEVISION AND RADIO STATIONS

...Offered by America's oldest and most dependable Prize Service

WHY ARE WE SO SUCCESSFUL WITH PRIZES?

1. We charge the station a nominal fee.
2. We never charge the manufacturer. (Some companies try to make money at both ends—from manufacturer and station. Result—an inferior list of awards.)
3. We protect the manufacturer. He gets the gratuitous plugs we promise him. Result—over the years we have built up an enviable position with the award donors.
4. We protect the station. We only require a realistic and practical number of gratuitous plugs for the prize donor.
5. We won't accept shoddy merchandise. We only use quality awards, of the type a contestant would love to win.
6. We ship the prizes direct to winner, at our expense. No handling or warehousing by station.

Remember, the bigger the market and the station, the better prize list we can deliver. But even for the smallest stations, we can perform successfully. Let us know what your situation is. Every deal requires special handling and attention—but we can deliver—and at a realistic price.

TV-RADIO PRIZE SERVICE

DIVISION OF RADIO FEATURES, INC.
WALTER SCHWIMMER, PRES.

75 East Wacker Drive, Chicago 1, Ill.
FRanklin 2-4392
527 Madison Avenue, New York 22, N.Y.
Eldorado 5-4616

POPULAR SYNDICATED QUIZ SHOW!
Daytimers' hours

EDITOR:

Our sincerest thanks go to you again for your constructive thinking in behalf of our industry. Your editorial "Tinkering with Time" (page 118, May 11) is another contribution that is greatly appreciated.

Carter M. Parham
WDEF Chattanooga, Tenn.

EDITOR:

...I take exception to your May 11 editorial..."Tinkering" blantly dismisses a serious problem affecting almost one-third of the radio industry.

In the legal and technical goulash that has been submitted by opponents of extended daytime hours, I have yet to see one solid chunk of evidence proving that regionals and clear have any substantial listening audiences outside of the immediate metropolitan areas in which they are located. Neither have I seen any "proof" that daytimers operating until 6 p.m. will interfere with regionals and clear within the latter's metropolitan areas.

Undoubtedly, some of our high power westerners covering vast populations of prize beef cattle do offer the only service available in a few scattered "white areas." But until the daytimers have a chance to test their arguments in actual operation, who will ever know how many "white area" people will lose a radio service they listen to....

The FCC can very easily authorize a six-month test period this winter, giving fulltimers the privilege of squelching offending daytimers if they can prove any important loss to audience due to actual interference during post-sunset hours....

Tim Elliot
WICE Providence, R.I.

EDITOR:

The tenor of the [editorial] gives the impression the FCC has bestowed a favor on the operators of daytime stations by granting them licenses. I should like to inform the author...that the FCC grants commercial licenses on the basis of what may best serve the public interest. If anyone has been the recipient of a favor...it has been the American people...

...If the average listener had a choice in being able to hear his local station or a distant station during the critical hours in question, I'm sure the local station would win...

There is one point of agreement, however. I think a maximum of 1 kw should be placed on daytimers operating during extended hours. ...

John Pave
650 Landfair Ave.
W. Los Angeles 24, Calif.

EDITOR:

Either the editors aren't very well informed or there must be some other reason for this editorial. Apparently they forget that the primary duty of a radio station is service to the public. ...

...I...challenge the fulltimers to show one good reason why they should be entitled to protection in areas they don't give a hoot about except when they flash their coverage map in front of an agency's nose. ...

Frank Lupeke
WBBA Pittsfield, Ill.

Thoughtfulness appreciated

EDITOR:

Please convey to the industry my sincere gratitude for the many expressions of sympathy received by my wife and myself on the occasion of the tragic loss of our daughter, Doris. We will always remember the heartfelt concern of our many friends during our most trying time.

J. Robert Gulick
Assistant General Mgr.
WGAL-TV Lancaster, Pa.

[EDITOR'S NOTE: Miss Doris Gulick was stewardess aboard the Capital Airlines plane which exploded in mid-air near Baltimore May 12. Page 90, May 18.]

Research assistance

EDITOR:

We are preparing a listing of radio stations in the West with 5 kw daytime power or more for our Western Resources Handbook. Could you give us permission to use as our source, with acknowledgment, your publication Broadcasting Yearbook, 1958?

Shirley M. King
Research Assistant
Western Resources Handbook
Stanford Research Institute
Menlo Park, Calif.

[EDITOR'S NOTE: Permission granted.]
The leopard owes a great deal of his success to the use of spot, which increases his flexibility, among other things.

An ever-increasing number of advertisers, too, use national spot as the basis of their successful campaigns on the marketplace. No other medium can be so readily adapted to special marketing problems, such as to pinpoint concentration in "must" markets; reach specific population segments; or introduce new products on a market-by-market basis.

When it comes to selling spot, the unique Working Partnership concept of the H-R companies is unrivaled. This is a system in which such a close rapport is established between H-R and its stations that the H-R salesmen become, in effect, the sales right arm of the stations we represent.

FIRST SUCCESSFUL USER

"We always send a man to do a man's job"

HR Television, Inc.
Representatives

New York • Chicago • San Francisco • Hollywood • Dallas • Detroit • Atlanta • Houston • New Orleans • Des Moines
famous on the local scene..
yet known throughout the nation

Jamestown, Virginia, founded in May, 1607, under the leadership of Captain John Smith, is recognized as the birthplace of America and stands as a symbol of the courage and integrity of its settlers . . . Similarly, Storer has become nationally recognized through vigilance in broadcasting integrity. This national recognition was achieved because of the consistent success of Storer advertisers in the local communities.

Storer Broadcasting Company

National Sales Office: 626 Madison Ave., N.Y. 22, Plaza 1-3940 • 230 N. Michigan Ave., Chicago, P.Hankin 2-6498

WGBS Miami  WWVA Wheeling  WJW Cleveland  WJJBK Detroit  WAGA-TV Atlanta  WSPD-TV Toledo  WJW-TV Cleveland  WJBK-TV Detroit  WITI-TV Milwaukee
Business is good in the land of Profitunity! In the big eight years, 1950-1958, Effective Buying Income in this busy 26-county market soared upward 112%! Everyone is selling more of everything!

So, if you've a product or service to sell—spot it on WFLA-TV! Channel 8 delivers the Tampa-St. Petersburg Metropolitan Market—PLUS 26 rich industrial-agricultural counties in busy west coast and central Florida!

Want more details? Write us today.
How to make tv less complicated

My penchant for equitable standardization of business practices within the television profession stems in part from some of the complexities of color costs and program license fees. Here is a "for instance."

Life would be much simpler if the networks would agree that where the network retains the right to change black-and-white to color on programs purchased from them: (1) the agency would be given 60 days' notice; (2) there would be no increase in program license fee if the network would continue to supply, at the agency's direction, either black-and-white or color services, materials and facilities for the commercials.

(4) The agency's additional cost of producing commercials in color would be limited to the average cost of black-and-white plus 50% of the difference of the extra cost for color; (5) the agency's cost of continuing to produce commercials in black and white would be limited to that of the average cost experienced in black and white previously; (6) any cost in excess of the agency's obligations under (4) and (5) would be paid (not billed) by the network.

Some Good Reasons • There are many good reasons for the above qualifications.

If the agency is using film commercials, or would have to go to film if the program went to color, the amount of advance notice is important. It takes time to create and produce a color film commercial. Unless the agency has had considerable experience working in color, the results of a quick change to color even with live commercials can be disastrous in the value of the commercials to the advertiser.

It seems inequitable for the network to raise the price of the program to the agency unless the latter agrees to the desirability of the change to color and agrees to pay the additional cost. For all the investment in color by RCA and others—and the very worthwhile results in programs such as An Evening With Fred Astaire—color still has a rather unimpressive cost-per-thousand record to recommend it.

On the face of it and without regard to cost, one might assume that any advertiser would prefer having a program and commercials in color. But there are some products (food products mainly, we believe) which in their usual form and color do not reproduce well in color tv. Sometimes lengthy and costly experimentation is necessary to obtain the desired results.

Impact Is Lost • If the program goes to color and the commercials stay in black and white, doesn't the advertiser lose value in all color tv homes because the relative impact of the commercials, compared with the program, is reduced?

Film or live, the color version of the same commercials are likely to cost 10% to 50% more to get them on the air. The value, either as promotion or in impact on color homes, is worth something to the advertiser. But we suggest that the most it may be worth is half of the additional cost.

If the agency feels there is not sufficient reason to go to color commercials, it is important budgetwise to be sure the network's decision to go to color on the program doesn't preclude or increase the ten of black and white commercials. Both can happen.

Here's another "for instance." Life in tv would be simpler if the networks agreed to let the network license fee increases resulting from boosts to the unions (AFTRA, SAG, RTDG, WGA) would be passed on to agencies effective with the date of applicability—but that all other increases would be given "facilities and services manual" status, plus the usual six months' rate protection after issuance of a new rate card.

When selling programs, the networks like any packager naturally want to protect themselves against price increases resulting from almost any source.

Language Not Specific • The network agreements usually describe the increases which the network can pass on to the agents, as opposed to the resulting from increases payable under union agreements. But often the language is so broad that while it may never have happened, the network technically could pass along increases paid to elevat- tor operators or janitors in the network's building—as well as those directly connected with the programs.

Somewhere between a firm price (no increase at all) and this broad language is a justifiable and logical limitation of the risk. We suspect (and have had network people agree with us) that in many instances, the increases collected amount to less than it costs the network to ascertain the applicability, figure the pro rata applicable amounts and collect these from the buyer.

I would urge the networks to limit the immediate pass-on increases to those union-controlled areas where any agencies have a right, as a result of the possibility of increases—namely AFTRA, RTDG, WGA, SAG and perhaps, in connection with film programs, IATSE. Nearly all other union areas represent costs which are included elsewhere—(1) in the networks' basic rate structure, or (2) in their production facilities and services manual.

The advertiser can have better service and both agency and network can provide it at less expense. Equitable standardization in some areas will help.

David Webster Dole, b. Minneapolis, Oct. 18, 1914. Attended U. of Minnesota. Started in broadcasting 25 years ago at WTCN Minneapolis-St. Paul; also with WCCO and Mid-West Recordings there. Associate radio director and timebuyer at Henri, Hurst & McDonald 1938-47, then to C. E. Hooper Inc., N.Y. Joined Leo Burnett Co., N.Y., 1950, as producer; moved up to operations manager and finally vp heading broadcast business division of 41 people, Chicago. He has handled orders and contract negotiations for agency since mid-'50s. He's a "vocational hobbyist." Member of radio-tv administration committee of American Assn. of Advertising Agencies and chairman of subcommittee on video tape.

BROADCASTING, May 25, 1959
INTRODUCING C.R.C.'S NEWEST, MOST CREATIVE, RADIO STATION PROMOTION JINGLES....

SERIES 10

Available in Stereo or Monaural!

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

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

COMMERCIAL RECORDING

MUSICAL ADVERTISING
STATION JINGLES
SALES AIDS
SCORING TO FILM
SOUND STAGE
3-TRACK STEREO

BROADCASTING PUBLICATIONS INC.

President: Sol Taishoff
Vice President: Maury Long
Secretary: H. H. Tash
Comptroller: Irving C. Miller

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: Broadcasting & Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

Editor and Publisher: Sol Taishoff
Managing Editor: Edwin H. James
Senior Editors: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.

President: Maury Long
Sales Manager: Winfield Levi (New York)
Southern Sales Manager: Ed Sellers
Production Manager: George L. Dart
Traffic Manager: Harry Stevens
Classified Advertising: Doris Kelly

CIRCULATION & READERS' SERVICE

Manager: John P. Coggrove
Subscription Manager: Frank N. Gentile
Circulation Assistants: Charles Brown, Gerry Cleary, David Cusick, Christine Haragones, Charles Harpold, Marilyn Peizer.

BUREAUS

New York: 444 Madison Ave., Zone 22, Phone 3-8555.

Business

Sales Manager: Winfield R. Levi
Sales Service Mgr.: Eleanor B. Manning
Eastern Sales Manager: Kenneth Cowan
Advertising Assistant: Donna Troller

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

Midwest News Editor: John Osborn
Midwest Sales Mgr.: Warren W. Mitchell
Assistant: Barbara Kolar

Editor: Bruce Robertson
Western Sales Manager: Bill Merritt
Assistant: Virginia Stricker

Send to home address — — —

26
BATON ROUGE, Louisiana — Population 394,200

Factory shifts: 7 am - 8 pm; 3 pm - 11 pm
Office hours: 8 am - 4:30 pm
Peak traffic hours: 6:30 am - 8:30 am
3:30 pm - 5:30 pm
Evenings stores stay open: Monday, Thursday
Population growth: up 25% since 1950
Tourists: State capital. Over 120,000 visitors in 1958.
Industrial: Hub of one of the greatest petroleum and chemical plant concentrations in U.S.

NEW LONDON, Connecticut — Population 104,300

Factory shifts: 7:30 am - 4 pm
Office shifts: 8:30 am - 5 pm
Peak traffic hours: 7 am - 8:30 am; 4 pm - 6 pm
Peak shopping days: Thursday, Friday
Tourists: In July and August, population upped one-third by weekly and summer-long visitors.
Military: Home base and construction hub of America's Atomic Submarine Fleet.
Over 10,000 naval personnel.

MIAMI, Florida — Population 859,000

Light industry shifts: 8 am - 4:30 pm
Office hours: 8:30 am - 6 pm
Peak traffic hours: 7 am - 9 am
4 pm - 6:30 pm
Peak shopping days: Monday, Friday, Saturday
Evenings stores stay open: Monday, Friday
Population growth: 1950 — 495,000
1958 — 859,000
Tourists: Miami's major "industry", with over 3,000,000 visitors each year.

FOR FURTHER FACTS ON THESE AND OTHER MASLA-REPRESENTED STATIONS, CONTACT

JACK MASLA & COMPANY, Inc.

Jack Masla, President 40 East 49 St. Dick Lawrence
Clem O'Neill, Mgr. Midwest N.Y.C. 17 Director
Plaza 3-8571

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Masla Means Business
Before you finish reading—another will
die needlessly!

What WGN Radio is doing about it!

Over one hundred people every day are killed on our nation's highways. A death rate so alarming—that it has become one of the most pressing problems confronting our country. Top priority has been given to the President's highway program. Numerous road improvements have been enacted by the states. Police patrol has been extended to the maximum. But still the needless slaughter goes on!

In line with doing something to stem this terrible tide—WGN Radio conceived and instituted "Signal Ten"—a documentary radio program taken from on-the-spot tape recordings of State Police work. Intense—instructive—penetrating—"Signal Ten" dramatically portrays traffic violations and their impending dangers as they actually occur.

And WGN Radio pinpointed the problem further by taking its own survey of traffic conditions before selecting the target areas for its programming. Then to broaden the scope of this much needed safety service, WGN Radio made "Signal Ten" available to 17 other midwestern radio stations.

It is for this kind of sustained public service that WGN Radio was chosen as the only radio station over 1000 watts, to receive the coveted Alfred P. Sloan Award for promoting highway safety.

This, we believe, is an outstanding example of how WGN Radio is fulfilling its dedicated purpose of "Serving all Chicagoland" better.

WGN-RADIO
The greatest sound in radio
441 North Michigan Ave. • Chicago 11, Illinois
WNBQ leads all other Chicago stations with the largest average share of audience all week long ... 10% greater than the second station, 50% greater than the third. This Number One position holds during such key periods as 6 to 10 p.m., and 10 p.m. to Midnight, Sunday through Saturday; Sign-on to Noon, Monday through Friday. From 10 p.m. to Midnight, Monday through Friday where Jack Paar reigns supreme over feature films, the WNBQ share is 150% greater than the second station’s share. More than ever, your schedule belongs on WNBQ...Number One in Chicago.
**ELECTRONIC BRAIN FOR TIMEBUYING**

- **ARB is installing Univac system which can plot campaigns**
- **First step is fully national measurement of tv viewing**
- **Machine will make up whole schedules in minutes, ARB says**

Automated timebuying is on the way.

A new electronic information service that will automatically lay out a complete tv campaign is promised by American Research Bureau.

The speed of the newest Univac and an entirely new ARB diary service will be combined to "revolutionize timebuying," according to James W. Seiler, president of ARB.

"A new dimension—simultaneous, nationwide tv information—is being readied for Madison Avenue," he said.

By mid-August ARB will be shaking down its electronic brain. Starting in mid-October and running into November, ARB will measure viewing in all 3,074 U. S. counties plus Alaska and Hawaii. The result, according to ARB, will be the first complete measurement of U. S. television audience viewing ever made. It will be ready by yearend.

"This has never been done before, and it will fulfill the timebuyer's dream of a complete information service," Mr. Seiler said. "It will give timebuyers precise sets of facts to use in placing television advertising."

What will Univac do for the timebuyer?

"Ask it a timebuying question and Univac will have the answer in a few minutes," Mr. Seiler said.

"Take a specific case. An agency has $500,000 to spend on a national tv campaign for a soap account. It wants to cover 90% of the U. S. effectively. What stations will do the job?"

"Tell Univac the amount of money, areas, type of people to be reached. Add availabilities that have been supplied plus costs."

"Then ask Univac for the best possible schedule."

"The answer will come in a few minutes."

All this is based on the new county-by-county service that ARB plans to conduct this fall, plus regular reports.

Along about Christmas, after Univac has been fed a million punch cards containing data from 100,000 separate diaries from every county, ARB will publish a book—a big book.

"Univac will print the first copy," Mr. Seiler said. "It will show the total homes delivered by each U. S. television station for every quarter-hour of the week. Open the book and it will show you what you can get for $100 at Casper, Wyo., or Burlington, Vt., or WCBS-TV New York."

"It puts every station in the country on exactly the same base measurement at the same time."

"Agencies will be able to buy spot tv on a completely logical basis."

But ARB has another and bigger idea, due in 1960. The report based on the initial nationwide sweep next fall will supply the first nationwide information for Univac. In the spring of 1960 a second nationwide sweep is planned. Then ARB can put together its two sweeps, add its other types of information obtained in metropolitan surveys, and show, among other things, the percentage of homes able to receive each tv station in each county plus homes that actually view each station, average daytime and evening audience, plus station metropolitan audiences.

"Will ARB's Univac service eliminate timebuyers?" Betty Coulbines, of the Grey Adv. Agency tv research department in New York, was asked.

"Not until they can make one that thinks," Miss Coulbines said. "It's still a machine. It will probably be a terrific step forward but it can't know all the intricate problems or the details of coverage or all the other things a timebuyer must know."

And Ernie Fanning, ARB business manager for diary surveys, added, "It
will make timebuyers more effective, showing the tv audience potential and audience delivered for every tv station with the county as the basic marketing unit.

Each county will be sampled separately by the ARB diary method. An expanded field staff of more than 3,000 will handle the local operations. The diaries will be mailed to ARB’s Beltsville, Md., nerve center, out in a wooded area between Washington and Baltimore. A room is being prepared on the first floor for the device, an extremely compact version of the electronic brain due to use of transistors, magnetic coils and printed circuits.

The fast-growing executive crew has been indulging in statistical fantasies in anticipation of Univac’s arrival and the first nationwide sweep. Stardust is shimmering on the long rows of files and shelves but the practical men of research have narrowed down their planning to a few pet projects that are about ready, many in the next year or two.

Here are some of the data delights ARB is contemplating for agencies:

• Fast, maybe overnight, answers to agencies wanting detailed data on market, station, audience, program, adjacency, time-period and audience composition.

• Total homes reached, county-by-county, by every program and spot broadcast by every station and network.

• Circulation of every newspaper and magazine on a county basis (maybe this year).

• Best-liked commercials and programs.

• What people think of programs.

• Spot monitoring.

• Tv viewing record for each individual in the family.

• Station image and loyalty studies.

All this is heady stuff, but ARB has been doing trial runs that show the information can be obtained.

Then it faces another problem each time a prototype is produced: Do enough people want to buy it?

At the moment ARB is concentrating on its new Univac, a magnetic amplifier solid-state computer. Remington Rand has automated it in quarter-by-quarter by inserting a flow-matic coding method, a sort of electronic shorthand that permits use of English language words and phrases to tell the machine what to do next. This eliminates a lot of training along with pre-sorting and pre-collating.

ARB is now surveying 185 markets with its standard monthly-periodical metropolitan reports (tv rates). Last year it added the one-week, four-week service, a technique designed to prevent stations from “loading” their programming and promoting the audience to abnormal size during the known rating week. Composition of audience is shown but ARB is now including total homes reached by each program in every one of its 185 reports.

A new way of presenting this information is being considered, a formula that will show total audiences reached by every tv station by quarter by inserting a flow-matic coding method, a sort of electronic shorthand that permits use of English language words and phrases to tell the machine what to do next. This eliminates a lot of training along with pre-sorting and pre-collating.

“ARB is changing from a rating service based on reporting in individual metropolitan markets to a true nationwide service measuring the entire tv audience,” Mr. Seiler said.

The new county-by-county figures will include viewing on community antenna systems, taking into account the switching of channels by these relay operators. A county will be credited to a station wherever viewing is found, this being construed as a demonstration that the signal is being delivered.

The problem looks simple—how to find out the number of viewers each station has in every county.

Simple, maybe, but it’s never been done, ARB reminds.
With the completion of the St. Lawrence Seaway, Toledo is on the threshold of becoming a seaport of international proportions—right now it is the world's largest coal port! Already a billion-dollar market with a per household income national ranking of 14, Toledo is on the move—up. Your sales can move with it.

Doesn't it make advertising sense to zero in on this growing industrial market, with the radio station that has a larger audience than all other Toledo stations combined?

WSPD Radio says it does—and can prove it! Ask your Katz man.

“Famous on the local scene”
Is it the same type of advertiser year in and year out that uses TV nationally? Television Bureau of Advertising today (May 25) is releasing a set of figures which point up a preponderance of advertiser types, more than 125 different classifications in 32 categories using the medium last year.

Among the stabilizers in national TV gross billing, foods and cosmetics-toiletries were strongest. Of the more than $1 billion invested at gross rates by national TV advertisers in 1958, food and grocery products ($243.5 million) supplied about 22.5% and cosmetics-toiletries ($126.1 million) some 11.6% of the whole pie.

The statistics were released by TVB as the bureau completed a compilation of combined network and spot TV expenditures in 1958 by product classification and by advertiser. This was a first-time annual tabulation of this kind.

### Similar Definitions
- The sum totalizing is now possible because N.C. Rorabaugh which tabulates spot TV expenditures and Leading National Advertisers Broadcast Advertiser Reports which compile network TV expenditures use similar product category definitions. (Before 1958, network tabulations were prepared by Publishers Information Bureau.)

Procter & Gamble Co., last year's leader in spot and network, obviously led the top 100 national TV advertisers with $84,471,710 more than the total billing chucked up by the entire automotive product category ($58.8 million-plus) or household laundry product advertising (over $76.2 million) and nearly to the level of tobacco advertisers ($93.4 million range) and drug products ($98.2 million range).

### Network or Spot
- The combined tabulation also permits zeroing-in on which national advertiser is oriented, that is mostly network or spot.

P&G, Lever and Colgate among many are heavy in both. Others such as American Home Products, the big auto manufacturers (General Motors, Ford and Chrysler), Pharmaceuticals, Revlon and RCA show up as heavyweights in network but featherweights in spot.

In reverse, the spot bulges with little or no network expenditure are provided by such advertisers as Adell Chemical Co. (Lestoil detergent), Continental Baking Co., International Latex Corp. (both purchases and barter), Coca-Cola Co. and its bottlers (no network through Coca-Cola is in network this year) and Pepsi Cola Co. and its bottlers.

The full compilation:

### Top 100 TV Advertisers—1958 Network—LNA-BAR, Spot—N. C. Rorabaugh

<table>
<thead>
<tr>
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<th>Total TV</th>
<th>Spot TV</th>
<th>Network TV</th>
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<tbody>
<tr>
<td>1.</td>
<td>Procter &amp; Gamble</td>
<td>$48,471,710</td>
<td>$33,833,060</td>
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<tr>
<td>2.</td>
<td>Lever Brothers</td>
<td>38,537,230</td>
<td>16,570,800</td>
</tr>
<tr>
<td>3.</td>
<td>Colgate-Palmolive</td>
<td>33,855,900</td>
<td>10,998,490</td>
</tr>
<tr>
<td>5.</td>
<td>American Home Products</td>
<td>27,783,360</td>
<td>7,275,680</td>
</tr>
<tr>
<td>6.</td>
<td>General Motors Corp.</td>
<td>22,115,440</td>
<td>1,522,070</td>
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<tr>
<td>7.</td>
<td>Bristol-Myers Co.</td>
<td>18,918,690</td>
<td>2,845,890</td>
</tr>
<tr>
<td>8.</td>
<td>R. J. Reynolds Tobacco</td>
<td>18,436,470</td>
<td>2,436,260</td>
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<tr>
<td>9.</td>
<td>Gillette</td>
<td>18,076,740</td>
<td>1,944,380</td>
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<tr>
<td>10.</td>
<td>Brown &amp; Williamson Tobacco</td>
<td>17,664,000</td>
<td>9,413,530</td>
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<tr>
<td></td>
<td></td>
<td>16,509,680</td>
<td>7,671,450</td>
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<tr>
<td>12.</td>
<td>Chrysler Corp.</td>
<td>16,732,710</td>
<td>3,970,740</td>
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<tr>
<td>14.</td>
<td>General Mills</td>
<td>13,777,090</td>
<td>2,986,970</td>
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<td>15.</td>
<td>Ford Motor Co.</td>
<td>13,651,550</td>
<td>1,041,430</td>
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<tr>
<td>16.</td>
<td>Sterling Drug</td>
<td>13,565,000</td>
<td>922,900</td>
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<td>17.</td>
<td>Kellogg Co.</td>
<td>12,840,390</td>
<td>2,549,440</td>
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<td>18.</td>
<td>Liggett &amp; Myers</td>
<td>12,715,810</td>
<td>1,865,830</td>
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<td>19.</td>
<td>Miles Labs</td>
<td>12,681,340</td>
<td>7,895,950</td>
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<tr>
<td>20.</td>
<td>Adell Chemical Co.</td>
<td>12,339,090</td>
<td>8,328,990</td>
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<tr>
<td>21.</td>
<td>Warner-Lambert Pharm.</td>
<td>11,275,590</td>
<td>8,292,600</td>
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<td>22.</td>
<td>Standard Brands</td>
<td>10,513,270</td>
<td>4,368,290</td>
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<tr>
<td>23.</td>
<td>Pharmaceuticals</td>
<td>10,376,000</td>
<td>202,440</td>
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<td>24.</td>
<td>Continental Baking</td>
<td>9,961,170</td>
<td>9,223,910</td>
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<tr>
<td>25.</td>
<td>Philip Morris</td>
<td>9,033,720</td>
<td>4,066,710</td>
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<tr>
<td>27.</td>
<td>National Dairy Products</td>
<td>7,672,430</td>
<td>962,920</td>
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<td>28.</td>
<td>National Biscuit</td>
<td>7,639,780</td>
<td>4,022,960</td>
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<td>29.</td>
<td>Carter Products</td>
<td>5,542,400</td>
<td>2,022,300</td>
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<td>30.</td>
<td>Revlon</td>
<td>7,156,890</td>
<td>847,850</td>
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<td>31.</td>
<td>S. C. Johnson &amp; Son</td>
<td>7,055,840</td>
<td>1,813,560</td>
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<tr>
<td>32.</td>
<td>Radio Corp. of America</td>
<td>6,458,130</td>
<td>4,656,130</td>
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<td>33.</td>
<td>Quaker Oats</td>
<td>6,373,420</td>
<td>1,679,690</td>
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<td>34.</td>
<td>Eastman Kodak</td>
<td>6,194,880</td>
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<td>35.</td>
<td>Pillsbury Mills</td>
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<td>36.</td>
<td>General Electric</td>
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<td>391,210</td>
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<td>37.</td>
<td>International Latex</td>
<td>5,678,510</td>
<td>2,633,200</td>
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<td>38.</td>
<td>American Chrome</td>
<td>5,324,670</td>
<td>2,355,040</td>
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<td>39.</td>
<td>Nestle Co.</td>
<td>5,219,220</td>
<td>1,681,800</td>
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<td>40.</td>
<td>Westinghouse Electric</td>
<td>4,724,610</td>
<td>85,380</td>
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<td>41.</td>
<td>Textile Chemical Co.</td>
<td>4,704,170</td>
<td>4,639,230</td>
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<td>42.</td>
<td>Chesbrough-Fonds</td>
<td>4,689,770</td>
<td>1,591,690</td>
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<tr>
<td>43.</td>
<td>Campbell Soup Co.</td>
<td>4,506,260</td>
<td>272,520</td>
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</tbody>
</table>

_Groceries account for 22.5% of all network-spot money in 1958_
watching KMJ-TV in FRESNO (California)

LEADS IN NEW RATINGS

KMJ-TV has more quarter-hour wins during total rated time periods
58% more than second station
42% more than third station

KMJ-TV has more quarter-hour wins Monday through Friday - daytime
156% more than second station
229% more than third station

KMJ-TV Movie Matinee has 54% more audience than any other weekday movie

KMJ-TV also has top-rated late movies


All quarter-hour figures shown taken during periods when KMJ-TV and at least one other Fresno station were on the air.

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

BROADCASTING, May 25, 1959
<table>
<thead>
<tr>
<th>Estimated Expenditures By Product Classifications</th>
<th>Network &amp; Spot—January-December 1958</th>
</tr>
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<tbody>
<tr>
<td><strong>Agriculture</strong></td>
<td>$1,206,150</td>
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<td><strong>Food &amp; Drink</strong></td>
<td>$974,246</td>
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<td><strong>Miscellaneous</strong></td>
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<td><strong>AMBULANCE, ENTERTAINMENT</strong></td>
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<td><strong>AUTOMOBILE</strong></td>
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<td><strong>Anti-Freeze</strong></td>
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<td><strong>Cars</strong></td>
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<td><strong>Tires &amp; Tubes</strong></td>
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<td><strong>Trucks &amp; Trailers</strong></td>
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<td><strong>Miscellaneous Accessories &amp; Supplies</strong></td>
<td>2,583,525</td>
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<td><strong>Industrial Materials</strong></td>
<td>9,968,119</td>
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<td><strong>CLOTHING, FURNISHINGS, ACCESSORIES</strong></td>
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<td><strong>Criminal</strong></td>
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<td><strong>Insurances</strong></td>
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<td><strong>Miscellaneous</strong></td>
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<td><strong>CONFECTIONERY &amp; SOFT DRINKS</strong></td>
<td>40,254,724</td>
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<td><strong>Coffees</strong></td>
<td>21,918,973</td>
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<td><strong>Soft Drinks</strong></td>
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<td><strong>Cigarettes</strong></td>
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<td><strong>Dry Cleaning &amp; Launderies</strong></td>
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<td><strong>Insurance</strong></td>
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<td><strong>Medical &amp; Dental</strong></td>
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<td><strong>Public Utilities</strong></td>
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<td><strong>Religious, Political, Union &amp; Schools &amp; Colleges</strong></td>
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<td><strong>Miscellaneous Supplies</strong></td>
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<td><strong>COSMETICS &amp; TOILETRIES</strong></td>
<td>1,408,354</td>
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<td><strong>Cosmetics</strong></td>
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<td><strong>COTTAGE &amp; HOME SUPPLIES</strong></td>
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<td><strong>Wine &amp; Spirit</strong></td>
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<td><strong>Beverages</strong></td>
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<td><strong>Miscellaneous</strong></td>
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<td><strong>DENTAL PRODUCTS</strong></td>
<td>34,330,171</td>
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<td><strong>Dental</strong></td>
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<td><strong>Miscellaneous</strong></td>
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<td><strong>DRUG PRODUCTS</strong></td>
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<td><strong>Cold Remedies</strong></td>
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<td><strong>Headache Remedies</strong></td>
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<td><strong>Indigestion Remedies</strong></td>
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<td><strong>Laxatives</strong></td>
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<td><strong>Vitamins</strong></td>
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<td><strong>Weight Aids</strong></td>
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<td><strong>Miscellaneous</strong></td>
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<td><strong>Drug Store</strong></td>
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<tr>
<td><strong>FOOD &amp; GROCERY PRODUCTS</strong></td>
<td>243,514,420</td>
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<td><strong>Baked Goods</strong></td>
<td>30,400,285</td>
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<td><strong>Cereals</strong></td>
<td>38,943,195</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1,136,186</td>
</tr>
</tbody>
</table>

| **Total**                                      | $9,044,000                            |
| **Tea**                                        | 966,484                               |
| **Dry Foods (Food, Mixes, etc.)**              | 20,544,306                            |
| **Fruits & Vegetables, Juices**                | 17,818,420                            |
| **Macaroni, Noodles, Chill, etc.**             | 15,024,984                            |
| **Margarine, Shortenings**                     | 12,691,659                            |
| **Meat, Poultry & Fish**                       | 5,972,817                             |
| **Miscellaneous Foods**                        | 10,640,510                            |
| **Miscellaneous Frozen Foods**                 | 1,108,973                             |
| **Food Stores**                                | 9,084,004                             |
| **GARDEN SUPPLIES & EQUIPMENT**                | 770,000                               |
| **GASOLINE & LUBRICANTS**                      | 7,070,000                             |
| **Gasoline & Oil**                             | 2,961,000                             |
| **Gardens, Nurseries**                         | 150,000                               |
| **Total**                                      | $1,708,600                            |
BEST SALES MAN  
FC&B exec tells SCBA  
radio story with moral

"Your medium—radio—must be its own best salesman," William Monroe, vice president and west coast director of marketing services for Foote, Cone & Belding, told the Southern California Broadcasters Assn. Thursday (May 21).

Speaking on "Case Histories in Radio," Mr. Monroe reviewed two experiences with radio he had during his years as an agency marketing director in New York before moving to the Pacific Coast early this year. In both instances, the decision to use radio came from within; no one involved in the decision had been sold radio, he stated, adding that in seven years in New York he never received a call from a radio representative.

The Coca-Cola bottler in New York for some years had put most of his advertising budget of about $2.5 million into TV and at a meeting some two years ago the agency recommended a continuation of that formula, which had kept Coca-Cola sales at about the same volume right along. The client listened, said, "You're the experts and you're probably right, but I talk to my grandchildren a lot and they listen to the radio, so I do too. How about using some radio for Coca-Cola?"

About a week later, the head of the agency's creative department auditioned a jingle whose message was that Coca-Cola is for "live people and if you're live you ought to drink it. The jingle was produced in various tempos from rock-and-roll to schmaltz, Mr. Monroe reported, and the agency bought $1 million worth of radio time on all types of stations. Ten days after the radio campaign started they made a survey, found they had driven the Coca-Cola message home to 85% of their prospects in the market.

Statistical impossibility • "Statistics can prove that this is impossible," Mr. Monroe stated, "not that many people listen to the radio. Ten days is not enough time. New York has too many diverse national groups. And so on and so on. But at the end of the year the sales curve was up and last year the appropriation for Coca-Cola in New York was into radio." Another client, Mr. Monroe went on, had a different problem. He wanted to convince the designers of automobiles that the chrome they add to the cars to accentuate their appearance should be made of his product, nickel. But to tell the artists who design the new cars about nickel, he had to reach them and this couldn't be done. They work alone and their employers take great pains to see that their privacy is not invaded.

Then some creative person had an idea," Mr. Monroe related. "These designers work in Detroit. They drive to and from work in their cars. Being intellectually curious, they probably listen to the news as they drive. So we bought time adjacent to the news and subsequently found the designers had in fact learned about the advantages of nickel chrome." Mr. Monroe reported.

Anyone who has children, anyone who drives an automobile, is a radio listener, Mr. Monroe pointed out. So he knows about radio, even if the medium's salesmen don't tell him.

Petry cites spot TV fast growth in 1958

A step-up in spot television spending in 1958 is pointed up in a presentation released last week by the television division of Edward Petry & Co., station representative. Titled "The $511,749,000 Vote of Confidence," it cites figures compiled by N. C. Roruber & Co. for TVB to show that while total advertising expenditures dropped last year, and all other major advertising media except network TV lost ground, spot TV gained at a faster clip in 1957.

The presentation points out that despite the recessionary economy of 1958, "Advertisers, led by many of the nation's giants, swung sharply to spot television, expanding their investment past the half-billion mark to a new high of $511,749,000." Where network TV expenditures gained 9% (to $566.5 million), the presentation continues, spot TV spending gained 14% (to $511.7 million)—this when total advertising expenditures were down $110 million from 1957's all-time high of $10.3 billion.

Among those cited as leading spot growth are Procter & Gamble, Lever Bros., Colgate-Palmolive, American Home Products, Lorillard, Standard Brands and General Mills.

PREVIEW

Television time signal • Southern California viewers are being provided the exact time signal by the Squirt Bottling Company of Los Angeles as a result of a newly perfected watch movement that fits into a late model Baloptican machine. A minimum of 25 such time signals, each five seconds in length, are weekly being delivered during prime time on KTTV (TV) by Squirt. Viewers can see the exact second (up to a fifth of a second) on the engravings on the face that has been engraved on a steel Baloptican plate. Arrangements for the Squirt sponsored time signals on ch. 11 were set by Hugh McKellar (r), advertising director of the Squirt Company, through Honig, Cooper, Harrington & Miner. With Mr. McKellar around the Baloptican: Al Bowen (l), KTTV production manager, and Jerry Simmonds (c), station account executive.

Convention grind

Advertising Federation of America conventioneers will be able to clear their heads for the organization's Minneapolis gathering (June 7-10) on a four-day luxury fishing excursion at the Minnesota-Canada border. The pre-convention stag party (June 3-6) will take place aboard flying lodges complete with cook, tackle, small boats, etc. Total cost, including flight from Minneapolis to fishing site: $110 per man. (For the more conservative family man, post-convention vacations in the area have been worked out by the AFA host committee.)
ANA CONCENTRATES ON TELEVISION

Advertising contributions to management highlights panels

Television got the lion's share of attention at last week's Assn. of National Advertisers' golden anniversary spring meeting in Chicago—and most of it was highly favorable.

Some 600 delegates took an introspective look at advertising's image in the national economy, in management and among its critics and also its success stories, some of them through utilization of the television medium.

Supplementing the case histories was a stout defense of the medium itself from Douglas L. Smith, advertising and merchandising manager of S. C. Johnson & Son. He scored tv's detractors among newspaper columnists and media salesmen (story page 44) while supplying a case history of how tv helped move Johnson wax products in Lexington, Ky.

Among other topics explored during the three-day (May 20-22) spring convention at the Edgewater Beach Hotel were new advertising and merchandising techniques; effective advertising management practices, including a reappraisal of the ad manager's responsibilities and agency-client relations; small agency and advertiser successes; advertising's influence in the national economy; marketing aspects, and advertising's critics.

Appearing at the same Wednesday session with Mr. Smith were Philip Kelly, vice president of Lynn Baker Inc., who recited case histories involving small clients and agencies (see page 42) and Edward Fredericks, vice president of marketing-sales, Rubbermaid Inc. Their talks followed a panel session on substituting advertising for "declining salesmanship."

Ford Measurement • Robert J. Eggert, marketing research manager of Ford Motor Co., noted his management is "constantly insisting on our measuring the effectiveness of advertising in terms of the additional sales produced." Among the usual questions:

(1) What messages are most effective in selling a car? (2) What medium or combination of media does the best sales job at the lowest cost? (3) Should we spend more or less total dollars? In a normal year Ford spends in excess of $100 million for its advertising and promotional programs. Should it be $120 million—or should it be $80 million?"

Mr. Eggert cited seven important problem areas in which answers are needed about any medium—the ability to reach households in the market for a new car the next six months; whether the key individual is exposed to the commercial or advertising; ability of the medium and message to make an "initial conscious impression;" impact of the message; ability to change the potential buyer's mind; to buy a specific make; ability to get action, and lastly: "How many additional sales are actually made as a result of the medium and the message performing each of the previous six tasks?" Management wants "comprehensive and accurate answers" to these problems, he pointed out.

Mr. Eggert predicted that in the 1960's there will be "some substantial breakthroughs in our ability to apply an effective yardstick to the complicated problem of appraising advertising results."

Taking part in a Wednesday afternoon closed management meeting were Donald S. Frost, vice president in charge of advertising of Bristol-Myers Co. and chairman of ANA's advertising management committee; George Frost, vice president and marketing manager, Cannon Mills; Ted Jeffery, vice president and advertising director, Bulova Watch Co.; Robert G. Stolz, advertising and sales promotion director, Brown Shoe Co., and Robert M. Gray, manager of advertising-sales promotion department, Esso Standard Oil Co. They discussed ad manager responsibilities, management of advertising for maximum return, contributions to profits; better client-agency communications, and other topics.

Re: Contribution • Mr. Jeffrey told the delegates that more "creative efficiency" is the key to a maximum media contribution to corporate profits. "If there is any laxity in top management's attitude toward the advertising function or of the importance of its role in marketing, the firm may well be ours and ours alone," he said.

"There is no place for mediocrity in advertising today."

Advertising in the American economy was explored Thursday morning by Henry Schachte, executive vice president of Lever Bros. Co. and ANA board chairman. He suggested advertising is impaled on a four-horn dilemma: (1) its practitioners may "default the new and vital opportunity" to properly conduct their business to satisfy management; (2) it may not "correct its degenerating stature with the public, thus diminishing its own power, and opening the floodgates of regulation and control"; (3) government may provide that regulation and its counterpart, taxation, and (4) a combination of such developments "may further sap the limp remains of the adman's personal reputation."

What are the components of poor public relations, a "poor public image of advertising," Mr. Schachte asked. He described them as failure to understand advertising's economic contributions, the "innate dislike of being sold," the "distrust or dislike" by some public segments for certain type products, the "huckster" or gray flannel image, and advertising abuses.

The same tools used to sell public service projects when utilized to stimulate production and expand the economy, the label "hucksters," Mr. Schachte observed. "And when we are to offer these same tools to help a would-be political candidate get elected, Madison Avenue, we read, is trying to sell politicians like bars of soap," he chided. "Anybody who has ever tried to sell a really bum bar of soap knows that no advertising is that powerful."

Management Orientation • ANA will continue to emphasize management orientation to the advertising job, Mr. Schachte reported. To that end, Donald Frost, in his capacity as head of the ANA advertising management group, reported on the association's new "Project X" campaign, designed to bridge the gap between management and advertising. He explained ANA wants to find a way to help manage-

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thur., May 14</td>
<td>Playhouse 90 (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>21.6</td>
</tr>
<tr>
<td>Fri., May 15</td>
<td>77 Sunset Strip (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>20.7</td>
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<tr>
<td>Sat., May 16</td>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
<td>29.1</td>
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<td>Sun., May 17</td>
<td>Dinah Shore (9:30 p.m.)</td>
<td>NBC-TV</td>
<td>22.3</td>
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<tr>
<td>Mon., May 18</td>
<td>Ann Sothern (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>22.1</td>
</tr>
<tr>
<td>Tue., May 19</td>
<td>Red Skelton (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>22.5</td>
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<tr>
<td>Wed., May 20</td>
<td>Wagon Train (7:30 p.m.)</td>
<td>NBC-TV</td>
<td>23.1</td>
</tr>
</tbody>
</table>

ARBITRON'S DAILY CHOICES

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

Copyright 1959 American Research Bureau

38 (BROADCAST ADVERTISING)
Who could sell him anything now...except RADIO

The “Companion Medium” is Greater than ever... but there’s a Growing Difference between Stations!

Radio reaches customers where no other medium can make contact. It talks to people persuasively and repeatedly... reaching huge masses most economically. These are the basic benefits of all radio. But there are important differences between stations. Particularly, there is a growing difference between ordinary and great radio stations. The great station stands out clearly in most major markets. It is distinguished by substantial investment in top facilities and personnel... by expert programming to cover the full range of listener interest... by features thoughtfully produced, professionally presented. Its responsible management permits no carnival gimmicks, shoddy giveaways or questionable advertising. Great stations amass huge audiences, earning the confidence of the community for themselves and for their advertisers. The stations listed here are the great stations in 18 important markets. Their coverage is so efficient that you need add only 30 selected stations out of the more than 3,000 now broadcasting, to achieve effective nationwide reach. This total of 48 constitutes “The Nation’s Voice.” The strategy of concentrating on these leadership stations is the way to realize the full power of “the companion medium...” the way to put all of radio’s vitality to work on your sales problems. For complete information, including data developed by Alfred Politz Research, call any Christal office.

HENRY I. CHRISTAL CO., INC.
NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA
what are the odds?
Now...the fascinating real experiences of people who have beaten The Law of Averages becomes one of the most intriguing human-interest shows ever presented on TV... for 1st Run Syndication!

39 FILMS AVAILABLE

What are the odds

- OF YOUR BEING CAUGHT IN A CASE OF MISTAKEN IDENTITY?
- OF YOUR CHILD EARNING A MILLION DOLLARS BEFORE THE AGE OF TEN?
- OF A WOMAN RUNNING FOR PRESIDENT?
- OF WINNING A MISS AMERICA TITLE?
- OF SURVIVING AN AIRPLANE CRASH?
- OF AN EX-CONVICT BECOMING PRESIDENT OF A WORLD-WIDE COMPANY?
- OF AN IMMIGRANT REACHING THE RANK OF AMERICAN ADMIRAL?
- OF YOUR CHILD BEING BORN A GENIUS?
- OF YOUR BEING INVOLVED IN A DISASTER FIRE?
- OF A COUNTRY'S LEADER BEING ASSASSINATED?

These are just a few of the provocative questions asked and answered on "WHAT ARE THE ODDS?"... featuring such famed odds-beating guests as:

JACKIE COOGAN
JAYNE MANSFIELD
EVELYN RUDY
ALDOUS HUXLEY
SIDNEY SKOLSKY
CAESAR ROMERO
PAPPY BOYTINGTON
GOVERNOR PAT BROWN
ADMIRAL WILLIAM MAXWELL
JERRY WALDO
LAURITZ MELCHIOR

OFFICIAL FILMS, INC. PLAZA 7-0100
NEW YORK OFFICE: 25 WEST 45th STREET, NEW YORK 36, N.Y.
Big—good, not synonymous

If you're creative and can supply good advertising thinking, you don't have to be big to be good, whether you're an advertiser or an agency.

Delegates at the Assn. of National Advertisers' 50th annual spring convention in Chicago were forcefully reminded of this fact in case histories recounted by Philip J. Kelly, vice president of Lynn Baker Inc., relatively small New York agency.

He said: "The big agencies or big advertisers have no monopoly on what are obviously the two most important things in advertising"—high creativity and sound advertising approach.

Among the examples: (1) Maypo cereal at Bryan Houston, N.Y., which proved a daytime TV success story. New England sales rose from 257 to 409 packages per 1000 families—a gain of 59%, in one year. In the second year, with increased TV expenditures, sales jumped another 25%. Sales doubled in two years. TV outlay: $500,000 for 1958; $1 million for 1959.

(2) Wilkins coffee, handled by Belmont von Standig, Washington, D.C. Eight-second TV commercials featuring two muffets are credited with helping raise sales by 40% during the relatively brief campaign, and they achieved the status of being among the American Research Bureau's "best liked" spots.

(3) Cocoa Marsh. Agency: Hicks & Greist, N.Y. Starting in business in 1939 with capital of $7,200, Cocoa Marsh achieved national distribution in 1946. Now it's considered the leader in its field. After a cutback to two markets by 1948, Taylor-Reed Corp., aligned with H & G and started a market-by-market expansion. Today it claims 80% national distribution and is listed among the top 100 TV spot advertisers nationally with an estimated total advertising budget of $1.6 million. "The secret of their success lies in the fact that they discovered early in the game that the best way to sell their product was on local TV with smart kid promotions" which have been spectacularly successful, Mr. Kelly said.

(4) Sandura Co., also Hicks & Greist. Sales rose from nearly $3 million to $19.6 million in five years for the floor-covering firm. It started using TV in 1953 with Steve Allen.

Mr. Kelly scored the "self-appointed oracles who have been saying that if an agency doesn't have $30 million worth of business, it ought to lie down and die," and others who claim that "if you don't invest at least $2 million as an advertiser, you are not worthy of the name." Without understating big agency ability and services, (such as basic product research) he asserted, "a small company can often out-think and out-maneuver a big competitor" on advertising and selling.

BROADCASTING, May 25, 1959
How are Food Sales going, Tom?

WDAY-TV is certainly 'pushing food' like mad, these days! Thanks to our new 1206' tower we are reaching 96% more people—covering 60% more area and upping our area retail sales volume by 100%

Retail sales in our area total $670,475,000—of which $117,384,000 is in food alone!

What's more, Standard Rate & Data Service now points out that the Fargo area is the No. 1 Retail-Sales-Per-Household Area in the entire U.S.A. The national average is $3,944... as compared to Fargo's whopping $5,970!

All in all—if you aren't advertising your food products on WDAY-TV, you're missing one of the surest bets in the nation. Why don’t you ask P.G.W. for availabilities?

Yours,

Tom Barnes

WDAY-TV
FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC
PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives
tisers in major consumer media are not only big," he suggested, "they're growing bigger and more important all the time. And national media expenditures still represents half of the $6 billion in undistributed profits which manufacturing firms retained to invest in growth."

Mr. Burton suggested one of the great challenges to advertising is to "restore the flow of communication which has been temporarily dammed—both within and between our organizations—and to set us free of false conflict through better understanding reached through better communication." The duel in advertising between marketing and scientific and creative forces, he asserted, is a "shambattle," fought in the advertising trade press these days. Agencies noted for creative work, he said, also stand out for their research.

"Aren't they the ones where you would most likely receive a complete modern marketing plan?" he asked. The real problem, he stressed again, is "not in a basic conflict but in a lack of communication."

TV SELLS WAX

S. C. Johnson story cites market impact

Television, a seemingly irresistible target for critics and competitors, last week was called an "economic phenomenon" and a "great gift" to viewers by someone who knows what he's talking about.

Douglas L. Smith, advertising and merchandising director of S.C. Johnson & Son, Racine, Wis., which bought more than $7 million worth of tv time in 1959, made these positive remarks last Wednesday (May 20) at the spring meeting of the Assn. of National Advertisers held in the Edgewater Beach Hotel, Chicago.

The title of Mr. Smith's talk was, "Does tv Advertising Really Sell Goods?" His resounding answer: "Yes, emphatically yes. tv advertising really sells goods and it does it immediately, now."

He described in detail how increased tv advertising in Lexington, Ky., resulted in store sales 200% higher in April 1959 than April 1958. "When projected to the whole Lexington market," Mr. Smith added, "figures indicate that the net sales increase for April alone will pay for the Lexington advertising for the first year."

Making the Most of tv • "This kind of success is fine," he acknowledged, "but we know as you do that it can't be called a direct result of our network tv advertising in the market. It was, however, a result of capitalizing on that advertising."

The Johnson advertising expert also recounted the near fall and decline of his company's Pride in one city. Introduced in 1951, this furniture polish was doing well everywhere nationally but in St. Louis where it was "dormant, dust-collecting, dilatory and nearly dead."

And then Johnson closed a deal to buy the Robert Montgomery Presents program on NBC-TV. Pride's first advertising on this show hit St. Louis on Jan. 7, 1952. By the week's end many stores had sold out their entire inventory and were ordering more.

Concluded Mr. Smith: "Thus it is when television hits a market. And in that year of 1952 there weren't nearly the number of tv homes that there are today."

He went on to make some general observations about tv and its economic contribution.

"I honestly believe," stated Mr. Smith, "that much of our prosperity during these wonderful 50's must be truly attributed to the force of television in moving merchandise and thereby keeping our great productive processes flourishing."

The Value Scale • He asked that due credit be given the medium and pleaded for "a better perspective on the part of tv's critics and a recognition of what this ... economic phenomenon represents to marketing."

"My faith is such," added Mr. Smith, "that I believe that when color tv is as commonplace as black-and-white is today, it shall provide a further and vital impetus to business and the selling of our products to consumers."

Tv's cultural values were also put into perspective by the speaker. The range of tv is infinite, declared Mr. Smith. "You will find more fine things," he said, "covering the arts, sciences, religion, humanities and thoughtful news-information presentations than any of us in this room, or most anywhere else, will ever see in the same breath."

Bard's Rating • For example, pointed out the Johnson ad director, "more people have seen and heard and learned about Shakespeare on tv than have done so in our colleges and universities since his first play was produced more than 300 years ago."

Mr. Smith also mentioned a special report by Secretary of State Christian Herter that pre-empted one of Johnson's own shows. "We had," he said, "the great gift (I say 'gift' because tv is still free to the viewer, you know), the great gift and privilege of having Christian Herter come into our homes and feelingly, knowledgeably explain his mission to Geneva. This was in prime time, by the way."

He felt bound to speak out, explained Mr. Smith, because of "constant criticisms of tv's detractors, painting a picture that is all black, when there is much that is good and substantial and uplifting."

He reproached tv columnists who "pan" shows rather than try to understand them. "On the matter of critical tastefulness," he added, "we, the advertiser, must assume some leadership and influence. . . . We should feel an ultimate obligation that the shows we sponsor be as tastefully done as possible."

Communications War • Of more serious concern, warned Mr. Smith, is the criticism that "comes from the other media, that use their space and print to attack television. The Fortune magazine article of last November is a case in point. . . ."

"This kind of criticism," the speaker insisted, "being without objective and of questionable use of data and fact, obfuscates and beclouds the real issues and ultimately tends to confuse some of the advertisers and business management."

He added pointedly, "And by the way, I have yet to see a tv network or a station use its air time to attack another medium."

He ended with a plea to all media for fairness and objectivity. "Tell us the facts," he urged, "and what the advantages are about your own wares. Show us where the sales vitality for our companies lies in using your properties. We and our agencies can make the comparison and the analyses."

He fired one final gibe at the "tv rakers": "If television is wrong for any of us, we will be the first to know it because we will feel it in our cash registers."

Star adjacency

Hal Thompson, producer of "Family Portrait," an off-Broadway play, bought a one-time-only, station ID on WCBS-TV New York on May 8 for $337.50. The spot followed The Guiding Light program and made the point that four regular cast members of the tv serial could be seen in "Family Portrait." The result: Mr. Thompson reported last week that ticket purchases have perked up considerably, so that the play, on the verge of closing, is now able to continue. Mr. Thompson is naturally tv-minded: during the working day, he is a tv program supervisor for Fuller & Smith & Ross, New York.

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Leslie C. Johnson, vice-president and general manager of WHBF Radio and TV, looks over...

Letters of GOOD WILL—34 years in building—constitute a productive PLUS for WHBF advertisers!

They are a gold mine of our most treasured possessions—voluntary tributes from laymen, and from leaders in industry, education, religion and civic activities—attesting outstanding WHBF community service for more than a third of a century!

They are, indeed, a continuing area-wide, factual evaluation of WHBF community prestige. They portray a picture painted by the HOME FOLKS of a radio-television service—strong, deep rooted, and PRODUCTIVE.

Another indication of listener confidence is evidenced by the substantial leadership of WHBF in the latest Nielsen NCS No. 2. WHBF still leads all of the 68 downstate Illinois radio stations.

With the many advertisers, local and national, who have helped build WHBF over the years, their association brings PRIDE, never apology! That is a definite PLUS in productivity of any sales relationship.

*   *   *

YOU can be sure that WHBF radio and television quality productivity is available on a fair, honest and efficient basis to all advertisers who desire for their sales messages a friendly receptive audience in a climate of true family hospitality.

STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Western Illinois—Eastern Iowa • RADIO & TELEVISION

Represented by Avery-Knodel
and greater than you think, too! On Chicago's WBBM-TV, prime time is practically an all-night affair... particularly in the summertime when late-hour viewing zooms with the mercury.

Last summer, Chicago's post-midnight audiences were 16% greater than during the winter months. An impressive increase... especially for WBBM-TV which currently attracts two-thirds of all Chicago's post-midnight television viewing.

Clearly, wide-awake programming is the answer. WBBM-TV brings Chicago viewers the very finest features from such studios as M-G-M, Paramount, Columbia, Warner Brothers and 20th Century-Fox.

Don't you be caught napping this summer. Those so-called wee small hours mean large audiences on Chicago's top station...

WBBM-TV Channel 2, Chicago
CBS Owned • Represented by CBS Television Spot Sales
Nielsen lists top 20 buying network radio

A new kind of radio "Top Ten"—the first issued by A.C. Nielsen Co. since 1957—was made public last week.

It's "Network Radio's Leading Advertisers," which ranks the top 20 network radio clients according to "total home broadcast" and "total commercial minutes" delivered by all radio networks used by the sponsor (CLOSED CIRCUIT, March 30). Unlike the old "Top Tens" in radio, the new listing makes no attempt to show the popularity of specific programs but shows rather what each leading network radio advertiser is getting in "homes" and "minutes" from his total radio network purchases.

Computations of "broadcasts delivered" do not consider duration of broadcast, although longer broadcasts will deliver more impressions because of audience turnover, the announcement said. In figuring "total commercial minutes delivered," the researchers count six 10-second spots as the equivalent of one commercial minute, with one quarter-hour segment credited as carrying three commercial minutes.

Following is the first of the new reports (officials said if this type of information is "well received," they will consider releasing yearly and quarterly compilations of the 100 leading network radio advertisers, ranked on the same basis):

### NATIONAL NIELSEN RADIO INDEX
Network Radio's Leading Advertisers Four Weeks Ending April 4, 1959

#### HOME BROADCASTS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>No. of B'dcsts</th>
<th>Total Home-B'dcsts Delivered (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reynolds Tob.</td>
<td>320</td>
<td>175,407</td>
</tr>
<tr>
<td>2</td>
<td>Lewis Howe</td>
<td>208</td>
<td>127,842</td>
</tr>
<tr>
<td>3</td>
<td>Lever Bros.</td>
<td>166</td>
<td>120,417</td>
</tr>
<tr>
<td>4</td>
<td>Bristol-Mid.</td>
<td>135</td>
<td>114,926</td>
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<tr>
<td>5</td>
<td>Grove Div.-Bristol-Mid.</td>
<td>162</td>
<td>104,446</td>
</tr>
<tr>
<td>6</td>
<td>Brown &amp; Williamson Tob.</td>
<td>170</td>
<td>100,993</td>
</tr>
<tr>
<td>7</td>
<td>Ex-Lax</td>
<td>188</td>
<td>93,870</td>
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<tr>
<td>8</td>
<td>Visk Chemical</td>
<td>122</td>
<td>74,429</td>
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<td>9</td>
<td>Bon Ami</td>
<td>169</td>
<td>67,851</td>
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<td>10</td>
<td>Stewart-Warner</td>
<td>84</td>
<td>66,364</td>
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<td>11</td>
<td>Mogen David Wine</td>
<td>98</td>
<td>61,523</td>
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<tr>
<td>12</td>
<td>Hudson Vitamin</td>
<td>91</td>
<td>61,119</td>
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<tr>
<td>13</td>
<td>Pepsi-Cola</td>
<td>126</td>
<td>50,555</td>
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<tr>
<td>14</td>
<td>Mids</td>
<td>105</td>
<td>57,270</td>
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<tr>
<td>15</td>
<td>Automotive-Am. Motors</td>
<td>120</td>
<td>51,782</td>
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<tr>
<td>16</td>
<td>Campbell Soup</td>
<td>56</td>
<td>50,440</td>
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<tr>
<td>17</td>
<td>Colgate-Palmolive</td>
<td>60</td>
<td>39,064</td>
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<tr>
<td>18</td>
<td>Fram Corp.</td>
<td>83</td>
<td>38,473</td>
</tr>
<tr>
<td>19</td>
<td>Sterling Drug</td>
<td>72</td>
<td>38,129</td>
</tr>
<tr>
<td>20</td>
<td>General Mills</td>
<td>88</td>
<td>32,593</td>
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#### COMMERCIAL MINUTES

<table>
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<tr>
<th>Rank</th>
<th>Commercials</th>
<th>Total Commercials</th>
<th>Mins.</th>
<th>Min. Del'd (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reynolds Tob.</td>
<td>211</td>
<td>97,841</td>
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<tr>
<td>2</td>
<td>Bristol-Mid.</td>
<td>110</td>
<td>90,767</td>
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<tr>
<td>3</td>
<td>Lewis Howe</td>
<td>155</td>
<td>89,163</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Brown &amp; Williams</td>
<td>128</td>
<td>71,581</td>
<td></td>
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<tr>
<td>5</td>
<td>Grove Div.-Bristol-Mid.</td>
<td>116</td>
<td>69,731</td>
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<tr>
<td>6</td>
<td>Hudson Vitamin</td>
<td>205</td>
<td>59,580</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Ex-Lax</td>
<td>115</td>
<td>59,327</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Lever Bros.</td>
<td>74</td>
<td>51,318</td>
<td></td>
</tr>
</tbody>
</table>

Skeptical reception for KTTV (TV) ad show

An idea of a time period solid with commercials has been run up the flagpole but New York's ad fraternity has been slow to salute.

Skepticism initially greeted John R. Vrba, vice president of sales for KTTV (TV) Los Angeles, who let it be known privately in New York that the station was asking agencies to submit commercials which were deemed unusual entertainment.

He was in New York on a business trip and while there dropped a few suggestions at several agency offices. Agency people came back with: "Are you kidding?" But Mr. Vrba is undaunted. The programming will start in June on a basis of a half hour each week for 13 weeks in Class A time (between 6:30:10:30 p.m.). If the show attracts sufficient audience, the station will sell participations to advertisers in the second 13-week cycle.

Richard Moore, president of KTTV, suggested the plan at the Assn. of National Advertisers, western convention in Santa Barbara, Calif., a few weeks back (BROADCASTING, April 20). He said such a program would prove that the public does not object to tv advertising.

Mr. Vrba noted that he was in New York for other business and did not try to "hard sell" the idea. In any event, the station has some commitments from agencies and advertisers including the Carnation Co. and Guild, Bascom & Bonfigli.

New Buick tv vehicle supplants stagecoach

In spite of a tv western's big audience pull, does the story setting and format provide the most effective vehicle for commercials selling the modern automobile? To the Buick Div. of General Motors Corp., Detroit, which sponsored the half-hour weekly Tales of Wells Fargo on NBC-TV on an alternate basis this season, the question has been important.

Buick took a hard look and apparently has found the image it sought to create in its commercials for the 1959 model ("smart car of the future") was out of focus with a series itself
WTVT ... still ahead

in
TAMPA-ST. PETERSBURG
“market on the move”

Check the Top 50 Shows! Latest ARB

<table>
<thead>
<tr>
<th>Station</th>
<th>TOP 10</th>
<th>TOP 50</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTVT B</td>
<td>8</td>
<td>38</td>
</tr>
<tr>
<td>Station B</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Station C</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

Check these 10 top-rated shows! (ARB based on 4-week average)

<table>
<thead>
<tr>
<th>SHOW</th>
<th>STAS.</th>
<th>RATING</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wagon Train</td>
<td>B</td>
<td>48.8</td>
<td>1</td>
</tr>
<tr>
<td>I Love Lucy</td>
<td>WTVT</td>
<td>46.2</td>
<td>2</td>
</tr>
<tr>
<td>Gunsmoke</td>
<td>WTVT</td>
<td>41.6</td>
<td>3</td>
</tr>
<tr>
<td>I've Got a Secret</td>
<td>WTVT</td>
<td>41.6</td>
<td>4</td>
</tr>
<tr>
<td>Perry Mason</td>
<td>WTVT</td>
<td>40.6</td>
<td>5</td>
</tr>
<tr>
<td>State Trooper*</td>
<td>WTVT</td>
<td>36.2</td>
<td>6</td>
</tr>
<tr>
<td>Ernie Ford</td>
<td>B</td>
<td>36.0</td>
<td>7</td>
</tr>
<tr>
<td>Sheriff of Cochise*</td>
<td>WTVT</td>
<td>35.9</td>
<td>8</td>
</tr>
<tr>
<td>Highway Patrol*</td>
<td>WTVT</td>
<td>35.7</td>
<td>9</td>
</tr>
<tr>
<td>Rescue 8*</td>
<td>WTVT</td>
<td>35.2</td>
<td>10</td>
</tr>
</tbody>
</table>

*Note—4 WTVT syndicated shows in top 10

P. S. Nielsen for March, 1959, also confirms WTVT’s dominance.

station on the move...

WTVT
TAMPA-ST. PETERSBURG
CHANNEL 13

The WKY Television System, Inc.

WKY-TV WKY-RADIO WSFA-TV
Oklahoma City Oklahoma City Montgomery
Represented by the Katz Agency
To
The PGW Colonel
of 1959

Among all the PGW Colonels, you have made the year's most notable growth—not only in your contribution to our company, but to the stations, agencies and advertisers we serve.

We hereby acknowledge our pride in your outstanding sales accomplishments, in your important and effective teamwork, and in your efforts to create new business for the stations we represent.

We salute you
The PGW Colonel of 1959

[Signatures]

[Names]
THE PGW COLONEL SAYS:

"Good selling is a fine art with us."

Some people believe salesmen are born. We know differently. It takes hard work, selfless interest and real devotion to turn out a pro.

The "Colonel of the Year" is our most coveted award at PGW because we believe that the salesman who contributes the most to the growth and development of himself, his company and the stations we represent should be recognized and rewarded handsomely. Don’t you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO
Newspapers on tv

Increased use of television advertising on the local level by newspapers is indicated by a Broadcast Advertisers Reports survey conducted for Television Bureau of Advertising. The 11-major-market survey showed 35 newspapers purchased a total of 705 spots during a sample week in the fourth quarter of 1958. In the same sample week of 1957, 32 newspapers bought 626 spots, and in 1956, 24 newspapers used 412.

Evidence would favor a spot campaign over a syndicated film program." Mr. Dunier remarked that as an agencyman, who "wears the two hats of programming and media," he often must decide which form of tv to use—spots or a syndicated program. He added that his media specialists, using the material furnished by tv spot interests, assemble a formidable defense for spot tv.

His programming associates, he said, often recommend a program buy but he pointed out that they cannot muster enough research material to counter "the abundant audience data" accumulated in behalf of spot tv.

Mr. Dunier urged the leading tv film syndicators to band together and form a promotional and research organization for their mutual benefit. He declared: "As your industry's research arm, your organization would conduct the kind of comprehensive studies that would provide agencies with sufficient ammunition—qualitative, measurable research data—to justify a recommendation for a film program buy when the conditions warrant it."

Closed-circuit tv in supermarket test

Closed-circuit television at point-of-purchase is to undergo a supermarket test. Proprietor of the new advertising medium is Store-Video Inc., New York, which has engaged RCA for electronic equipment and Grand Union Supermarkets for a Manhattan testing ground.

Beginning July 15, shoppers at the selected market will encounter a proliferation of some 50 21-inch monitors suspended just above eye level throughout the store. On the screens they will see a series of 60 moving cards (teley) each with an advertising message.

There Is No Audio • The tel-ops are on a motorized wheelbox which places each one before the tv camera for seven seconds, all screens receiving the image simultaneously. Lee Wagner, president of Store-Video, looks upon the device as a substitute for "rapidly disappearing" conventional point-of-sale material such as posters and banners. He says it is designed to give shoppers "total recall" of all other advertising used for a product.

Advertisers in the test run will not be charged. Eventual rates are to be per thousand cash register transactions in food stores covered. Though not yet determined, cost-per-thousand is not anticipated to exceed one dollar and may be as low as fifty cents, depending on test results. Store-Video, which will sell tel-op availabilities to advertisers, employs RCA to install and service the leased equipment, and rents space from the supermarkets.

Mr. Wagner is not new to the television medium, having founded Tv Guide in 1947 (subsequently sold) and extensively advertised Flav-R on tv when that product was introduced. Store-Video's vice president is motivational research pioneer William A. Yoell, who came to Mr. Wagner with the basic idea.

Carling buys 'Bilko' for spot tv drive

A $4.25 million investment by the Carling Brewing Co., Cleveland, means that 63 markets will continue to view The Phil Silvers Show after its CBS-TV demise Sept. 11. CBS Films Inc. sold "Bilko" to the brewer of Black Label, Stag and Heidelberg beers and Red Cap ale just two weeks after syndication was announced (Broadcasting, May 11).

The three-year deal, through Benton & Bowles, New York, calls for weekly showings in approximately one-third of the areas, and alternate weeks in the remainder. Re-runs get underway the first week in October.

The markets:
Altoona, Pa.; Atlanta, Ga.; Baltimore; Bay City-Saginaw, Mich.; Bel-lingham, Wash.; Birmingham, Ala.; Boise, Idaho; Boston; Buffalo; Burlington, Vt.; Cadillac- Traverse City, Mich.; Cincinnati; Cleveland; Columbus and Dayton, both Ohio; Detroit; East Lan- sing, Mich.; Erie, Pa.; Eugene, Ore.; Evansville, Ind.; Flint, Mich.; Ft. Lau- derdale, Fla.; Ft. Wayne, Ind.; Grand Rapids, Mich.; Greensboro, N. C.; Greenville, S. C.; Harrisburg, Pa.; Hartford, Conn.; Houston-Galveston; Huntington-Charleston, W. Va.; Idaho Falls, Idaho; Indianapolis, Ind.; Jack- sonville, Fla.; Klamath Falls, Ore.; Knoxville, Tenn.; Lancaster, Pa.; Lima, Ohio; Medford, Ore.; Memphis; Montgom- ery, Ala.; Nashville, Tenn.; Norfolk, Va.; Oklahoma City; Orlando-

52 (Broadcast Advertising)
**Share of Audience**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Nighttime Daily</th>
<th>Weekday Morning</th>
<th>Weekday Afternoon</th>
<th>Saturday Daytime</th>
<th>Sunday Daytime</th>
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<tr>
<td>KCMC-TV</td>
<td>73.1%</td>
<td>72.7%</td>
<td>66.7%</td>
<td>73.8%</td>
<td>74.8%</td>
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<td>12.1%</td>
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**Typical Show Ratings**

**KCMC-TV Nighttime**

- Gunsmoke: 67.3
- Millionaire: 55.9
- Red Skelton: 58.0
- I've Got A Secret: 53.7
- Rifleman: 55.7
- Have Gun Will Travel: 66.5
- To Tell The Truth: 52.1
- Rawhide: 56.6
- Wanted Dead Or Alive: 54.1

**Ratings of Other Stations**

- Bob Hope: 8.2
- Dinah Shore: 6.7
- 77 Sunset Strip: 2.5
- This Is Your Life: 6.1
- Cimarron City: 2.0
- Zorro: 4.1
- Real McCoy: 1.6
- Steve Allen: 6.8
- Restless Gun: 7.3
- Cheyenne: 7.7

**Average Nighttime Half-Hour Rating**

(Sunday thru Saturday: 6:30 to 10 PM)

- 42.6

**Broadcasting, May 25, 1959**
Daytona Beach, Fl.; Parkersburg, W. Va.; Peoria, Ill.; Pittsburgh; Portland, Ore.; St. Louis; Seattle; South Bend, Ind.; Spokane, Wash.; Steubenville, Ohio; Syracuse, N. Y.; Tampa-St. Petersburg, Fla.; Toledo, Ohio; Tulsa-Muskogee, Okla.; Washington, D. C.; Watertown-Carthage, N. Y.; Yakima, Wash., and Youngstown, Ohio.

**Bill aids co-op ads**

Rep. Samuel Devine (R-Ohio) introduced a bill (HR 7013) in the House which would reverse the Internal Revenue ruling that co-op advertising funds are subject to manufacturers’ excise tax, which became effective Feb. 1. Rep. LeRoy Anderson (D-Mont.) introduced an earlier measure (HR 5594) to repeal the tax (*Broadcasting*, March 30).

**Maine ad tax fails**

The Maine Legislature overwhelmingly defeated last week, in both House and Senate, a proposed sales tax on advertising. A legislative taxation committee earlier had recommended against passage.

- **Business briefly**

  **Time sales**
  
  - Bell & Howell (camera supplies), Chicago, announced Monday (May 18) it has agreed to co-sponsor six additional one-hour documentary programs on CBS-TV during 1959-60 season. The programs, similar to B & H’s *Why Berlin?* documentary of May 1, which drew highly favorable public response, will “pre-empt prime, week-night television time slots,” according to Peter G. Peterson, executive vice president of firm. He expressed conviction that “significant demand for this type of programming” has been proved and will continue.
  
  - Liggett & Myers Tobacco Co. has carved out a 30-hour slice of ABC-TV programming for next season on behalf of L&M, Chesterfield and Oasis cigarettes. Involved is co-sponsorship of three one-hour and two half-hour programs, said to be among the largest of tv purchases. The lineup: *The Alaskans* (Sun., 9:30-10:30 p.m.) beginning Oct. 4 for Chesterfield; *Adventures in Paradise* (Mon., 9:30-10:30 p.m.) starting Oct. 5 for Oasis; *The Untouchables* (Thurs., 9:30-10:30 p.m.) for L&M and co-sponsor Procter & Gamble, and *Black Saddle* (Fri., 10:30-11 p.m.) which resumes Oct. 2 with Oasis co-sponsorship.

  - First quarter reports show NBC-TV’s *Today* and *Jack Parr* gross billings up 128% and 93% respectively over the same period last year, with the combined increase computed at 105%. Latest new business and revenues for the two shows totals $1,012,000 with major new purchases made by American Petroleum Institute, N. Y., through Sullivan, Stauffer, Colwell & Batty there; The Palm Beach Co., (men’s clothing) Cincinnati, through Grey Adv., N. Y., and the Poll-Miller Products Corp. (for Sergeant dog remedies), Richmond, Va., through N. W. Ayer & Son, Phila.

  - Shulton Inc. (for Old Spice toiletries), N. Y., for the week of June 14 has purchased what is said to be a record volume of CBS Radio segments. The pre-Father’s Day buy: 68 units of daytime and evening programs, mostly five minutes in length. Shulton’s agency is Wesley Assoc., N. Y.

  - Singer Andy Williams takes over the Garry Moore slot on CBS-TV (Tues. 10-11 p.m.) for the summer, beginning July 7. Sponsorship: Revlon Inc., N. Y., through C. J. LaRoche there; Pittsburgh Plate Glass Co., Pittsburgh, through BBDO there; and Kellogg Co., Battle Creek, Mich., through Leo Burnett, Chicago. Production staff is drawn primarily from now-defunct *Your Hit Parade*.


  - Speidel Corp., Providence, R. I., through Norman, Craig & Kummel, N. Y., and Lever Bros., N. Y., through Ogilvy, Benson, & Mather, N. Y., have renewed *The Price Is Right* on NBC-TV (Wed., 8:30-9 p.m.), starting Sept. 23.

  - NBC-TV’s *Fibber McGee and Molly* (Tues. 8:30-9 p.m.), which has its television debut next fall, will be sponsored by Standard Brands Inc. and Singer Sewing Machine Co., both N. Y. Bob Sweeney and Cathy Lewis play the title roles with Hal Peary carrying over his portrayal from the original radio version to tv. The show’s starting date is Sept. 15. Agencies: J. Walter Thompson for Standard Brands; Young & Rubicam for Singer.

  - Paper-Mate Co. (subsidiary of Gillette Co.) plans major broadcast push this spring and summer to advertise new Holiday pen with jumbo refill. Total of 33 tv and radio network programs scheduled plus heavy spot support. Foote, Cone & Belding, Chicago, is agency.

  **Agency appointments**

  - Eversharp Pen Co., Arlington Heights, Ill., appoints Compton Adv., Chicago, as its new agency, replacing Benton & Bowles, N. Y. Eversharp invests about $500,000 in advertising.

  - Anderson & Cairns, N. Y., agency for food products of Seeman Brothers Inc., N. Y., has been assigned to handle the Premier brand of Francis H. Leggett & Co., New York food producer recently acquired by Seeman.

  - Sussex Foods Inc., N. Y., appoints Hicks & Greist there for its Popeye peanut butter. Total budget for the new product is devoted to spot tv in test markets.

  - The Borden Foods Co., N. Y., will move its instant whipped potato account from Lennen & Newell to Young & Rubicam, effective Sept. 1. Product has been in test markets for some two years, with the agency now being allowed the budget going to spot tv. Lennen & Newell was named to service the estimated $1 million Regal Pale Brewing Co. account in San Francisco.

  - The Dept. of the Army reappoints Dancer-Fitzgerald-Sample Inc., N. Y. D-F-S has been the departments agency since 1952.

  **Also in advertising**

  - Cunningham & Walsh Inc. has moved to larger Los Angeles quarters. It is now on the top floor of the new IBM Building, 3424 Wilshire Blvd. Telephone: Dunkirk 8-0591.

  - Penn & Hamaker, Cleveland advertising agency, moves into new offices in the Shaker Commerce Bldg., 20521 Kinsman Rd., Cleveland 22. The new quarters give the agency more than 50% additional floor space.

  - Wunderman, Ricotta & Kline Inc., New York, last week moved from 345 Madison Ave., to new offices at 444 Madison Ave., zone 22. New telephone number: Plaza 2-9800.

  - Walker Research Service (market research), Indianapolis, celebrates its 20th anniversary by opening a Consumer Center. The center offers facilities for testing and demonstrating consumer products. They include an on-stage kitchen, an auditorium seating 60 and a lounge.

  - Continuing American Phone Surveys Inc., N. Y., has begun operation as a syndicated research company servicing advertising agencies, media and industrial companies. CAPS Inc. uses a national probability sample located at 75 sampling points throughout the country. Mark Lowenthal, formerly assistant director of research of Pharmaceutical Co., is vice president of CAPS and client contact for sales and research. Office is at 55 W. 42d St., New York.

54 (*Broadcasting* Advertising)
Sjö-veien...

MERITIE COURSD'EAU VATTEN GÅNG . . . all mean SEAWAY.

The Grand Opening of the St. Lawrence SEAWAY revolutionizes the marketing methods of the world, establishing DULUTH-SUPERIOR as the NEW distribution capitol for the 40,000,000 people in mid-America!
Keyed cutaway of a Nevins 40-foot yawl shows a few of the many places where Anaconda Marine Metals are used in building fine boats. Designed by Sparkman & Stephens, N. Y. Built by Nevins Yacht Yard, City Island, N. Y.

How metals from Anaconda make smooth sailing for boatmen ... and all industry

Rough water, salt spray, brisk winds—the very elements that make boating the popular and thrilling sport it is—are also a boat's relentless enemies. To withstand the twists and strains of even normal running and to stave off corrosion's attack, metals of many special kinds are required: For instance, Everdur® for fittings and fastenings; Tobin Bronze® and Tempaloy® for propeller shafting.

Because the yawl above contains virtually every important metal part found on any type of pleasure boat, it illustrates the numerous ways these Anaconda Metals make for sound construction and safer boating. The development of marine metals for pleasure, naval, and commercial craft demonstrates just one facet of Anaconda's broad research program in the non-ferrous metal field.

If you would like to receive a free copy of our illustrated twenty-page booklet, "Know the Metals in Your Boat," write to Department A, The Anaconda Company, 25 Broadway, New York 4, N. Y.
GOVERNMENT

SEC. 315 TO GET SENATE AIRING
Bipartisan support strong for Hartke bill; hearing June 12

principally through the efforts of a freshman senator—Vance Hartke, Democrat of Indiana—the broadcasters’ plight in trying to conform with Sec. 315 of the Communications Act will be aired by the 86th Congress.

The Communications Subcommittee of the Senate Commerce Committee has scheduled hearings Friday, June 12, June 15 and/or 17 on Sen. Hartke’s bill, S 1858, the “Fair Political Broadcasting Act of 1959.” S 1858, which has received wide bipartisan backing, exempts newscasts from equal time requirements, relieves broadcasters of responsibility for libel as a result of political statements aired and defines “qualified” candidates for the offices of President and Vice President.

Sen. John Pastore (D-R.I.) is chairman of the subcommittee and Sen. Hartke is a member. Sen. Warren Magnuson (D-Wash.), chairman of the parent committee, has given his approval for the speeded-up sessions, in spite of an extremely heavy committee schedule, and has indicated plans to attend.

The equal time hearings will be held concurrently with subcommittee hearings on 12 other communications bills (see story below).

Twelve other senators have signed as cosponsors of the Hartke bill, while three identical measures are pending in the House, two of them introduced last week. The House bills were authored by Reps. Joseph Barr (D-Ind.), HR 7122, Wayne Aspinall (D-Colo.), HR 7180, and Byron Rogers (D-Colo.), HR 7206.

Bipartisan supporters of the Hartke bill are Sens. Strom Thurmond (D-S.C.), Theodore Green (D-R.I.), Hubert Humphrey (D-Minn.), Stephen Young (D-Ohio), Gale McGee (D-Wyo.), E. L. Bartlett (D-Alaska), Francis Case (R-S.D.), Alan Bible (D-Nev.), Prescott Bush (R-Me.), Eugene McCarthy (D-Minn.), Jennings Randolph (D-W. Va.) and Claire Engle (D-Calif.).

The hearings were slated to begin June 12 to give the FCC ample time to take action on a Justice Dept. official statement telling the Commission to take a second look at its February Lar Daly equal time ruling (BROADCASTING, May 11).

Sen. Hartke said last Thursday that Congress should act on S 1858 during the present session because it is far enough away from the 1960 campaigns so that no reference will be made to specific candidates. During the 1958 campaigns, he pointed out, stations were reluctant to give complete political news coverage because of Sec. 315. "They will be even more hesitant since the Lar Daly decision,” he said.

It would be impossible to write legislation covering every possible political situation, Sen. Hartke stated, and S 1858 is an attempt to place the responsibility on the broadcasting industry. He continued:

"Those who object seem to refuse to recognize that the American broadcasting industry is composed of responsible citizens who are interested in providing the people with the facts of political campaigns."

In addition to the above bills, there are also pending in Congress six other measures, three in each house, which would exempt newscasts only from the equal time provisions of the Communications Act. A majority of the sponsors of these bills have indicated that they favor broader revisions of Sec. 315 but that a step-by-step approach holds out the best promise for action.

FCC AMENDMENTS
Big radio-tv agenda for Senate Commerce

The Communications Subcommittee of the Senate Commerce Committee, chaired by Sen. John Pastore (D-R.I.), last week announced that a series of hearings, beginning June 9 will be held on 12 bills amending the Communications Act.

All of the bills except two were introduced by Sen. Warren Magnuson (D-Wash.), chairman of the parent committee, at the request of the FCC. Sen. Magnuson also introduced one of the remaining bills to carry out recommendations made by the Federal Communications Bar Assn.

On the first day of the hearings, the following will be considered:

S 1734—Prohibits any person from making ex parte contacts or presentations to commissioners or staff on any pending case.

S 1735—Repeals provision of act which permits commissioners to accept honorariums.

S 1736—Eliminates the requirement that certain applications and other filings before the Commission be presented under oath.

S 1738—Redefines the duties and functions of review staff, giving Commission more discretion in its use.

S 1740—Gives the FCC authority to regulate rates of common carriers for the use of microwave and other point-to-point circuits, along with the use of wires in chain broadcasting or radio communication of any kind.

Next Take • The second phase of the hearings, beginning June 11, will hear testimony on the following bills:

S 1723—Eliminates stipulation that Commission must send prehearing notices to applicants and parties of interest before scheduling case for hearing.

S 1737—Gives FCC authority to levy fines for certain violations of rules in the common carrier and special service fields.

S 1898 (introduced at the request of the FCBA)—Amends protest provision (309 c) of Communications Act to provide a pre-grant hearing procedure and require FCC to act on petitions within specified time.

Catv-Booster Group • The final round of hearings, beginning June 23, will cover the following bills, all relating to community antennas and booster stations:

S 1739—Permits FCC to license already existing booster stations, constructed without legal authority to build them.

S 1741—Permits operation of boosters without direct supervision of licensed operator.

S 1801—Requires catv systems to obtain consent of tv station before repeating its signal and to carry the signal of local tv stations.

S 1886, introduced by Sen. Frank Moss (D-Utah)—Combines S 1739, 1741 and 1801 into one bill which carries out recommendations of all three.

BROADCASTING, May 25, 1959
AN EDITORIAL

REPEAL SEC. 315 NOW OR REPENT LATER

This is best, and last, chance to get relief from unworkable law

WITHIN a few weeks the Senate Commerce Committee will hold hearings on proposals to amend the political broadcasting law.

These hearings could lead to the emancipation of broadcasters from one of the main restraints that historically have prevented broadcasting from attaining equal status with the press.

Or they could lead to the same dead-end that all earlier hearings on the same subject have led to.

It will be mostly up to broadcasters themselves to determine which of the two courses develops. Never before have events been so on the side of the broadcasters’ arguments against Sec. 315, the part of the Communications Act which regulates political broadcasts. Never before have so many high officials in the federal government been interested in political broadcasting programs. We do not think it extreme to say that this is the best chance broadcasters have had to obtain relief from the idiocies of Sec. 315—or to add that if they muff it, they will deserve a permanent consignment to subservience.

The history of broadcaster attempts to obtain repeal or revision of Sec. 315 is not exhilarating. To read the record of broadcasting’s struggles with Sec. 315 is to read a record of defeatism. There has been a marked absence of the kind of universal revolt that is essential to the removal of government restrictions. On the record it would appear that radio and television are willing, if not eager, to delegate their basic editorial functions to government.

It is that record which must be erased before the Senate Commerce Committee at the forthcoming hearings. Nor will it be enough for broadcasters to stand on their testimony there, no matter how persuasive it may be. After the hearings, they must persist in unrelenting missionary work in both Senate and House if they are to achieve the status to which, in luncheon speeches, so many say they aspire.

HERE are two main bills now pending in both the Senate and House to amend Sec. 315.

One, originally introduced by Sen. Vance Hartke (D-Ind.), would make several modifications in the law. It would eliminate the application of the equal opportunity rule to splinter candidates for the Presidency and Vice Presidency. It would exempt from the equal opportunity rule the appearances of all kinds of candidates on any news or panel program which is a “news-worthy event and in no way designed to advance the cause of or discriminate against any candidate.” In exchange for retaining the present ban against a station’s censoring a candidate’s speech it would immunize the station from prosecution for libel.

The other, originally introduced by Rep. Glenn Cunningham (R-Neb.), would make only one change in the law. It would exempt from equal time requirements the appearances of candidates on news programs where “the candidate in no way initiated the recording or broadcast.”

Both bills have been endorsed by some broadcasters. Frank Stanton, president of CBS, and Robert Sarnoff, chairman of NBC, have publicly announced their support of Sen. Hartke’s. Leonard Goldenson, president of AB-PT, the parent of ABC, has announced he favors a compromise which would do a little more than Rep. Cunningham’s and a little less than Sen. Hartke’s.

It was Mr. Goldenson’s reasoning that a compromise was the best that broadcasters could hope to get. Mr. Goldenson is an eminently practical man, and he may be right in thinking that complete relief is unattainable at the moment. We suggest, however, that compromises are what one settles for after he has argued vauntingly for something better.

The attitude of compromise is what has kept broadcasters under the yoke of Sec. 315 since the law was passed 25 years ago.

To some degree it is an attitude reflected by Messrs. Stanton and Sarnoff. For Sen. Hartke’s bill is itself a compromise with the maximum relief to be desired—the repeal of all provisions of Sec. 315.

AFTER the nationwide elections of 1952, the NAB announced it would beseech the Congress to repeal the political broadcasting law. We must confess that at the time we editorialized in favor of a more moderate approach. In retrospect we do not admire that position, for those who agreed with it were not only lost to the main effort for correction of the law but also were of no effect in obtaining minor modifications.

The facts are that for several years after the NAB’s announcement no broadcaster made a serious attempt to advise Congress of Sec. 315’s imperfections.

Early 1956 the House Commerce Committee held hearings on several bills which, in sum, would have done approximately what Sen. Hartke’s present bill would do. These were endorsed by CBS, in testimony by Richard S. Salant, CBS vice president, endorsed with some reservations by NBC, through a statement filed by Thomas E. Ervin, and endorsed in part by the NAB, through the testimony of several witnesses. None of the bills passed.

During the national election campaign in the fall of 1956 the Senate Subcommittee on Elections held intermittent hearings to study the conduct of the campaigns. During those hearings, Harold E. Fellows, president of the NAB, testified that the only solution to political broadcasting problems was the repeal of Sec. 315. At the time no bill of that kind was before the committee, and none was introduced.

The campaign of 1956 proceeded under the same old law. An example of its application occurred. The FCC ruled, correctly, that if President Eisenhower appeared on a scheduled opening of the United Community Fund drive with a statement addressed solely to charitable purposes, Adlai Stevenson and other candidates for the Presidency would be entitled to equal time. A few weeks later the FCC announced it could not decide whether a speech by the President on foreign policy constituted a use of broadcasting entitling others to the same oppor-
How many of these men can you identify?

1
2
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14

Gallery of problems * Some of the men pictured above are obscure, some are famous, but all have one thing in common: They were candidates for the Presidency of the United States in 1956. Under the law all were entitled to the same access to radio and television. In practice not all got what they were entitled to.

Some did not demand their rights, for lack of knowledge about Sec. 315, the political broadcasting law. Others made demands which were ignored or hung up in government red tape until the elections were over and the issue moot. But if all had been alert to the opportunities guaranteed by Sec. 315, you would have been able to recognize all 14 of their faces. These were the candidates in 1956:


Since 1956 there has been much publicity about Sec. 315. In 1960 there will undoubtedly be at least as many candidates, of one sort or another, and all of them can be expected to know how to take full advantage of Sec. 315—if Sec. 315 is still on the books.

A week after that, the FCC came to a decision that others were not entitled to time. Meanwhile, however, Mr. Stevenson and other candidates had been put on the air by the bewildered networks.

It was during the 1956 campaign for the office of U.S. Senator in North Dakota that a classic court test of the equal time and anti-censorship provisions of Sec. 315 was precipitated. WDAY-TV Fargo, in accord with the law, put a splinter candidate on the air who made statements which the station was powerless to prevent and which caused a libel suit against the station. That case was argued two months ago before the U.S. Supreme Court. The fact that a Supreme Court decision may be imminent is noted with comfort by some broadcasters who wish to believe that the court may declare the law unconstitutional and hence preclude the need for Congressional remedies. This is cold comfort indeed. Whatever the

CONTINUED
of course
we're pleased
to have
so many of
the Top 10...

Pleased as the proverbial cat that swallowed the canary. And so are the CBS Television Network advertisers who sponsor 16 of the 28 nighttime programs that have won a place in Nielsens Top 10 reports during the past season.*

But perhaps the Top 10 is not as dramatic an index of network popularity as it used to be—*for today even the 40th most popular program reaches more than 24 million viewers.**

So we are equally pleased to report that in Nielsens latest nationwide survey we not only have 5 of the Top 10 programs but also 10 of the Top 20, 15 of the Top 30, and 19 of the Top 40.

Indeed, the truest gauge of a network's value, for audience and advertisers alike, lies in the over-all popularity of its entire program schedule.

Significantly, the average nighttime program on the CBS Television Network throughout the season has reached an average-minute audience of 23,000,000 viewers—some 2,630,000 more than the average show on the second network and 2,980,000 more than on the third. Our leadership in average nighttime ratings has continued without interruption in the 92 Nielsen reports issued since July 1955.

(In the current season the Network leads in average daytime ratings as well.)

These are some of the facts that have impelled the nation's leading advertisers, for the seventh straight year, to commit more of their investment to the CBS Television Network than to any other single advertising medium.

© CBS TELEVISION NETWORK

* October, 1958—April, 1959, based on NTI-AA ratings.
**2nd April report, NTI. Viewer data: NTI-AA homes multiplied by ARB viewere-per-set. (Nighttime: 6-11 pm, Sunday—Saturday; daytime: 7 am-6 pm, Monday—Friday)
Sell Flint

home of great ‘59’s... set for a record ‘59

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

NBC Affiliate... 910 on the dial

Represented nationally by the KATZ AGENCY

WFDF
DIAL 910
5KW
For Flint And Northeast Michigan

AN EDITORIAL Continued

court does, the Congress will not lose interest in political broadcasting.

THERE is only one fundamental argument that can be made for retention of Sec. 315 or for those traces of it which would remain if all the revisions suggested by the most extreme existing bill — Sen. Hartke’s — were adopted. That is that broadcasters cannot be counted on to deal fairly with candidates if there is no Sec. 315.

We suggest that a telling attack can be made against that argument.

The long record of broadcasters in presenting broadcasts about political issues and political figures (when they are not active candidates) conclusively proves their desire to be fair. Controversy is treated every day, every year without slanting or bias. It is also treated without the application of any law save the general standards of fairness implied by the law’s requirement that the broadcaster serve the public interest.

Indeed, during the most controversial political campaign there is no special law which governs the presentation of news or information about any issue or any person except a candidate.

What is so special about a political candidate that a special law is required to regulate his appearances on radio and television? Does a U.S. Senator who may have appeared in dozens of news spots and interview programs while not an active candidate suddenly become a commodity that broadcasting cannot manage when he announces his intention to run for re-election?

Questions like these, if asked frequently enough and by enough broadcasters are bound to provoke eventually the admission that Sec. 315 makes no sense—for the broadcaster, for the public and, most of all, for the candidate himself.

Questions leading to equally nonsensical answers can be raised about the pending amendments to Sec. 315. We say this with nothing but gratitude toward the sponsors of the amendments. Sen. Hartke, Rep. Cunningham and the many members of Senate and House who have endorsed their proposals or entered similar bills of their own are to be thanked for trying, despite lukewarm broadcaster support, to achieve relief for broadcasters.

But however well intended, both the Hartke and Cunningham amendments contain imperfections.

THE imperfections in the Cunningham approach lie chiefly in its inadequacy. It would provide only the limited relief of excluding from the equal time provisions of Sec. 315 the appearances of candidates on news programs. All other provisions of the section would remain intact, and these are no less silly than the equal time provisions.

Mr. Cunningham would leave undisturbed the prohibition against the editing of candidates’ remarks and the application of what equal time provisions remained to splinter candidates who have not the remotest chance of election. Even if Mr. Cunningham’s amendment had been in effect in 1956, WDAY-TV Fargo would still be fighting a costly libel action in the U.S. Supreme Court.

On the surface, Mr. Hartke’s measure is more appealing, but it too offers only limited relief, and in one respect it actually sets a trap for broadcasters.

It would eliminate from equal time provisions splinter candidates in Presidential and Vice Presidential races. It would do nothing, however, to protect broadcasters against equal time demands by candidates for any other office. The extent of the problems which Mr. Hartke would leave unsolved may be measured by the recollection that 72 candidates ran for sheriff in Milwaukee in 1956.

Mr. Hartke’s bill would retain the anti-censorship provisions of Sec. 315, but it would relieve broadcasters of liability for libel. This, we suggest, is the trap which Mr. Hartke has unintentionally set and baited. We are not lawyers, but our common sense tells us there is a serious legal question raised by the prospect of the federal government’s immunizing anyone in mass communications from libel prosecution. Turn the proposal around and it means that the government has deprived a libeled person of the right to recover damages for his injury. Turn it another way and it means that broadcasting has escaped a minor risk while giving up a major right. As long as radio and television are free from libel suits the government will never give them the authority to edit.

THE more you tinker with attempts to rewrite Sec. 315 the more evident it becomes that the tinkering will create at least as many difficulties as it corrects. Complete repeal is the only solution.

Already, highly placed officials have recognized the imbecilic features of the law. President Eisenhower has used the word “ridiculous” to describe the rigid application of its equal time features. FCC Chairman John C. Doerfer has publicly stated his conviction that the whole section ought to be repealed.

These are powerful supports for the broadcasters’ argument. It remains only for the broadcasters themselves to exploit the advantages they lately have been given.

If they fail to exploit them now, it may be years — and certainly not until after another Presidential campaign — before they get another chance.
...keeping up with the Joneses

And the Browns and the Kellys too. Seems more New Yorkers all the time are keeping night-owl hours, judging by the record ratings The Late Show's been getting recently. Its average audience this season—722,000 well-to-do families nightly—is greater than in any comparable period during its eight-year history. The Late Show keeps 'em up . . . as it keeps on presenting more of the finest motion picture entertainment in all television, from Hollywood's top studios.

With whopping audiences every night, no wonder The Late Show is completely sold out across the board. But a long list of sales-wise advertisers will tell you it's worth waiting for. Meantime, let your WCBS-TV or CBS Television Spot Sales representative find another profitable perch for you on the top television station in the top television market. Source: Nielsen, Nov.'58 thru Mar.'59

CHANNEL 2 - NEW YORK WCBS-TV CBS OWNED - REPRESENTED BY CBS TELEVISION SPOT SALES
**MUSIC-NEWS ON THE SPOT**

**Commission divided on Atlanta renewals**

A troubled FCC is wrestling with music-news radio operations—and how radio's 1959 voice fits in with the Communications Act's mandate that broadcasters shall operate in the "public interest, convenience and necessity."

At issue are seven Atlanta, Ga., radio stations, which have been operating without license renewals for more than a year. Renewal has been held up since last March when the Commission raised its collective eyebrows at what it alleged was little or no agricultural, educational and religious programming on these stations.

The Commission last week discussed a staff report on the Atlanta renewal case—for the second time. It took no action. The subject taken up for the first time two weeks ago (CLOSED CIRCUIT, May 18), is due to be taken up again at this week's Wednesday meeting.

A sharp split has developed on how to handle this matter, it was understood.

One group would approve renewals on the ground that the Commission ought to make a policy determination on what it desires in programming before penalizing any broadcaster.

The other group believes that the Atlanta stations should be utilized as the case to make policy.

Meanwhile, the temper of the FCC on the subject of programming was shown in three other actions:

- The Commission ordered held in abeyance license renewals for two Bartell Group stations, WOKY Milwaukee and WYDE Birmingham. This was because the Bartell Atlanta station, WAKE, is one of the group involved in the Atlanta situation. The Milwaukee and Birmingham stations operate in the Bartell manner, according to the Commission, and it was felt that until the Atlanta case was decided, it would be better to mark time on similarly-operated Bartell outlets up for license renewal.

- One of the Atlanta stations involved in the programming debate had its license renewed—and its ownership transferred in one single action last week. But three commissioners dissented. The FCC approved the sale of WINI Atlanta by Emil Arnold to Atlanta advertising executive Philip D. Denton and associates for $150,000, after first renewing WINI's license. The renewal was necessary in order to approve the sale. No judgment was made on the programming issue in this case, it was understood.

Comrs. Robert T. Bartley, Robert E. Lee and Frederick W. Ford dissented in this action.

The other six Atlanta stations involved in the programming issue are WAOK, WEAS, WERD, WGST, WQXI and WTJI (East Point, Ga.).

- Some commissioners' concern with over-commercialization became known last week when the FCC approved the license renewal of WDBX Chattanooga, Tenn. Comrs. Robert E. Lee and John S. Cross dissented on the ground that the station showed an excessive number of spots in the station's log. This ran about 2,000 commercial spots per week, it is understood. Also brought into question, it is known, were the amount of WDBX's agricultural, educational and religious programming.

**Tv booster operators plan Capitol strategy**

The National TV Repeater Assn. meets in Denver May 29 to make plans for testimony by vhf booster operators if and when hearings are held on Capitol Hill on a number of bills affecting boosters and community antenna tv systems. No dates have been announced by the Senate and House commerce committees for hearing the bills.

FCC-recommended legislation has been introduced which would facilitate the Commission's action of last month (Broadcasting, April 20) legitimatizing vhf boosters by giving the FCC authority to waive requirements that (1) a licensed operator be present at a broadcast station (boosters are unattended) and (2) that licenses not be granted if a station was constructed prior to the grant of its permit (boosters have an estimated 1,000 of them) began operating as early as 1954). Also recommended by the FCC—and incorporated in some of the legislation submitted—are bills which would (1) require a CATV operation to get permission to use the programs of an originating station and (2) require a CATV system to carry the programs of the local tv broadcast station upon the latter's request.

In a newsletter to booster operators, Jim Beamer, secretary of the Tri State Repeater Assn. (Montana, Wyoming, Idaho), criticized the FCC for failing to make provision in the proposed bill for boosters built after Jan. 1, 1959, or for not asking authority to regulate CATV systems.

Mr. Beamer said FCC Chairman John C. Deenker had indicated he would visit Montana to discuss booster problems, but so far hasn't. The FCC was charged with allowing local Montana tv broadcast stations to be killed off by CATV systems by refusing to assume or ask for authority over CATV. He urged booster operators to push to get both vhf boosters and CATV systems considered together in congressional hearings.

A series of editorials earlier in the Miles City (Mont.) Star criticized the FCC for allowing CATV operators free rein while local tv stations in Montana, faced with competition from CATV, were drying up and tv boosters with them.

**Helena catv case returned to FCC**

The U.S. Court of Appeals for the District of Columbia last week remanded the Helena, Mont., community antenna case to the FCC. Last year, the Commission granted Montana Microwave permission to feed Spokane, Wash., tv programs to its Helena cable system. Capital City Television Inc., licensee of KXLI-TV Helena, filed a protest which the Commission ruled did not meet requirements of Sec. 309 (c) of the Communications Act.

In remanding the case to the FCC, the court said the Commission "erred" in dismissing KXLI-TV's protest, and instructed the Commission to proceed in accordance with Sec. 309 (c), which states that applications granted without a hearing may be protested by interested parties.

In January the Court denied a request by KXLI-TV for a stay against the FCC grant (Broadcasting, Feb. 2). At that time, KXLI-TV, which relays programs of sister station KXL-F-TV Butte, asked the FCC for permission to suspend operations for 90 days. Its appeal claimed the station would suffer adverse economic effects from the catv operation.
Hits home!  Available now, for the first time off-network, "This is Alice" brings you 13 fresh new first run episodes teamed with 26 first-run, off-network half-hours. They're all designed to hit homes with all-family appeal . . . and all come to you complete with built-in local sales ability. Angel and pixie, this engaging little minor has major appeal and absolutely no rating inhibitions.

For example, in the highly competitive seven station Los Angeles market, "Alice" rated* first in her 7:00 P.M. time period with a 22.6 audience share. In Providence, "This is Alice" scored a 26.5 rating, 55.3 share; Cincinnati, 21.7 and 41.8 share. It happened again and again, market after market!

And now the dynamic selling force behind this vivacious little star is available for every local sponsor seeking network quality programming that hits home with everybody in the family, everywhere! For details contact:

A division of National Telefilm Associates, Inc., 10 Columbus Circle, N.Y. 19, N.Y., Judson 2-7300

NTA PROGRAM SALES

This is Alice
OVERSIGHT PROBE
New quiz June 15 will include FCC

The House Legislative Oversight Subcommittee last week issued a list of government agencies it will investigate, general subjects to be covered regarding each agency and its contemplated rules of procedure.

The subcommittee named 16 agencies, including the FCC, which it will investigate. Hearings are to begin June 15 with panel discussions among officials of the FCC and other agencies, other government officials, lawyers practicing before the respective agencies and representatives of those who are regulated by regulatory agencies (broadcasting, May 18). Of these agencies there are nine, including the FCC.

The subcommittee said it will review and analyze the laws and amendments and the intent of Congress when they were enacted; look into the area regulated by each law and changing circumstances and growth in the field since enactment; consider whether legislative standards in each law can be put in more precise terms to reduce administrative discretion; consider whether rules and regulations drafted by each agency are reconcilable with "statutory standards and legislative intent" and how they have been applied in practice.

Also, review administrative interpretations and practices not covered by rules and regulations, whether the public has been notified of such interpretations and the extent to which administration is by interpretations as distinguished from published rules; look over judicial decisions on agency administration of the law and whether the decisions have enlarged the area of regulation through support of laws, rules, and interpretations; consider whether the agency has enforced laws, rules and regulations; and try to determine whether the agency is independent and bipartisan as Congress intended, how each agency handles its personnel and whether the workload and distribution of personnel is made according to law or through administrative interpretations, coordination with other government agencies or with trade or industry enforcement groups.

Rules empower Chairman Oren Harris (D-Ark.) or any member he designates to issue subpoenas, allows questioning of witnesses in closed session under certain conditions and gives witnesses the right to be accompanied by counsel, but limits counsel's function to advising the witness of his constitutional rights. (Apparently some rules restricting the activities of counsel were designed to forestall prolonged and sometimes heated exchanges between committee members and counsel, such as took place in the group's 1958 hearings.)

Protest change offered

Following recommendations of the Federal Communications Bar Assn., Sen. Warren Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.) have introduced bills amending the protest provision of the Communications Act. Messrs. Magnuson and Harris are heads of the respective Senate and House Interstate & Foreign Commerce Committees, to which the bills (S 1898 and HR 7017) were referred.

The bills would amend Sec. 309 so as to limit protest hearings to instances where material and substantial questions of fact are presented and would require explicit and reasoned resolution by the FCC, prior to a grant, of questions of law or policy which do not warrant a hearing. They also would require the Commission to act within 90 days on petitions for rehearing.

Southland denied

The nine-man U.S. Court of Appeals in Washington last week denied a petition by Southland TV Co. that it review en banc the decision of a three-member panel of the court upholding the FCC's July 1957 grant of ch. 12 in Shreveport, La., to KSLA-TV there. Southland, the losing applicant for ch. 12, had appealed the FCC grant and the appeal was denied by Judges Henry Edgerton, David Bazelon and Walter Bastian in a decision last month (broadcasting, April 20).

The FCC first made the grant to KSLA-TV in May 1955 and Southland appealed to the court. The court remanded the case because of the death of one of KSLA-TV's principals. The FCC reaffirmed the grant in July 1957.
We're proud of Michigan...

Going great guns! That's Michigan whose industrial expansion was fourth highest in the nation in 1958. In Detroit, home of the WWJ stations, automobile production is way up. So are factory and non-factory employment, residential building, department store sales and other barometers of a healthy economy.

For sales results you can sing about, buy Michigan—Detroit—the WWJ stations, basic media in this big-earning, big-spending market.

WWJ AM and FM RADIO The World's First Radio Station

original NBC affiliates

WWJ-TV Michigan's First Television Station

Owned and operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.
ORLANDO GO-AHEAD
Court tells FCC
to reopen ch. 9 case

An investigative hearing into the Orlando, Fla., ch. 9 case was officially ordered by the U.S. Court of Appeals in Washington last week.

The court told the FCC to look into allegations that off-record conversations were held with FCC commissioners during the 1957 hearing.

The court's action came six weeks after the FCC itself told the court it was reopening the Orlando ch. 9 case but was withholding the setting of a hearing date until the court expressed its wishes.

The FCC awarded ch. 9 to WLOF Orlando in 1957. In May 1958 the appeals court upheld the grant. Losing applicants, WKIS then asked the Supreme Court to review this decision.

The Supreme Court accepted certiorari last November, but remanded the case to the appeals court to look into allegations of ex parte representations while the case was in adjudication before the FCC.

The court's action was in a separate view said that since the Supreme Court had held that the appeals court's 1958 decision affirming the grant was vacated, the lower court could not retain jurisdiction.

Sen. Kefauver gets
Mack trial subpoena

Defense counsel in the criminal conspiracy trial of former Comr. Richard A. Mack and his friend Thurman A. Whiteside last week subpoenaed Sen. Estes Kefauver (D-Tenn.) to testify on June 1. Sen. Kefauver is a friend of A. Frank Katzeninfe, president of WKAT Miami, one of four applicants for Miami ch. 10. Counsel for Mr. Whiteside also have issued a subpoena for Mr. Katzeninfe to appear today (May 25) in the trial.

Sen. Kefauver has said he spoke to some FCC members while the Miami ch. 10 case was pending before the Commission.

Testifying last week was Mrs. J.S. Grisillo, a bookkeeper in Mr. Whiteside's Florida office. Government prosecutors questioned her on payments made by Sembler-Shelden Insurance Agency, which Mr. Whiteside controls, to Mr. Mack during the latter's tenure at the FCC. Mrs. Grisillo also is president of Andar Inc., a company Mr. Whiteside owned and turned over to Mr. Mack. Mr. Mack since has given up Andar ownership.

Defense counsel attempted to question Mrs. Grisillo on payments made by the insurance firm to Mr. Mack before he joined the FCC, but Federal District Judge Burnita S. Matthews refused to allow any evidence of these payments but a listing of dates. The defense sought to indicate the Mack-Whiteside financial relationship was in operation prior to Mr. Mack's tenure at the FCC.

The trial was recessed Thursday and Friday (May 21-22) while Judge Matthews attended a judicial conference. The defendants are charged with conspiring to cause ch. 10 to be awarded by the FCC to a subsidiary of National Airlines.

THE FEDERAL BAR
Lawyers, U.S. bureaus to meet on procedure

Washington lawyers who specialize in practicing before federal agencies decided last week they ought to get together with the agencies and try to standardize some of the practices and procedures. The result may even be a uniform code of ethics for all federal agencies and the lawyers who practice before them.

A proposal calling on Congress for legislation to establish a continuous, permanent Conference on Administrative Procedure was adopted last week by the Judicial Conference of the District of Columbia Circuit. It asked the President to call an interim conference and after that to recommend legislation to the Congress.

The proposal was passed following a report on problems of administrative law and procedure by a special working group, chaired by William C. Koplovitz. Other communications lawyers on this group were:

Donald C. Beeler, Jay D. Bond (FCC examiner), Ben C. Fisher, John L. FitzGerald (FCC general counsel), Robert L. Heald, Bryce Rea, Jr., Richard A. Solomon (former FCC assistant general counsel now with the Dept. of Justice) and Thomas H. Wall.

The group recommended that a permanent conference on administrative procedure be established as soon as possible. This was passed unanimously before the conference. There were three proposals on how best to accomplish this. The first was to work through the attorney general, the second, by legislation, and the third, through the agencies concerned. It was the second proposition that won a majority of conference votes.

The purpose of the permanent conference, it was pointed out, would be to eliminate undue delay, expense and volume of records, to develop uniform rules and to achieve greater efficiency and economy.

The yearly Judicial Conference comprises the judges of the U.S. Court of Appeals and the U.S. District Court in the District of Columbia and lawyers whose practice brings them into these courts most frequently. Chief Circuit Judge E. Barrett Prettyman presided.

68 (GOVERNMENT)
KCCC-TV drop-in bid asks less separation

KCCC-TV, Sacramento, Calif., uhf outlet on ch. 40, last week asked the FCC to institute rulemaking to reduce the minimum required mileage for tv co-channel separations in Zone II from 190 miles to 100-125 miles to provide more uhf drop-in stations pending the FCC's negotiations with the Office of Civil Defense Mobilization for more of the uhf spectrum for tv broadcasting.

KCCC-TV also submitted a proposed system of uhf drop-ins for 11 northern California markets. The Sacramento outlet said existing uhf outlets should get first chance at dropped-in vhf's and suggested ch. 8 for itself. The KCCC-TV plan follows:

- Bakersfield, chs. 10, 13, 8, 2; Chico, 12; Eureka, 3, 6, 13; Fresno, 12, 4, 5, 7, 9; Sacramento, 3, 6, 10, 8; Stockton, 13; Salinas-Monterey, 8; San Francisco-Oakland, 2, 4, 5, 7, 9; San Jose, 11; San Luis Obispo, 6; Santa Barbara, 3.

KCCC-TV said directional antennas and precision offset might be required where necessary.

Beaumont ch. 6

A request that U. S. Court of Appeals order the FCC to make a decision on the present record of Beaumont, Tex., ch. 6 case and not be permitted to reopen the record for further testimony under consideration by the court May 15 followed opposition filed by the FCC and KFDM-TV Beaumont to Enterprise Co. (KRKC Beaumont) petition earlier in week. Enterprise claimed FCC misunderstood court's remand earlier in year which ordered the Commission to make finding on payment of $55,000 to the applicant who withdrew (Broadcasting, Feb. 2). It said the court meant the FCC to make ruling on record, not reopen the case. Both the FCC and KFDM-TV denied Enterprise construction of court remand. Payment of $55,000 was for out-of-pocket expenses made to third applicant, KTRM Beaumont, by KFDM when the former withdrew. Money was loaned to KFDM by W. P. Hobby (Houston Post-KPRC-AM-FM-TV) who holds option to buy 32.5% of KFDM-TV if the grant is made final. FCC granted ch. 6 to KFDM in 1954. Hearing on remand was scheduled by FCC to begin June 4.

Multiplex stereo

Electronics Industries Assn. last week asked for a six-month extension of the date for comments in the FCC's inquiry into standards for use of fm multiplexing in stereophonic broadcasting. The FCC on March 12 split stereo from its overall inquiry into fm multiplexing uses. Comments on this separate inquiry on stereo are due June 10. EIA said it established the National Stereophonic Radio Committee last December to make detailed technical studies for compatible stereo broadcasting and that the studies won't be completed in time.

- Government notes
  - The FCC hearing on Miami, Fla., ch. 6 has lost one of its four applicants with the all official withdrawal of Gerico Investment Co., whose ch. 17 WTV (TV) Ft. Lauderdale suspended operations over a year ago and has not participated in the hearings. The remaining contenders for the facility are Publix Television Corp., South Florida Amusement Co. and Coral Television Corp.
  - A Memphis, Tenn., chancery court jury has ruled that no contract existed between station broker Allen Kander & Co. and the sellers of WDIA Memphis. The verdict was brought in two weeks ago in the Kander company's $50,000 suit against Bert Ferguson and John R. Pepper, the sellers of the station and also against Egmont Sonderling and associates, the buyers. The suit against Mr. Sonderling and his associates was dismissed by the judge. WDIA was sold by Messrs. Ferguson and Pepper to Mr. Sonderling's group in 1957. The price was $1 million.
  - RCA Communications Inc.'s Thomas H. Mitchell was scheduled last week as the lead-off witness in the FCC's in-depth study of the non-government services in the radio spectrum between 25 and 890 mc, to begin today (Monday).
  - Other witnesses scheduled to appear later this week include representatives of AT&T, Motorola Inc. and National Mobile Radio System. Broadcasting witnesses will not appear until at least the third week of the hearings (Broadcasting, April 27).
  - Metropolitan Philadelphia Educational Radio and Television Co., last week applied for ch. 12 Wilmington, Del. The facility, last operated as WVUE (TV) by Storer Broadcasting Co., has been the object of both commercial and educational interests (Broadcasting, Feb. 23). Rollins Broadcasting Co. and a partnership composed of Egmont Sonderling, Richard Goodman, Mason A. Loundy and George T. Hernreich have also applied for the channel.
  - The petition of WTHI-TV Terre Haute, Ind., to consolidate in one proceeding its applications for chs. 2 and 10 in Terre Haute, now designated for two separate proceedings, was turned down by the FCC last week. At the same time the Commission denied the request by Illiana Telecasting Corp. that WTHI-TV be required to elect which of its applications to prosecute. WTHI-TV has applied for renewal of its license on ch. 10 in Terre Haute in comparative hearing with Livesay Broadcasting Co. for a new outlet on that channel. Illiana Telecasting and WTHI-TV are in comparative hearing for a new tv station on ch. 2 in Terre Haute.
  - KOBY San Francisco last week dropped its petition asking the FCC to reconsider its assignment of call letters to KOFY San Mateo, Calif., similar to those of KOBY. The San Francisco station had held that some listeners and advertisers had become confused over which channel is which. In denying its petition, explained that the damage it suffered as a result is “already done” and that it would be useless to pursue the matter.
  - John W. Powell last week dropped his application for ch. 23 in Yakima, Wash., leaving three contestants in hearing for the uhf facility: Charles R. White; Yakima Tv Corp. (principals in KELP-AM-TV El Paso and KXL-AM-TV Spokane), and Yakima Valley Tv Co. (Ralph Tronsrud, realtor). The U.S. Court of Appeals in Washington on May 14 affirmed the FCC's decision adding two uhf channels at Bakersfield, Calif., making a total of three uhf channels (17, 29, 39) and one vhf (10) in that city. KBK-TV Bakersfield (ch. 29) had asked review of the order, issued by the FCC without deciding on that station's petitions to make the city either all uhf or all vhf.

Bids flood FCC

A flood of filings hit the FCC May 15 before the effective date of the FCC's new rule on "cut-off dates" for am applications (Broadcasting, April 13). A total 120 applications were filed on May 15 deadline of which 30 were for new am stations and 90 for changes in station facilities or amendments to applications. Still others had piled up during the week. The FCC, to expedite the backlog of 1,400 am applications, set a cutoff date for all applications for new stations or amendments or changes which would affect the first 50 applicants on the backlog. Other cutoff dates will be set for subsequent groups of 50 applications as FCC works off backlog. The original group of applications affected under the new cutoff policy included 269 radio applications.

BROADCASTING, May 25, 1959 69
RAB SEES HIGHER BUDGET
Record membership growth also cited

A more than $1.1 million budget and a station membership of about 1,100 by the end of this year.

That was the good news prediction from Radio Advertising Bureau officials to their board of directors at a semi-annual meeting in New York Wednesday (May 20).

Kevin B. Sweeney, RAB’s president, also ticked off several “good news” items for the board. These included predictions for increases in both local and national radio business in the fall (BROADCASTING, May 18) and additional plans for “on target” research (listening habits of actual purchasers of products).

Mr. Sweeney based his membership-budget report on a current record total of 970 stations.

Board actions took in the following: Warren Boorom, director of member service, and Miles David, promotion director, elected vice presidents (see FATES & FORTUNES, page 88); approval of 58% of the budget to develop national business (42% alone going to promotion of an expansion in radio by retailers), and approval of plans to expand the fall regional management conferences from seven to eight (they begin Sept. 2).

Department Store Business • Still other results: Authorization for RAB to negotiate a contract with the “victorious” department store in the Bureau’s “$64,000 challenge” competition, election of Gustav Brandborg, KVOO Tulsa, to the board and Herbert Evans, Peoples Broadcasting Corp., as member of finance committee, and “accelerated” the program for RAB to have its own building in midtown Manhattan after the board heard a preliminary report on available locations.

In the department store competition, RAB plans to co-finance a study of “radio item selling” in the winning store as well as direct the store’s radio activities for a full year. The store will be selected in about a week from a list of 41 which are interested and qualified. The meeting was presided over by Allen Woodall, WDAK Columbus, Ga., board chairman.

Kansas convention

The Kansas Assn. of Radio Broadcasters held its ninth annual convention over the past weekend at the Lassen Hotel in Wichita, beginning Friday (May 22). Sen. Andrew F. Schoeppel (R-Kan.) was to address the Saturday luncheon and his talk to be carried on KFH Wichita. Other speakers: George N. Mann, assistant vice-president, Kansas Stations; FCC Comm. Robert E. Lee; Clifford Barborka, vice-president, Robert Walton, farm director, and Stuart Cochran, all of John Blair & Co., and Douglas Anello, NAB chief attorney.

Delegates heard discussed a proposed radio-newspaper network to relay system for the state. Thomas P. Bashaw, KFH, and James Platt, KBTO El Dorado, planned the KARB convention.

From the ground up • groundbreaking ceremonies were held last Monday (May 18) for what is reported to be one of the tallest man-made structures in the world. On this site (see picture) on Brown Hill in Raymond, Me., WGANTV Portland is erecting its 1,619-foot tv tower. Clinton A. Clauson, governor of Maine, is shown marking the official start of construction. With him were: (i to r) Creighton E. Gatchell, vice president and general manager of Guy Gannett Broadcasting Services, licensee of the outlet; Mrs. Jean Gannett Williams, president of GGBS; Gov. Clauson, and Samuel G. Henderson, vice president in charge of tv, GGBS. The Kimco tower, designed, fabricated and to be erected by the Kline Iron & Steel Co., Columbia, S.C., will require 100 acres of land for the long guy wires. A new transmitter building will also be constructed.
Radio Press, Inc., takes pleasure in announcing the second group of winners in its mutual news exchange plan. Under this system, more than 3000 newsmen of U. S. Radio Stations have the opportunity to win cash awards for the best local stories of national significance submitted to Radio Press for re-distribution to its subscribers.

**TOP COVERAGE AWARD**, A Steelman “Transitape” Portable Tape Recorder, to Station WERE, Cleveland, Ohio. “For outstanding coverage of its midwest area, including St. Lawrence Seaway opening and local unemployment problems; and for the cooperation by reporter Bill Jorgenson with the Radio Press “Task Force” covering the East-West Foreign Ministers conferring in Geneva, Switzerland.

**$100 CASH AWARD**
To Art MacDonald of KREM, Spokane, Wash. “One of 3 newsmen permitted to talk with the desperate convicts in control of Montana State Prison, he reported the tense, danger-packed scene from within the prison walls as negotiations continued for release of 18 hostages.”

**$75 CASH AWARD**
To Bill Harrington, WHDH, Boston, Mass. “For within-the-walls coverage of 59 mutinous convicts at Concord Reformatory in Massachusetts.”

**$50 CASH AWARD**
To Bob Runyon, WKMH, Dearborn, Mich. “For his vivid reporting on the arrest of an escaped mental patient for the murder of a 5-year old son of deaf mute parents in Detroit.”

**SPECIAL $10 CASH AWARDS**
Bill Crandall, WIBC, Indianapolis, Ind. “For his timely reporting of the conviction of Connie Nicholas.”
Jim Fritts, KAGI, Anacortes, Wash. “For his gripping description of a U. S. Navy Plane Crash, nine killed.”
Bob Jenkins, WEZL, Richmond, Va. “For his deadline reporting of a mystery shot fired at Virginia’s Governor, J. Lindsey Almond.”
Dale Moore, General Manager, KBMN, Bozeman, Mont. “For his actuality interview with the Montana National Guard Commander who led the final assault on Prisoners rioting in Montana State Prison at Deer Lodge, Mont.”
Mike Stein, WAKR, Akron, Ohio. “For his consistently clear and timely reporting of a strike which disrupted the rubber industry.”

Radio Press, Inc. also takes pleasure in announcing its move to enlarged and permanent quarters effective May 18th. The new Radio Press facilities include the most modern, up-to-date electronic equipment – making Radio Press a complete, self-contained communications center to better serve its clients. Address remains the same.

WRITE, CALL OR WIRE FOR FREE BOOKLET

18 East 50th St., N. Y. 22, N. Y., PLaza 2-0650
George Hamilton Combs, President

Broadcasting, May 25, 1959
$5.6 million sale closed in Charlotte

Checks totaling $5.6 million were distributed to stockholders of WSOC Broadcasting Co. (including E. E. Jones, Hunter Marshall, R. S. Morris and others) week before last as the purchase of WSOC-AM-FM-TV Charlotte, N.C., by the James M. Cox Enterprises was officially closed (BROADCASTING, April 13).

Carolina Broadcasting Co., new owner of the Charlotte stations, will be headed by Cox radio-tv executive director J. Leonard Reinsch, it was announced. Mr. Reinsch disclosed, however, that Larry Walker, formerly president of WSOC Broadcasting, would remain in charge of WSOC-AM-FM-TV as executive vice president of the new firm. Other officers of the new company are Raymond Sadler, vice president, Robert Morris, treasurer and assistant secretary and Robert Snyder, secretary and assistant treasurer.

Other Cox stations include WHIO-AM-FM-TV Dayton, Ohio, WSB-AM-FM-TV Atlanta, Ga., and 42.5% of WCCT (TV) Miami, Fla. Newspapers in the Cox group are: Atlanta Journal and Constitution, Miami Daily News, Dayton News and Journal Herald and Springfield (Ohio) News and Sun.

Small stations oppose minimum wage hike

Increase of the minimum hourly wage to $1.25, as proposed in pending legislation (S 1046), was opposed at the May 13-15 meeting of Pennsylvania Assn. of Broadcasters, held at Bedford Springs.

A resolution approved by PAB explained that many small market broadcasters must conduct training programs for announcers, engineers, writers and others, many of whom never attain the skill or efficiency needed for permanent employment. PAB held training programs not to exceed six months be excluded from any increase in the minimum hourly wage.

Victor C. Diehm, WAZL Hazleton, Pa., chairman of the Mutual Affiliates Advisory Committee, explained in comment submitted to the Senate Labor Committee that many small stations must train local people for semi-skilled positions. Often, he said, from 10 to 25 people are tried out for one to three months, with only a small percentage being hired. In addition, many of those who work on small stations move to larger markets and larger stations.

Closing the deal • WSOC-AM-FM-TV Charlotte, N.C., officially becomes part of the James M. Cox interests as new president Reinsch (r) presents a $5.6 million dollar check to Mr. Jones, principal owner of the WSOC-AM-FM-TV selling group.

Editorializing favored in Wisconsin

Editorializing by broadcasters on local issues won support at the Wisconsin Broadcasters Assn.'s 30th annual spring meeting in Milwaukee last week.

Both H. V. Kaltenborn, pioneer commentator, and Gov. Gaylord Nelson of Wisconsin came out strongly for editorializing by radio and tv stations during the one-day meeting at the Plankinton Hotel May 19.

Mr. Kaltenborn asserted broadcasters should take stands similar to their newspaper counterparts on important community issues. He also scored the FCC's Lar Daly decision on newscasts and equal time provisions of political broadcasting, charging that Sec. 315 has become outdated. WBA adopted a resolution favoring editorializing.

Other speakers included Charles Tower, NAB manager of broadcast personnel and economics, and Mayor Frank P. Zeidler of Milwaukee. Mr. Kaltenborn spoke at the annual banquet, which this year honored the commentator and his wife.

WNHC-FM to QXR-FM

WNHC-FM New Haven-Hartford, Conn., is the key station in New England for the QXR-FM Network. The fm network is operated by Interstate Broadcasting Co. (QWXR), New York. WNHC-FM, a triangle station, will originate programs for QXR-FM affiliates to be added in Massachusetts and Rhode Island.

Networks must control own content—Cowan

Networks must be the final judge in determining what programming they send out over the airways, CBS-TV Network President Louis G. Cowan told the Washington (D. C.) Advertising Club last week.

"I think broadcasters must take and keep the responsibility for the final determination of the best possible programs in the best possible sequence and with the best possible range, variety and choice—and then say to the advertiser this, we submit, is what we honestly think is best," Mr. Cowan said.

"If we think that our determination of the program schedule includes enough westerns, enough symphonies, we should stick to that and not permit an advertiser to institute a western or one more half hour of chamber music because that suits his particular purpose or whim." Mr. Cowan stressed that he was not talking about network financial interest or production of programs.

However, he said, "a network should be the judge of its own program schedule, subject of course to the great popular jury [the public], but solely on the basis of program content, not on the basis of who owns or produces the program."

The CBS head did not refer to any specific program or network critic. He did hit back at those who criticize the networks' alleged lack of creativity. All the arts, he pointed out, are struggling for creativity in this age.

Networks, stations, advertisers and agencies all must help advance creative programming ideas, Mr. Cowan said. He said CBS has a large creative staff from which to draw and is offering five $5,000 grants-in-aid to promising young writers. "The failures are far more frequent than the successes," Mr. Cowan stated in citing the $500,000 CBS spent on The Magnificent Montague, which never reached network exposure. "The important thing is that we are reaching out for new writers."

Mr. Cowan spoke to the Ad Club in commemoration of "Television Day." Included in the audience were four members of the FCC.

Small market am rep

A new national station representative was formed last week specifically to handle sales and service problems in smaller market radio. The Gene Bolles Co., 510 Madison Ave., New York, announced that KPBA Pine Bluff, Ark., and WKKO Cape Canaveral, Fla., are its first clients.
LIVE WEATHERCASTING

with COLLINS Weather Radar

A Collins Weather Radar Station keeps you and your viewers "on top" of the weather. Severe weather areas can be spotted immediately and reported in the time it takes to flash a live picture on the screen.

- Collins Weather Radar — ready for immediate delivery.
- Easily installed by your personnel.
- Simplified operation — requires no technical experience.
- Proven maintenance-free operation.

Capture audiences in your market with live weather programming. Call or write your nearest Collins Broadcast representative, or Collins Radio Company, Broadcast Sales Division, Cedar Rapids, Iowa.

RADIO AND TELEVISION STATIONS NOW PROGRAMMING LIVE WEATHER SHOWS WITH COLLINS WEATHER RADAR

WSB-TV, Atlanta • WBRZ, Baton Rouge
WGEN-TV, Buffalo • WMT-TV, Cedar Rapids
WBKB-TV, Chicago • KRLD-TV, Dallas
WFBA-TV, Dallas
WILL (Radio), Ft. Lauderdale
KSTP-TV, St. Paul
KVKM (Radio), Monahans, Texas
WTAG-TV, Tampa

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA
BROADCASTING, May 25, 1959
AB-PT NET UP 25%
Stockholders okay 'Firestone' jettison

Loss of the Voice of Firestone program for next season was responsible for vocal resentment among a segment of stockholders attending the 7th annual meeting of American Broadcasting-Paramount Theatres Inc., last Tuesday (May 19) in New York. However, less than 50% of the estimated 200 persons attending signaled their affirmation when a show of hands was called to see how many were against the program's departure.

Leonard H. Goldenson, AB-PT president, said it was with "deep regret" that an agreement could not be worked out for a time slot satisfactory to Firestone. The program offers of a later time were forced upon the network because of the "lack of sufficient audience appeal" during its 9 to 9:30 p.m. segment, he explained. Since other advertisers did not want to sponsor shows next to the Firestone program in its present time, it means that instead of ABC-TV reaching 3.5 million TV homes, it will reach an estimated 14 million TV homes, Mr. Goldenson commented.

In reporting on the company's business, Mr. Goldenson said first quarter net operating earnings rose 25% over the like period in 1958 (Broadcasting, May 4). Re-elected at the meeting for another year were 12 directors of AB-PT: Joseph A. Martino and Alger B. Chapman were new directors elected to the board (see Fates & Fortunes).

Tv Role Climbs • The broadcasting operation now represents the major source of AB-PT's income and future earnings, President Goldenson stated. To emphasize this fact, he called on Oliver Treyz, president of ABC-TV, to describe the growth of both the TV medium and that of ABC. New programs scheduled for the fall were also introduced to the group through colored slides, with comments by Mr. Treyz.

Briefly, Mr. Goldenson told of the company's expansion and remodeling plans in New York and Hollywood (Broadcasting, May 4), that the company's five owned TV and radio stations have also continued to show improved results, and that the ABC Radio Network is continuing to improve its operation. It has been operating at a loss, he declared, as are the other radio networks, but "this loss has been reduced."

As for theatre business, Mr. Golden- son said it is currently running ahead of last year, the company will continue to dispose of losing theatre operations, he said. At least 100 more theatres will be divested from the company within the next few years, the group was told.

Discs, Electronics, Tourists • AB-PT's phonograph record company, AmPar Records, showed "excellent improvement" this past year over 1957, Mr. Goldenson said. In addition to a major interest acquired recently in a New York pressing plant, other acquisitions may be made to broaden AmPar's operation, he disclosed.

The three electronic companies in which AB-PT has a stock interest have continued to increase their sales, Mr. Goldenson reported. Products of these companies—Microwave Assoc., Technical Operations, and Dynametrics Corp.—were on display in the lobby of Studio TV-2, site of this year's annual meeting.

Greater diversification within the entertainment field was evidenced by Mr. Goldenson with the announcement of the purchase of Weeki-Wachee Spring, a 600-acre tourist center in Florida. Under the supervision of AB-PT's Florida State Theatres chain, Weeki-Wachee will be developed to create greater tourist interest, he added.

When asked why ABC-TV does not try to keep more of its business "within the family," Mr. Goldenson said "you should find creative work wherever it can be found. . . ."

Miami Shines in Moscow • Ralph Renick, vice president in charge of news, WTVJ (TV) Miami, and a group of prominent Miami business and professional leaders met with Russia's Nikita Khrushchev on Wednesday (May 20) for a two-hour exclusive interview in the Kremlin. In this Associated Press Radiophoto from Moscow, Mr. Renick (at left, foreground) is seated next to the Soviet premier who clasps the hands of Frank Smathers Sr., father of Sen. George A. Smathers (D-Fla.). At the extreme right is Jose Ferre, a Miami industrialist. Others in the picture were not identified.

Mr. Renick, who also is president of the Radio-Television News Directors Assn., took notes during the interview with the Florida group he led. The Miamians accompanied Mr. Renick on a three-week European trip what started May 7 with stops at Paris, Copenhagen, Leningrad, Moscow, Budapest and East Berlin. The interview was claimed to be the first granted a group of American business and professional men and produced news carried in broadcasts and on front pages of newspapers throughout the world. Com-

Rumblings in strike aftermath at NABET

As an aftermath of the settlement of work stoppage at NBC by the National Assn. of Broadcast Employees & Technicians, certain factions within NABET last week were reported to be displeased with the conduct of the 19-day walkout and urging an investigation by the union's headquarters.

The agreement, ratified by members on May 15, (At Deadline, May 18), granted NBC several concessions beyond those that touched off the dispute—jurisdiction of taped programs produced abroad. There were reports that the NABET local in Hollywood had passed a resolution criticizing G. Tyler Byrne, union executive vice president in charge of network relations, for his strategy during the work stoppage and recommending disciplinary action.

A spokesman for Mr. Byrne said he would have "no comment" on any development connected with the work stoppage.

BROADCASTING, May 25, 1959
In this area, most people have learned through years of experience that KRNT and KRNT-TV stand above all others in service to the public, day in and day out. Most people turn to these stations for help and information. During Iowa's blizzard of March 5 and 6, worst in the past decade, more Des Moines people chosen at random in an impartial survey of 500 telephone calls made March 6 said they listened for the greatest part of the time to KRNT TOTAL RADIO for storm news and information than all other stations combined!

Another outstanding example of public service occurred when KRNT-TV, in cooperation with the local Medical Society, planned and televised coverage of a "miracle" heart operation. Television made it possible for all Central Iowa doctors to benefit from viewing a new "mechanical heart" in actual operation.

Still another public service "tie-in" was with Goodwill Industries of Des Moines. A completely isolated appeal for neckties for resale by Goodwill Industries resulted in a landslide of ties to KRNT-TV's dominant emcee personality.

No wonder most people listen to, believe in and depend upon KRNT and KRNT-TV . . . selling Iowa because they're serving Iowa. In 1958, KRNT-TV presented 5,620 public service announcements; KRNT RADIO presented 5,628.

Serves BEST...Sells BEST
In DES MOINES....
BLAIR EXPANSION
Rep merges radio arms to help sales, buyers

Formation of a creative and marketing services division to boost the sale of radio time and help buyers to get more out of it was announced last week by John Blair, president of John Blair & Co., station representative.

Clifford J. Barborka Jr., vice president and manager of the Blair midwest office, will move from Chicago to New York to head the new unit, effective July 1. The division will be formed through a consolidation of the company's creative, sales development, and marketing research activities, with "substantial enlargement" of personnel. Its first year's budget is expected to run to $200,000.

Mr. Harrison Mr. Barborka

The new creative and marketing services division vice president has been with the Blair organization since 1952, following service with NBC Spot Sales and, before that, the Pepsodent Div. of Lever Bros., where he had charge of field tests of merchandising plans.

Harrison Named • Mr. Barborka will be succeeded as head of the midwest office by Thomas C. Harrison, who has been elected a vice president. He has been a sales executive in the Blair New York office since early this year, and formerly was with the company from 1954 to 1957, when he resigned as head of the St. Louis office to become a vice president of ABC.

Mr. Harrison will be replaced in New York by Albert C. Long, who joined Blair in 1955 and has been head of the sales development department for the past two years.

Esther Rauch of the Chicago staff will move to New York as assistant to Mr. Barborka. She joined the company in 1957 as midwest sales development manager. Before that she was with the Leo Burnett Co., Chicago, and with KSTP St. Paul, WMT Cedar Rapids, and CBS in Chicago.

In announcing formation of the new division, Mr. Blair said that "in the media field today, creative selling is of paramount importance." And Mr. Barborka, he continued, has switched large appropriations from other media to spot radio, through creative selling.

In his new post Mr. Barborka will have available the assistance of an expanded radio research staff, Mr. Blair reported. He said Robert Galen, formerly research director of ABC films, had joined as radio research specialist, and that Mr. Galen would be aided by Frances Sweat, formerly of Rorabough Reports Inc. The research department is headed by Vice President Ward Dorrell.

ABC affiliates meet

ABC's special affiliates committee which defended network practices before the FCC in Barrow Report hearings last year met Thursday and Friday (May 21, 22) in Washington to work up a statement on the FCC proposals to revise option time rules (BROADCASTING, April 27). The group agreed to circulate all ABC affiliates to get a consensus on various elements of the Commission proposal, but agreed that attack will be centered on a suggested cut in option time from three hours per segment to 2½ hours.

The committee is headed by Alex Keese, WFAN-TV Dallas, and comprises J.J. Bernard, KTVI (TV) St. Louis, Thomas P. Shelburne, WNEP-TV Scranton-Wilkes-Barre, Philip P. Allen, WLVA-TV Lynchburg (Va), Fred Houwink, WMAL-TV Washington, Roger Clipp, WFIL-TV Philadelphia, Willard E. Wabridge, KTRK-TV Houston, and Donald D. Davis, KMBT-TV Kansas City. Attorney is Morton H. Wilner, Washington.

Changing hands

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

• WOV New York, N.Y.: Sold by Morris S. Novik and associates to Bartell Broadcasters Inc. for $1.5 million with $450,000 down payment and remainder to be paid over 4½ years. Bartell stations include WOKY Milwaukee, WAKE Atlanta, KCBQ San Diego, KYA San Francisco, WYDE Birmingham.

Present programming policies of 33-year-old New York outlet (specializing in Italian language and Negro programming) will be maintained, announcement said. Station maintains studio in Rome. Melvin Bartell, who studied opera in Italy before joining his brothers in radio, will become WOV president-general manager. Ralph N. Weil, present executive vice president and general manager of station, will become Bartell vice president in charge of national sales for whole Bar-
This is the kind of hold our station has on people...

That's the miracle of our country's heartland out this way. Roots go deeper. More people own homes (68% against a national 55%). They live in them, proudly and permanently, as their children buy, and furnish, more! Men here are highly skilled in many fields—richly rewarded. In our area, alone, 3 1/2 billion dollars are expended annually on living. Pleasantly.

Our station—locally owned, staffed and programmed—is almost compulsively attuned to our viewers' TV desires. Lots of public service—news—and sports. Low-key voicing. No double talk or triple spots.

We "hold," because we believe in it, to our audiences' desires. And in return, they "hold" to us. And on us, every worthy product looks better, acts better.

Some of these statements sound like rankest advertisingese.

George P. Hollingbery can back up every one with figures—with market figures, of every kind, and with amazing Pulse ratings. Or would you rather believe in human nature?

ONE OF AMERICA'S GREAT AREA STATIONS
Reaching and Holding 2,881,420 People—in 41 Counties of 3 States
tell group. Arnold Hartley remains as WOV vice president in charge of programing and operations. WOV operates on 1280 kc with 5 kw, directional, shares time with WHBI Newark, N.J. The Newark station operates for the full day on Sundays only. Mr. Novik owns 50% of WOV, with Mrs. Weil, 26%, and Mrs. Hartley, 24%.

- KVI Seattle, Wash.: Sold to Gene Autry group for $770,000 (CLOSED CIRCUIT, May 18). Other Autry stations are KOOL-AM-TV Phoenix, KOLD-AM-TV Tucson, KMPC Los Angeles and KSFO San Francisco. The sale was handled by Howard Stark. KVI is on 570 kc with 5 kw and is affiliated with MBS.

- KBLR-AM-TV Goodland, Kan.: Sold to group headed by Leslie E. White- more by James E. Blair for total of $145,000 plus assumption of approximately $400,000 in liabilities. KBLR-TV is on ch. 10. KBLR is on 730 kc with 1 kw, day, and is affiliated with MBS.

- KBVM Lancaster, Calif.: Sold to Tri-County Broadcasters Inc. for $100,000 by Brocaw Broadcasting Co. (Harold J. Brown, president and general manager). Tri-County principals: George Patton, advertising, Roy N. Hinkel, NBC-TV producer, Don Lewis, advertising, Don Parks, time salesman. The sale was handled by Wilt Gunzendorfer & Assoc. KBVM is on 1380 kc with 1 kw directional.

- KACY Port Hueneme, Calif.: Sold to Lincoln Dellar, station broker, for $100,000 by Coast Broadcasters (Don. C. Reeves, Judd Sturtveant and J. Claude Warren). KACY is on 1520 kc with 250 w. directional.

- WCNH Quincy, Fla.: Sold to William S. Dodson, former program manager for WTTG (TV) Washington, D.C., and presently account executive for a D.C. ad agency, by A. B. Letson for $90,000. The sale was handled by Blackburn & Co. WCNH is on 1230 kc with 250 w. and is affiliated with MBS.

- WYSR Franklin, Va.: Sold to newspaper and radio representative Thomas F. Clark by S. L. Goodman for $80,000. The sale was handled by Blackburn & Co. WYSR is on 1250 kc with 1 kw, day.

- WCAT Orange, Mass.: Sold to William R. Sweeney by James W. Miller and associates for $65,000. Mr. Sweeney owns WBNC Conway, N.H., and WERI Westerly, R.I. The sale was handled by Haskell Bloomberg. WCAT is on 1390 kc with 1 kw, day.

APPROVED • The following transfers of station interests were approved by the FCC last week (for other Commis- sion activities see FOR THE RECORD, page 102).


- WPIC-AM-FM Sharon, Pa.: Sold to Sharon Broadcasting Co. (William H. Rich, president, and two other stockholders have interests in WMGW Meadville, Pa.) by A.W. McDowell and others for $510,000, including agreement not to compete for a period of 10 years within a radius of 150 miles of Sharon. WPIC is on 790 kc with 1 kw, day. WPIC-FM is on 102.9 mc with 26 kw.

- WERG-AM-FM Erie, Pa.: Sold to Cleveland Broadcasting Inc. (Ray T. Miller Jr., president) by WERG Broadcasting Corp. (Joseph L. Brechner, president) for $270,000. Cleveland Broadcasting owns WERE-AM-FM-TV Cleveland, Ohio. WERE is on 1260 kc with 5 kw, directional, and is affiliated with ABC. WERE-FM is on 99.9 mc with 9.7 kw.

- WWSC Glens Falls, N.Y.: Sold to Normandy Broadcasting Corp. (John B. Lynch) by Great Northern Radio Inc. (Martin Karig, president) for $212,000, including $14,000 for 7 years consultant agreement and $56,000 for agreement not to compete in Glens Falls area for 7 years. WWSC is on 1450 kc with 250 w and is affiliated with ABC.

- WRVM Rochester, N.Y.: Sold to State Broadcasting Co. (Frank W. Miller Jr., president) by Harry Trenner for $210,000. WRVM is on 680 kc with 250 w, day.

- KPAM, KPFM (FM) Portland, Ore.: Sold to Gospel Broadcasting Co. (F. Demy Mylar, president, is 50% owner of KRWC Forest Grove, Ore.) by Stanley M. Goard and others for $200,000. Comr. Robert Bartley dissented on the overlap issue. KPAM is on 1410 kc with 1 kw, day. KPFM (FM) is on 97.1 mc with 33 kw.

Media reports

- Television Bureau of Advertising, N.Y., reports the signing of the following new members: NBC Spot Sales; WVUE (TV) New Orleans; WTVD
Hall to produce and direct way. Established Broadway and motion pictures, Schaefer to produce York, recently organized origination WNBF lic. WCBD's family, (which sale the for WCBD Chicago FCC's full TV Calgary, Alta. CKCK-TV Saskatchewan Utica, N.Y., and KMSO-TV Sedalia, Mo., plus two Canadian stations—CKCK-TV Saskatchewan and CHCT-TV Calgary, Alta.

* WAIT Chicago, Ill., is to become a full daytime operating station with the FCC's grant last week of the license for WCBD Chicago to WAIT. Both outlets had previously shared time on 820 kc, although WCBD was only on the air on Sundays. For contracts of sale of time and the goodwill of WCBD (which is going off the air) the Miller family, principals of WAIT, paid WCBD's licensee, The Christian Catholic Church, $132,000.

* WNBF-AM-TV Binghamton, N.Y., opened new studios and offices May 30. WNBF-TV's first telecast was a live origination of the Dick Clark Show (ABC-TV, 7:30 p.m.).

* Compass Productions Inc., New York, recently organized by George Schaefer to produce shows for tv, Broadway and motion pictures, has established headquarters at 1341 Broadway. The company's first assignment is to produce and direct six 90-minute dramatic shows for NBC-TV's Hallmark Hall of Fame, beginning in October.

* Weed & Co., radio station representative, announces opening of St. Louis office in Syndicate Trust Bldg., 915 Olive St., (Telephone: Chestnut 1-0646), with Edward D. Podolinsky, formerly national sales manager of KTNT-TV Seattle, Wash., as manager. Office is the ninth to be opened by Weed organization and is designed to improve service to radio-stv stations, advertisers and their agencies in both St. Louis and Kansas City.

* Announcers at KSON San Diego unanimously voted to become affiliated with American Federation of Television & Radio Artists in a mail-ballot election which produced six votes for AFTRA, none against. Sale of KSON to Keny Brown, president, KCOP (TV) Los Angeles, is awaiting FCC approval (Broadcasting, April 20).

* WAVE-AM-TV Louisville, Ky., ran its fourth annual Bids for Kids telethon May 17, raising $130,995 in donations and pledges for a local children's hospital. The 16-hour show is jointly sponsored by the stations and the Louisville Junior Chamber of Commerce.

* KPEN (FM) Atherton, Calif., has increased power to 35 kw from 5 kw. The station is on 101.3 mc. Its antenna has been moved to San Bruno Mountain (south of San Francisco), covering the six Bay Area counties and 14 others.
BASEBALL EYES TV
‘Fruital’ session
bears little fruit

Baseball Commissioner Ford C. Frick announced last Thursday (May 21) that the major-minor league Committee on Radio & Television had held a “fruitful session” but a report on its findings and recommendations would not be released until July 7 when the All-Star Game will be played.

Among the possible courses of action reported to have been explored by the committee during meetings in Columbus last Tuesday and Wednesday were: the abandonment of the Saturday and Sunday Game of the Day network telecasts and a substitution of a Monday night network telecast (minor league clubs would make all Mondays open dates), plus an arrangement whereby 50% of all tv revenue derived by the majors from games telecast into minor league territories would be allocated to minor leagues.

Mr. Frick indicated during the meetings that the question of broadcasts into minor league territories would not be solved at that time. He added:

Game Delayed • “I can only say that we had a very satisfactory meeting. Progress has been made toward solution of our common problem, but no decision will be made at this time.”

Commissioner Frick made no mention of the unrestricted tv plan advocated last Monday (May 18) by C. Leo De Orsey, former director of the Washington Senators.

A frequent critic of baseball’s operations in the past, Mr. De Orsey proposed complete freedom of tv coverage across the U.S. with the proceeds being divided three ways. One third would go to the minor leagues clubs, one third to the minor league pension fund and the final third to be divided equally among the major league teams.

Mr. De Orsey said that failure to solve the tv problem has brought organized base ball to the brink of its “greatest disaster.”

“Common sense,” he proclaimed “must now replace greed and insincerity.”

LEGAL ACTION?
Film men dislike tv-taped commercials

The Film Producers Assn. of New York is exploring with various government agencies the possibility of legal action against the television networks over their activities in the video-tape commercial field.

FPA’s plan was revealed last Tuesday (May 19) at the Association’s first Industry Achievement Awards Dinner in New York. FPA awarded plaques to nine individuals for contributions to the film industry in New York.

Nathan Zucker, president of FPA, disclosed that a group from the association and from the International Alliance of Theatrical Stage Employees had conferred recently in Washington with the Senate Small Business Committee with a view towards ascertaining “the avenues which are open to FPA for legal action.” Though Mr. Zucker did not deal with specific complaints FPA has, it is known that association members who produce tape commercials feel the networks have “an undue advantage” over them in that networks may offer a “package deal” to an advertiser, including program and tape commercials, at a price independent producers cannot match. Mr. Zucker made this reference to network practices.

Cities ‘Network Control’ • “The networks, through affiliates and associations, today control more than 80 percent of the nation’s tv markets. They have moved from control of time to control of talent, to control of programming and now to control of production . . . . We are not going to stop networks from going into production, either on video-tape or film, but we are going to keep them honest.”

Mr. Zucker said that after conferences with the Senate committee, it was agreed that the association would file briefs and review the situation again with the committee. He told the dinner meeting that FPA’s counsel believes that “a full body of laws and regulations already exists to meet the situation and the matter will be pursued in conjunction with the ICC, the FCC and the anti-trust division of the Justice Dept.”

IATSE has agreed to share a portion of the legal expense. The union has an interest since its members hold jurisdiction as technicians over tape work at film studios but not at networks.

Plaques were presented to Mayor Robert E. Wagner of New York; Paddy Chayefsky and Nat Hiken, writers; Elia Kazan and George Justin, producers; Walter Lowendahl, consultant to Transfilms Inc., New York; Martin Poll, president of Gold Medal Studios, New York; Hazard Reeves, president of Reeves Sound Studios Inc., New York; and Mr. Zucker, who also is president of Dynamic Films, New York.

Skiatron ‘definitely’ will tape Bolshoi

Teletcasting plans for four one-hour tapes of the Bolshoi Ballet by Skiatron of America, New York, were still a deep secret last week. But Matthew Fox, president of Skiatron, said, “We definitely will tape the programs.”

Mr. Fox declined to offer any information on the method he would employ to exhibit the programs. Asked if negotiations now are in progress with networks and stations, Mr. Fox replied: “No, I’m just thinking.”

Mr. Fox confirmed he would tape the four programs at Paramount Television Production’s studio used by KTLA-TV Los Angeles on June 1-2, but would not reveal production costs. There are reports the four tapes would run to about $750,000. Mr. Fox obtained tv rights to the ballet from impresario Sol Hurok.

Several station operators in New York revealed they had been approached by Mr. Fox on his plan to offer the programs on this basis: the stations would make a guarantee, carry the programs and ask viewers to send in $1, “a back-door approach” to pay tv (Broadcasting, May 11). These station officials said they had rejected the proposal and had not even discussed the guarantee with Mr. Fox. One operator said that even for New York, he did not
Steelworkers' wages and employment benefits paid for by their employers have increased 288 percent in the last 18 years.

Earnings of the men who make steel are at the top level for all industry.

Also those steelworkers' earnings have increased \textit{faster} than the average workers'.

But shipments of finished steel products per man-hour worked have not increased at any such pace—even with the help of billions of dollars worth of improved equipment and processes installed by the steel companies. In the last 18 years steel shipments per man-hour worked have gone up only 30 percent.

Unfortunately this tremendous and growing gap between shipments and wages is \textit{inflation}.

The big job for everybody is to help close the gap, not widen it. Until that is done nobody can win the fight against inflation.

This message is being brought to you by \textbf{REPUBLIC STEEL} because \textbf{INFLATION ROBS US ALL}

\textbf{REPUBLIC STEEL} makes the world's widest range of standard steels and steel products. This diversity of products is so great it touches every industry and every person. Republic is a major supplier of pig iron for foundries; of alloy bars for the forging industry, of sheet and strip steels for the appliance, automobile, air conditioning, and heating industries.

Republic also manufactures a wide range of products bought directly by the public: bolts, nuts, and nails; woven wire fence and barbed wire; windows, doors, and other building materials for houses and non-residential construction. Republic's management operates a continuous program to produce better steels and develop better products from steel.
AFM, MGA to hold election next month

Hollywood musicians employed at the major motion picture studios early next month will again have an opportunity to make a choice between the American Federation of Musicians and the Musicians Guild of America.

About a year ago, MGA defeated AFM in an NLRB election and won the right to act as bargaining agent for musicians employed by the major motion picture companies (BROADCASTING, July 14, 1958). In a contract negotiated by MGA with these producers, there is a clause which requires musicians to join MGA and pay dues to this union within 30 days of being hired by one of these studios. On petition by AFM, the NLRB regional office in Los Angeles has called an election for June 3-4 to withdraw from MGA the right to represent union shop security provisions in its agreements. Eligible to vote are all musicians who worked at least two calls at the major studios between July 21, 1957, and May 2, 1959 (about 600, according to an AFM spokesman).

MGA protests that the action is one which could be used as a precedent to attack and destroy union shop security provision of all unions whose members are engaged in part-time casual employment like that of the musicians employed for motion picture work. The union declares that "the de-authorization election is not a choice between AFM and MGA. The musicians are being asked to choose between the guild or no union at all to represent them and enforce their contract in the studios . . . elimination of the guild's status will weaken and destroy its financial support and make it almost impossible for the guild to properly represent musicians and enforce the provisions of their contract . . . thus, if the federation is successful, it will destroy, not replace the guild . . . ."

MGA is urging musicians to defeat "this anti-labor device of the AFM simply by boycotting the election and staying away."

Taped Irish games to be seen nationally

Fans of the "Fightin' Irish" will see all 10 of the 1959 Notre Dame football games this fall on a "national network." The games will be tv-taped for delayed broadcast to meet NCAA restrictions and probably will be carried prior to the Sunday afternoon telecasts of the National Football League, according to M.S. Greenman, president of Newspix Inc., New York, producer.

The telecasts, which will originate from the university owned station, WNDU-TV South Bend, Ind., will be distributed by Sports Network Inc. A minimum 115 stations are expected to carry the games which will feature play-by-play announcer Harry Wismer and Edward (Moose) Krause, Notre Dame athletic director.

NCAA rules governing college football telecasts require that games other than those NCAA sanctioned on the "Game of the Week" schedule not be telecast until 11 p.m. the night of the contest. It is because of this rule that the games will be on tv-tape.

Four-opera season announced by NBC-TV

The NBC Opera Co. during the 1959-60 season will present four productions in English and in color on NBC-TV, it was announced Tuesday (May 19) by Samuel Chotzinoff, producer. Starting with a two-hour presentation of Beethoven's "Fidelio" in November, the series will continue with the annual production of "Amahl and the Night Visitors" in December. Scheduled for February is Mascagni's "Caterina Rusticana." NBC has commissioned poets W. H. Auden and Chester Kallman to prepare an English translation of Mozart's "Don Giovanni" for a two-and-one-half hour colorcast in April. Mr. Chotzinoff said that these upcoming performances bring to 54 the number of operas the company will have produced since it was formed in 1949.

The cost of presenting an NBC-TV...
opera, Mr. Chotzinoff estimated, is $150,000 for one performance. It costs almost that much for a repeat presentation, he said. Mr. Chotzinoff registered his approval for westerns on television because, he said, "westerns help pay for tv opera."

Small details stymie NBC-TV, UA-TV plans

For United Artists Television and NBC-TV last week it was a climate "as at Geneva," as negotiations continued on a new anthology series to be produced under UA-TV auspices using the same producers as its parent, United Artists Corp. (Broadcasting, May 18).

As of May 21 no agreement was reported. One official compared the dickering over details to the give-and-take at talks in progress among the major powers at Geneva.

NBC-TV has offered UA-TV a plan for placing the film company's prospective anthology on the network in the next fall season asking for a commitment of 13 programs with options for 26 more. UA-TV prefers a contract that would call for a 26 program series at one crack.

Another point that is delicate to work out: financial details with NBC-TV sharing in ownership of the series along with UA-TV and the producers themselves.

Live tv for Olympics on ABC-TV in February

ABC-TV next February will provide network television coverage of the first Olympic games held in the U.S. since 1932. The network last week acquired exclusive rights to broadcast the 1960 Olympic winter games from Squaw Valley, Calif., Feb. 18 through 28, according to Thomas W. Moore, ABC-TV vice president in charge of programming.

Though plans are incomplete, ABC-TV reports it will give live and tape coverage of each of the 11 days of the games. More than 1,000 athletes from 34 nations will compete in various skating and skiing events. Special Olympic pageantry, which will be staged by Walt Disney, also will be televised, Mr. Moore said.

PTA to rate tv shows

The National Congress of Parents & Teachers will publish ratings of tv shows for family viewing in its monthly organ starting next fall. Eva Grant, editor of the PTA magazine, told a news conference at the congress' 63rd annual meeting that the ratings are prompted by the tv industry's "failure to reduce the num-
summer radio goes where
People do take vacations, and Radio goes along. 

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

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

says Lou Wolfson, V.P.

WLOS-TV

ASHEVILLE, N. C.

You can use any part of Warner Bros. library of films to get top ratings and enthusiastic sponsors. “It’s so flexible, you can fit it into any spot,” says V. P. Lou Wolfson of WLOS-TV.

“From our Warner Bros. library we’ve programmed an Errol Flynn Theatre and a Bogart Theatre on weekends. Both have drawn exceedingly well . . . often outraging all three competing stations combined.”

This smart programming by WLOS-TV is perfect for either participating or exclusive sponsorship. And it’s only one of the many ingenious ways stations are using Warner Bros. features to turn time into money. Let us tell you about the others, too. Simply call or write:

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., Murray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., Ditarboro 2-2030
DALLAS, 1515 Bryan St., Riverside 7-4553
LOS ANGELES, 9110 Sunset Blvd., Crestview 6-5886

ber of shows depicting brutality and violence.” She said that “this doesn’t mean . . . that the National Congress is going to set itself up as a . . . censor. Thejudgments will be reached by a group of experienced parent-teacher people who know something about TV and children.”

• Program notes
  • In reportedly the first instance in which a network has bought a western film series for a daytime strip, ABC-TV last week said it has acquired Restless Gun, starring John Payne, for its daytime schedule next fall. The series, produced by Revue Productions, Hollywood, is in its second season of evening telemcasts on NBC-TV (Mon. 8-8:30 p.m.).
  • Jayark Films Corp., New York, has slated for fall release two new TV series, Trapped and Birthright, currently being filmed at Republic Pictures, Hollywood, according to Al Kaufman, Jayark president. Trapped will consist of mystery-suspense situations, with a different set of stars in each half-hour story, it was reported. Birthright dramatizes case histories from the files of the Los Angeles Bureau of Adoptions and other child welfare groups. Duke Goldstone is executive producer of both production units, Mr. Kaufman said. Jayark's initial syndication venture, Bozo the Clown, reportedly has been sold in 85 markets, including recent sales to WSLS-TV Roanoke, WTVR (TV) Richmond, KFRE-TV Fresno, Calif., WHYN-TV Springfield, Mass., WCKT (TV) Miami, WSB-TV Atlanta and KARD-TV Wichita.
  • Replacing The Steve Allen Show this summer on ABC-TV (Sun. 7:30-8:30 p.m.) will be Suspicion, a filmed series of 13 one-hour dramas originally seen during the 1957-58 season on the network, it was reported last week. Actor Walter Abel has been named to serve as live host of Suspicion, which starts June 14. No sponsor has as yet been signed, according to ABC-TV.
  • Screen Gems, N.Y., reports the sale of 130 feature films to the Triangle Stations. (WFIL-TV Philadelphia; WFBG-TV Altoona and WLBR-TV Lebanon, all Pennsylvania; WNBF-TV Binghamton, N.Y.; WNH-C-TV New Haven, Conn., and KFRE-TV Fresno, Calif.)
  • Independent Television Corp., has moved its temporary production offices from California Studios to an entire floor of the Jack Wrather Organization building at 270 N. Canon Drive, Beverly Hills, where Ted Rogers, FTC's director of programs and production— who will head up the operation, will headquartered. Production is staffed to handle film, video-tape and live programming, FTC reports.
  • ABC-TV's Polka-Go-Round, originally scheduled for a half-hour this summer, has been shifted to the one-hour class (Mon. 7:30-8:30 p.m.). The series, which will emanate from ABC's WBKB (TV) Chicago, begins June 1.
  • International Transmissions Inc., N.Y., voiced news service, on June 1 will be in operation from new quarters at 2 W. 46th St., it was announced last week by Sumner J. Glimcher, president. The company has been located at 480 Lexington Ave. ITI's new telephone number will be Columbus 5-2400. New subscribers signed last week were KTHS Little Rock and KWKH Shreveport.
  • General Film Labs Corp., (film processing), Hollywood, Calif., has opened a Kansas City office at 106 W. 14th St. Neal Keesh, formerly of Calvin Co. (film production), Kansas City is in charge of the new operation.
  • WLW (TV) Cincinnati inaugurates its color facilities next week for the Memorial Day Indianapolis '500' racing car event. Nine WLW cameramen at the Indianapolis track will give their color footage to motorcyclists for delivery at WLW. About 5,000 ft. of color film of the race will be processed, edited to about 1,000 ft. and telecast in less than six hours. (Live telemcasts are not permitted.)
"FOR SPEED AND LATITUDE,

THE WINNER IS 931"

That's what Steve Pefley, Chief Photographer at WISH-TV, in Indianapolis, Indiana, says about DuPont Rapid Reversal Film.

“Film, camera technique and editing are a winning team only when top quality exists all down the line,” says Mr. Pefley. “Du Pont 931 is an important member of our team. There’s no question about its quality. When the chips are down and we have to depend on speed and latitude to pull us through, we can always count on 931.”

Fast processing, too, is a must in local news coverage. Using Du Pont Rapid Reversal Film, WISH-TV is able to shoot news footage as little as 45 minutes before show time, and go on the air with the finished newsreel. “All in all,” concludes Mr. Pefley, “we couldn’t ask for better film than this Du Pont product.”

For more information about this fine 16mm film for every TV use, write Du Pont, 2432A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.
Advertisers
- **John W. Haley**, advertising manager, director of public relations and member of board of directors, Narragansett Brewing Co., Cranston, R.I., elected vp and member of executive committee. Mr. Haley was also appointed general advertising manager.
- **J. Jackson Riggs**, formerly district manager of Westinghouse Appliance Sales Co., Detroit, to Argus Cameras, division of Sylvania Electric Products, N.Y., as vp, marketing.
- **B. C. (Burt) Flounders**, formerly advertising product manager of Scott Paper Co., Chester, Pa., named advertising manager of Pet foods division of Carnation Co., L.A.

Agencies
- **Curtis A. Abel**, merchandising director, Young & Rubicam, L.A., named vp-manager.
- **Robert (Bud) Stefan**, manager of BBDO's Hollywood office, appointed vp in charge of radio-tv. Mr. Stefan joined Hollywood office in 1952 as tv production supervisor and was appointed manager in February of this year. He was previously with KTLA (TV) Los Angeles as writer-director-performer.
- **Eric Marder**, account research director of Kenyon & Eckhardt, N.Y., elected vp.
- **Stuart Gannon**, formerly member of creative plans board, Hicks & Griest, N.Y., to The Joseph Katz Co., that city, as copy supervisor. **Philip D. Porterfield**, formerly of D'Arcy Adv., N.Y., on consulting basis, Studebaker account, joins Katz as merchandising account executive.
- **Glenhall Taylor**, manager of Holly-
wonder office of N. W. Ayer & Son, has resigned to form his own program-production firm.

- BERN KANNER, assistant media director of Benton & Bowles, named associate media director. ROGER CLAPP, media buyer, named assistant media director. Both remain in New York office.

- JAMES ENGLISH, formerly associate media director of Young & Rubicam, N.Y., to Kenyon & Eckhardt, that city, in similar capacity.

- DR. CHARLES WINICK, educator, advertising and marketing research (Massachusetts Institute of Technology, Columbia U.) and visiting lecturer (U. of London, U. of Rochester), joins J. Walter Thompson, N.Y., to direct program of basic research.

- FRANK CLAYTON, group supervisor of Gardner Adv., St. Louis, to Kenyon & Eckhardt, Chicago, as media director. He succeeds HARRY SAGER, appointed senior account executive on local Pepsi Cola account.

- LEONARD RUBENSTEIN, Clinton E. Frank, elected president of Art Directors Club of Chicago. Other officers: SAM FINK, Young & Rubicam, first vp; DEAN STRAKA, N. W. Ayer & Son, second vp; RALPH ECKERSTROM, Container Corp. of America, secretary, and JULES BISKIN, Foote, Cone & Belding, treasurer. Elected directors for two years: LEE KING, Edward H. Weiss; BILL SILET, J. Walter Thompson, and LEE STANLEY, Leo Burnett. For one-year terms: KENNETH BOEHNERT, Grant Adv., and ROBERT PATTERSON, McCann-Erickson.

- EUGENE LETOURNEAU, traffic manager of Geyer, Morey, Madden & Ballard, Detroit, named assistant manager, dealer service department of agency's Rambler dealer organizations.


- ARTHUR TOPOL, formerly media buyer of Donahue & Coe, N.Y., and PETER BERLA, formerly media buyer of Benton & Bowles, N.Y., to Ogilvy, Benson & Mather, that city, in similar capacities.

- ED KASSER, formerly timebuyer of Erwin Wasey, Ruthrauff & Ryan, Chicago, to Arthur Meyerhoff & Co., that city, in similar capacity.

- STUART Q. HYATT, formerly copywriter of Calkins & Holden, N.Y., (now merged with Fletcher D. Richards Co.), to Anderson & Cairns, that city, in similar capacity.

**Networks**

- DRESSER DAHLSTEAD, program director, ABC, western division, named director of operations, Pacific Coast regional network.

- WALTER P. ROZETT, Mr. Dahlstead director of financial and administrative operations of CBS, awarded Alfred P. Sloan fellowship in executive development at Massachusetts Institute of Technology, and begins one year leave of absence on June 1, to participate in that program.

- CLIFF ANDERSON, director of labor relations of ABC, appointed newly-created post of director of special services for ABC, western division.

- RICHARD W. BRAHM, formerly resi...
dent, Media-Merchandising Inc., N.Y., to Mutual Broadcasting System's Chicago office as midst manager.

- Edward R. Murrow and Eric Severud, CBS News commentators, decorated by Belgium government for "contributions in the field of foreign affairs." Mr. Murrow received "Officer of the Order of Leopold" while Mr. Severud received "Officer of the Order of the Crown."

Stations
- Stephen J. Rooney, with WAMP-WFMP (FM) Pittsburgh and predecessor WIAS since 1953, named general manager of both stations, effective June 1.
- Norman Gittleson, formerly general manager of WMUR-TV Manchester, N.H., has joined KLMS Lincoln, Neb., as general manager.
- Stanley A. Wainer, treasurer of Telemeter Magnetics Inc., L.A., Paramount Pictures Corp., subsidiary, transfers to KTLA (TV) Los Angeles, owned by Paramount Television Productions, as business manager.
- E.H. Keown, general manager of WQSN Charleston, S.C., elected vp.
- Paul N. Miles, formerly sales manager of WHLL Wheeling, to general manager of WCAW Charleston, both West Virginia. Other WCAW appointments: Paul Howard, production manager of WCUE-AM-FM Akron, Ohio, to program director; Norman L. Posen, of sales department of WMAL-AM-FM Washington, to sales manager; Mrs. Gloria M. Best, formerly of WCHS-TV Charleston, W. Va., to woman's director.
- Jerry L. Luquire, program director and operations manager of WDBM Statesville, to WSCM-AM-FM-TV Charlotte, both North Carolina, as production manager, effective June 1.
- Ken Gaughran, chief announcer and traffic manager of WREB Holyoke, Mass., named program director. Mr. Gaughran will retain traffic manager duties.
- Theodore R. Dorf, station and commercial manager of WGAY and WSHO-FM Silver Spring, Md., before its purchase by Connie B. Gay Enterprises, retained in both positions, effective June 1.
- Don Erickson, production director of WCTV (TV) Thomasville, to WALB-TV Albany, both Georgia, as production manager.
- Keith G. Dare, formerly consultant for ABC and Katz Agency, to

Visiting Viking • Erik Diesen (1), head of the Entertainment Dept. of the TV division of the Norwegian Broadcasting Corp., listens to R.J. Heiss, station manager of WTMJ-TV Milwaukee, explaining the program log in the station's projection room. Mr. Diesen is spending two months as a staff member of WTMJ-TV to learn American TV techniques which could be applied to Norwegian TV, currently in the experimental stage. The device to the right is the WTMJ-TV Balopticon projector.

- Richard S. Calender, formerly general manager of KLIO Portland, Ore., appointed sales manager of KEWB (former KLX) San Francisco-Oakland, Calif.
- James F. Simons, formerly director of operations of Mutual Broadcasting System and before that with John Blair & Co., Chicago, elected general sales manager of KFWB Los Angeles, effective today (May 25). Cleve Hermann joins KFWB news staff.
- Robert C. Pettigell Jr., account executive of KOB-TV Albuquerque, N.M., named sales manager of KOB, effective June 1, succeeding late Frank P. Redfield, who died following auto accident May 12.
- Jack Lynn, formerly program director, WNTA-TV Newark, N.J., to WNEW-TV New York in similar capacity.
- Ivan Jones, farm editor of KGW-AM-TV Portland, Ore., elected president of Oregon Agricultural Editors, new organization of agricultural editors of state's press and broadcast media.
- Clark B. George, general manager of KNXT (TV) Los Angeles and Columbia Television Pacific Network, has received Lee de Forest award of National Assn. for Better Radio & Television. It was first time local TV station has been so recognized by NAB for outstanding programming and only third time that award has been given. Previous winners were Joyce Hall of Hallmark Cards, sponsor of Hallmark Hall of Fame, and Harvey Firestone Jr. of Firestone Tire & Rubber Co., sponsor of Voice of Firestone.
- Lee White, news director of KROS Clinton, elected president of United Press International Broadcasters of Iowa, succeeding Robert Frank, WOC Davenport. Wally Bishop, KXEL Waterloo, elected vp and William E. Speier, Iowa news manager for UPI, re-elected secretary.
One of a series of salutes to successful Radio and TV stations across the nation... and to Northwest Schools graduates who have contributed to their success.

KVIP-TV
Channel 7
REDDING, CALIFORNIA

KVIP-TV is located in Redding, California, and along with sister station KVIQ-TV in Eureka, serves television fare for NBC and ABC to the Northern portion of California.

With transmitter located on mile-high Shasta Bally Mountain, the station's facilities penetrate large areas of mountain population that enjoy no other television service... as well as the rich Sacramento Valley.

A recent report from KVIP-TV, advises two extremely valuable cogs in the KVIP team are Lynn Olsen, Studio Engineering Supervisor, and Richard Bertolin, Film Director. Both men came to the station in its early days of telecasting from Northwest Schools and have continued to develop their aptitudes and positions to the present date. "Needless to state, we are more than satisfied with the performance of your two graduates", is the pleased comment of KVIP President, George Fleharty.

Lynn Olsen, Studio Engineering Supervisor
Richard Bertolin, Film Director

For further information on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS
1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood
DAILE PFAP, WNOG Naples, CRAWFORD RICE, WTFT (TV) Tampa, ED GRANT, WPDI Jacksonville, DON MILLER, WDAE Tampa, FRANK BLACK, WXAT and Mr. Bayer, all directors.

• HAROLD SALZMAN, news director of WLS Chicago, re-elected president of Illinois News Broadcasters Assn. to serve remaining eight months of 1959, as INBA reverts to calendar year for officers. Others: JOHN RHODES, WRRR Rockford, vp; FRAZIER WRIGHT, WCTA (TV) Champaign, treasurer; DONALD BROWN, U. of Illinois, executive secretary. Directors: FRAN BOUTON, WLK DeKalb; GEORGE MARTIN, WTHI-TV Terre Haute (Ind.); BILL SPANNER, WFRX West Frankfort, and RALPH SMITH, WIRL Peoria.

• DEAN NAVEN, KMA Shenandoah, elected president of Iowa Radio & Television News Directors Assn., succeeding DICK PETRIK, KOEL Oelwein. FRANK MANGOLD, KWPC Muscatine, elected vp, and ART BARNES, U. of Iowa, re-elected secretary-treasurer. Directors: WALLY BISHOP, KXEL Waterloo; ROBERT FRANK, WOC Dayton, and Mr. Petrik.

• MIMI HOFFMEIR, manager of program analysis of NBC, elected president, New York Chapter of American Women in Radio & Television, for 1959-60 season. She succeeds LUCILE MASON, casting director, Compton Adv.

• THOMAS MARSHALL WEAVER, formerly sales manager of Adult magazine, Dallas, joins KRVG-AM-TV Welsey, Tex., as administrative assistant.

• ROBERT W. BLOCK, formerly manager of Los Angeles office of AM Radio Sales Co., to KSFO San Francisco sales staff.

• CHARLES BORN, newscaster-photographer of KMOX-TV St. Louis, elected president of National Press Photographers Assn.'s St. Louis chapter.

• JOSEPH LUTZKE transfers from NBC Radio Spot Sales, Chicago, to sales staff of WNIR (TV), that city. ROBERT E. MCAULIFFE, formerly of WBKW-TV Buffalo, N.Y., to WNBQ sales staff.

• MIKE WHIE, air personality of KOMO Seattle, named account executive. DOROTHY SOKTORK, formerly publicity director of Seattle-King County March of Dimes, joins KOMO-AM-TV as public relations assistant.

• CHUCK OLSON, formerly sales promotion manager of WREX-TV Rockford, Ill., to WITI-TV Milwaukee, Wis., in similar capacity. JACK LIGHTNER promoted from sales staff to succeed Mr. Olson at WREX-TV.

• FRANK J. MARUCA, formerly field account executive of Ketchum, MacLeod & Grove, Pittsburgh, to WAMP/ WFMF (FM), that city, as program-promotion coordinator. EARL BUNN, formerly commercial manager of WEDO McKeensport, Pa., to WAMP/WFMF as sales representative on local accounts.

• BILL McMAHON, formerly air personality of WISC and WMFM (FM), both Madison, Wis., appointed program and public affairs director of WSYM St. Joseph, Mich.

• MAX MACE and Jim PITS named commercial production supervisor and copy chief-newsie, respectively, of WESC Greenville, S.C.

• JERRY BOWER, formerly of WGN-TV Chicago, to WPTA (TV) Pitt Wayne, Ind., as chief engineer. BOB CARTER, producer-announcer, named production manager of WPTA.

• MARSHALL KARP, formerly account executive, National Telefilm Assoc., N.Y., to WPIX (TV) New York, in similar capacity.

• MARTY CONNELLY, account executive of Peters, Griffin, Woodward, S. F., has joined sales staff of KTLA (TV) Los Angeles.

• MAX REEDER, sales manager of KLX Oakland, and ROBERT I. PRICE, account executive of KCBS San Francisco, are joining KTVU (TV) San Francisco-Oakland as account executives.

• ROBERT W. BLOCK, manager of Los Angeles office of Am Radio Sales Co., has joined sales staff of KSFO San Francisco.

• LARRY CONTI promoted to chief announcer of WSTV-AM-FM Steubenville, Ohio. MARSHALL FATKIN joins news staff of WSTV (TV).

• NORMAN WINS and SANDY SIMS join copy staff of WMAZ-AM-TV Macon, Ga. DONNIE CARL, formerly of copy staff to announcer of WMAZ.

• BURT YOUNG, formerly of Land-Ad, Pittsburgh, to WTAE (TV), that city, as member of promotion department.

• CHARLIE JEFFERDS, air personality of WHIM Providence, R.I., to WICE, that city, in similar capacity.

• DEEMS TAYLOR, music critic and commentator, signed by WGN-TV Chicago for Great Music From Chicago symphony series starting Oct. 18.

• DR. JOHN WESLEY HOLLAND, 82, radio pastor of WLS Chicago's Little Brown Church of the Air for 26 years, died May 15 after several weeks' illness. He is credited with being first ordained minister ever appointed for a "radio parish," retiring in 1958.


• GENE BLAINE resigns as program director of WAKE Atlanta, Ga.

• ELMWOOD S. THOMPSON, formerly of WPVL Painesville, Ohio, and SANDY FOUNTS, formerly of WRRF and WITN (TV), both Washington, N.C., join WBRE-AM-FM-TV Wilkes-Barre, Pa., as members of announcing and production staffs.

• KENNETH DAUST, formerly staff announcer of KWK-AM-TV St. Louis, to KPLR-TV, that city, in similar capacity.

• DON HICKMAN, formerly part owner of WTUC Union City, to WLDX-AM-TV Jackson, both Tennessee, as announcer and member of programming staff.

• JULIAN ROSS, head of music library, WINS New York, named newsmaster.

• EV SUTHERIN, formerly of WWVA-FM Wheeling, W. Va., to WGL Fort Wayne, Ind., as air personality.

• JACK CHASE, oldest son of Warren Chase, chief engineer of WDEV Waterbury, Vt., has received appointment to U. S. Military Academy at West Point, reporting July 1. He was sponsored by Sen. George Aiken (R-Vt.).

Representatives

• CHARLES H. COTTINGTON, formerly vp in charge of broadcast- ing, Erwin Wasey & Co. (now Erwin Wasey, Ruthrauff & Ryan), N.Y., to Stars National, that city, as president.

• GIL JOHNSTON, formerly manager of KWK St. Louis, to Robert E. Eastman & Co. as manager of St. Louis office.

• JOHN A. MCELREIS, formerly on sales staff of WCAU-TV Philadelphia, to CBS Television Spot Sales, as account executive, Chicago office.
• **George Beavers**, salesman in New York office of Broadcast Time Sales, named director of sales development in firm’s west coast division.

**Programming**

• **Arnold Petbrod**, formerly coordinator of syndication sales of Screen Gems, N.Y., to Official Films, that city, as manager, syndication department.

• **Jack J. Brown**, formerly head of his own advertising agency in Chicago, appointed midwest division manager, Trans-Lux Television Corp., that city.

• **Jack Shea**, NBC-TV director, elected president of Hollywood local of Radio & Television Directors Guild. **Howard Quinn**, CBS-TV association director, elected vp; **Murray Schwartz**, NBC-TV associate director, secretary. Run-off election will be held between Hap Weyman, director of KABC-TV, and **Dan Gingold**, director of KNXT (TV), for post of treasurer. Mr. Shea, as president, automatically becomes representative of local on union’s international board, to which Seymour Berns, retiring president, was elected and **Michael Kane** re-elected.

• **Charles L. Townsend**, formerly manager, film and kinescope facilities of NBC, to TelePrompTer Corp., N.Y., as director, television engineering.

• **Richard R. Krepala** to promotion manager of Peachtree Production Assoc., Atlanta. Other PPA appointments: **Betty L. Merritt**, to promotion and pr manager; **Louis C. Ingram**, Jr., formerly on sales staff of 20th Century Fox Films, Hollywood, to sales manager; **Norman Whitman**, formerly of WERG-TV, Mobile, Ala., to production manager.

• **Gertrude Palmer**, office manager of National Telefilm Assn., N.Y., named director of personnel.


• **Tom Morgan**, artist and repertoire producer of Capitol Records, Hollywood, adds duties of liaison with motion picture and tv industries.

• **L. Mercer Francisco**, head of Francisco Films, Chicago, appointed editorial consultant to Atlas Film Corp., Oak Park, Ill. Film firm also announced leasing of additional quarters at 185 N. Wabash Ave., Chicago.

• **Tony Wilson**, formerly production executive of Young & Rubicam, signed by Screen Gems, Hollywood, as producer for Alcoa-Goodyear Theatre tv series.

• **Oscar Rudolph**, who directed most of *The Donna Reed Show* during current season for Screen Gems, N.Y., signed to multiple-film contract as director of next season’s series. **Phil Sharp**, formerly contract producer of CBS-TV, signed as associate producer of *The Donna Reed Show*. Other Screen Gems appointments: **Het Manheim** as story editor for new *Undercover Man* series; **Don Moore** as story department editor, Hollywood office, and **Eve Ettinger** as department’s associate editor.

**Equipment & Engineering**

• **Michael Balog**, formerly manager of semiconductor division of Sylvania Electric Products, N.Y., named plant manager of CBS-Hytron’s receiving tube plant in Newburyport, Mass.

• **Charles M. Volkland**, formerly west coast assistant regional sales manager of Philco Corp.’s Govt. & Industrial Div., appointed sales manager of Sierra Electronic Corp., Menlo Park, Calif., Philco subsidiary.

• **David Alan Saper**, formerly public relations consultant of Embassy of India in Washington, D.C., and previously director of public and professional relations of Cavitron Equipment Corp., Long Island City, N.Y., named director of information services of CBS Labs, Stamford, Conn.

• **William L. Reynolds**, general counsel of Electronic Industries Assn., Washington, resigns to join Litton Industries, Beverly Hills, Calif., as general attorney, effective about June 1.

**Allied**

• **Llewellyn Brooke White**, 59, veteran editor and author of *The American Radio*, died May 15 in Lenox Hill Hospital, N.Y., following coronary thrombosis. Mr. White retired in 1955 as State Dept. program division chief for press service of International Information Administration. Published in 1947, *The American Radio* dealt with the history and growth of that industry.

• **Paul Dudley**, 46, script writer for radio, tv and motion pictures, died May 18 in Duarte, Calif., of lung fungus disease. Mr. Dudley wrote for Jack Paar, Frank Sinatra and *Martin Kane, Private Eye* series.

**International**

• **Eldon M. Sinclair** named president of Leo Burnett Co. of Canada, Toronto, Ont., succeeding **Richard N. Heath**, Chicago, appointed chairman of Canadian executive committee.

"Anita Sundin Calling" is heard Monday through Friday in convenient 90-second "capsule" form at peak hours for reaching women in the home and on their way to shop.

Anita provides Quint-City area housewives with a daily stream of recipes, hints to make home-making easier and social notes. Local groups use the show as their bulletin board for fraternal, social, civic and educational announcements.

Anita has a wide following and her audience respects her advice. Many women tell us they listen to the program to learn what is going on in the area.

Anita is available as a personality or for spot adjacencies . . . contact your P.G.W. Colonel or call, write or wire Sales Department WOC AM-FM-TV, Davenport, Iowa.

**WOX**

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**BROADCASTING**, May 25, 1959

93
ELECTRONICS: $21 BILLION IN '70  
EIA delegates optimistic at convention; WE's Lack honored

Electronics production is headed toward a period of intensive growth, with military output likely to quadruple by 1970, members of Electronic Industries Assn. were told last week at the association's 35th convention in Chicago.

The industry's meeting was marked by presentation of the EIA Medal of Honor to Frederick R. Lack, retired vice president of Western Electric Co. and a past vice president-director of EIA. The medal was presented by EIA President David R. Hull, Raytheon Co., at the Thursday (May 21) dinner.

Mr. Lack was the eighth "Electronics Man of the Year" honored by EIA. He served nearly a half-century with Western Electric, starting as a shop tester in 1911 and moving upward until his retirement in 1958. Among recent achievements was direction of the development and manufacture of Western Electric's Nike family of missiles and the recent Nike-Zeus anti-missile missile.

A series of two-score separate business meetings marked EIA's convention, held at the Sheraton Towers in Chicago. These ranged from consumer items to military and specialty product problems.

Bullish Report  * Mr. Hull gave an optimistic report on industry progress. He estimated 1959 electronics sales at the factory level will reach $9 billion this year for a new record. Military production absorbs 52% of industry sales and 30% of the Defense Dept.'s procurement dollars he explained. The military out will approach $5 billion this year, he predicted, emphasizing the $2 billion electronic output devoted to missiles. Civilian space equipment will use about a third of electronics through 1970, he estimated, with $4.8 billion this year.

EIA's efforts to induce the government to conduct a long-range spectrum study of the radio spectrum were recounted by Mr. Hull. EIA will state its views at a June 8-9 Senate Commerce subcommittee hearing.

"We in electronics must strive for technical improvements that will assure the United States of continuing mastery in modern military armaments and the exploration of outer space," Mr. Hull said. "At present we have good reason to believe that this country is ahead of its rivals in electronic technology and production. It is our responsibility to retain this lead."

The $5 billion military electronics output this year is expected to exceed $21 billion by 1970, EIA was told by Frank W. Mansfield, Sylvania Electric Products, reported in his capacity as chairman of EIA's Marketing Data Dept.

"Sales of table, clock and portable radios increased 400,000 sets to 8.6 million during the current fiscal year," he said, with tv sales to consumers declining from 5.9 million to 5.2 million sets.

Stereo Stimulation  * Robert S. Bell, Packard Bell Electronics Corp. who heads EIA's Consumer Products Division, said the increase in phonograph sales of 4.7 million units during the year was mainly because of the enthusiastic public response to stereo. Only 50,000 stereo phonos were sold by factories during fiscal 1957-58, he said, but 1959 stereo sales are expected to reach 2.2 million units. Stereo's impact cut monaural sales from 4.4 million to 2.5 million units.

Factory production of tv sets is running around the 100,000 mark per week, 15% of the previous year-to-date figure, Mr. Bell said, and consumer purchases in March and April were ahead of the same months last year. He added that EIA is studying the threat of foreign imports, excise tax relief and multiple tv set production activities.

Servicing and installation of electronic equipment has risen to $2.8 billion a year, tripling in the last eight years, according to Kenneth H. Brown, Westinghouse Electric Corp., chairman of the EIA Service Committee. He said the industry should continue to work toward increasing the prestige and business ability of the service technician.

D. W. Gunn, Sylvania Electric Products, speaking as chairman of the EIA Tube-Semiconductor Division, said the dollar value of transistor sales by factories has increased more than 20 times in a five-year period, or from $5.1 million to $112.7 million. In the same period the germanium silicon semiconductor diodrectifier industry has quadrupled from $20 million to $96 million.

Picture Tubes Down in '58  * Sales of tv picture tubes by manufacturers during 1958 fell below 1957, or 8.3 million units with factory value of $163 million, he said, adding, "Developments in this industry are pointing toward shorter necks, more efficient electron guns and improved picture quality."

U. S. exports of electronic equipment and parts rose nearly 10% between 1957 and 1958, said Ray C. Ellis, Raytheon Co., chairman of the EIA International Dept. Radio shipments increased from 298,000 units worth $7.9 million in 1957 to 316,000 units valued at $10.3 million, he said. Tv receiver exports in 1957 totaled 156,000 units priced at $19.6 million, rising to 219,000 sets valued at $25 million in 1958.

Mr. Ellis reported shipments in the broadcast transmitter field (am, fm and tv), including studio equipment, rose from $11.2 million in 1957 to $12.8 million in 1958. Export business totaled $100 million in the first quarter of 1959, down a little for the period.

Mr. Hull said the Consumer Products Division has embarked on a cooperative industry program "designed to stimulate tv set sales by convincing

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EQUIPMENT & ENGINEERING

**THIS IS THE JINGLE MILL RECORD**

**$38** PER JINGLE ON CONTRACT  
COMPLETELY CUSTOM MADE  
OVER 400 STATIONS SOLD  
98% OF STATIONS HAVE REORDERED  
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PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

JINGLE MILL  
201 West 49th St., New York City

BROADCASTING, May 25, 1959
Electronic parts on upward sales curve

Electronic parts volume at the factory level should reach between $9.1 and $10 billion by 1960, according to estimates given at last week's Electronic Parts Distributors Show in Chicago last week.

Manufacturers of radio, TV and high fidelity parts and components, electronic equipment and service tools exhibited their wares to distributors at the Conrad Hilton Hotel May 18-20. Attendance hit about 13,000, comprising distributor, commercial sound, sales and advertising agency representatives.

The show conducted by the Electronic Industry Show Corp., included as sponsors Electronic Industries Assn., Assn. of Electronic Parts & Equipment Mfrs., National Electronic Distributors Assn. and other groups.

William H. Thomas, of James B. Lansing Sound Inc. and vice president of Electronic Industry Show Corp., noted a "very definite interest" in high fidelity by buyers and parts distributors. He reported that while hi-fi sales of wholesale parts distributors declined with the emergence of radio dealer specialists, the trend has now been reversed. He felt the "great bulk of high fidelity stereo customers" hasn't really materialized yet in the market place. He claimed stereo has required customers to "spend twice as much money and need twice as much space."

W. S. Parsons, of Centralab and show corporation president, predicted an annual 10-12% increase in parts distributor sales. In the past 10 years, he noted, volume increased 206%, while total electronic industry growth (excepting radio-TV entertainment products) jumped 165%. The largest potential, he said, is in the commercial and industrial market for electronic parts.

RCA delivers tv-tape

RCA last week announced delivery to WBTV (TV) Charlotte, N.C., of the first production model of its "advanced" television tape recorder. It features production of interchangeable color or black-and-white TV tapes, plus a built-in cueing system. Its tapes are said to be usable on any recorder meeting industry-determined standards, while properly prepared tapes from other machines can be played back on the RCA recorder with "maximum fidelity." RCA earlier produced seven pre-production models of its tv tape recorder. Six of them are being used by NBC in New York and Burbank, Calif., and the seventh has been in service at WBTV since September 1958.
Jerrold has 26% gain

Operating revenues of Jerrold Electronics Corp. for the fiscal year ended Feb. 28 totalled $7,658,371, according to Milton J. Shapp, president of the manufacturing and community antenna system-owning firm. The new revenue figure was a 26% increase over the previous fiscal year’s report. Net income after taxes was up to $397,656 (36c per share of common stock) for the fiscal year as compared to $105,281 (10c per share of common) for the fiscal year ended Feb. 28, 1958. Jerrold owns and operates community antenna systems in Alabama, Iowa, Arizona, Idaho, California, New Jersey and Washington, serving approximately 33,000 subscribers.

- Technical topics
  - Nems-Clarke Co. (electronic equipment), Silver Spring, Md., a division of Vitro Corp. of America, had $2 million in new business last month. N-C had orders totaling $3.6 million in the first four months of this year (about three times the same 1958 period). Equipment is being shipped at a rate of $500,000-worth a month.
  - Camera Equipment Co., N. Y., introduces a new CECO Blimp designed exclusively for the Maurer camera. The new Blimp features an external view-finder which permits the cameraman greater ease in viewing scenes. Lenses from 15mm focal length can be used. The Blimp normally takes a 400-ft. magazine but an additional hood for a 1200-ft. magazine is available.
  - Raytheon Co., Waltham, Mass., announces a new 24-channel fm carrier system for channelizing its MCR-1000 microwave radio communications link. Manufactured for Raytheon by Lynch Carrier Systems, S.F., the B-640 multiplex carrier features transmitter crystal-control, miniaturized plug-in assembly and full compatibility with telephone transmission standards. It provides voice channels over fm subcarriers in the 40 to 420 kc base band. The carrier equipment may be separated from the associated rf equipment by several miles of wireline or cable.
  - Emerson Radio & Phonograph Corp., Jersey City, N.J., has leased 10,000 square feet of space in Canada House, 680 Fifth Ave., New York, to provide facilities for an Emerson and DuMont Exhibition Hall. An additional area is to be occupied by Emerson’s national sales headquarters. The hall, expected to open in June, will be used to demonstrate radios, tv receivers, stereophonic high fidelity instruments and air conditioners. DuMont’s radio-tv receiver line is manufactured by Emerson.
  - Philco Corp., Phila., had first-quarter sales of $95,558,000 and net income of $1,589,000. Earnings were 37 cents a common share after preferred dividend requirements. Sales in last year’s first quarter were $74,016,000 with a net loss of $1,098,000 (29 cents a common share). This means a 29% volume increase over 1958.
  - Minnesota Mining & Manufacturing Co., St. Paul, had first-quarter sales of $102,361,998 and common stock earnings of $13,191,419 (78 cents a share). In the same time last year 3M sales were $85,207,362 with common stock earnings of $7,899,374 (47 cents a share).
  - General Precision Lab Inc., Pleasantville, N.Y., has appointed The Northern Electric Co. Ltd., as Canadian distributor for its tv equipment.
CBC faces threat of NABET strike

A strike vote is being taken by the 1,268 members of the National Assn. of Broadcast Employees & Technicians against the Canadian Broadcasting Corp., on a matter of higher wages in a new contract. A Canadian conciliation board has recommended an 8% increase over an 18-month period.

The strike vote is expected to be completed by the end of May and if NABET goes on strike it will interfere with the extensive coverage of the six-week tour of Queen Elizabeth II to Canada, June 18 to Aug. 1.

NABET Canadian Director Tim O'Sullivan, claimed that CBC technicians are paid "well below" the national average for skilled workers, starting at $46.44 weekly and receiving a minimum of $70.61 weekly after two years' experience. A NABET strike would mean that the national radio and television networks could work only with limited coverage and film, but CBC would carry on as shown by this past winter's two-month strike on the French-language radio and tv networks.

CAB's Neill urges beer-wine ban repeal

Beer, wine and securities advertising on Canadian broadcasting stations was urged by Malcolm Neill, CFNB Fredericton, N.B., and president of the Canadian Assn. of Broadcasters, at a May 14 hearing of the Canadian Board of Broadcast Governors (BBG) at Ottawa.

Mr. Neill suggested that the BBG impose no special regulations prohibiting beer and wine advertising. This would permit stations to use such advertising in provinces where the provincial government permits such advertising in other media.

At present beer and wine advertising is only allowed in Quebec province. BBG is at present overhauling broadcasting regulations inherited when it took over regulatory operations from the Canadian Broadcasting Corp. last fall.

CAB also asked that advertising of certain securities, those approved by provincial authorities and for investment under the Canadian and British Insurance Companies Act, be permitted on radio and television stations.

FC&B German office

Foote, Cone & Belding is setting up shop in Frankfurt, Germany. Don R. Cunningham, FC&B Chicago account executive, will head the office.

Growing business in Germany and the potential of the expanding European Common Market were cited by Robert F. Carney, board chairman of FC&B, as reasons for opening the Frankfurt branch. As managing director, Mr. Cunningham will be in charge of a staff of 16 people. FC&B also is represented in England, Mexico and Canada.

CBC loans personnel for West Indies study

Neil Morrison, audience research director of Canadian Broadcasting Corp., Toronto, Ont., has been loaned to the West Indies Federation government for three months, to make studies for a federal system of broadcasting for the new federation of former British colo-
Mr. Gardner

COMMUNITY CLUB AWARDS

20 East 46 Street
New York 17, N.Y.
UAray Hill

To many spots

Television commercials are "about the most public piece of systematic looting in British history," Laborite Christopher Mayhew said in recommending passage of a law restricting sponsored time on the country's commercial TV network.

Mr. Mayhew said TV advertising averages about six minutes an hour during the day but increases to nine minutes an hour in evening peak hours. He maintains this is "wholly excessive."

One hundred eleven national and regional spot advertisers know Terre Haute is not covered effectively by outside TV (Basis: 1958)

WTHI-TV
TERRE HAUTE, INDIANA
Represented Nationally by Boiling Co., Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

Advertisement

CCA SWAMPS KCRG

In a letter to Boyd W. Lawlor, General Sales Manager of Awards, Mr. Redd Manager of KCRG TV & AM, Cedar Rapids, Iowa, stated:

"If you could see the mountain of sales slips, bottle caps, etc., we have accumulated as CCA proofs-of-purchase, you would know that CCA in Cedar Rapids is a big success. We even rented an empty store in which to pile them! The KCRG stations are concerned with the quality of their advertisers. Every single advertiser we signed up for CCA is of the highest quality in Cedar Rapids. Many of them have never advertised as heavily before and many had never been on our stations at all. All of them allocated new budgets to include CCA, or they increased their current spending to include CCA. Thanks for selling CCA to the KCRG Stations!"

WTHI-TV CHANNEL 10 CBS ABC

TERRE HAUTE, INDIANA

One hundred eleven national and regional spot advertisers know Terre Haute is not covered effectively by outside TV (Basis: 1958)
Springs and back to Dallas. Stops include markets, farms, fairs, factories and local points of interest along the way.

Murray Cox, WFBA farm director, conducts the tour this year as he has for the past nine.

**Saturation awards**

Liquid detergent Lestoil's 25th anniversary and completion of 150,000 sq. ft. of office and plant space was celebrated at an open house last week in Holyoke, Mass. By the end of the party, Lestoil's founder and president, Jacob L. Barowsky, had collected a long shelf-full of awards.

A silver tray was presented by WHYN-TV Springfield, Mass., to Mr. Barowsky. WHYN-TV was the first station that Lestoil used in its march from regional to national distribution by the saturation tv route. WBNS-TV Columbus, Ohio, presented Mr. Barowsky with a "Buckeye" tree. Knox Glass Co. and distributor Feldman Glass Co. presented a sterling silver Lestoil bottle in recognition of Mr. Barowsky's "25 years of outstanding leadership in modern manufacturing, merchandising and advertising." The Massachusetts Dept. of Commerce Special Achievement Award was also given.

Massachusetts' Lt. Gov. Robert F. Murphy, spoke at the dedication ceremonies, along with Holyoke Mayor Samuel Resnic, who brought along a City of Holyoke plaque for the Lestoil president. Mr. Barowsky took the occasion to announce a forthcoming new product (details not given) and to restate his faith in television.

At the May 18 ceremonies: state and local officials, media and trade representatives. Tours through the new plant went all week.

**WINS anti-freeze dollars**

New York car owners驾驶ed WINS there of $500 in less than two hours on May 16 when the station paid $1 each to the first 500 listeners who brought in their drained out anti-freeze. The contest was held to encourage the warm weather draining of anti-freeze from car radiators. The song "Cool, Cool Water" was the theme music of a week-long series of 30-second spots preceding the event.

**Finals in the race**

Winners have been announced in the annual WFBM-AM-TV Indianapolis Motor Speedway Race contest for timebuyers and Katz Agency Inc. sales-

---

**WFBA farm tour next month**

A group of 175 farmers, ranchers, bankers and their wives leave June 17 on the 10th WFBA Dallas Farm Study Tour. They will be away through July 1.

A special train will take the tourists from Dallas to Omaha, Minneapolis, Winnipeg, Jasper National Park, Kamloops, Vancouver, Portland, Spokane, Coeur d'Alene, Glacier National Park, Billings, Black Hills, Denver, Colorado.
500 event.

Axtell of
Jim Greenwald of New
Queen
Eleanor
bicam Inc., New
Arthur
of
Ayer
positions
ning day
lingual
agencymen.
ber of

ber of
comprehensive volume
communication.
much
radio
BROADCASTING

THEtrick
is
to
guess
drivers’

pole
positions
(qualifying

times)
for
the

up-

coming
Indianapolis
race.

Winners:
N.

C.
Doughty
of
N.

W.
Ayer
&
Son
Inc.,
Detroit;

Rudi
Marti
of
Campbell-Mithun
Inc.,

Minneapolis;

Arthur
J.
Meagher
of
Young
&
Rubicam
Inc.,
New
York;
Edward
Kahn
of
Victor
A.
Bennett
Co.,
New
York;

Eleanor
D.
Werner
of
Hirsch
Tamm
&
Ullman,
St.
Louis.

Katz
Agency
winners:
Ken
Mac-
Queen
of
Detroit,
Don
Kamin
of
Chic-

ago,

Frank
McCann
of
New
York,

Jim
Greenwald
of
New
York
and

Alan
Axtell
of
St.
Louis.

Victors
will
be
flown
to
Indianapolis
Saturday
(May
30),
for
a
weekend

that

includes
box
seats
at
the
Indianapolis
500
event.

WFBM-AM-TV
also
assigns
the
number
of
a
competing
car
to
each
of
the
agencymen.
The
holders
of
these

numbers
will
receive
prizes
according
to
how
their
cars
place
at
the
race’s
finish.

Francophile
flacks

Press
releases
dated
“le
13
Mai”
and
written
entirely
in
French
were
distributed
by
CBS
Radio.

Baffled
monolingu

cal
editors
were
informed
the
following
day
by
an
English
translation
dis-
patch
that
it
was
all
about
the
network’s

hour-long

Maurice
Chevalier
“specula-
tular”
upcoming
from
Paris
in
September.
The
message
expressed
confidence
that

Monsieur
Chevalier’s
performance
will

further


cement
Franco-American
rela-
tions,
already
off
to
a
good

start,
thanks
to

Lafayette,

Jefferson
and
Franklin.

Looking
ahead

In
the
rush
of
day-
to-
day
promotion,

KXEL
Waterloo,
Iowa,
also
is
looking
to
the
future
and
has
taken
steps
to

remind

future
generations
of
its
call
letters.
In
a
cornerstone
for
Waterloo’s
new
city
hall,

there
is
a
half-hour
KXEL

taped
message
to
listeners

in
the
year
2059.
The

plan
is
for

an

audio
recording
alongside
city
documents,

maps

and
civic
memorabilia
in
the

cornerstone
at
building

ceremonies.

The
tape,
narrated
by
KXEL
announcer

Bob
Lakin,
includes

general
news
items,


farm

and
population
messages,

and
populace
songs
to
carry
a

“A

sound
of

many

years
ago.”

Playback

instructions
are
in
the

package.

The
recording

was
made
on
Scottish
brand
150

magnetic
recording

tape

of

Minnesota

Mining

&

Mfg.

Co.

It
was
sealed
in
a
plastic

bag
and
encased
in
an
aluminum

can
sealed
with
masking
tape.

in
Shorthand...

in
TV
and
Radio...

IT’S
BROADCASTING
YEARBOOK!

To
the
uninitiated,
a
page
of

Gregg

is
so
much
Greek.

But
a
secretary
trained
in
the

symbolology
of
shorthand’s
foremost
authority

can
translate
it
into
a
meaningful

communication.
To
a
bus-driver,
a
page
from

the

1959
BROADCASTING
YEARBOOK

won’t
be
very
lu
d
either.

But
the

men
and
women
who
make
important
decisions

in

broadcast
advertising
look
upon
this


comprehensive
volume
as
THE

authority

for

a
multitude
of
facts
about


television
and
radio...

dependable
facts
they

can

translate
into
more

profitable
advertising
planning.

Nowhere
is
so
much

useful
TV-radio
information
assembled
within
a

single
set
of

covers,
or

consulted

so
day-

after-day

during
the
year.

The

1959

BROADCASTING
YEARBOOK
packed
with
more
data
about
the

broadcast
media
than

ever
before,

will
be
delivered
to

16,000

paid
subscribers
in
August.
Your

message

gets
a

big
bonus
of
attention
and
long

life

at
regular

BROADCASTING
rates.

Today’s
the
day
to
reserve
a

good
spot
for
it.

Merchandising
the
medium
market

How

you

put
a
medium-size
market

on

the

map?

WICU-TV
Erie,
Pa.,

acknowledges

that

it

has

a

problem
“in

convincing

some
national
dollar-spenders
that

the

Erie
market
is
a
fruitful
place
to

plant

a

budget.”

In

such
places

local

product
sales
representatives
spend
considerable
time

in

sporadic
efforts
to

sell

the
territory
to

national
marketers
and
dispensers
of

cooperative
advertising
funds.

These
diverse

efforts

now
are
being
coor-

dinated
in
Erie.

WICU-TV
has

taken
the

initiative
and
come
up
with
the
Sell
the

Erie
Market
(STEM)

Club.

Club
members
are
product
men,

job-

bers,

brokers,

retailers

and

others.

Some

80

of

them,

mostly

food

and
drug
people,

answered

WICU-TV’s
call

last
month
to
organize.
Now
they
are

on

a

bi-monthly
meeting
basis
and

feeding

Erie
promotional
material
regularly
to

their

home
offices.

For
the
first
STEM
meeting,
Paul
Whittingham,
WICU-TV
marketing
director,

planned
a

relaxed
but

substan-

tial
bill
of
fare.
Ben
McLaughlin,

general
manager
of
the

station,
was

on

hand
to
greet

guests
as
they
stepped
up
for
a
menu
featuring

a
bar,

a
buffet

and

a


(briefly

uniformed

maid).

In

addition
to
refreshments,

the

guests
got
corset

carried
home
to

wives

who

allowed
them
an
extra

night
out.

Substance

of

the

meeting:

a

speech
by

a

food
trade
publisher,
a

question

and

answer

session,

information
kits
on

Erie

and

WICU-TV

and

a

visual

presen-
tation

on

market
promotion
by

sta-

tion

officials.

Costs

of

this

and
all
sub-
sequent
STEM
meetings
are
being
born
by
WICU-TV.

First-person

presentation

The

personalized
approach
to

agen-

cies

was

used

in

New
York
by
Graham
Moore,

sales
manager

of

Gold

Coast

stations

KSBW-TV

Salinas-

Monterey

and

KSBY-TV
San
Luis
Obispo,

all

California.

Mr.
Moore
held

nights

presentations

at

a
suit
in

New
York’s
Sheraton-

East

Hotel
for

two
weeks

running

for

media

experts

from

leading

agencies,

taking

one


(30
people
on
the
average)

from

a

single

advertising
agency

or

two

medium-sized
agencies
each
night.
About

270

New

Yorkers
saw
the

show-

ings

(May
5-15)
which

pointed

the

Gold

Coast

region

as

a

single,

virtually

exclusive
area
market.

The

same

presentation

has

been

Deadline?

July
1

if
proofs
are
needed;
July
15,
no
proofs.

BROADCASTING

THE
BUSINESSWEEKLY
OF
TELEVISION
AND
RADIO

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

100
(FANFARE)

BROADCASTING,
May
25,
1959
shown elsewhere around the country, including San Francisco and Cincinnati. Chicago and Minneapolis are next on Mr. Moore's itinerary.

- **Drumbeats**
  - NBC News has established a $60,000 annual fund to spur development of new programming. Preparations are currently underway for seven full hour news programs to be scheduled in prime evening time. Announced so far are: a two-part examination of "Africa: Its New Nationalism," "Spotlight on Latin America," a mid-year appraisal of major world news developments, "The Best of '59," "Projection '60," and a special program probing the background of a major news event.
  - Bill Stewart, d.j., KMPC Los Angeles, has inaugurated a series of teen-age news conferences to bring entertainers to youngsters for interrogation. In the first program, school newspaper editors questioned Columbia Pictures' actor-singer James Darren.
  - The tower of KYA San Francisco has become a giant "Victory Candle" for the Giants baseball team. The structure has been outlined with red lights topped by a red and yellow flame. It is turned on whenever a Giant victory is announced and left ablaze until midnight that evening. The Victory Candle, visible for a 15-mile radius in the Bay Area, was the idea of Morton J. Wagner, executive vice president of the Bartell Family Radio stations and general manager of KYA.
  - WCCO Minneapolis has helped two local newswomen tour Russia. They won part of their expenses from a journalism society but were $1,000 short when WCCO announced their plight one Sunday evening. Listeners and the station rallied with the full amount. The women are taking recordings of WCCO programs to play in Moscow and will also send back reports to the station.
  - There is a new name among show credits of WTMJ-TV Milwaukee. It will appear June 15 when the station presents a "translation" of Shakespeare's "Macbeth," 2-3 p.m. The adaptation is by Milwaukee Mayor Frank P. Zeidler who has put the play in modern English.
  - KEZY Anaheim, Calif., set out to let people in its coverage area know about it before the station commenced operation. A 50-ft.-long, 10 ft.-high electrically illuminated sign was flown behind a plane over Orange County and an 18 ft. x 12 ft. sign toured the area atop a station wagon. KEZY debuted May 17 on 1190 kc with 1 kw.
  - KXOK St. Louis, Mo., has more than 300 news stringers touring its area each day. They are cab drivers carrying "KXOK Radio News Cab" decals on their taxis. The station pays $5 for each news tip phoned in by the drivers. They also compete for $25 given for the best tip of the week.
  - WFMQ (FM), Chicago good music station, is publishing a "Top-40" list every two weeks. The list, distributed via record stores, comprises the top four classical albums, the top seven jazz albums, and the top 15 popular albums and the top 15 single phonograph records, excluding rock and roll numbers.
  - Three times as many votes were cast in the KXO El Centro, Calif., "Imperial Valley Mother of the Year" contest than in the last city election there, according to station calculations. The winner got a diamond ring, a three-day trip to Las Vegas and a color portrait.
  - Graduation ceremonies were to be held Saturday (May 23) in the studios of WMAL-TV Washington for 155 persons who are receiving full American U. college credit for its series, The Life and Teachings of Jesus. Another 1,800 participated on a non-credit basis in addition to an estimated 32,000 families (American Research Bureau) that watched the Saturday series. The course was taught by Dr. Edward W. Bauman, university chaplain. FCC Comr. Rosel H. Hyde took part in the graduation program.
  - A spate of bad checks in the area prompted KRSD-TV Rapid City, S.D., to put on a special public service program presenting a panel of local officials, showing samples of bogus checks and telling how to spot them. No more were passed after the show, KRSD-TV reports.
  - WJPS Evansville, Ind., collected 35 cakes in a contest offering $50 first prize and ten $5 merchandise certificates for the best call letter-decorated entries. Winners included an edible turntable and a typewriter cake complete with keys and inserted paper bearing a station slogan. The Sears Roebling Evansville store co-sponsored the WJPS promotion, putting up prizes and in-store signs.
  - WPEN Philadelphia calls its summer sales presentation "Fresh Air Selling." Cardboard fans bearing the slogan are being left with sales contacts along with a brochure on the summer pitch. WPEN salesmen use a flip chart presentation.
by 15-inch spread in the Dallas Times Herald to congratulate its departing dj.

- WBZ Boston broadcast five 20-sec.

- announcements a day for 17 days to promote its “Sports Car Gymkhana.” About 25,000 turned up at a suburban shopping center parking lot to see sports cars compete for WBZ prizes. A feature of the event was a race with WBZ staff drivers making small cars powered by chain saw engines.

- Promotions by KISN Portland, Ore., to announce its change of call from KVAN included parading 10 girls with sandwich boards announcing “I just love KISN. Try it at Radio 91.” The girls gave away numbered candy kisses to passers by. Numbers were selected, announced and listeners with the corresponding numbers given prizes.

- Half a hundred stringer cameramen for KDKA-TV Pittsburgh were wired, dined and briefed at an all-day studio seminar this month. The stringers came from Pennsylvania, Ohio and West Virginia to discuss tv news techniques and technical developments. Stringer Steve Sewzak of New Castle, Pa., received a correspondent’s award for his footage of the New Castle flood in January 1959. KDKA-TV is going to make the stringer seminar an annual affair.

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FOR THE RECORD

Station Authorizations, Applications
As Compiled by Broadcasting
May 14 through May 20. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundups.

Abbreviations:

Existing TV Stations

WBMG (TV) APPLICATION

WBMG-TV Birmingham, Ala.—Request for STA on ch. 4 in Birmingham, Ala., with ERP via. 160 kw. at. 20 kw. an. height above average terrain 1368 ft.; pending finalization of construction. (21.5%).

BROADCASTING.

CALL LETTERS ASSIGNED

KUGD (TV) Los Angeles, Calif.—Sherrill C. Corwin.

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

CINCINNATI, O.

Paul E. Wagner
Fifth Third Bank Bldg.
Dunbar 1-7775

WEST COAST

Lincoln Deller & Co.
Santa Barbara, Calif.
Woodland 9-0770

OMAHA, NEB.

Paul R. Fry
P. O. Box 1733 (Benson)
T errace 9415

NEW YORK

41 E. 42nd St.
MUR. Hill 7-4437

102

BROADCASTING, May 25, 1959
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING through May 20

ON AIR

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>441</td>
<td>79</td>
<td>520*</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>32</td>
<td>10</td>
<td>42*</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through May 20

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>122</td>
<td>65</td>
<td>187</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>74</td>
<td>11</td>
<td>85</td>
</tr>
</tbody>
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COMMERCIAL STATION BOXSCORE
As reported by FCC through April 30, 1959

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>Licensed (on air)</td>
<td>3,318</td>
<td>562</td>
<td>455</td>
</tr>
<tr>
<td>CP</td>
<td>39</td>
<td>64*</td>
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</tr>
<tr>
<td>CP not on air</td>
<td>126</td>
<td>164</td>
<td>290</td>
</tr>
<tr>
<td>Total authorized rates</td>
<td>123</td>
<td>143</td>
<td>266</td>
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<tr>
<td>Applications not in hearing</td>
<td>49</td>
<td>40</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
<td>159</td>
<td>70</td>
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<tr>
<td>Total applications for new stations</td>
<td>658</td>
<td>110</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
<td>555</td>
<td>34</td>
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<tr>
<td>Total applications for major changes</td>
<td>602</td>
<td>51</td>
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<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>CP deleted</td>
<td>0</td>
<td>2</td>
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</table>

* There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

** There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

*** There have been, in addition, 211 television cp's granted, but now deleted (44 vhf and 167 uhf).

+ There has been, in addition, one uhf educational tv station granted but now deleted.


Washington, D. C.—Washington Home and Farm Radio Inc. 1380 kc, 600 w. D. P. O. address Box 116, Muscatine, Iowa. Estimated construction cost $37,275, first year operating cost $38,000, revenue $50,000. Principals are George J. Vaal and others. Mr. Vooier has interest in NWPC-AM-FM Muscatine. May 11.

Port Allen, Baton Rouge, La.—Port Allen Basin Radio Corp. 1010 kc, 1 kw. D. P. O. address 3853 30th St., North; Arlington, Va. Estimated construction cost $18,000, first year operating cost $28,000, revenue $34,000. For clearance, see Galtsville Radio, Md, May 11.

Troy, N. Y.—Collins Radio Co. 50,000 kw. D. P. O. address 111-230 River St. Troy, N. Y. Estimated construction cost $4,000, first year operating cost $4,000, revenue $4,000. Principals are Martin A. Jacobs (25%) and Charles H. Coulson (35%). Coulson is in frozen food business. Messrs. Warner and Coulson are attorneys. May 12.

Glen Burnie, Md.—Glenn and Robinson 1550 kc, 250 w. D. P. O. address 6007 Western Run Drive, Baltimore, Md. Estimated construction cost $18,000, first year operating cost $25,000, revenue $76,000. Equal partners are Horace J. Ellis, employed advertising agency, and Irving E. Robinson, in real estate. Ann. May 13.

Beverly, Mass.—United News, Inc. 1570 kc, 550 w. D. P. O. address 18 Franklin St., Boston, Mass. Estimated construction cost $24,813, first year operating cost $36,000, revenue $46,000. Principals include (11% each); John MacLaung, Richard O’Connor and Richard Colten. Also (12½%) each): Joseph Rothberg, Edward Modiste, Harry Stabin and Irving Kadish. Mr. MacLeuan is announcer WCOP Boston. Mr. O’Connor is news director WFLY Troy, N. Y. Mr. Colten is employee closed circuit tv network. Mr. Modiste is attorney. Mr. Kadish is in jewelry business. Ann. May 13.


Pittsburgh, N. Y.—Olean Bstg. Corp. 390, 1 kw. D. P. O. address 1855 15th St., Union St., Olean, N. Y. Estimated construction cost $12,000, first year operating cost $10,000, revenue $10,000. Principals are William D. Myers (30%), and (10% each); James C. Gleason, Daniel B. Boudens, Herman R. Moesch, F. Kenyon Reed and Carroll E. Apex. Olean Bstg. Corp. is licensee of WMES Olean, WIPS Ticonderoga and permits of WGRF Genes, all New York. Olean is also majority owner WRNY Rome, N. Y. Ann. May 15.

Graham, N. C.—Frank P. Larson Jr. & James P. Fenton 1390 kc, 250 w. D. P. O. address 6008 8th St., Charlotte, N. C. Estimated construction cost $4,000, first year operating cost $13,000, revenue $15,000. Messrs. Larson and Fenton are equal partners. Mr. Larson has interest in WTVT-TV Charlotte and Mr. Fenton is in v.p. of radio sales agency. Ann. May 18.

Catonsville, Md.—Charles E. Springer 1390 kc, 1 kw. D. P. O. address Route 1, Box 74, Midlothian, Va. Estimated construction cost $18,000, first year operating cost $25,000, revenue $40,000. Mr. Springer has interests in WICH Leonardtown, Md., WDDY Gloucester, Va., and WRON Roncoerle, W.Va. Ann. May 18.

Cincinnati, Ohio—Continental Bstg. Co.

BROADCASTING, May 25, 1959

BUILT-IN RADIO MONITORING

COLLINS NEW 3 CHANNEL REMOTE AMPLIFIER

Now, a remote that allows you to monitor the spot. The new Collins Remote has a built-in, crystal-controlled superheterodyne receiver to let you monitor your station. Instantaneous switching is provided between receiver and line monitor. And the Remote is lighter, more convenient than any other three channel remote you’ve ever used. It’s completely self contained — features line check control through a built-in microphone with a press-to-talk switch. All controls are front panel mounted.

The Collins Remote Amplifier measures a compact 64” high, 13¾” wide, and 7 IV deep — weighs approximately 14 lbs.

Check these specifications:

Frequency Response: 50 to 15,000 cps.
Distortion: 1% or less at 12 dbm output.
Signal to Noise Ratio — 68 db.
Input Impedance: 250 ohms (nominal).
Output Impedance: 600 ohms balanced.
Power Source: 117/230 v at 50/60 cps.

Collins is your one complete source for all your broadcast needs. For further information and technical specifications, call or write Collins Radio Company, Broadcast Sales Division, Cedar Rapids, Iowa.

COLLINS RADIO COMPANY
CEDAR RAPIDS • DALLAS • BURBANK

103
The St. Lawrence Waterway is bringing to this Midwestern city a genuine growth potential. Kilowatt daytimes with good spot on dial. Price $150,000 with $85,000 down. If you wish to buy a radio station without land and building and lease back, then $35,000 will handle. Contact nearest office for details.

HAMILTON-LANDIS & ASSOCIATES, Inc.

WASHINGTON, D. C.

ROY V. HAMiLTON
DeWitt 'Judge' Landis
1737 DeSales St. N.W.
Washington, D. C.

DALLAS

JOHN H. FRANKLINTON
Executive 3-3456
1511 Bryan Street
Dallas 7-2724

S AN FR ANCISCO

NATIONWIDE

FINANCING

104 (FOR THE RECORD)

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

BROADCASTING, May 25, 1959
power from 5 kw, 16 kw-LS to 5 kw, 96 kw-LS, install new trans and make all change.

KJFB Marshall, Ohio.—CP to increase daytime power from 250 w to 1 kw and install new trans. (1300 kc). Ann. May 18.

KZU Otisvina, Iowa.—CP to increase daytime power from 10 kw to 1 kw and install new trans. (1300 kc). Ann. May 18.

KLLA Leesville, La.—CP to increase daytime power from 250 kw to 1 kw and install new trans. (Ann. May 18.

WFMQ Delaware, Mass.—CP to increase daytime power from 1 kw to 5 kw and install new trans. (1750 kc) and tower. Ann. May 18.

WJMO Hattiesburg, Miss.—CP to increase daytime power from 10 kw to 5 kw and install new trans. (1300 kc). Ann. May 18.


New FM Stations

APPLICATIONS

Laurel, Miss.—Voice of the New South Inc. 100.3 mc. 450 kw. P.O. address Box 2399, Laurel. Estimated construction cost $9,000. First year operating cost $40,000, revenue $25,000. Principals include (each with an approximate one-fourth ownership): Joe Carson and Eddie Holland, (with interests in WOKR MERIDIAN, WLSM LEON, WNSL Laurel, all Mississippis and WACT Tuscaloosa, Ala. and W. E. Jones and Gaylord Dav. (both with interests in WNSL, Laurel, Miss.). Ann. May 20.


Frederickburg, Va.—Frederickburg Bestg. Corp. 97.3 mc. 3.3 kw. P.O. address Box 269, Fredericksburg. Estimated construction cost $11,500, first year operating cost $2,000. Applicant owns WPVA Fredericksburg. Ann. May 14.

Existing FM Stations

APPLICATION

WQLY-FM Omaha, Neb.—Mod. of cp to change frequency from 94.3 mc to 94.1 mc. Change of call letters from WQLY-FM to WQLY-FM. (1400 kc). Ann. May 18.


KBWZ (AM) Seattle, Wash.—Mod. of license to add FM facility to 93.7 Mc. 10 kw. (1550 kc) Ann. May 18.

Fink Wayne, owner of WTRP FM, has interest in Washington, D.C., mere wear store (80%) and Maxwell M. Wm. Balaban & Assn. has interest in WOAL-FM Washington and WODV-AM-FM Dayton, Ohio.


KPSO Fajerris, Tex.—Seeks assignment of license from Radio Station KPSO Ltd. to Bob Hicks Enterprises in name only. No ownership change involved. Ann. May 20.

WACO Waco, Tex.—Seeks transfer of control of Waco Best Corp., C. C. Woodhouse as present 40% owner is returning his stock to license for $10,122. Wendell Mayes, present 60% owner is transferring 25% of his interest in license to owners of KPSO. Ann. May 10.

WFES Chicago, Ill.—Seeks transfer of control of WFES, Chicago, from Regional Best Co. to Quality Bests. of Daytona Inc. for $70,000. Purchasers are one-third each of Robert Mark, who has interest in WMT-AM-TV and WMTM Fort Dodge, Iowa; James S. Beateil, owner WPTX Lexington, Ky., and Walter L. Cronkite, CBS news analyst. Ann. May 20.

WAAC Adel, Ga.—Seeks assignment of license from Cook County Best, Co. to Cook County Inc. Change from partnership to corporate form of business. No ownership change involved. Ann. May 20.

WTPR La Grange, Ill.—Seeks transfer of control of one-third interest of Ralph E. Freeman in Chattahoochee Best, Co. to Byron Hurst (present one-third owner), F. R. American and one-sixth owner and Julian Hurst (present one-sixth owner) for $50,000. New transfer. Byron Hurst will own 6% and others will own 30% each. Ann. May 20.

WGES Chicago, Ill.—Seeks transfer of control from WGES, Chicago, sale of 10% interest owned by Evelyn M. Dyer to W. V. G. Lutheran Church, 823 S. Cicero Ave., Chicago, and one-sixth interest owned by Patricia D. Fort and Martha D. Curtis, Tranquility Acres Development Co. New transfer, each will own 12.5%. Consideration, $8,000. Est. May 10.

WFAM-TV Lafayette, Ind.—Seeks assignment of license from Lafayette Best, Co. to Sarkan Transac Inc. for $25,000. Sarkan Transac Inc. plans stations include: WTVT (TV) Bloomington-Indiana, WISC-Saginaw and WITL-Fort Wayne, Ind. Ann. May 15.


WALT Attleboro, Mass.—Seeks transfer of control of Attleboro Radio Assn. Inc. from John J. Harrington, to Jerome Offerman (present 61% owner) for $28,150. after transfer. Mr. Offerman will own 52.5%. War. Ann. May 14.

WHML Howell, Mich.—Seeks assignment of license from Livingston Best, Co. (Melvin H. Wilson) to Cottage Best, Co. (Mr. Wirth, 60%; and Laura A. Wirth, 40%) in cash consideration involved. Ann. May 20.

WHIO Springfield, Ohio.—Seeks transfer of control of Radio Station WIL (Joint Ventures) Inc. to Continental Radio Corp. (Sole) to H.E.E. Balaban Company. Mr. Clive Schenbrand, Mr. Herbert Schenbrand as trustee of Schenbrand's Trust, and Schenbrand Corp. (3) from Barbara Fink, as trustee of George Fink & Co. to Schenbrand Corp. Consideration: stock exchanges. Ann. May 15.

KARI Albuquerque, N.M.—Seeks assignment of license from Duke City Best, Corp. to Sandia Best, Corp. for $275,000. Principle owners in Sandia Best are George W. E. Hicks, (28%) and Wendell Mayes (23%) each; Alfred A. Morici (20%) and Abraham B. Elman (18%). Anthony Morici and Mr. Elman own interests in KIST Santa Barbara, Calif. and KHAM Las Vegas, Nev., and Mr. McNamara and Mrs. Assa own interests in KRAM. Ann. May 20.

WDAT South Daytona, Fla.—Seeks assignment of license from Regional Best Co. to Quality Bests. of Daytona Inc. for $70,000. Purchasers are one-third each of Robert Mark, who has interest in WMT-AM-TV and WMTM Fort Dodge, Iowa; James S. Beateil, owner WPTX Lexington, Ky., and Walter L. Cronkite, CBS news analyst. Ann. May 20.

THE for present (S. Calif.-Seeks transfer of control of one-third interest of Ralph E. Freeman in Chattahoochee Best, Co. to Byron Hurst (present one-third owner), F. R. American and one-sixth owner and Julian Hurst (present one-sixth owner) for $50,000. New transfer. Byron Hurst will own 6% and others will own 30% each. Ann. May 20.

The Washington Post, May 1958

**Hearing Cases**

**FINAL DECISION**

By decision of the Commission granted application for Fred H. Whitley for new am station to operate on 960 kc in Dallas, N.C., and denied mutually exclusive application of Wayne Balaban & Co. for new station on same frequency with 500 w. d. in Concord, N.C. Compliance Bartley, Lee and Ford dissented. Ann. May 15.


**INITIAL DECISION**

Hearing Examiner Anne Neale Hunting issued initial decision denying application for granting applications of Orange County Best, Co. to operate a new station at Newburgh, N.Y., from 1 kw to 5 kw and increase license fee. Ann. May 15.

Effective date of January 27, 1957, pending ratification of Agreement of Settlement between United States and Mexico with respect to operation on Mexican Clear channels with 5 kw power during daytime hours; and Vincent De Laurentis for new station to operate on 1220 kc, 1 kw, DA, day, in Hammond, Conn., conditions. Ann. May 15.

**STATION TRANSITIONS**

Commission on May 20 directed prepara-
tion of document in accordance with re-
manded by U.S. Supreme Court, involving in-
volving on applications of Plainview Radio and Star of Plainview Radio for new stations (1050 kc) in Plainview and Slaton, Texas, respectively. Commission on May 15, 1959 decided to Grant Plainview application and denied Star of Plainview application.

**OTHER ACTIONS**

By memorandum opinion and order, Com-
mision took following actions on pleadings in Terre Haute, Ind., ch. 10 comparative proceeding: (1) denial petition by Plains Best, Corp., WACO, Waco, Tex., and WCHU, Cht. 33, Champaign, Ill., for revi-

**by order Bluefield, W.Va.—Grant-
ed involuntary transfer of control from estate of John B. Reynolds to Corrine An-
derson Reynolds.

**KXEL-TV St. Louis, Mo.—Grant-
ed to utilize driver portion of old main trans-

**WSTE Fajardo, P.R.—Grant-
ed extension of time to complete application for new station to date of November 18.**

**Actions of May 15**

KXEL Waterloo, Iowa.—Granted assignment of licenses from of KXEL Best, Inc.

WNAK Nashville, Tenn.—Granted relinquishment of positive control by Van T. Irvin, Jr., through transfer of stock to Mrs. Goldie G. Irwin.

WMAA Springfield, Mass.—Granted to install new alternate main transmitter.

KXTR Santa Marfa, Tex.—Granted mod. of cp to change type: conditions.

KWTV-FM Ashby—Granted to change frequency from 100.3 mc to 97.1 mc; install new ant. parameters: ERP 110 kw and ant. height to 380 ft., conditions.

KJKT Lebanon, Mo.—Granted to in-

**Broadcasting, May 25, 1959**

**Actions of May 15**

KXEL Waterloo, Iowa.—Granting assignment of licenses from

KXEL Best, Inc.

WNAK Nashville, Tenn.—Granting relinquishment of positive control by Van T. Irvin, Jr., through transfer of stock to Mrs. Goldie G. Irwin.

WMAA Springfield, Mass.—Granted to install new alternate main transmitter.

KXTR Santa Marfa, Tex.—Granted to change type: conditions.

KWTV-FM Ashby—Granted to change frequency from 100.3 mc to 97.1 mc; install new ant. parameters: ERP 110 kw and ant. height to 380 ft., conditions.

KJKT Lebanon, Mo.—Granted to install new alternate main transmitter.

WJBK Detroit, Mich.—Granted to install new alternate main transmitter.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address Details</th>
<th>Phone Numbers</th>
<th>Member AFCCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>Executive Offices ME. 8-5411 1723 DeSales St., N.W.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>Consulting Engineers Radio &amp; Television 501-514 Munsey Bldg. Sterling 3-0111 Washington 4, D.C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lohnes &amp; Culver</td>
<td>Munsey Building District 7-8215 Washington 4, D.C.</td>
<td>(202) 541-0111</td>
<td></td>
</tr>
<tr>
<td>Russian P. May</td>
<td>711 14th St., N.W. Sheraton Bldg. Washington 5, D.C. Republic 7-1994</td>
<td></td>
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</tr>
<tr>
<td>GUY C. Hutcheson</td>
<td>P.O. Box 32 Crestview 4-8721 1108 W. Abram Arlington, Texas</td>
<td></td>
<td>AFCCE</td>
</tr>
<tr>
<td>Walter F. Kean</td>
<td>Consulting Radio Engineers Associates George M. Slaim, Robert A. Jones 19 E. Galax St., Riverside, Ill. (A Chicago suburb)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>M. L. Silliman</td>
<td>Consulting Radio Engineers 1405 G St., N.W. Republic 7-6446 Washington 4, D.C.</td>
<td></td>
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</tr>
<tr>
<td>Hammet &amp; Edison</td>
<td>Consulting Radio Engineers Box 66, International Airport San Francisco 29, California Diamond 2-5308</td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. F. Heffelfinger</td>
<td>8401 Cherry St. Miland 4-7010 Kansas City, Missouri</td>
<td>(816) 214-9610</td>
<td></td>
</tr>
<tr>
<td>Vir N. James</td>
<td>Speciality Directional Antennas 1316 S. Kearney Skyline 6-1603 Denver 22, Colorado</td>
<td></td>
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</tr>
<tr>
<td>John H. Mullaney</td>
<td>Consulting Radio Engineers 2000 P. St., N.W. Washington 6, D.C. Columbus 5-6666</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paul Dean Ford</td>
<td>Broadcast Engineering Consultant 4341 South 8th Street Terre Haute, Indiana Crawford 4-996</td>
<td></td>
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</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>Monitoring Company Precision Frequency Measurements A Full Time Service for AM-FM-TV P.O. Box 7037 Kansas City, Mo. Phone Jackson 3-502</td>
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<tr>
<td>Paul Dean Ford</td>
<td>Broadcast Engineering Consultant 4341 South 8th Street Terre Haute, Indiana Crawford 4-996</td>
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<td></td>
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</tbody>
</table>
| SPOT YOUR FIRM'S NAME HERE, To Be Seen by 85,000 Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for FM, TV and facsimile facilities. *ARB Continuing Readership Study
stall new trans., at present main trans. site as alternate main trans. and auxiliary trans. (DA).

KOGL Bend, Ore.—Granted mod. of cp to change ant.-trans. and location. WQAL (FM) Philadelphia, Pa.—Granted mod. of cp to decrease main power station 7.8 kw., increase ant. height to 710 ft.; change trans. location, type and cp to accommodate permitted.

KATT-FM San Luis Obispo, Calif.—Granted mod. of cp to change frequency to 961 mc.

WDTI Danville, Va.—Granted mod. of cp to change type of trans. Following stations were granted extensions of completion dates: KDAY, Santa Monica, Calif. to June 3; KAAB, Hot Springs, Ark., to August 1; KVEN-FM, Athens, Tex., to September 6; WHBO, Stuart, Va., to October 7; WVTW, Rivera, Beach, Fl., to July 1; WJCL, St. Augustine, Calif., to July 19; KSFV (FM) San Fernando, Calif., to August 1; WVTW, Vineland, N.J., to July 30; WQAL (FM) Philadelphia, Pa., to September 19; KANT-FM Lancaster, Calif., to September 1.

WBEV Beaver Dam, Wis.—Granted authorization to sign-off at 6 p.m., local standard time for period ending Aug. 31.

Actions of May 13

WKYT, Lexington, Ky.—Granted assign- ment of license from WKYT Inc. to Radio Cincinnati, Inc.

KLEX Little Rock, Mo.—Granted assignment of license to Lexington Best, Inc.

KRC King City, Calif.—Granted acquisi- tion of positive control by James H. and Hazel H. Rees through purchase of stock from Howard E. and Helen M. Slagle.

KABQ Albuquerque, N.M.—Granted li- cense covering change, in field, type, trans. installation during month to make changes in ground system.

WMFI Dayton, Ohio, Fla.—Granted license covering installation of alternate main trans. during month to be permitted.

*KSAC Manhattan, Kan.—Granted mod. of license to change name to Kansas State University of Agriculture and Applied Sciences.

WHNC New Haven, Conn.—Granted re- quest to cancel cp to make changes in ant. system.

WCHL-FM Ashland, Ky.—Granted author- ity to remain silent for period ending Sept. 1.

Granded extensions of completion dates for the following stations: WMBJ Philipp- ines, Inc., to September 10; WNYX Home, N.Y., to August 10; WEIZ Belmonte, Miss., to May 30.

Action of May 13

WPW Portland, Ind.—Granted authority to sign-off at 6 p.m. CST, for period ending Aug. 31, except for special events at which time station may operate to licensed sign-off time.

Actions of May 11

KSOR Arkansas City, Kan.—Granted li- cense covering installation of new trans.

*KSDB-FM Manhattan, Kan.—Granted mod. of license to change name to Kansas State University of Agriculture and Applied Sciences.

WTIM Taylorville, Ill.—Granted authority to sign-off at 6 p.m., CST, for period ending Aug. 31.

Actions of May 6

*WMUB (FM) Oxford, Ohio.—Granted cp to replace expired permit which authorized change trans. location 70 ft., height to 295 ft. and make changes in ant. system. Notice of prejudice to whatever further action Commission may deem necessary based on renewal application now pending.

WRLJ White River Junction, Vt.—Granted mod. of cp to make changes in ant. system.

KNHC Hettinger, N.D.—Granted authority to sign-off at 7 p.m.

ACTIONs on MOTIONS

By Comr. Robert T. Bartley

Granted petition by Broadcast Bureau for extension of time to file responsive pleadings to petition by Peoples Best, Corp. for enlargement of license in proceeding on application of Inter-Cities Best, Co., for amendment to License in Mich. Action May 15.

Granded petition by James E. Walley, Oro- ville, Calif., for extension of time to May 7 to file responsive pleadings to petition by KCRA Inc., for enlargement of issues in proceeding on an amendment of Walley et al. Action May 15.

By Chiefl Hearing Examiner James D. Staggs

In connection with request by Elmwood Park Best, Corp., for permission to file permission filed late in proceeding on its am application in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis., et al., directed Elmwood to submit to Commission by May 25 any amended certificate of need or statement sub- mitted by or on behalf of all parties to proceeding, and, if so, date of such statements shall be May 18.

Granted request by Mid-America Bests, Inc., to extend time to May 25 to file motion to draw its petition for reconsideration of April 22 action associated with KQFY to Intercontinental Best, Corp., San Mateo, Calif.: terminated proceeding. Action May 15.


Dismissed petition by Joseph F. Sheridan to accept late appearance in proceeding on his application for am facilities in Utah, Calif. Action May 15.

Upon request by John W. Powell, dis- missed his application for, or, by station to operate on ch. 22 in Yekima, Wash., and re- traced in hearing application. Actions in consolidation. Action May 15.

Granted petition by Broadcast Bureau and scheduled hearings for July 19 in proceed- ing on application of Spartan Radiocasting Company (WSWA-TV), Spartanburg, S.C., May 22—briefly, by applicant and Broadcast Bureau; May 29—by applicant and Broadcast Bureau, Action May 15.

By Hearing Examiner Basil P. Cooper, granted petition of Intercontinental Bests, Inc. for extension of time for prehearing conference, continuing date for evidentiary hearing from June 19 to August 31. Action May 15.

By Hearing Examiner Basil P. Cooper, granted petition of Intercontinental Bests, Inc. for extension of time for prehearing conference, closing date for further prehearing conference scheduled for June 28 to be continued, Action May 15.

By Hearing Examiner Basil P. Cooper, granted petition of Intercontinental Bests, Inc. and Subur- banaire Inc., for am facilities in Maine, and West Allis, both Wisconsin. Action May 15.

By Hearing Examiner Isadore A. Honig

On own motion, scheduled prehearing conference for June 19 in proceeding on application of Virgin Islands Best, System for extension of time to construct am, station WVTY, Christiansted, V.I. Action May 18.

Granted oral motion, and with agreement of counsel for parties, advanced hearing from June 23 to May 28, 9:30 a.m., in proceeding on an application of Southland Best, Co. (WLAU), Laurel, Miss., for leave to amend its application so as to specify day- time operation on 1290 kw with 5 kw power in lieu of 1430 kw 3; accepted amend- ment and removed application from hearing status; retained in hearing status an applica- tion on Southland Best, Co. (WLAU), Laurel, Action May 14.

By Hearing Examiner Annie Neal Hunting

Scheduled hearing for June 28, 10 a.m., in proceeding on application of Intercon- mont, Texas, tv ch. 6; pend pending. Action May 14.

Granted oral joint request by Louis W. Skelly, Connex, Ohio, and Mon-Yough Best, Co. (WMCK), McKeeney Pa., and Mon-Yough Best, Co. (WNCK), to continue date for continued date for June 18 to May 25 in proceeding on their application.

By Hearing Examiner H. Gifford Irion

Granted petition by Broadcast Bureau for extension of time to May 21 for filing proposed findings in proceeding on an application of Booth, Best Co. (WWBDC), Flint, Mich. Action May 15.

By Hearing Examiner Jay A. Kyle

Upon verbal request of counsel for all parties in Weston, W.Va., tv ch. 5 proceeding, continued hearing from May 14 to May 28 at 9:15 a.m. Action May 13.

By Hearing Examiner Forest L. McClennan

Granted petition by Southland Bests, Inc., to leave to amend its application for am faci- lities in Texas, for purpose of substituting in partnership and to show that change is essential to the public's interest; granted the permit, more particularly to whatever further action Commission may deem necessary based on renewal application now pending. Action May 15.

By Hearing Examiner Herbert Sharman

Granted petition by Broadcast Bureau, Inc. for further extension of time from May 28 to July 5 for filing proposed findings of fact and conclusions and from May 18 to July 5 for filing proposed findings of fact and conclusions in proceeding on application ofVir- ginos independent Theatres Inc. (KVTY) (TVI), Santa Fe, N.M., for modification of station.

BROADCASTING, May 25, 1959
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—$2.00 minimum
- HELP WANTED 25¢ per word—$2.00 minimum.
- DISPLAY ads 20¢ per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—$4.00 minimum.

No charge for blind box number. Send replies to Broadcasting, 1715 DeSales St., N.W., Washington 6, D. C.

Address: If the ad is a Want Ad, include the name of the business, or a title that will help identify the position. If the ad is a Help Wanted ad, include the name of the person who placed the ad. If the ad is a Help Wanted ad for a specific job, include the job title.

Send replies to the following address: Broadcasting, 1715 DeSales St., N.W., Washington 6, D. C.

Assistant program-director program director opening at midwest station. Experience desirable. Salary and opportunities. Box 994K, BROADCASTING.

Outstanding opportunity for top young management. New station opening. Use your sales skills, along with your imagination. Excellent management plan. Box 994K, BROADCASTING.

Sales manager. Experienced. Excellent opportunity for top man. Contact Box 994K, BROADCASTING.

Opportunity to own small station. See Stations for Sale.

Sales manager. Salary $7,000 with a plus. Excellent opportunity for top man. Please write Box 738K, BROADCASTING.

Wanted: Salesman. Must have experience in the field. Box 738K, BROADCASTING.

New midwest independent fm station needs full-time announcer. Box 994K, BROADCASTING.

Immediate opening for experienced announcer. Good pay. Box 994K, BROADCASTING.


California, KCHJ, Delano. Serves 1,200,000. Increasing sales staff.

Salesman to be assistant to sales manager. Excellent opportunity. Box 994K, BROADCASTING.

Opportunity to own small station. See Stations for Sale.

Announcers

First phone announcer, $455.00 per month, two years experience no maintenance, many other benefits. Midwest power station. Box 994K, BROADCASTING.

Morning personality man for modern fast-paced midwest metropolitan market station. New studio and live number one new studio. Opportunity for production and talent. Send tape and resume. Box 989K, BROADCASTING.

Eastern North Carolina station needs southern announcer interested in sales. Salary plus commission. Box 110M, BROADCASTING.

Pennsylvania, 5 kw. excellent market. Immediate opening. Young, willing, energetic, ambitious. Excellent opportunity. Send tape and resume. Box 110M, BROADCASTING.

Good, dependable, dependable morning man for top Virginia market. Good pay. Send tape, resume, and expected starting salary. Box 128K, BROADCASTING.

Local group has three applications pending for new and improved facilities. Need experienced announcers for management training. Minimum three years experience required. Personal interview necessary eventually. First, send tape and resume. $700 to start with regulars. Box 135M, BROADCASTING.

Need announcer-immediately. Top salary plus commission for right man. Box 369, Riverton, Wyoming.

Announcer—Starting pay $80.00 per week. Send resume and expected starting salary. Opportunity for advancement. Send tape and resume to KNID, Maryville, Missouri.


Florida station needs fast paced personality announcer, sales experience desired. Top salary and commission. Send tape, resume. Box 289, Gainesville, Florida.

Washington D.C. area's number one station seeking energetic, aggressive, modern announcers. Send tape. WEAM.


Immediate opening for experienced announcers. Four day work week with benefits in large radio community. General staff announcing and programming duties. Responsibilities include bringing in new accounts. Apply: Contact Walter Luce, WKSK, West Jefferson, North Carolina.

Chief engineer single market southern net- letter station employing remote control. Inquiries confidential. Box 908K, BROADCASTING.

Engineer-announcer with fm experience needed for midwest fm station. Box 922K, BROADCASTING.

Chief engineer-announcer for complete maintenance and installation of new equipment. 250 watt station in small pleasant Northwest town. Please state salary desired and qualifications. Box 103M, BROADCASTING.

Florida station needs announcer, maintenance man with first or second class ticket. Small town, reasonable living cost. Good working conditions. Box 107M, BROADCASTING.

Immediate opening for experienced announcer. Good pay. Box 922K, BROADCASTING.

Chief engineer with fm experience needed for new midwest fm station. Box 922K, BROADCASTING.

Chief engineer-announcer for complete installation of new equipment. 250 watt station in small pleasant Northwest town. Please state salary desired and qualifications. Box 103M, BROADCASTING.

Chief engineer: Opening for qualified man for maintenance and installation. Little or no board work no announcements. Send complete details and salary requirements first. Box 994K, BROADCASTING.

Transmitter operator for television station in Hawaii. Week 40 hours, 4 days off weekly. Write airmail, KMP-TV, Box 374, Wailuku, Maui, Hawaii.

Chief engineer with fm station experience in sales. Good working conditions. Box 922K, BROADCASTING.


Florida station needs fast paced personality announcer, sales experience desired. Top salary and commission. Send tape, resume. Box 289, Gainesville, Florida.


First phone full or part-time transmitter engineer desirable. Experience unnecessary. Good working conditions. Full time directional. WCFP, Box 460, St. Marys, Pa.


Chief engineer-announcer for growing chain's new 5,000 watt Fargo N.D. day- timer. Attractive salary-permanent. Tape, photos, etc., to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Help Wanted—(Cont’d)

Production—Programming, Others

secretary. All-around girl. Excellent pay. Box 950K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for AM, FM, TV. Reportorial work including photo, telephone, tape recordings, appearance dates. Send complete details. Box 875K, BROADCASTING.

Mature gentleman. Continuity director with emphasis on production spots. Must be experienced and a noted announcing voice. Box 862K, BROADCASTING.

Program director. Prefer experienced announcer ready to move up the ladder to "pd" job in outstanding small market station in northern Ohio. Prefer married man, good voice, knowledge of modern radio, willingness to fit into community essential. Fringe, benefits, excellent salary commensurate with experience and ability. Send resume, picture, and tape to Box 969K, BROADCASTING. If you think you qualify, let's hear from you. We will ask for personal interview.

Program director for top prestige southeast station. Needs experienced and proved man to pace, program director and salesman. First ticket. Family man. Box 896K, BROADCASTING.

Sales manager-commercial manager available. Finest references from present employer. Sale of station partnership move. Contact Box 996K, BROADCASTING.

Manager: Aggressive, sincere, honest, sober, family age 33. Very strong on sales, knows modern money-making radio. All top qualifications and references, long on management know-how. Position in medium size market. Box 970K, BROADCASTING.

Would like to step up to manage 20,000 market. Nine years active, successful, composite operation from engineer to program director and salesman. First ticket. Family man. Box 886K, BROADCASTING.

Continuity director. Experienced girl top independent college station. Give complete details including references, record, snapshot. Box 912K, BROADCASTING.

California station best bay area independent. All top-experienced local and national sales. Male or female, any age. Write complete details. Box 152K, BROADCASTING.

 Experienced announcer needed for top broadcasting station. Must have plenty of experience. Box 109K, BROADCASTING.

Newspaper and broadcast locales. Contact H. Borwick, WBOB, Monticello, New York, phone Monticello 2204.

Continuity writer—Experience and "knock know how" in the engineering field. Reward in the top opportunity with leading Michigan station. Send sample copy, resume and photo to WFDF, Flint, Michigan.

RADIO

Situations Wanted—Management

Manager: 18 years experience. Also network, agency, and TV background. Best references. Have doubled buying in several major markets. Box 280K, BROADCASTING.

Manager for station bruised by top-40 competition. Must have 10 years radio experience, employed by top northeast tv-radio combine (television and radio). Very familiar with both. Lesní's outline. Let's work out incentive deal. Box 899K, BROADCASTING.

Successful commercial manager in competitive market seeking bigger opportunity. Strong programming and station management. Family man, with excellent references. Box 874K, BROADCASTING.

Manager-sales manager. Energetic, enthusiastic, experienced, local and national sales. Successful manager in competitive market. New employer, radio offers considered. Box 938K, BROADCASTING.

Seek opportunity in radio management. Must have very high level of station background in radio, TV and insurance. Excellent an- nouncer. With camerawork. More information on request. Box 974K, BROADCASTING.

As general manager with complete control over personnel, sales and programming (not top 40) I will guarantee you a 15% increase in local billings and commensurate profits. Box 988K, BROADCASTING.

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Continuity director. Experienced girl top independent college station. Give complete details including references, record, snapshot. Box 912K, BROADCASTING.

Manager. Has established a solid band, fast paced, modern operation with good music and "capital rockers" a fit. If you have the ability to do a top rate morning show, Box 97K, BROADCASTING. Ideas and promotion plans and record that will stand strict over. Competitive salary. Also a five figure salary. Ability to handle men a must. We want a man to create our time affairs unless you can meet these requirements. Send resume and resume. Box 988K, BROADCASTING.

Manager-seeks program manager only. Prefer experienced local and national sales. Male or female, any age. Box 152K, BROADCASTING.

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Situations Wanted—(Cont'd)

Announcers

Exceptionally capable and convincing dj, radio and tv news and commercial announcer, over two years with CBS outlet major Michigan market. Seeks greater challenge, preferably in major metropolitan area. Desires position in upper midwest. Preference,两地 M. Copy and programming potential. Will relocate. Box 98IK, BROADCASTING.

Announcer, 1st phone, 885, no car, Berkley, Detroit, 3-5900 p.m. Walter Passieri, 2219 N. Parkside, Chicago, Illinois.

Experienced sportscaster, salesman, newscaster, disc jockey, announcer, etc. 15 years experience, including "Trendview," Crestview 5-6699, 1801 Coldwater Canyon, Beverly Hills, California.

Technical

Chief engineer 18 years experience to 50 kw in all directions, desire position in upper midwest, Minnesota preferred. Box 99IK, BROADCASTING.

Ten years experience in all phases, know radio from ground up. Looking for good paying job instead of false promises. You will get value for your money. Married, excellent business and personal references. Have 1st class ticket, want advancement and permanency. Box 98IK, BROADCASTING.

Engineer, 8 years directional, fm. From construction to remote opera- tions, experienced in wide field. Box 123M, BROADCASTING.

Technical: Engineer with first class radio-telecommunications. 1 year experience. Requires assignment to midwest. Will relocate. Offer preferred. Box 146M, BROADCASTING.

Radio chief or tv technician; seven years with one-year tv. Joe McClain, WLW-1, Indianapolis.

Production-Programming, Others

Young man, for copywriter, sportscasting (extensive knowledge), and production work. Graduate of broadcasting school. Box 97IK, BROADCASTING.

Weekend man—Within one hundred miles New York City. Box 99IK, BROADCASTING.

Four years announcing/prog director want job. Contact Box 98IK, BROADCASTING.


Need different spots? Most talked about newscasts in metropolitan area. Ideas, copy, production. Prompt service. Box 98IK, BROADCASTING.

Newman-dj—If your requirements are long on experience, but short on salary, don't read this ad! Have had extensive experience as bright, fast-paced disc jockey and as local newcomer-editor. Will consider either full-time or part-time. Car. Available immediately. Box 99IK, BROADCASTING.

This pen for hire. Intelligent commercial copy, written continuity, product merchandising, sales promotion. Box 108M, BROADCASTING.

Program manager. Originality, productive ideas. Please write. "For quality adult music operation." Increased revenue, ratings maintenance, makes many sales. Cloie College. Box 115M, BROADCASTING.

Experienced news production man: "On the spot" coverage of local news, using the voice or typewriter. Clients include newspapers, magazines, radio, TV, Better reports, mobile unit, tape work, documentary. Box 143M, BROADCASTING.

Experienced production man, 14 years in production, 7 in management. Exemplary record, strong on newswriting, corporate newscasts, novels, books, music, television production. Desires opportunity to return to business-newscasts. Box 98IK, BROADCASTING.

Production-Programming, Others

Production assistant. Top man for summer work. Currently program director of university station. Experienced in engineering, news, and general program assist- ance. Joe Sertis, 1801 Dorchester Road, Brooklyn 26, N.Y.

TELEVISION

Help Wanted—Sales

Sales manager for NBC affiliate upper mid- west. Must have proven record in national field. Multiple ownership. 350,000 sets. Box 88IK, BROADCASTING.

Sales manager with station management potential for progressive NBC affiliate in rapidly expanding oil rich, Rocky Mountain area. Bob Berger, KTWO-TV, Casper, Wyoming.

Announcers

Experienced tv announcer; southwest city, 140,000 population. Excellent resume, recent dated photo. Salary open. Box 98IK, BROADCASTING.

Versatile on-camera and booth announcer desired in southeastern market. Clarity, intelligibility and naturalness de- sired. Rather than affecting inflection, vary in inflection. Resume and tape to Box 97IK, BROADCASTING.

TV station has opening for announcer. Good voice and naturalness expected. Resident of southeast preferred but not essential. Be- tween ages 25-35. Mail resume, with enclosed photo and letter, recent photo and tape. Call for personal interview if possible. Production Manager, WALB-TV, Albany, Georgia.

Technical

Two television technicians wanted at once by full power station in midwest. Good experience with installation of equipment. Will relocate. Fulltime. Box 82IK, BROADCASTING.

First class engineer. Fulltime for small tv station. Contact Bob Berger, KTWO-TV, Casper, Wyoming.

Channel 6 needs maintenance technician. TV experience not necessary to man with good broadcast background. Contact Bruce Joyner, KWJQ-TV, Eureka, California. Send resume.

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary de- termined by qualifications. Contact E. M. Tink, Chief Engineer, KWJQ-TV, Water- loo, Iowa.


Sarkis Tarzian, Inc. needs design engineers familiar with microprocessors and other video equipment. Good salary, midwest in- dustry. Write E. M. Sears, Box 66, Bloom- ington, Indiana.

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 18 years television and radio experience. Also network and agency. Best references all previous employment. Box 279K, BROADCASTING.

Top market account executive. Tremendous sales record; executive experi- ence in intelligent-sales, advertising. Outstanding background, references, education. Box 131M, BROADCASTING.

Sales

Salesman—on-camera announcer combina- tion. Location secondary, potential and future prime importance. Box 99IK, BROADCASTING.

Announcers

Announcer-director, Experienced, mature, capable, good appearance, quality voice, theatrical background. Booth, on-camera—newscast, host commercials. Box 92IK, BROADCASTING.

Technical

TV engineer. Experienced studio-transmit- ter. Desires permanent position any location. Box 79IK, BROADCASTING.

Chief engineer, 11 years experience, 3 years supervisory. Administer on-air operations and construction. Best references, available for interview. Box 99IK, BROADCASTING.

Midwest 13 years radio and tv. Desire tech- nical position, with good future. Can accept responsibility. Box 98IK, BROAD- CASTING.

12 Years experience. Responsible engineer desires to relocate pacific northwest. Box 88IK, BROADCASTING.

15 years experience. First phone. Prefer California, tv, radio, studio or transmitter. Available immediately. Box 99IK, BROADCASTING.

Experienced all phases studio operation. 1st phone, prefer east, but will go anywhere. Available immediately. Box 104M, BROADCASTING.

Production-Programming, Others


Television director with over two years experience in every phase of television production, desires position as floor man, cameraman, etc. Capable of handling all phases of tv production. Box 134M, BROADCASTING.

FOR SALE

Equipment

Transmission line, 1½ tonel line 30 ft. sec- tions unused. Get maximum coverage with highest efficiency. Box 739K, BROADCAST- ING.

Windcharger, 300 galvanized 150 foot am- monia line, 38 ft. poly, brass, obstruction lights. Box 98IK, BROADCASTING.

FM 8-bay antenna. Can be sidemounted. Magnecord VTA/VTJ, excellent, used very little, w/Astatic mike. Bargain. Box 97IK, BROADCASTING.

Portable Magnecord PTZP, PTZ3AH, good operating condition, $350.00. Box 331, Harvey, Ft. Wayne, Ind.
FOR SALE

Equipment—(Cont’d)

Andrew 314-inch coaxial transmission line (100%, 50 ft.). Write for other degree special angle bends. Complete with fairing, insulators and fixed flanges. Impedance: 51.5 ohms. Frequency range: 0 to 40 MHz. Good condition.

Gates RCA-250 standby transmitter. Like new. Make offer FOB. KOKA, Box 3590, Shreveport, La.

Magnecord tape recorder R-30B; 1/4" and 1/2" portable case; case still looks new; ideal for remote or studio work; has provision for bridging and mixle input; 600 ohm output; now in service as remote recorder. Factory instruction book; cost $95 net; first check over $250. FOB WACE, Chicopee, Mass.

1 REL 518-B-DL 1 kw transmitter using the Armstrong method of modulation. REL 220-DL 10 kw amplifier. This equipment is in good condition and Available in approximately 30 days. Make us an offer. WGER, Goldsboro, North Carolina.

Large stock replacement parts and acces-
sories for both TRO and TRU equipment. Reasonable prices. Box 70, Van Nuys, California. Stanley 2-2600.

Portable microwave system 7000 mcs band. 1 kw transmitter, power splitter, four 4' antennas, two receivers and mobile accessories. Used a short time as part of a large system leased to government. All units in good working condition—$550 for complete system. Will consider all offers over $6,000. P. H. Banner, Dags Television Division, Thompson Rano Woolridge Inc., Midwest City, Oklahoma or phone Triangle 4-2821.

RCA TG-1A sync generator TG-1A monomode portable. TA-1A distribution amplifier, 480C power in two racks $1000. LEL Inc., 300 Oak Street, Copagame Long Island, New York.

Weather warning receivers for Conenrad and Califonia stations. TCA-1400 and TCA-1 distribution amplifier, 400C power in two racks $1000. LEL Inc., 300 Oak Street, Copagame Long Island, New York.

T.C.A. Radio Tower Company—We have 7 used 200-ft. guyed towers for sale. These towers are ready for immediate shipment, complete with lighting. Also, have any type microwave tower of any height. Write, wire or call, H. C. Tan, T.C.A. Radio Tower Company, 501 Bankhead Highway, Atlanta, Georgia. Phone: SOUTHERN 3-2944.

TV, am, fm transmitters, cameras, studio terminal equipment. If you need anything in the number group, contact us. Technical Systems Corp., 12-01 43rd Ave., L.I.C., N.Y.

WANTED TO BUY

Stations—(Cont’d)

C.P. or small station. Prefer daytimer. Any location. Exp. owner. Immediate action. Confidential. Box 102M, BROADCASTING.

Small station or cp in southeast wanted by experienced operators. Single, dual or 3-station markets considered. Box 105M, BROADCASTING.

Equipment

One kilowatt transmitter am any make in good condition. Box 819K, BROADCASTING.

Wanted 10 kw fm amplifier. Pay cash. Give full description and operating history. Box 985K, BROADCASTING.

250 to 1kw fm transmitter w/monitors. Small cash down. Write first letter. Box 100M, BROADCASTING.

WANT FM BROADCAST and audio gear, in need of repairs or reconditioning. Will pay good price. Box 115M, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident’s classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Ewing School, Desk 2, 281-18th Street, N.W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone Flestwood 2-7223, Elvis Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st license, 5 to 6 weeks. Reservations required. Special classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2. For information, references and reservations write William B. Ogden Radio Operations Engineering School, 1160 West Olive Avenue, Burbank, California.

F.C.C. License in 5 weeks. Special classes June 15th and August 3rd. Duration of 500 includes broadcast and dj instruction with placement. Winding School of Radio and TV, 510 10th St., Oakland, California. TWIN- oaks 2-9926.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Bivd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Free information—copyrighted 3 day radio promotion going $500. Jack Ortmann, Sales Manager, KAGE, Winona, Minnesota.

Call letter items—Banners, lapel pins, microphone plates, car plates, bumper strips, decals, printed forms, personnel service—Bro-Tel, Box 506, Huntsville, Ala.

Custom radio spots our specialty. No jingles. Write: M.J. Productions, 2666 Templeton Road, Columbus, Ohio.

MISCELLANEOUS

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mis- sissippi. Douglas F. Marzica, 1086 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Announcers

OPPORTUNITY

LIVE WIRE DJ OR TEAM OF TWO

Prominent N.E. Station

Send Tape

Box 840K, BROADCASTING

WMAZ... . . . is looking for a live wire, swinging dj.

This is an opportunity to establish with a dominant Number One sta-
tion in a solid, fast-moving market. We’re looking for an experienced, sharp, alert young man who can build and hold a fresh, responsive audience. This person must be able to add brightness and sparkle to our schedule and conduct a tight, fast-paced show. In return we offer stability, a definite assured future, good rate packages, and complete company benefits.

We’d like a tape, of course, and the opportunity to talk to you.

CONTACT:
Gordon Sherman, WMAZ
711 Myers Blvd.,
Springfield, Ill.
Phone: 4-1766

TOP FLIGHT DJ

Plus additional announcing experience by leading Washington station. Send resume, tape and photo.

Box 132K, BROADCASTING.

MICHEWIANESE


RADIO

Situations Wanted—Management

MANAGER

Format-production, Stereo style. 17 years broadcasting background. Fam-

ily, mid-30’s. Best references. Am agreeable to non-producer, no-pay arrangement.

Box 898K, BROADCASTING.
INSTRUCTION

Looking for NEW TALENT? PRODUCTION PERSONNEL?

Leading Radio and TV studios call Leland Powers School for well-trained talent and production personnel. Competent young men and women skilled in radio and TV techniques including programming and production, announcing, acting, make-up, copywriting, script and continuity writing. Graduates recognized throughout the industry for sound, comprehensive training.

Write Graduate Relations Department today. Placement service free to employer and graduate, 35th year.

LELAND POWERS
SCHOOL OF RADIO TELEVISION AND THEATRE

ANNOUNCERS

NUMBER ONE OVER Store
WANT
LOS ANGELES, CHICAGO, NEW YORK
$15,000
Box 972K, BROADCASTING

FOR SALE—Equipment

FOR SALE—NEW EQUIPMENT

Long low cost TV broadcast equipment (Channels 7-82). Complete including transmitter, live camera, film and slide chain, monitor, lenses, antenna, audio facilities and accessories, for SMALL COMMUNITIES, college, school district or educational TV requirements—$18,000.00 to $26,000.00. Economical programming packages are available for tech stations. Amateur TV Video transmitters (400-450 mc), camera, tripod, monitor, lens, converter, transmission line, antenna, etc. $2875.00. 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 camera for broadcast use, Video cables, connecters, etc. Gene O'Fallon & Sons, 639 Grant Street, Denver 3, Colorado. Phone AM 6-2397.

CO-AXIAL TRANSMISSION LINE


CoAXIAL TRANSMISSION LINE

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Fla. Small 500w-D 60M terms
Cal. Medium 250w-F 150M terms
Ks. Medium 1kw-F 175M terms
N.C. Medium 1kw-D 200M terms
N.Y. Medium 5kw-D 250M terms
Ala. Medium 150w-D 200M terms
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Box 964K, BROADCASTING.

FOR SALE

40%

Of profitable radio station in southern California. One of world’s richest agricultural areas, $50,000, cash $10,000. Write Box 964K, BROADCASTING.

STATIONS

FOR SALE


BROADCASTING, May 25, 1959
What happens in a hospital at 2 A.M.?

If there is a good hospital where you live, it is always ready to serve you... regardless of the hour or the need.

While you sleep, its staff may be performing emergency surgery... caring for a victim of sudden illness... or bringing a new life into the world.

In fact, the responsible hospitals of our nation treat millions of patients and care for thousands of emergency cases every day. And many hospitals also find time for teaching, training and research.

Suppose our hospitals suddenly closed their doors entirely... or even locked up for the night. When you consider the consequences, you'll realize that a good, modern hospital is as essential to your community as good school, police, fire and health departments.

Fortunately, we have many excellent hospitals which are worthy of the trust and the support of the communities they serve. Other hospitals, too, are trying to improve their facilities and services. In some of these cases, the primary need may be for better equipment, while in others, personnel shortages may be the most pressing problem.

Whatever the need, a hospital with a strong board of directors of representative citizens will be the community's best guarantee that everything is being done to insure progressive standards of hospital care.

How does a hospital become better? By meeting and maintaining standards specified by the Joint Commission on Accreditation of Hospitals. If your hospital meets the Commission's requirements, it is a sign that the facilities and the quality of medical and nursing care offered have been inspected in great detail... and found worthy of the Commission's approval. And to maintain its accreditation, the hospital must undergo inspection every three years.

Many people find satisfaction in giving some of their spare time to volunteer work in hospitals. Perhaps there are many things that you could do in your community hospital to comfort patients... and to ease the load on its busy professional staff, especially its doctors and nurses.

Most hospitals throughout our country need more volunteer workers.
OUR RESPECTS TO . . .

George Kenneth Gould

There’s only one George Gould on the payroll at Telestudios in New York. He’s the president and the man you might find sometimes behind a brand-new desk in the brand-new executive wing of the pioneer video tape production company. But if you spend some time around the third and fourth floors of 1481 Broadway, on Times Square, you’ll soon run into him in many other places.

One might be back with the engineers in tape central, working out the arrangements for installing the studio’s newest (and fourth) Ampex VR-1000. He’d be talking their language and you’d sense mutual respect in the way they tackle their job.

Another might be in master control, supervising the production of a new Sealtest commercial, suggesting a different camera angle to catch the texture of some ice cream.

Still another might be on the set itself, working out a bit of business for the pilot of a new syndicated series.

Up Through the Ranks • Mr. Gould is equally at home wearing any of the many hats he assumes in the course of a day’s work. There’s good reason. His career has included long specialization in all these stages of the television art, as well as earlier broadcasting and show business phases.

George Kenneth Gould was born in Brooklyn March 19, 1915. His father was a retail worker, his mother a housewife and musician. It was from here that he received encouragement to take up music, and eventually he became accomplished at the piano, organ and trumpet. These talents, now indulged only as a hobby, were once both meal ticket and travel ticket to him—he sailed the Fummers-Prince Line through the Caribbean and to South America playing in shipboard bands in 1932-33.

Before that, however, he had gone to high school at James Monroe in the Bronx, then to Brooklyn Polytechnic, where he picked up his basic engineering education. The latter was put into play when he took his first broadcasting job in 1938 with WAAT Newark.

The next year he moved to another engineering duty at WINS New York, and then, in 1941, joined CBS in technical operations.

That phase of the Gould story was to last 13 years, the first nine in technical operations including master control in radio and, after television had begun to take its first steps, as a technical director and supervisor in the new medium. During those years he worked on such shows as Studio One, Suspense and Danger.

Time to Experiment • Television was feeling its way in those days. Mr. Gould recalls working with Worthington Minor on some of the early Studio One shows, when each broadcast was an intramural contest between the producer and the technicians. Take lighting, for example. At first everyone thought that television required bright lighting and no one would consider doing with fewer than the full complement of klies. Solution: to go behind the scenes between dress rehearsal and the show and pull out the plugs. It was a trial and error school, but an effective one.

It was late in the 1940’s when Mr. Gould discarded his engineer’s hat (and his active IBEW standing) for a creative one (and an RTDG card, which he still carries). He became a staff director and producer, working on such CBS-TV shows as Space Cadet (itself a technical challenge). The transition was a successful one, and by 1954 his work was accepted enough that he found it possible to leave the staff position for more lucrative freelance assignments.

But George Gould had still bigger things in mind. For one, he wanted his own business. For another, he saw the coming opportunity in tape, a development then in the laboratories but one he felt would open new doors to the TV medium and the people who worked in it. Putting the pieces together and knowing his own talents, he started the plans for a new company.

With Nat Schekter, a New York businessman, he opened Telestudios in March 1956.

One month later Ampex unveiled its Videotape recorder at the NAB Convention and Mr. Gould’s order was one of the first over the counter.

Telestudios didn’t just tread water while waiting for the video tape machines to come off the Ampex production line. It spent the time readying its plan for tape production and, using kine equipment, operating as a production laboratory for various agencies. Viceryo’s “Thinking Man” commercials were charted on “kinescope story-boards” at Telestudios during this period.

Commercial Go To Tape • Then came the tape machines (Telestudios was the first non-broadcasting company to install one) and, subsequently, the first independently-produced video tape commercial. The pacesetter was for Florists’ Telegraph Delivery Assn. Telestudios celebrated its first anniversary of that commercial with a party for New York advertising people several weeks ago. The list of clients who have turned out taped commercials since then reads like a who’s who of TV’s blue chip spenders: Kellogg, Sealtest, Schick, General Mills, Maxwell House, Breck, Revlon, Kent, Newport, Parliament and du Pont, to mention only a few.

Life since 1956 has been a hectic affair both for Mr. Gould and Telestudios. It’s been a constant scramble to increase plant, train crews (the staff has jumped from 9 to 39 in the past year), and keep up with the ever-increasing work schedule and spread the evangelical word about the marvels of the technique. Last year he put Telestudios under the rapidly-expanding National Telefilm Assoc. umbrella and now is engaged in a furious production schedule for all that company’s burgeoning syndicated program output (Broadcasting, May 18). Eight series are currently being taped at Telestudios, with more on the drawing boards.

Mr. Gould takes the pace in his stride and still finds time to get away for the commute to his Valley Stream, L.I., home. He and Mrs. Gould (the former Mae Antzis, whom he met on a blind date in 1940 and married after a three-year courtship) have two daughters, Ronnie Beth 16 and Jane Ann 13. The family’s principal interest is boating. They have a 26-ft. cruiser that sleeps four. Mr. Gould is a past vice commodore of the Nassau Yacht Club.

If any are surprised at the giant strides video tape has made in its few years, George Gould is not among them. He knew it all the time.
EDITORIALS

More than ‘Make Believe’

IT does not demean any of their company to say that 4,000 disc jockeys can afford to assemble in Miami this week because of two men and a rival medium. There would be no Second Annual Programming and Disc Jockey Convention, or indeed a first one, if it had not been for Martin Block, Ted Husing and television.

Mr. Block made disc jockeying pay, Mr. Husing made it respectable, television made it essential.

Many of the delegates to the Miami convention, the second to be sponsored by the Storz Stations, are too young to remember the three crucial moments in the history of their craft. The first occurred Feb. 3, 1935, when Mr. Block went on WNEW New York with the pioneer version of what was to become his Make Believe Ballroom.

Others had played records on radio before, but it remained for Mr. Block to make an art of it. In an age when network radio was flooding the air with live performances of the best musicians and singers that money could attract, Mr. Block succeeded in mesmerizing audiences with nothing more than a stack of records and a resourceful line of chatter. In a few years he became one of the biggest money earners on the air.

Among other performers in radio, however, Mr. Block’s talent was not immediately esteemed. He was thought of as a phony, as in fact he had once been operating a transient stand that some morning would be gone.

It took some time for radio to adjust its standards to those of Mr. Block. The adjustment was hastened when Ted Husing resigned as the respected sports director of CBS in October 1946 to become a disc jockey on WHN New York. In his first year at WHN he earned $135,000, or about $100,000 more than he had been earning at the network. Hearing of Mr. Husing’s fortunes and noticing he was still admitted to the better restaurants, other name talent turned to disc jockeying. Within a year Paul White- man and Tommy Dorsey had platter shows.

Then came television, the decline of network radio and the coincidental rise of independent radio operations like those of Todd Storz. The craft of disc jockey became a breadwinner as well as a resourceful line of chatter.

There is a fourth factor that accounts for the presence of 4,000 disc jockeys in Miami this week. It is the public’s trust in radio.

This trust was won and is maintained by many things, by the reliability and speed of radio news, the depth of its special coverage, the devitalization of its many, many entertainment shows including those presided over by the delegates to the Storz convention. It is a trust not to be ignored by any one with access to a microphone.

Front page (circa, 1959)

WITH each passing week there are more abundant signs that editorializing on the air is paying off in recognition and prestige.

The American Civil Liberties Union, which for a decade had inveighed against expression of editorial opinion on the air, has reversed itself. It based its change in policy on the need “in today’s turbulent, complex world for the fullest exchange of information and opinion, a need which the radio-tv industry is uniquely able to fill.”

An infallible barometer of public opinion is the Congressional Record, official compendium of the Congress. Over the years the appendix to the Record has been used by members of Senate and House to reprint editorials from newspapers or other publications.

Now one finds in the Record the same reprinted editorials. But members of Congress are also having reproduced “by unanimous consent” editorials broadcast over their local stations. When politicians begin to appreciate the potency and value of broadcast editorials to this degree, it is recognition indeed.

Recognition came to broadcast journalism in another way last week. Westinghouse Broadcasting Co. announced it had become the first news entity to receive permission to set up a news bureau in Red China.

By degrees broadcasters are overcoming their journalistic inferiority complex. There is nothing in the whole field of communications that broadcasters cannot do better and infinitely faster than the printed page.

Vicious tax bite

LAST week we reported (page 70) that a ruling by a West Coast Internal Revenue Service office on amortization of feature films purchased for tv performance may prove costly to broadcasters. This was understatement. If this ruling is sustained and applied nationally, it would run into millions in back payments.

It has been the practice, inherited from motion picture exhibition, to amortize the first run of a feature film at 60% of the lease rental. The regional office ruling holds that amortization is to be computed by dividing the cost of the package by the number of plays the contract permits.

This ruling collides with a Dept. of Justice requirement that feature films be leased individually to prevent distributors from packaging a lot of undesirable films with desirable films. On the other hand, the IRS ruling holds that a station must nevertheless amortize on a package basis. The example cited was that if there are 500 films procured from one producer which can be performed five times during the lease period, only 1/2,500th of the total lease cost can be amortized for each individual showing.

The telecaster who received this ruling a fortnight ago told us it could be ruinous. Under the statutes, the IRS could go back three years in assessing returns.

It is not unusual for rulings of regional offices of IRS to be circularized to bring about uniformity. With the tax squeeze always on, it can be expected that the West Coast ruling will permeate the IRS national organization.

To save his rights (and those of all telecasters), we hope the West Coast broadcaster will promptly seek a conference with tax officials. All telecasters should meet this issue head-on and they should be joined by those in feature film leasing and syndication.

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BROADCASTING, May 25, 1959
Another major news award for KSTP-TV

In the last five years, KSTP-TV, Minneapolis-St. Paul has won seven major news awards.

The most recent winner is Harold "Bud" Meier, Assistant TV News Director, who received the coveted Sigma Delta Chi award for "distinguished service in the field of Television News-writing." Previous awards have included two RTNDA trophies ("Outstanding TV News Operation; Outstanding News Story Televised”), three NPPA awards (Community Service, Spot News, Creative Photography) and, in 1957, another SDX award for television reporting.

Since 1948 when it became the Northwest's first television station, KSTP-TV has maintained one of the largest, most complete news-gathering operations in the nation. We are proud that the skill of Bud Meier has brought another important award to the vital Northwest market which KSTP-TV serves.

This desolate picture represented life on the Standing Rock Sioux Indian reservation last Thanksgiving when sub-zero temperatures and blizzards aggravated already marginal living conditions of tribesmen. Bud Meier developed and followed through on the story which resulted in 13 tons of food being flown to the hungry Sioux families, a payment of $2 million to the tribes by the U. S. Dept. of Interior which owed them for property taken, and Meier's documentary script, "Standing Rock Uncensored" which appeared, with film, on KSTP-TV, and which won him this Sigma Delta Chi award.
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SUPER STUDIO
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MUSIC BINGO
JOHN DALY
ROLLER DERBY
SAMMY KAYE
PAT BOONE
DICK CLARK
PETER AND RAYES
PLAY YOUR HUNCH
WHO DO YOU TRUST
DON GODDARD
PAUL WINCHELL

PERRY COMO
STEVE ALLEN
NEWS/WEATHER
JACK PAAR
TODAY
TELESALES
LITE Commertails
NEWS CONFERENCE
BOWLING
DOUGH RE MI
CONCENTRATION
PRICE IS RIGHT
FOOTBALL
RODEO
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