Mutual in new crisis: salvage plan with new angels proposed  Page 29
Spot radio converts: Gillette, Knickerbocker alter ad strategy  Page 32
Harris on Sec. 315: changes likely, but less than those sought  Page 56
Quarterly report: who’s buying what & when at the networks  Page 91
She's also a BWOC at Amherst and West Point (Nebraska). These are just three of thousands of cities and towns in Big Aggie Land, one of the largest land area radio coverages in the U.S. WNAX-570 covers 175 counties in six states—delivers a 66.4% share of the 600,590 radio homes in Big Aggie Land. Profitable promotion in this prosperous market—2½ million people with $3 billion to spend—begins with WNAX-570. See your Katz man.
Coverage that Counts!

WJIM-TV
Strategically located to exclusively serve
LANSING...FLINT...JACKSON

Represented by the P.G.W. Colonel

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.
HOME OWNERSHIP is high in communities throughout the WGAL-TV coverage area. Advertise on WGAL-TV to reach all of the rich Lancaster-Harrisburg-York market.
Networks' ball • It's all up to major networks on outcome of massive public relations "image" project for television. Meeting will be held in New York July 15 to get project under way or to put it on ice. Indications are that it will roll. To meet in New York will be pro temp group of nine, which could become permanent control committee for TV image project (Broadcasting, June 22). (See story, page 9.)

As network picture stands, NBC is all for McCollough committee project; CBS reportedly is reluctant to move ahead before it knows of detailed plan, identity of director and makeup of control committee, but if, nevertheless, is expected to contribute its $75,000 along with NBC. ABC is question mark. Proposal has been made, based on differential in network gross, that ABC contribution should be $40,000, but NBC insisted all should contribute equally and if not, then other two networks should raise their ante.

Delicate question • Advertising Council is considering anti-inflation campaign, a la its anti-recession drive last year. But it faces doubly ticklish decision—not only whether advertising can really contribute to curbing of inflation but also, whether job can be done in non-political fashion—which by council standards it must be. If decision is affirmative, council will look to radio-tv to shoulder sizeable part of load, as in past campaigns.

On the spots • In competition in one three-station Midwest market has become so heated one telecaster felt compelled to lodge complaints with certain agencies over alleged triple (and even quadruple) spotting practices of competitor. Some agencies reportedly have requested logs of station.

Those drop-ins • FCC last Tuesday took another fling at vhf drop-ins in markets having fewer than three vhf's but made little progress. Staff report evaluating various factors affecting short-supply markets, was labelled "disappointing" because so little apparently could be gained by adhering to existing separations. Subject is slated to come up again this week (possibly tomorrow, July 7). Maximum list of drop-in markets totals 21 (Broadcasting, June 8).

Old refrain • In order to set "line" for July 9 hearing before Senate Foreign Relations Committee on NARBA and Mexican international radio agreements, FCC today (July 7) will take up 14-year-old clear-channel case and companion daytime skywave case. It's doubted whether action will be taken, but at least dusty data will be aired once again.

Ratings race • It's going to be nip-and-tuck this fall on television network ratings. With upsurge of ABC-TV, one opposition network head said he expected margins to be "very narrow." ABC-TV may benefit most rating-wise because of public acceptance of western and adventure programming. Moreover, it will benefit because of policy of few unusual length "specials" as against CBS and NBC policy of heavy special schedules.

Top ABC spokesman said Monday evening schedule, which has been its weakest, will be bolstered this fall with new line-up, comprising Bourbon Street, Paradise, and holdover Cheyenne. NBC and CBS, on other hand, say that their effort is toward more "distinguished" programming and that instead of thinking about 1959-60, they're looking year ahead on properties.

Radio expansion • Contrary to reports that its five owned and operated radio stations are for sale, ABC is actively looking for two additional stations to bring it up to full quota of seven under multiple ownership. This was answered in an interview with Broadcasting by Leonard H. Goldenson, president of ABC-PT, that radio network would be sold along with owned and operated stations.

It was ascertained that pitches had been made for individual radio stations in ABC o&o group. Moreover, from time to time, there had been conversations regarding possible merger of ABC Radio with Mutual, and in last week's negotiations geared toward another sale of Mutual (story page 29) it was reported that Albert G. McCarthy, one of Mutual's buyers, had made new approach, but that ABC evinced no interest.

Specialists needed • Rep. John Moss (D-Calif.) put finger last week on weakness in broadcasting's claim to be major journalistic force, worthy of Constitutional freedoms. When Ralph Renick (WTVJ-TV Miami), president of Radio and Television News Directors Assn., was testifying on alleged discrimination against radio-tv news as compared with newspaper freedom, Rep. Moss brought out admission that many stations lack news directors and even one trained newsmen. Mr. Moss said he would feel better about revising Sec. 315 "if all good stations had trained professional news directors" on their staffs.

Rochester switch • Reports circulated last week that NBC Radio plans to cancel affiliation with WHAM Rochester, N.Y. (50 kw, 1180 kc). Though no official word was forthcoming, word expected soon on replacement in NBC lineup. Move reportedly due to network's desire for higher program clearances in Rochester area.

Voice tests • Voiced news service to radio stations are now being field-tested by both major wire services, UPI working with group of client stations in San Francisco bay area and AP with group of member stations in Connecticut. Apparently results to date look promising, though neither organization is yet willing to commit itself to regular voice service. UPI officials say if bay area tests continue to prove satisfactory it'll continue there on regular basis, presumably also expanding into other areas. AP sources stress no decision yet on regular service, say statement may be issued in couple of weeks, or whole experiment may go back into laboratory.

Lasting effects? • Supreme Court majority, in its decision last week in WDAY political broadcasting case (story page 54), included language that may become as controversial as famous "composition of traffic" phrase used by Associate Justice Frankfurter in 1941 network chain monopoly case. It was Frankfurter language that repeatedly has been cited in effort to show that Congress intended FCC to regulate programs and not mere "traffic cop.'

In WDAY majority opinion written by Associate Justice Black, court held that thrust of Sec. 315 is to facilitate political debate over radio and television. It emphasized FCC considers "the carrying of political broadcasts a public service criterion to be considered both in license renewal proceedings and in comparative contests for a radio or television construction permit." This language, lawyers point out, may be used in arguments on congressional intent on program regulations. Comr. T.A.M. Craven has steadfastly argued that consideration of programs is forbidden, and constitutes censorship by FCC.
Just a minute! THAT’S ALL IT TAKES TO CAPTURE NORTHERN OHIO’S BIG MOVIE-MINDED AUDIENCE
HERE’S WHY:

WARNER BROTHERS...PARAMOUNT
20TH CENTURY...UNITED ARTISTS

Scheduled 4 times daily on Channel 8...9:00 AM
"Watch & Win"—1:00 PM "Star Matinee"—5:30 PM
"Big Show"—11:20 PM "Nite Movie"

Storer Television
**WEEK IN BRIEF**

How to sell radio to retailers • Many stations use the wrong approach in presentations to department stores and major retailers, according to Edward Prager, head of his own agency in Baltimore and active many years in the retailing field. He figures it's a mistake to try to convince retailers radio will do the same job better and cheaper. There's another approach that is more effective, he says in Monday Memo. Page 19.

More problems for Mutual • Voluntary petition for reorganization under bankruptcy laws is filed. Hurleigh takes ownership but McCarthy-Ferguson group advances $100,000 and is expected to assume control if and when deal is made with creditors. Network's debts: more than $3 million. Page 29.

Can spot radio carry the load? • That's the question American Petro-fina and its agency asked while planning a campaign for Fina gasoline. The 20-25% increase in sales gave the best answer. Page 36.

Most wanted in the home • Television leads household items in survey of public preferences, NBC-TV finds in survey. Video sets rank ahead of refrigerators, stoves, laundry machines and beds. Page 42.

Libel decision at last • U.S. Supreme Court rules that Sec. 315's no-censorship provisions means stations are not liable for defamation; vote in WDAY-TV case is 5-4 with Justice Black writing majority opinion, Justice Frankfurter, minority. Page 54.

It's up to Congress • Broadcasters and legislators repeat pros and cons of Sec. 315 at House hearing. Chairman Oren Harris indicates some relief may develop but not what broadcasters want. Page 56.

Booster-cats legislation coming • First round of hearings on booster and community tv problems engage Senate communications subcommittee. Booster operators and western broadcasters urge legislation to bring both systems under FCC regulation; broadcasters seek tight control over catv systems. Hearings resume this week. Page 64.

Disney vs. ABC • Motion picture mogul sues network in New York court for release of Zorro and Mickey Mouse Club, both of which go off ABC-TV in fall but which Disney wants to offer to other networks or to stations via syndication. Page 76.

Symphony in plastics • CBS-TV production workshop creates deceptively realistic imitations that come out on the screen like the real thing. Name it—piece of sculpture or fire hydrant—and workshop will reproduce it in easily handled form at modest cost. Page 78.

Radio-tv network showsheets • The quarterly rundown of the three tv networks and four radio networks and details of all programs and sponsors. New program cycles and sponsors starting during the next quarter are shown, too. The showsheets are divided into one-hour segments, morning, afternoon and evening. For easy reference. Page 91.

**DEPARTMENTS**

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**LEAD STORY**

**THE MEDIA**

**MONDAY MEMO**

**OPEN MIKE**

**OUR RESPECTS**

**PLAYBACK**

**PROGRAMMING**

**WEEK'S HEADLINERS**

**HOOPER and PULSE AGREE:**

**DOMINATES THIS IMPORTANT PART OF THE DETROIT METROPOLITAN AREA**

**HOUR WPON**

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**PULSE—JAN. ’59**

**WPON**

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**HOOPER—MAY ’58**

**WPON**

PONTIAC, MICHIGAN

**CONTACT**

VENARD, RINTOUL & MCCONNELL, INC.

For Results
In Lansing
Mich. . . . it's

910
...It's a fact. The Lansing metro area is now ranked 69th nationally.  [SRDS — MAY, 1959]*

WHAT'S THAT MEAN IN MONEY?

Take FOOD SALES for example. Last year $90,681,000 was spent in the market on this item alone!

Yes, the Lansing market is BIG... and to serve it best, buy...

*Population

Lansing's Stable AND GROWING Economy is Based on Industry, Education and Government
Daytime broadcasters again lose FCC plea

Bid by daytime broadcasters for extended hours of operation—from 6 a.m. to 6 p.m., or sunrise to sunset, whichever combination is longer—has failed again. FCC announced Friday it has instructed staff to prepare document turning down petition by Daytime Broadcasters Assn.

No vote was announced, but it was understood Comr. Robert T. Bartley voted to permit two-month experimental period. This was alternative request by DBA.

Action marks second time DBA has been turned down in quest for longer operating hours for daytimers. Daytime stations are limited by regulation to local sunrise-sunset. Last January Commission denied first petition asking for change in daytime hours to 5 a.m. or sunrise to 7 p.m. or sunset, whichever is longer (BROADCASTING, Jan. 12). Following this, DBA filed present petition.

FCC announcement stressed that instructions constituted preliminary step and that result might be different when formal decision is adopted and issued.

Pro tem 'image' group is named by NAB head

Temporary committee to start off tv-wide campaign to improve public's image of visual medium named Thursday (July 2) by NAB President Harold E. Fellows. Group will serve until permanent committee is picked from sponsors of tv information program (see CLOSLED CIRCUIT, page 5). First meeting will be held July 15 at Waldorf-Astoria Hotel, New York.

Members of temporary committee are Clair R. McCollough, Steinman Stations, who directed preliminary study of project prior to NAB TV Board's June meeting (BROADCASTING, June 22); C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Willard E. Walbridge, KTRK-TV Houston; Roger W. Clipp, Triangle Stations; John S. Hayes, WTOP-TV Washington; Lawrence H. Rogers II, WSAT-TV Huntington, W. Va.; Kenneth Bilby, NBC-TV; Michael Fote, ABC-TV, and CBS-TV member to be designated.

Permanent nine-man committee will include representative of each sponsoring network; three NAB Tv Board members and three to be selected from among other tv broadcasters. Program will be open to both NAB members and non-members.

Answer still 'Nyet'

When CBS President Frank Stanton appeared in receiving line at Blair House, Washington, for introduction to Soviet First Deputy Premier Frol R. Kozlov, Vice President Nixon asked Mr. Kozlov to readmit CBS newsmen to Russia ("he should be allowed to operate again in Moscow"). With laugh, Mr. Kozlov replied to Mr. Nixon, "When you and I reach agreement, he can stay." Soviets barred CBS after drama Plot to Kill Stalin appeared on CBS-TV. Later during reception Dr. Stanton asked Mr. Kozlov to appear on CBS-TV's Face the Nation but decision was deferred until deputy premier concludes his U.S. tour.

Four to drop MBS

Mutual spokesmen confirmed Friday that four of five RKO Teleradio stations indicated they would not renew MBS affiliation contracts and said they expected fifth RKO Teleradio affiliate, WHBQ Memphis, to follow same course. Affiliations of all five expire Aug. 9. MBS reiterated that it had already lined up replacements for all five but was committed to delay announcement for time being (CLOSED CIRCUIT, June 22; also see page 29). Spokesman said RKO Teleradio's WNAC Boston, KJH Los Angeles and KFRC San Francisco sent word they would not renew and that WOR New York had given similar indication. RKO Teleradio owned Mutual prior to its sale of network in 1957.

FCC hearing called on Springfield ch. 2

Following mandate of U. S. Court of Appeals, FCC Thursday (July 2) announced "collateral evidentiary hearing" on Springfield, Ill.-St. Louis ch. 2 deintermixture case. Hearing will be held on undetermined date before specially appointed hearing examiner.

Commission action in shifting ch. 2 from Springfield to St. Louis and assigning it to KTVI (TV) was returned by courts following disclosures by House Legislative Oversight Subcommittee of off-record contacts (BROADCASTING, May 11). Conditional grant of ch. 2 in Springfield to WMAY was made in March 1957, but grantee was forbidden from building until completion of then pending rulemaking. Later same month, ch. 2 was shifted to St. Louis with WMAY assigned uhf channel.

Sangamon Valley Tv Corp., losing applicant for ch. 2 in Illinois City, appealed decision to appeals court and later to Supreme Court where lower body first upheld FCC. Supreme Court then remanded case to appeals court which, in turn, directed FCC to take more evidence on ex parte allegations.

In action last week, Commission ordered hearing to determine nature and course of any ex parte presentations, whether any commissioner should be disqualified from voting or whether any party to proceeding should be disqualified. KTVI was given authority to continue operating on ch. 2 in St. Louis pending further action by Commission.

In second case returned to FCC because of disclosures by Oversight Subcommittee, Special Hearing Examiner Horace Stern Thursday scheduled Sept. 9 prehearing conference in ch. 7 Miami case. Ch. 7 was granted to Biscayne Tv Corp. (WCKT [TV]) over three competing applicants.

Mack juror illness may cause mistrial

Possibility of mistrial in Mack-White side conspiracy trial loomed at week's end with illness of juror. Late Thursday juror was in Washington hospital, with illness uncertain but centering in lower abdomen. Federal district court jury, which began deliberating Wednesday, retired for night in special private rooms in U.S. Court house. Ailing juror, Joseph R. Carroll, 65, retired telephone company worker, was stricken Thursday morning. Judge Burnita S. Matthews asked counsel if they had any objection to 11-man jury continuing deliberations, but Nicholas J. Chase, attorney for former Comr. Richard A. Mack, said he could not consent immediately. Judge Matthews instructed remaining 11 jurors to cease deliberations. Two alternates who had sat throughout three-month trial were dismissed when jury took case. Under
federal procedures, they may not be called back.

Case, underway since April 7, is based on grand jury indictment of Mr. Mack and friend, Miami attorney Thurman A. Whiteside, on charges they conspired to throw Miami ch. 10 grant to National Airlines.

NBC advisory group

Plan to form new program managers committee and claim that NBC Radio has "gained . . . undisputed leadership in radio networking by . . . capturing 52.1% of total sponsored hours on the three major radio networks" reported Thursday (July 2) by George W. Harvey, WFLA Tampa, after presiding over NBC Radio Affiliates Executive Committee meeting in New York. New program group, according to Chairman Harvey, will act as liaison between network and stations with aim of gearing network programming as close as possible to affiliates' needs. Committee will be made up of program managers from representative affiliated stations and of network program executives.

KSDO, KOBY sold

Station sales announced Friday, subject to usual FCC approval: KSDO San Diego, Calif. Sold by C. A. Smith and associates to Sherwood Gordon for total price of $700,000. Mr. Gordon owns KBUZ Phoenix, Ariz., and only recently sold WSAI-AM-FM Cincin-
nati. KSDO is on 1130 kc with 5 kw day, 1 kw night. Broker was Blackburn & Co.

Kenyon Brown, president of KCOP (TV) Los Angeles, has bought KOBY San Francisco from Mid-America Broadcasters for approximately $1.5 million. Broker was Howard E. Stark. KOBY is on 1550 kc with 10 kw, directional antenna. Mr. Brown also owns KSON San Diego, KFOX Long Beach, and is awaiting FCC approval for pur-
chase of KITO San Bernardino, all California.

Two win renewals

Licenses of WJDX-AM-FM and WLBT (TV) Jackson, Miss., operated by Lamar Life Insurance Co., were re-
newed Thursday (July 2) by FCC after considering complaints by National Assn. for Advancement of Colored Peo-
ple that stations were unfair in presenting controversial issues. Complaints related to NBC Home program broadcast on WLBT in 1953 and Little Rock crisis program Sept. 26, 1957.

Commission found no indication of prejudice in former program, but re-
 minded that licensee must not use facili-
ties to mis-inform public. In second case, involving panel, FCC said fact that panelists are elected officials does not alter nature of program or remove fair-presentation requirement. No fur-
ther action is warranted in either case, FCC held.

Hartford protest

Four Massachusetts members of Congress have protested to FCC any assignment of third uhf to Hartford, Conn., which they maintained would force four uhf stations serving western Massachusetts off the air. In a letter to FCC Chairman John C. Doerfer, two senators and two congressmen maintained public interest "would be injured severely" by such move and con-
tended success of uhf stations depends on whether "they are left free from inter-
ference from vhf tv . . . ."

Letter was signed by Sens. John Kennedy (D) and Leverett Saltonstall (R) and Reps. Silvio O. Conte (R) and Edward F. Boland (D), who urged ex-
cession of vhf interference "to thereby elimin-
ating uhf tv" in Western Massa-

Week's Headliners

NATHAN STRAUS, presid-ent-owner of WMCA New York since 1943, moves to chairman of the board and is suc-
cceeded as president by son, R. Peter Straus, who has been execu-
tive vp of station since 1958. Nathan Straus has had a long career in business and public affairs (publisher of Puck, New York state senator, New York state administrator of National Recovery Ad-
ministration, administrator, U.S. Housing Authority) before buying WMCA. R. Peter Straus was director of the Inter-
national Labor Office's U.S. branch in Washington, from 1955-58 and from 1948-50 was WMCA's director of news and special features. As part of realignment, STEPHEN B. LABUNSKI, general manager of WMCA since June 1958 and earlier vp in charge of programming for ABC Radio, ap-
pointed vp-general manager of station. ELIZABETH M. ROSAN, secretary to elder Mr. Straus since 1943, named secretary-treasurer.

Dwight S. Reed and Frank E. Pellegrin, vps and both founding partners of H-R Television Inc. and H-R Repre-
sentatives Inc., elected executive vps, Frank M. Headley, president and also founding partner, announced Thursday (July 2). AVERY GIBSON, research director of companies for past five years, elected vp. Mr. Reed is in Chicago and is in charge of western division of companies; Mr. Pellegrin, located in New York, is in charge of tv, and Miss Gibson is in general charge of sales development, heading staff of 14 people. DON SOFTNESS and MARTIN GOLDBERG, with H-R for past four years, named respectively director of promo-
tion-publicity and director of research. JOHN ALCETTA be-
comes assistant promotion director and MARY ANN SAN-
CHACKO promoted to assistant research director. ROBERT BEARDSLEY named research associate in Chicago.

For Other News of People see Fates & Fortunes
Teamwork to reduce selling-costs

In their continual drive to reduce costs of distribution, the midwest's great food companies rely heavily on the power of Spot Television. Their advertising decisions demand up-to-the-minute data on markets and stations — data instantly available through Blair-TV's Chicago office.

Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit.

From the first, our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations are located in 26 of America's greatest markets. Together they cover 56 percent of its population, virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a powerhouse of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.
Incredible...but true. WBBM-TV keeps topping its own record ratings. Chicago's top station in the past 48 consecutive Nielsen reports, both Nielsen and ARB show WBBM-TV first again...and by one of the widest margins in its history.

For example, according to ARB, WBBM-TV's over-all audience share is at a nineteen-month high of 34.8%. That's a mighty 22% higher than a year ago, 27% higher than the second station, 78% higher than the third station and 91% higher than...
the fourth station! Furthermore, as the only Chicago station to increase its share of audience and its ratings during the year, WBBM-TV ranks first both daytime and nighttime... with an average 37% lead over the nearest competition during the day, and an average 16% lead at night. (American Research Bureau, May ’59)

To blast all competition, advertise your product on WBBM-TV. It’s dynamite!

Channel 2 in Chicago - CBS Owned - Represented by CBS Television Spot Sales ©
A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

July 5-21—Advertising Federation of America management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Emerson Foss, McCann-Erickson senior vice president, is in charge.

July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job. Dr. J. Sterling Livingston, professor of business administration, Harvard, and president of Harbridge House, is academic director. William P. Gormley Jr., assistant dean and director of Harvard advanced management program, is administrative director. Sixty broadcasters were accepted for enrollment.

July 7—Resumption of FCC inquiry into tv network program practices, with advertising agency executives to be chief witnesses before FCC Chief Hearing Examiner James D. Cunningham. 10 a.m., U.S. Courthouse, Foley Sq., New York. Docket 12782.

July 7-9—Canadian Board of Broadcast Governors, public hearing on applications for am, fm, tv stations, Union Station, Ottawa, Ont.


July 9—Hearing on NARBA and Mexican broadcast treaty before special Senate Foreign Relations Subcommittee (D-Ohio). Rm. 4221, New Senate Office Bldgs., 10 a.m.

July 12-18—Public Relations Institute, U. of Wisconsin campus, Madison, sponsored by Public Relations Society of America.

July 14-15—Idaho Broadcasters Assn., Shore Lodge, McCall. Speakers July 15, main meeting day, include Kenyon Brown, KCOP (TV) Los Angeles; Fred Rugge, KNX Los Angeles, and Louis Shadduck, secretary of Idaho Commerce & Development Commission.


July 16-19—American Federation of Television & Radio Artists, convention, Chase Hotel, St. Louis.

July 19—Military District of Washington will conduct special program honoring NAB, Fort Myer, Va.

AUGUST

Aug. 1—Comments due on FCC proposal to revise television network rules including cutting down on option time, counting straddie programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12859. Postponed from June 22.

Aug. 15-17—Montana Broadcasters Assn., Rainbow Hotel, Great Falls.

Aug. 16-18—Georgian Assn. of Broadcasters, summer meeting, Jekyll Island.

Aug. 18-21—National Assn. of Educational Broadcasters, seminar for radio station managers, U. of Wisconsin, Madison.

Aug. 18-21—Western Electronic Show & Convention (Westcon), Cow Palace, San Francisco. Dr. Herbert F. York, Defense Dept. director of research and engineering, will speak Aug. 21 at luncheon to be held at Fairmont Hotel.

Aug. 21-23—Arkansas Broadcasters Assn., Hot Springs.

Aug. 23-24—UPI Broadcasters of Connecticut, Massachusetts, Rhode Island, Maine, Vermont and New Hampshire aboard aircraft carrier Wasp at sea; board destroyer at South Boston Naval Annex for transfer to Wasp 100 miles out; return to Boston.


Aug. 29—Oklahoma Broadcasters Assn. summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court considered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICO Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 4-5—Texas AP Broadcasters, 1959 convention, Rice Hotel, Houston.

Sept. 10—Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further Information from ARF.

Sept. 12—AP Broadcasters of Ohio, Columbus.

Sept. 16-18—Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord.

Sept. 17—Assn. of National Advertisers sales promotion workshop at Hotel Sheraton-East, New York. Program on "incentive selling methods" to include panel discussions, case histories and presentations by recognized authorities, Horace Harry, merchandising manager, The Nestle Co., is program committee chairman.


Sept. 21-22—Louisiana Assn. of Broadcasters, Francis Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, and Charles H. Tower, NAB personnel-economist manager, who will speak on "Labor Problems and Solutions in Broadcasting."


Sept. 29-Oct. 3—Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

OCTOBER

Oct. 5-9—11th annual convention and professional equipment exhibit, Audio Engineering Society, Hotel New Yorker, New York. Technical papers from many nations have been submitted.
BUT THEY'LL MISS THE ENTIRE COMMERCIAL. The "audience break" can break you ... for tiresome commercials encourage your hard-won audience to duck the 3 vital minutes that justify the whole 30 .... Ayer advertising recognizes that people like to be sold engagingly .... It checks the "audience break" by giving useful product information ... in a manner so interesting and compelling that the ledger shows not only sales but profit. N. W. AYER & SON, INC.

The commercial is the payoff
for presentation, covering newest theories, developments and achievements in the audio field, including stereo.


Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 12-14—National Electronics Conference, 13th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—Radio-Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerr and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 15-16—Central Region annual meeting, American Assn. of Advertising Agencies, Drake Hotel, Chicago.

Oct. 18-21—Western Regional Convention, American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 22-23—Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.


Oct. 29-31—New Jersey Broadcasters Assn., fall meeting, Nassau Inn, Princeton.

NOVEMBER

Nov. 2-4—Broadcasters Promotion Assn. convention, Warwick Hotel, Philadelphia. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, Ty Guild. Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

Nov. 4-5—Eastern Annual Conference, American Assn. of Advertising Agencies, Biltmore Hotel, New York. Seven specialized workshops and management events are scheduled.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.

Nov. 9-10—Institute of Radio Engineers, radio fall meeting, Syracuse Hotel, Syracuse, N.Y.

Nov. 18—East Central Region annual meeting, American Assn. of Advertising Agencies, Penn-Sheraton, Pittsburgh. Afternoon and evening sessions open to invited guests.

Nov. 18-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC’s inquiry into possible wider use for fm subsidiary communications authorization.

NAB FALL CONFERENCES


Oct. 19-20—Sheraton Hotel, Chicago.

Oct. 22-23—Somerset Hotel, Boston.

Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.

Nov. 10-11—Texas Hotel, Fort Worth.

Nov. 12-13—Brown Palace Hotel, Denver.

Nov. 16-17—Ambassador Hotel, Los Angeles.

Nov. 19-20—Olympic Hotel, Seattle.
NEW PRODUCT?
TEST IT
IN THE LAND OF

Profitunity

* The big, able-to-buy 26-county WFLA-TV sales area!

Not all the rockets in Florida are launched at Cape Canaveral. Many a product—new or otherwise—blasted off on WFLA-TV has rocketed into a high sales orbit in no time flat!

And it's not surprising when you consider that Florida's population is growing by 3,000 new residents each week from the other 49 states.

Add to that, Florida's 8 million annual visitors and you quickly see the profit opportunity—and the sales test opportunity—in this great cross-section of America.

Want more details on the Land of Profitunity? Write us, or call your BLAIR-TV man today.

Figures from Sales Management 1959 Survey of Buying Power.
WLOS-TV - FIRST in the Carolina Triad!

All measurement surveys show that WLOS-TV is FIRST in the Carolina Triad in delivering the audience for your product or service at a low, low CPM. Get all the facts from your PGW Colonel.

In 1st Place 3 - 6 p.m. Every Day
Tied for 1st Place 6 - 9 p.m. Every Day

7 of top 10 programs.
Highest-rated Movies in Entire Triad

Largest TOTAL circulation.
Largest night-time weekly circulation
340,200 Homes!
Selling radio advertising to retailers

There isn’t any magic phrase, or golden key, that will immediately unlock the big fat department store advertising budget, so that radio stations can walk in and help themselves to basketsful of this rich treasure.

The basic strength and usefulness of radio lies in the fact that it is different from any other medium. Radio is not television without video—and it certainly is not, and never will be, “your newspaper of the air.” Radio is radio.

I have heard many reports of radio people trying to sell radio to retailers on the basis that “radio will do what your newspaper advertising does, only better and cheaper.” This is the trap that radio salesmen—high and low, nationally and locally—fall into in the heat and frenzy of selling, when confronting the adamant retailer who spends 97% of his budget in print media. Radio simply cannot show to Mrs. Cadwalader the new low-cut evening dress with a fur border strategically placed just at the danger-line.

Radio Is Different • So let us affirm and adhere to this first fundamental: Radio is different. Therein lies radio’s chief value to major retailers.

Fundamental No. 2 is this: do not try to sell radio to retail department stores and specialty stores by trotting out success stories of radio advertising by banks, beers, Midas Mufflers, Tetley Tea, detergents, doughnuts, dairies or drive-in movies.

Such a pitch is not only an affront to department stores and an insult to their intelligence—it is also an instant indication that you are not aware of the vast difference between department stores and service businesses, packaged products, bottled beverages, and Brigitte Bardot’s latest picture—and that you don’t really understand the retailers’ problems.

Word of Caution • To attempt to sell radio to retailers by selling against newspapers per se is to attack an old, well-tested friend and lifelong benefactor. It is also an attack on the judgment, past and present, of the store management. Hence, fundamental No. 3: don’t sell against print media (or any other medium)—sell for radio.

How do you sell for radio? With a coverage map? Rating reports? Mail-pull? Rate card? Program idea or saturation schedule?

No.

You think about what department stores need today.

You list the special attributes and advantages of radio.

You see if they fit together.

You’ll find that they do.

Department stores and other major old-line retailers are themselves scarcely or dimly aware of what they need—and they try to give it a lot of thought.

The Big Change • A tremendous and radical change has taken place since World War II, not only in retailing generally but also in population movements to suburbs, in the growth of shopping centers, in transportation patterns, in new retail competition such as discount houses, and the mushroom growth of new chain operations, new trends in consumer spending, new public loyalties and the decline of tradition, new consumer habits in reading, listening, and viewing.

You own Radio Advertising Bureau research has gone into virtually all these new conditions that now confront major retailers, and has prepared rather elaborate presentations—at the cost of quite a few dollars. But to the best of my knowledge, one of the most important conclusions has been largely or completely overlooked—or perhaps, avoided.

That conclusion—vital and inevitable—is simply this: The presentation of the merchandise item is no longer sufficient for effective total sales promotion of major retailers.

A chief function of retail advertising today is to “buy people”—to win their preference for the store as a whole (just as radio station promotion in recent years has been increasingly devoted to winning preference for total station programming).

Of course, merchandise item presentation will continue to carry the larger burden of store promotion—but this must be integrated with and supplemented by other appeals to the public.

Each retailer (large, medium, or small) needs to define, develop, and present to the public the store personality ... by every suitable means and medium.

Old-line stores are often at a disadvantage when trying to compete solely on the basis of item presentation. Actually, they have many other competitive advantages ... such as prestige ... charge and budget accounts ... trained salespeople ... wide selections ... style leadership ... delivery service ... free gift wrapping ... phone shopping service ... remodeled departments ... prime store locations ... one-stop shopping ... and customer satisfaction.

Telling the Whole Story • This is the total department store story that must be told—if major retailers are to hold and increase their share of consumer spending.

It is a total story that should be told with vivid personality, with life and charm, with widespread coverage and great frequency. It is a story that can be told by itself, or in conjunction with items or store events or seasonal shopping occasions. This is the story that will “buy people”—win preference for a particular retailer—build and retain the shopping habit.

What advertising medium could be better suited to this task than radio?
buy four markets with one purchase, save enough to buy a fifth medium market
San Franciscans are sold on KRON-TV

One Minutes Available
GOLDEN GATE PLAYHOUSE
Mon.-Fri. 3:5:15 PM
Easy to Buy
All Plans Apply

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

BROADCASTING, July 6, 1959
39 THRILLING FIRST-RUN FILMED
HALF-HOURS BASED ON SAN DIEGO
POLICE DEPARTMENT FILES!... FOR
LOCAL AND REGIONAL SPONSORSHIP!

REALLY DIFFERENT!
It's the unusual story of a tough, resolute
police officer... the eager, ambitious rookies
he trains... and his friend, a resourceful,
conscientious police-reporter.

... And the story of a melting-pot city—
San Diego... and its people—the fishermen,
the sailors, the barkeeps, the bankers—
fully-drawn characters in intriguing situations.
NEW! ALREADY SOLD TO:

ALKA SELTZER
(Los Angeles, San Francisco)

COORS BEER
(Rocky Mountain Regional)

GENESEE BREWING
(Nine Markets Including
Buffalo, Rochester and Syracuse)

PLUS

45 LOCAL ADVERTISERS

FOR DETAILS CONTACT
NOW—NATIONAL SALES REPRESENTATIVES FOR
KCRG-TV CHANNEL 9

ABC in Iowa’s number one
TV market

THE BRANHAM COMPANY

HARRY S. HYETT CO., MINNEAPOLIS

KCRG-TV, Channel 9 is a necessary part of
effective selling in the Cedar Rapids-
Waterloo-Dubuque market. And now your
Branham Company and Hyett Company
representatives will tell you why.

MOST UNDuplicated NETWORK COVERAGE
IN EASTERN IOWA

KCRG-TV Channel 9

Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

shire’s largest industry is located
(Brown Co.) . . . The North Country
boasts of several of the important
manufacturing concerns along with a
speculation industrial plant in White-
field . . . Your article, by eliminating
this area, will do tremendous harm in
our quest for more industry.

You might also be slightly chas-
tised for not mentioning this area as
it is the heart and soul of the spec-
tacular scenery that you referred to in
your article . . . The intention of this
letter is to let you know that like
New Bedford, Fall River, Lowell and
Lawrence, Berlin and the entire North
Country are sore. To quote from your
magazine with a slight change, “A les-
on was taught, a simple lesson: don’t
go around ignoring our part of New
England.”

Richard P. McKe
President, McKe
Broadcasting Co.
Director of Berlin Chamber
of Commerce
Past Director, Whitefield
Chamber of Commerce

EDITOR:

WWRJ, the newest voice on the
New Hampshire-Vermont scene thinks
your excellent New England article
. . . should be distributed as widely
as possible in this area. With this in
mind please send us 100 copies and
bill us.

Philip C. Smith
Station Manager
WWRJ White River
Junction, Vt.

EDITOR:

. . . congratulations to you on an
especially fine article . . . I would like
to obtain about 25 reprints so that
each of our executives can use them
as a very effective selling tool.

Jacquelyn Low, Mgr.
Sales Service Dept.
Cabot, Cabot & Forbes Co.
Boston

[EDITOR'S NOTE: Reprints of “What's
Really Happening in New England” are
available at 20 cents each.]

Radio dials confusing

EDITOR:

With the great amount of money
and effort that is being spent on radio
station promotions, let’s take a critical
look at the radio set itself. It seems
that the radio-set manufacturers in
their happy pursuit of styling have com-
pletely neglected to mark the radio
dial in a clear and legible manner. This
could nullify a large portion of good
station promotion.

In one major market two radio sta-
tions have been vying for top position
with all the fanfare and advertising help
ALREADY 55 RENEWALS
FOR 39 THRILLING NEW HALF-HOURS OF ONE OF TV'S BIGGEST SYNDICATION SUCCESSES!

Jim Davis as Wes Cameron and Lang Jeffries as Skip Johnson star in this suspenseful series.

RESCUE 8
SENSATIONAL RATINGS IN CITY AFTER CITY, WEEK AFTER WEEK FOR THIS ACTION-PACKED, DRAMATIC, HUMAN-INTEREST SERIES!

RENEWALS INCLUDE:
- ALKA SELTZER (Multi-Market Regional)
- UTICA CLUB BEER (Multi-Market Regional)
- WTOP-TV, WASHINGTON
- KRCV, LOS ANGELES
- WGN-TV, CHICAGO
- KRON-TV, SAN FRANCISCO
- WTVJ, MIAMI
- KING-TV, SEATTLE
- KLIX-TV, DENVER
- WGBS-TV, BUFFALO
- WRFV, RICHMOND
- WSYR-TV, SYRACUSE
- KFSD-TV, SAN DIEGO
- WRGB, SCHENECTADY
- KGTV, FT. WORTH
- WBTM, CHARLOTTE
- KOAT-TV, ALBUQUERQUE

For details about these exciting 78 half-hours, contact
SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

BROADCASTING, July 6, 1959
Rochester, N. Y.
A RICH Marketing Area

Here in the beautiful Finger Lakes District of Western New York, a stable, prosperous and diversified group of nearly one million viewers is served by CHANNEL 10. These are folks with money in their pockets, and money in the bank, people accustomed to high standards of living, people who want to own, and are able to buy, the things that make for good, comfortable, modern living.

Where Most Viewers (52.3%) prefer CHANNEL 10

According to the latest ARB Survey of the Metropolitan Rochester Area—four weeks, Jan. 19 to Feb. 15, 1959—most Rochester viewers prefer CHANNEL 10, 52.3%, sign-on to sign off!! 54.7%, 6:00 P.M. to Midnight!

Moreover, CHANNEL 10 carries 12 of the top 15 shows that are favorites among Rochesterians!—This, incidentally, is a situation long accustomed to by Channel-10!

Whether your product is for children, teen-agers, or adults, the best way to their eyes, ears hearts, appetites and pocketbooks is via...

CHANNEL 10
WHEC-TV and WVET-TV
ROCHESTER, NEW YORK

That they could muster. Unfortunately, these two radio stations are only 50 kc apart. The average radio dial is not calibrated accurately enough to let the listener readily distinguish between the two stations. As a result promotion money is wasted.

The listener who is anxious and primed to want the kind of radio sound that he has heard about, can't find the station on the dial; or even worse, the dial is turned to the wrong station...

... We need a campaign to get the manufacturers in tune with station owners' problems.

Paul C. Holter
Avery-Knodel Inc.
San Francisco

Plea for all-uhf

EDITOR:

As a senior at Princeton U. I devoted a large part of the past school year to the preparation of a thesis concerning uhf television... with a relatively static number of tv stations and a dynamic increase in tv advertisers, it is only natural that this increased advertising must find its delivery in triple-spotting, shaving network time and the like.

... The FCC's hands are tied, in my opinion, in regard to an all-uhf system or an increase in vhf outlets through spectrum swaps or closer station spacing. And it is unlikely that triple-spotting can be cured by agency pronouncements or NAB sanctions.

It is apparent, it seems to me, that the technical inadequacies of uhf were caused, in part, by a television manufacturing industry which did not have the guts or foresight to invest heavily in uhf research and development, even at the desperate behest of the FCC in 1956. A uhf system working at full potential is the only solution to the whole allocations muddle, of which over-commercialization is only a symptom. If there is any way to force a dullard industry to undertake favorable policies toward uhf which, in the long run, will be their only salvation, then it should be applied immediately.

R.S. Palmer, 62-1879 Hall Princeton, N.J.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 25 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

BROADCASTING, July 6, 1959
Poised, confident, aware of the very best in contemporary living; an individual of heightened sensitivity and great effectiveness, so re-assuring to be with... a "metropolitan" personality.
America's most unique music service . . . bright, new material and top flight arrangements by the finest talent available from every major record label. SESAC's New Sounds are now being released on twelve-inch, long-playing microgroove records . . . especially produced and handsomely packaged . . . “designed for repeated listening.”

“I like the new recording set-up and the albums are terrific.”
WAMW, Washington, Ind.

“Have always been favorites in this area and this release will be appreciated.”
WFLW, Monticello, Ky.

“Very Very Good . . . Send more like it . . .”
WHJC, Matawan, W. Va.

“Outstanding! Send us more!”
WRGS, Rogersville, Tenn.

“Excellent change from the extended play numbers — good.”
KTOY, Tacoma, Wash.

“Words cannot express our satisfaction with the new SESAC album style long playing microgroove recordings.”
WMCH, Hamilton, Ohio

“Interesting and very well recorded. The new SESAC LP is a step in the right direction.”
KOKH-FM, Okla. City, Okla.

“Very pleasant, and we will be using this one frequently.”
WATT, Cadillac, Mich.

“Good! Particularly on your new records.”
CKEK, Cranbrook, B. C.

“Wonderful dance tempo, in short, musical entertainment for young and old. Let’s have more of this type.”
CFPA, Port Arthur, Ont.

“Excellent program recording! This size record should prove to be much more popular.”
WLCK, Scottsville, Ky.

“‘It’s a Rose Colored World’ that gives you ‘Pretty Thoughts’ with a ‘Delightful Interlude’ played by the Lloyd London Trio. ‘It’s Too Good To Be True.’”
KORA, Bryan, Tex.

“Exceptional.”
WISP, Viroqua, Wis.

For full information write, Jim Myers at—

**SESAC INC.**

10 Columbus Circle
New York 19, N. Y.

* Trade Mark

.Broadcasting, July 6, 1959*
NEW CAPTAIN ON A LISTING BRIDGE

Hurleigh assumes temporary 'ownership' of Mutual as network files bankruptcy, finds two new angels who'll go for salvage if creditors will compromise

The Mutual radio network slipped deeper into trouble last week, in circumstances suggesting—again—that it may have to fold.

A voluntary petition for reorganization under the bankruptcy laws was filed, and with $100,000 or more in new, borrowed money, veteran MBS executive Bob Hurleigh, who became interim owner as well as president earlier in the week, hoped to keep the network on the air and work out a deal with its creditors.

The $100,000 came from Real Properties Inc., Tampa, headed by Albert Gregory McCarthy and Chester H. Ferguson, reportedly with an understanding that additional funds would be made available if necessary until a formula for paying off creditors is devised.

A meeting of the 10 biggest creditors was set for July 13 before the bankruptcy referee. If a satisfactory deal is made, Real Properties would then take ownership.

A further and seemingly serious complication facing Mutual was the prospect that the five RKO Teleradio stations, including WOR New York, would disaffiliate. But MBS contends it has replacements lined up in all five markets (CLOSED CIRCUIT, June 22). WTTM Trenton, announcing last week it had signed with Mutual, implied it would replace WOR in the network lineup. But MBS officials, while gladly confirming WTTM's signing, denied it would be the WOR replacement. It has been suggested that WINS New York would be the most likely replacement.

Cliff Hanger • To many observers, who already had seen Mutual change hands three times in two years, the overall outlook last week appeared far from rosy. But they also noted that Mutual has tottered on the brink without falling over.

The consensus was that even if MBS should go under, the outlook for radio networking as a whole would not be seriously affected.

To a man, leaders of the three other national radio networks expressed dismay that one of the historic foursome might be nearing the end of the line. But they pointed out that Mutual has faced uncertainty repeatedly in the last two years, and for the most part took the position that "it might be better to have them out of the picture" than to have the uncertainties continue indefinitely. Mutual's problems in recent times, they explained, have tended to

THE THREE-MAN MUTUAL SALVAGE TEAM

The latest chapter in Mutual's sink-or-swim saga stars three main characters—Robert F. Hurleigh, veteran MBS executive - broadcaster; Chester H. Ferguson, prominent Tampa attorney - businessman, and Albert Gregory McCarthy Jr., Tampa real estate operator.

Mr. Hurleigh, a 30-year veteran broadcaster-newspaperman, appeared to enjoy the give-and-take of a searching news conference Wednesday (July 1) but MBS' new board chairman Ferguson and "financial angel" McCarthy were conspicuously absent. Mutual executives said that the new backers are "businessmen who don't like publicity."

Robert Hurleigh began a newspaper career in the late 1920's with the Washington Times Herald. He entered broadcasting with WOL Washington in 1933 and later worked for WFBR Baltimore and WGN Chicago before joining Mutual in 1944. He was a commentator-news announcer for the network in Chicago and Washington until Mutual's exigencies forced him into the role of sales negotiator earlier this year.

He was elected vice president in charge of Washington operations in 1957 and named vice chairman of the MBS board last March. He makes his home in Bethesda, Md., but Mutual's plight will keep him in New York for at least five days a week for the immediate future.

Albert McCarthy is described by friends as "a shy, retiring person who does not like to have his picture taken." But shyness has not interfered with Mr. McCarthy's far-flung real estate operations. He is said to have substantial realty holdings in Atlanta; is the landlord of fashionable Schotts Court in Washington (tucked behind the Capitol and tenanted by several senators and congressmen); is building large-scale hotels in Seattle, Anchorage and Shannon, Eire. Friends say he is an amiable person who occasionally cuts loose: In 1952, he picked up the tab for a costly withdrawing at Washington's Mayflower Hotel two days before President Eisenhower's inauguration in honor of talent that was to participate in the inaugural festivities. He is said to be in his middle 50's and has a son, Albert Gregory McCarthy III, a New York lawyer, who becomes secretary-treasurer of MBS.

Chester Ferguson is partner in a top-drawer law firm in Tampa—MacFarlane, Ferguson, Allison & Kelly. He is married to the former Louise Lykes of the world-wide Lykes Bros. Steamship Co., and is on the board of directors of Lykes and Pasco Packing Co. He has two children, Stella, 19, and Howell, 15. Mr. Ferguson has been a practicing attorney in Tampa since 1930.
IN TWO YEARS SIX BOSSES FOR MBS

Mr. O'Neil  Mr. Hammer  Mr. Guterma  Mr. Roach  Mr. Smith  Mr. Hurleigh

MBS led an orderly corporate life for some 23 years from its formation in 1934 as a four-station hookup of wide-coverage independent outlets that exchanged programs (WOR New York, WLW Cincinnati, WGN Chicago, WXYZ Detroit).

By 1941 the network had nine stockholding stations and networks. CKLW Detroit-Windsor had replaced WXYZ. WLW had dropped out. Added to the list were WFBR Baltimore, WIP Philadelphia, WCAE Pittsburgh; Don Lee, Yankee and Colonial networks.

General Tire & Rubber Co., headed by the O'Neil interests, entered the scene in 1943 when it bought Yankee and Colonial networks, acquiring a minority interest in MBS. In 1950 General Tire bought Don Lee and became 38% owner of MBS. It soon bought WOR and at that point (1951) had 58% MBS control. Thomas F. O'Neil became president. The corporate name was changed to General Teleradio, which acquired all MBS stock, and later to RKO Teleradio when RKO Radio Pictures was bought.

RKO Radio Pictures pulled out Aug. 7, 1957, keeping its owned radio-tv stations and selling the network itself to a group headed by Armand Hammer, oilman and art dealer.

F.L. Jacobs Co., auto parts manufacturer, bought the network in September 1958, starting a brief regime punctuated by legal maneuverings and criminal allegations. Alexander L. Guterma, Jacobs board chairman, succeeded Mr. Hammer as MBS president. When he resigned during a flurry of warrants and rumors, Hal Roach Jr., head of Hal Roach Studios (Jacobs subsidiary), served for a time as president.

In this mixed-up setting Malcolm Smith, head of Harrison Home Products Co., came to the rescue. He assumed the presidency March 31, offering to take on the MBS debts which were passing the $2 million mark.

Last Wednesday (July 1) Robert F. Hurleigh, MBS vice chairman under Mr. Smith, became network president as reorganization proceedings got under way. Through the recent trying years Mr. Hurleigh has been the chief finder of new capital. When fiscal troubles loomed, he turned up at the last minute with a moneyminded savior willing to put capital into the network or to assume liability for its debts.

make advertisers wary of all network radio.

Here are other highlights of the week's developments:

- The filing of a voluntary petition of bankruptcy by the network, which received permission to remain in business while a settlement is worked out with creditors, who are owed more than $3 million.
- The purchase of the stock of Mutual for a "modest sum" by Mr. Hurleigh, who becomes Mutual's new president in reorganization of the company's management.
- The revelation that the network's principal creditor is H.B. Tuskin, described as an associate of Messrs. McCarthy and Ferguson.

Until last Tuesday (June 30) at 5 p.m., the Sen. Homer Capehart-Theodore Granik combination held an option to purchase the network (Broadcasting, June 29). When the deadline passed, Mr. Hurleigh swung into action on an alternative proposal which apparently had been presented to him several weeks ago by Messrs. McCarthy and Ferguson. It is believed that the voluntary petition of bankruptcy and the subsequent "composition of creditors" (that is, what percentage of the debt owed would be paid to each creditor) were conditions laid down by the McCarthy-Ferguson combination as prerequisites to a formal purchase agreement.

Sketchy Fill-In • At a hastily-called news conference on Wednesday afternoon (July 1), Mr. Hurleigh sketched in the latest developments at the network but was vague about legal implications and ramifications of the various maneuvers. He contended that for the present he was the "owner" of Mutual but would not repudiate newsmen's opinions that the McCarthy-Ferguson duo would assume ownership of the network, if the formula for paying off creditors is determined.

Mr. Hurleigh said that Real Properties Inc., has indicated that funds beyond the $100,000 would be lent to Mutual to maintain operations. He added that Messrs. McCarthy and Ferguson had not specified "any cut-off" in the amount to be lent to Mutual.

The voluntary petition for bankruptcy was filed in U.S. District Court in New York under Section 11 of the Bankruptcy Act Wednesday morning. Mutual was granted permission to continue operations during this proceeding and U.S. Bankruptcy Referee Assa Herzog scheduled a meeting for July 13 with the network's 10 principal creditors.

The accompanying affidavit by Mr. Hurleigh placed Mutual's assets at $579,607 against liabilities of $3,195,607. The largest creditors listed were H. B. Tuskin ($1,389,403), AT&T ($508,000), 12 major league baseball teams ($256,000), RKO Teleradio Pictures Inc. ($128,000), various Mutual affiliates ($141,000), American Society of Composers, Authors and Publishers ($24,000), the American Federation of Television & Radio Artists ($17,500) and Broadcast Music Inc. ($13,000).

Mr. Tuskin, the principal creditor, is reportedly a Seattle businessman who has been associated with Messrs. McCarthy and Ferguson in various real estate operations. Recently he paid off notes for Mutual in the amount shown on the bankruptcy petition.

The $128,000 owed RKO Teleradio by Mutual is the balance due on the 1957 sale to Armand Hammer.

Benjamin Weintraub, attorney for Mutual in the bankruptcy proceeding, estimated there are about 750 creditors in all, "some of whom have very small claims." He explained during the news conference that the effect of the vol-
We deal so much with huge numbers in the advertising industry that we sometimes fail to evaluate advertising in terms of the Human Factor.

"The Woman's Angle" has been SRO for over six months—an indication that many advertisers recognize this element.

Ann Mar, your "salesman" on Woman's Angle" calls on 36,900 homes per broadcast—130,600 different homes per month. (Cumulative Nielsen April-May). These are homemakers, interested in food and fashion.

But more important is the fact that Ann is welcome in these homes.

She enters a friendly, warm and receptive background. Even if your sales force could make so many calls in the Baltimore area, and receive such a welcome—you couldn't afford it.

But you can take advantage of the Human Factor, for as little as $54.00 per telecast. Ask your Katz or local representative.
unitary petition for bankruptcy is to freeze the claims against the network, so that legal action against MBS may not be instituted at this time.

**Not Enough Business** • In the affidavit, Mr. Hurleigh stated that the volume of business was "too low" for its present cost of operations.

He said that the company was negotiating a number of "substantial contracts" which will "add greatly to income." The affidavit placed net sales from advertising at slightly more than $3 million and asserted that a more vigorous sales program could produce a higher income at the same fixed overhead, enabling Mutual to work out a payment plan with its creditors.

Mr. Hurleigh revealed that Mutual is now losing about $55,000 per month, which he described as "a bright picture" as compared with the loss of $110,000 per month in the first three months of this year. He declined to disclose any information on Mutual's billing, "for competitive reasons." He said there are "firm contracts in the shop" that will bring MBS about $1.5 million through the end of 1959, but he acknowledged that this billing would not place the network in the black for the last six months of the year.

It is estimated that at the July 13 meeting with major creditors, MBS will offer a payment plan. Though neither Mr. Hurleigh nor Mr. Weintraub would discuss this angle, it seemed obvious that the lowest possible percentage figure will be offered. A payment plan, however, must be approved by 51% of the creditors, measured both in number and in amount owed to them. Before approval is granted, the referee must determine that the petitioner can meet current operating expenses and obligations under the payment plan to creditors.

**Two Trying Years** • Mutual has had a tumultuous background in the two years since RKO Teleradio Pictures, Inc. sold the network to a syndicate headed by Dr. Armand Hammer. In turn, the Hammer interest sold MBS to the Scranton Corp., headed by Alexander L. Guterna, now awaiting trial on charges of stock fraud. Last March a group headed by Malcolm Smith and Richard H. Davinos bought Mutual from the Scranton Corp. (Broadcasting, March 30).

Mr. Smith issued a statement last week in which he pointed to Mutual's growing station list and increased interest by advertisers. Then he added: "However, in spite of all these positive improvements, the past debts of the network, incurred during the past three years, are such that it has come apparent to me and my associates that we can no longer continue to pay off these debts. Accordingly, I sold all my stock in Mutual to Mr. Hurleigh."

MBS called a special board meeting following the sale of Mutual stock to Mr. Hurleigh. At that meeting Mr. Hurleigh was elected president; Mr. Ferguson, Board chairman; Albert Gregory McCarthy III, a son of the elder Mr. McCarthy, was elected secretary-treasurer; Joseph V. Keating and James Z. Gladstone, both veteran Mutual executives, were chosen assistant secretary and assistant treasurer-comptroller respectively. Sidney P. Allen and Charles Godwin were elected vice presidents of sales and station relations respectively.

In the various sales affecting Mutual, the financial details were enshrouded in ambiguities. Reports have persisted that no cash actually figured in the transactions. Mr. Hurleigh unreeled one wry comment during the news conference: "At least we know that $100,000 was laid on the line in that deal. It's deposited in the Chase Manhattan Bank downstairs."

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**BROADCAST ADVERTISING**

**SUMMER RADIO SPOT HOTTER**

Gillette is reaching for teenage males in big push; Knickerbocker beer spends

Spot radio's economy, impact and flexibility were credited by two major advertisers last week as among the chief reasons the medium has been chosen to receive extra big hunks of the respective firms' advertising budgets during the summer months.

Gillette Safety Razor Co., Boston, is making a big push for the teen-age male audience via radio disc jockeys. Gillette considers this new market "ripe" for its message and long overlooked.

Knickerbocker beer, thanks to Radio Advertising Bureau persuasion, is diverting $100,000 from its tv schedule and plumping it into spots on New York radio stations to suggest listeners beat the heat with an obviously well-come cold bottle of old 'Knick'.

Meanwhile, American Petrofina, Dallas, relates how effectively spot radio this spring pushed its new gasoline into a high preference position in some 85 markets in the Southwest and Midwest (story page 36).

In its first substantial spot radio effort, Gillette hopes to have more than 110 stations throughout the country on its list by late August to bring its messages to a new audience: the teenagers who will be shaving in a few years and those who started to shave recently. Estimated expenditure: at least $1 million for the first year.

Ed Wilhelm, director of radio-television for Maxon Inc. in New York, reported last week that research conducted for Gillette over the past four years indicated that the 14 to 20-year-old market is ripe for exploitation. Last April Gillette began its expansion move into spot radio, he said, and as of now, the teenage campaign is running in about 60 markets on disc jockey programs, with plans for more stations to be added this summer. Contracts are on a 52-week basis or longer.

Maxon engages a research team in each locality to select the programs to carry the one-minute announcements.

The station and show chosen largely reflect the personal popularity of the deejay among teenage followers but its salesmanship also is a factor. The announcer-disc jockey is instructed to hold the Gillette razor blade in his hand as he delivers the commercial, operating on the premise that he thereby can generate sincerity and believability.

In the past, Gillette has concentrated on the coverage of sports events—World Series, Rose Bowl, the Triple Crown (in racing)—on both network radio and television. Executives of Gillette and Maxon, reassured by their research, came to the conclusion that the network exposure reached the advertiser's immediate prospect, the adult male. But they reasoned that the growing teenage audience that matures into mankind each year is vast one and the teen years are important to build up brand-consciousness.

Why spot radio for the youth campaign? Executives of Gillette and Maxon frankly acknowledge that spot radio, first and foremost, is "the most economical buy" for their investment, and secondly, it provides the marketing flexibility that such a selective advertising effort requires.

In a realignment of media emphasis,
WSPD Radio's across-the-board leadership in the billion-dollar Toledo market continues to give advertisers more sales ammunition for their dollar. All-time high ratings are the result of WSPD's forward march in its 38-year domination of Toledo, attained by consistently aggressive programming and promotion.

To bulls-eye Toledo's billion dollars, depend on the one station to score—and keep scoring! Ask your KATZ man for details.

Famous on the local scene

WSPD

NBC RADIO in TOLEDO

Storer Radio
Knickerbocker beer is waging a $100,000 summer radio spot campaign in New York, using 85 announcements a week on a total of six radio stations. Details are being announced today (July 5) by Radio Advertising Bureau, which was credited with a big hand in swinging money from Knickerbocker's television budget into the new summer campaign, expected to run at least through September.

RAB said Jacob Rupert Brew, marketeer of Knickerbocker beer, cut the brand's New York TV expenditures by some 60% in adding radio to the summer schedule. The bureau said the decision came after several meetings held by RAB Group Sales Manager Jrv Trachtenberg with executives of the Ruppert firm and Compton Adv., Knickerbocker agency. RAB quoted a letter from Maurice Atkinson, Rupert advertising manager. In part it read:

"... Of course, we're continuing extensive TV activity, but we feel that summer radio gives us an added dimension. And from a creative standpoint we can do more with a one-minute radio announcement than we can with a 10-second TV spot, which we are using exclusively. Also, we feel that we're reaching people with radio that we couldn't hit with TV—people in autos and the portable radio listeners, for example. And this radio penetration reaches its peak during the summer months—our most important selling period."

Adam Young prepares study on spot radio

Adam Young Inc., New York, is sending to more than 2,000 advertising agency and station executives in the U.S. and abroad a special report on "Spot Radio '59—a 60-Market Appraisal" prepared by the rep firm. The study is designed to serve as a guide to selection of markets when placing spot radio schedules. According to Frank Boehm, director of research at Adam Young, the booklet's purpose is partly "to dispel the idea that spot radio and network radio are similar, and also to provide radio advertisers with a working tool for appraising both media."

Network radio's major selling points are low prices and ease of buying, Mr. Boehm said, while spot radio allows advertisers to select markets, stations, time periods, campaign length, type and number of announcements. Advertisers on network radio can no longer secure coverage and sales impact since the detection of network affiliates to independent rank, Mr. Boehm stated.

The new Young study, which analyzes the top 60 U.S. markets based on total retail sales in the metropolitan county area, concludes that the spot medium continues to offer market saturation and maximum impact per dollar expended.

Major Analysis • Using data from Sales Management's 1959 Survey of Buying Power the top 60 markets analyzed in the booklet include 48.6% of the population, 50.39% of the households, 54.61% of retail sales and 56.85% of effective buying income (total spendable income).

Reporting on daytime radio only, the Young study's section on stations analyzes the audience profiles of ABC, CBS, NBC and MBS to show the average one-quarter hour rating of each in the 60 markets between 6 a.m. and 6 p.m., Monday through Friday. Audience profiles are then shown in graphs for the leading independents in each of these markets.

The third and concluding section of the booklet, "The Role of Modern Radio," illustrates the relative strength (audience impact) to be expected in each market when using a given network, the leading independent or the second best independent. Locally programmed stations are replacing "old line" network stations as the most popular in these markets, the report states.

RAB sees profits in on-job, truck areas

Two new fields of out-of-home radio listening—on the job in factories and stores as well as among truck drivers—have been found lucrative by Radio Advertising Bureau in research studies. RAB said a survey employing a sample drawn by the research department of Dun & Bradstreet showed that almost eight out of ten retail and manufacturing establishments had one or more radio sets on the premises. In addition, RAB said, 63% of the companies surveyed reported that employees brought portables to work with them.

The exact amount of time spent listening to radio in these plants and stores—that is, the number which not only had sets on the premises but also had them turned on—was not disclosed by RAB, but spokesmen said the study showed that the average employee did "a substantial amount" of on-the-job listening.

RAB President Kevin B. Sweepy said the on-the-job survey would be followed by similar studies, including an investigation of the exposure of shoppers in radio-equipped stores and service businesses, and the effect of rising sales of transistor sets which employees can carry to their pockets.

**Truck Driver Market • The importance of truck drivers as a part of the overall out-of-home radio audience was examined in another study.**

The two-color RAB brochure "Lis-}

49er radio lineup

Falstaff Brewing, Safeco Insurance and American Tobacco will sponsor the full football schedule of the San Francisco 49ers this fall, including six exhibition games as well as the regular 12-season contests, over a special 10-station radio hookup in northern California and western Nevada. The network was organized by Golden West Broadcasters, whose KSFO San Francisco will be key station. Others to carry the 49ers games are: KMI Fresno, KUKI Ukiah, KFBK Sacramento, KBEE Modesto, KVCV Redding, KHSI Chico, KSBW Salinas and KINS Eureka, all California, and KOH Reno, Nev.

Falstaff, through Dancer-Fitzgerald-Sample, N.Y., will sponsor half of the gridiron schedule; Safeco, through Cole & Webber, Seattle, has a quarter sponsorship, and the final quarter will be sponsored by American Tobacco for Tareyton cigarettes, through Lawrence C. Gumbiner, N.Y.
Which of the following words describes each of these radio stations: Lively? Dull?

This special qualitative survey, prepared by PULSE, found WWDC to be the most “radio active” station in the Washington, D. C. area. The results have us doing handsprings—strictly in character! It goes to prove that when you’re “the station that keeps people in mind,” they keep you in mind too. And they’re not apt to forget your advertisers.

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<td>Lively</td>
<td>74.2</td>
<td>69.3</td>
<td>18.4</td>
<td>34.8</td>
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<td>24.4</td>
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All figures indicate percentages

Radio Washington

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
SPOT RADIO IGNITES A GASOLINE

Off-beat humor on radio helps new Fina whip marketing problems

Fina brand gasoline is doing just fine in new markets from Texas to Nebraska thanks to spot radio, chosen as the major "fuel" for Fina’s introduction campaign in Hollywood using all media.

American Petrofina, Dallas, marketer of Fina gasoline, and its agency, Taylor-Norsworthy Inc., also of Dallas, state that radio "has had a strong effect" on the success of the still continuing campaign.

To cover a late March of this year and ending this week, the campaign covers approximately 85 markets in Texas, Oklahoma, Kansas, Missouri and parts of New Mexico, Louisiana, Arkansas, Nebraska and Iowa. Although final results will not be available for several months, a spot check a few weeks ago showed Fina business up 20 to 25% in many markets.

In addition, Southwest Research Inc., Dallas, has completed a survey which shows that due to radio, "consciousness" of the brand name, Fina, is up 20-30% over last year.

Scope of the Challenge • When discussion of the campaign began earlier this year, advertiser and agency were faced with several problems:

• To introduce a new brand name, Fina, in a large portion of their marketing territory.
• To cover an expanded market area with little expansion of budget.
• To get a "major effort" result with this limited budget.
• To impress jobbers and dealers with the effectiveness and scope of the campaign.

After study it was decided that spot radio should be the "major medium" with support from newspapers, outdoor posters and Life magazine. Radio was allotted 50% of the campaign budget with 20% each to papers and posters and 10% to Life.

Do-It-Yourself • Taylor-Norsworthy elected to use a "light touch" in its spots and throughout all media. However, investigation revealed that firms and personalities producing "off-beat" commercials of quality were expensive and that the few firms in the field were so heavily loaded with orders that delivery by deadline was not assured.

Do-It-Yourself • Taylor-Norsworthy resolved, says Tom Norsworthy, agency vice president and Fina account executive, to produce the spots themselves. To give the announcements a major league sheen, the agency produced them in Hollywood using as many "names" as the production budget would permit. Mel Blanc, Hal Peary (the "Great Gildersleeve") and Sterling Holloway, among others, were used.

Weekend saturation was the selected strategy for use of the commercials. It was felt that the slightly lower tune-in on weekends was more than compensated for by the rate advantage that most stations offer on weekend packages. It was also reasoned that the spring-summer placement of the schedule would reach more weekend motorists.

Radio stations carrying the spots were asked to help merchandise the campaign to dealers and jobbers in their areas. Stations responded by calls to service station operators, mail to dealers, displays on station-optioned bus cards, billboards and permanent displays and contests of several varieties (including all-expense trips to Las Vegas).

American Petrofina held several regional meetings with their jobbers and operators before the campaign’s start. At these meetings the radio schedule was outlined, the spots auditioned and other media presented.

Each jobber and dealer was mailed a special announcement brochure the week the campaign started. This brochure was so designed that part of it could be removed to become a window banner asking people to listen to "Fina’s Fuel-ish Frolics" on their local station.

Selling the D.J. too • The pressings containing the eight Fina spots were prepared with special labels done in humorous cartoon style to attract the attention of "jaded" disk jockeys. A note was included with the record giving all personalities full permission to "kid it up."

By early January, radio-tv director of Taylor-Norsworthy and producer of the spots, explains: "There is a thin line between good off-beat humor and corn. With these spots we wanted to amuse the listener and interest him in the content in order to bring our short simple commercial message into sharp focus in his conscious mind... We think we now have just the right amount of all elements to accomplish our aims."

Here is a sample script:

ANNOUNCER: (straight voice) Here is a gentleman who has something unique to tell us about... meet Mister Joe Peary, unicyclist.

JOE: (Marlon Brando type) Thank you. Yes I ride this unicycle. It's a one-wheeled bicycle.

ANNOUNCER: Difficult to do, I suppose?

JOE: Yes I would say so, it took me four years and eight days to completely master it.

ANNOUNCER: And you have a unique feat to tell us about?

JOE: Yes, I play the Fina jingle on my unicycle. I attach these Fina credit cards to the spokes of my bicycle here, and they create a flapping noise as I pedal it. (flapping noise) Like that?

ANNOUNCER: Very interesting!

JOE: And by pedalling it at various speeds and lengths of strokes, I create this music. Give me a little accompaniment there, and I will show you...

(No noise in time with jingle)

It's Fina, It's Fina
Spelled F-I-N-A.
If modern driving is for you,
then modern gasoline is too...

(Music pad begins)

JOE: (lower music pad) Another good use for the Fina credit card is to buy gasoline with...

(vocal back in) Whatever you say, say Fina, (Jingle ends... Flapping continues and fades out.)

The "read-back" from stations has been "terrific". Among the following reactions were these: Charles N. Putt, assistant general manager of KVOC Emporia, Kan.—"The announcements are indeed exceptional and entertaining and should become conversation pieces.” Frank Wimerbery, general manager of KHWV Altus, Okla.—"The Fina announcements are excellent with a big plus.” Bob McCune, station manager of KSAL Salina, Kan.—"Have just heard Fina ET. Great. Have question are you paying us or are we paying you?"

A bigger question was asked by Petrofina and Taylor-Norsworthy: can spot radio carry the major load in an advertising campaign? The resounding answer, punctuated by the sound of cash registers in service stations across the Middle West and Southwest: "and how.”
Now FARGO is No. 1 in the U.S.A., for retail sales per family!

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

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

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY regularly. Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!
Commercial awards at western ad rally

Awards to radio and tv advertisers highlighted the 56th annual convention of the Advertising Assn., of the West at Lake Tahoe, Calif., last week.

The tv competition, sponsored by Television Bureau of Advertising and AAW, presented awards for 60 and 20-second spots, IDs, and program commercials.

- TV: 60-Second Spots: First prize went to Pacific Tel. & Tel. Co. of San Francisco for its "Telephone Scrap" commercial, originated by Lon Vance, Geoffrey Lewis and John Nor- dall, and produced by the Hollywood Film Co.

- TV: 20-Second Spots: The "Shaggy Dog" commercial of the Ford Dealers of Southern California received the first place award. (BROADCASTING, March 30).

- TV, IDs: Western Airlines' "Violinist" entry won the ID sweepsstakes. It was originated by Alan McGinnis and produced by Quartet Films, Hollywood.


- TV, Program Commercials: First prize went to Standard Oil Co. of California for its "Jets" entry. Originated by Jack Pfeil, Jim Allen, W. Simpson and D. Schwab, it was produced by American TV Enterprises, Hollywood.


- TV, Color: The sole color award went to the Arizona Savings & Loan Assn., Phoenix. Its effort, "Amazing Arizona" was created by Greta Van Dyke and produced by Canyon Films of Arizona.

The radio advertising competition was cosponsored by the Southern California Broadcasters Assn., San Fran- cisco Bay Area Radio Stations, San Jose-Monterey and other western sta- tions and the Vancouver Advertising and Sales Bureau.

- Radio: First prize was awarded to the Burgermeister Brewing Corp. for its "Portraits" series. It was written by Jim Burch and pro- duced by Bernard-Degen, Hollywood.

- Runners-up: (second prize) Poultry Producers of Central California; (third prize) Ralston- Purina Co.; (honorable mentions) Costalina Foods, San Jose, Calif. (BROADCASTING, June 22); Foremost Dairies, San Francisco; Hires Bottling Co., Los Angeles, and LFD Chevrolet Assn. of Southern California.

KTTV (TV) Los Angeles will inaugu- rate its Cavalcade of Spots, weekly half-hour program comprised entirely of commercials next Saturday (July 11), 6:30-7 p.m. Proposed by KTTV Presi- dent Richard A. Moore at the annual western meeting of ANA (BROADCAST- ing, Apr. 20), the idea attracted na- tional attention and commercials were submitted from all parts of the nation. KTTV is running the program as a public service and is not charging the advertisers whose commercials are in- cluded for these telecasts.

"We believe the public likes good advertising and to prove the point we are going to present the weekly half- hour series which will consist of nothing but advertising," Mr. Moore said. "The response of advertisers has been most enthusiastic and, as we screen the ma- terial which has already been submitted, we become more convinced than ever that some of the most creative material on television today is contained within the commercials."

In addition to the tv spots of Ameri- can advertisers, KTTV will also show commercials which have been broad- cast in England, France and Italy.

Media mail barrage hits agency waste can

A study by Motivation Research Assoc./Reports, New York, has re- vealed that much of the research data arriving at agencies in the New York area by direct mail is either filed and forgotten or lost.

The New York study was part one of a continuing examination of direct mail effectiveness and was prepared for Mar- keting Reference Bureau Inc., San Francisco. It was presented last Wednes- day (July 1) at a news conference given by MRA/R President Emanuel H. Demby.

Mr. Demby used a sample of 44 agency executives to learn the "fate" of media-sponsored research and informa- tion bulletins when delivered to agencies via direct mail. MRA/R found that 35% of the research is filed unread; 30% filed after reading; 22% filed after partial reading and partial discard of unread material, and 13% receives less reading from individual agency execu- tives than would have happened if media had provided sufficient copies for interested executives.
... for our newsmen! They've been highly trained as reporters, not booth boys, and news is their FULL TIME job at KSLA-TV.

There are six of them, and their sources are Associated Press, CBS Newsfilm, daily "beats" about town, three insatiable cameras that use 1,800 feet of film a week, and noses that can really smell out the news.

And, their sources of satisfaction are the ability to get film on the air that is only minutes old... a 2 to 1 rating advantage... long-term, prestige sponsors... in short, all the "breaks" a station gets for a job well done!
Switch to Swiss » Ruben Advertising Agency, Indianapolis, has moved its offices from Meridian St. downtown to the suburbs in the Swiss Chalet-type house, above. The agency, now located at 3209 N. Meridian St., landscaped the premises, painted the building’s outside and blended traditional and modern styles for the interior. The first floor houses executive clerical offices. In the rear annex, media, research and store facilities are located. On the second floor is the four-man art department, a staff of five writers, plus the production department. The third floor houses a conference room for staff and sales meetings and a lounge area. Gary A. Ruben, agency president, adds that another building at the property’s rear will be used for future expansion.

FOOD MAKERS TV MONEY UP
First quarter rises 40% spot, 15% network

Food manufacturers used more network and spot tv in the first quarter of this year than the same period in 1958. The comparable increase over last year’s first quarter is 40% in national spot and 15% in network.

Television Bureau of Advertising, in analyzing gross billing figures supplied in spot by N.C. Rorabaugh in association with the bureau, and in network by Leading National Advertisers-Broadcast Advertiser Reports, found food and grocery investments in 1958 to have been $117 million more than the same manufacturers spent in newspapers. Last year’s total in tv for these advertisers was $243.5 million.

General Foods in the first quarter of this year was the leading food advertiser in tv, spending $9.8 million gross, an increase of 23% over the first quarter a year ago.

Commerce ad group meets in Washington

Advertising, by engendering volume and thus reducing the unit cost of a product, has helped in creating in the U.S. the “highest standard of living and the greatest freedom of choice ever available to any people anywhere,” said Frederick H. Mueller, U.S. Undersecretary of Commerce, told the first meeting of the Commerce Dept. Advertising Committee last Monday (June 29) in Washington.

The 15-man committee, which will meet monthly, represents the several segments of the advertising industry, and operates under the Commerce Dept.’s National Distribution Council, an advisory group of businessmen which confers periodically with the Secretary of Commerce. The newly-formed committee, headed by Frederick R. Gamble, past president of the American Assn. of Advertising Agencies, was set up to study important developments and problems in advertising.

The group is authorized to make recommendations to the Secretary of Commerce. The first session reviewed recent federal and state legislative and regulatory developments affecting advertising and activities within advertising groups.

Mr. Mueller asked committee members to help educate the public against “unsound public spending that cheapens the dollar and unsound private spending induced by lures covering cheap quality,” which, he said, “can undermine the public confidence on which our whole way of life depends.”

Among members of the new group (Broadcasting, June 22) are Peter W. Alport, Assn. of National Advertisers; C. James Proud, Advertising Federation of America, and Harold E. Fellows, NAB.

1,200 radio brands

More than 1,200 brands were advertised on networks and in spot radio during the first quarter of 1959. Radio Advertising Bureau reports. A total of 902 companies advertised 1,122 brands in spot radio; 155 companies advertised 205 brands on network radio, according to RAB. In network radio, drug, cosmetics and toiletry companies comprised the largest category of clients while in spot the largest single category was food, RAB stated.
Indiana's second richest television market...

Fort Wayne

Fort Wayne has more retail sales, more food sales, more drug sales and more effective buying income than any other Indiana television market except Indianapolis. And Wane-TV is first in Fort Wayne, center of this vast and growing market. Represented by Petry.

© WANE-TV FORT WAYNE

A CORINTHIAN STATION  Responsibility in Broadcasting

KOTV Tulsa  •  KHOU-TV Houston  •  KXTV Sacramento  •  WANE & WANE-TV Fort Wayne  •  WISH & WISH-TV Indianapolis

BROADCASTING, July 6, 1959
TV MOST WANTED IN THE HOME
Values placed on household items surveyed

People value TV higher than such household items as refrigerators, stoves or even beds. And TV programs “satisfy” more than do a host of other subjects or activities.

These findings, from a special survey by Bruskin Assoc., were given last week by Robert E. Kintner, NBC-TV president in a letter to top advertising and agency executives.

The letter was designed to treat the question of the public’s attitude toward television. And Mr. Kintner reminded: “Each [survey] has been carried on independently . . . without sponsorship, support or suggestions of any kind from any broadcaster.”

What’s Important: • The AIM (association identification measure) Study, of Bruskin asked: “Not including your family, what do you consider the three most important things that you now have in your home?” TV led this list. It was named in 38.8% of replies; the refrigerator, 36.9%; the stove, 36.3%; the washer (or dryer), 28.1%, and the bed, 12.8%.

As for “satisfaction” with TV: 55.2% of respondents were either “completely” or “mostly satisfied.” This compares with the score for women’s fashions put at 49.9%; 1959 automobiles at 49.2%; popular music at 40.6% and movies at 39.1%. Other categories were not so popular. Housing conditions, for example, could only score 38%; politics, 18%; international affairs, 12.9% and cost of living, 10.3%.

Also cited by Mr. Kintner was a Psychological Corp. “Barometer Study” asking how the three TV networks rank in the public’s mind. In this research, Mr. Kintner emphasized, NBC was in the front in familiarity, general preference and in performance “in every area of network service examined.”

Media research lags

Though a sizeable amount of research information has been built up for each advertising medium, in many instances the yardsticks provided are old hat.

This was the theme carried to Cleveland at the national conference of the American Marketing Assn. by Dr. Leon Arons, Television Bureau of Advertising’s research vice president.

The available information does not provide the advertising field “with what we need for intelligent planning and use of today’s complex media, in a world which has changed so radically,” Dr. Arons observed.

His message: each medium has a character of its own for the consumer, each medium its own contribution to make in communicating. And it is selective in terms of how the consumer will approach it and its advertising. Media research ought to keep pace.

Hertz, C-E part

Hertz Corp., Chicago, last week formally severed account relations with Campbell-Ewald Co. after a 32-year agency relationship. Walter L. Jacobs, Hertz president, announced that his company “has decided to select a new agency” to handle its $4.5 million rent-a-car advertising account by July 13. Among Chicago agencies in the running, it was reported, are North Adv., Clinton E. Frank Inc. and Cunningham & Walsh, plus others based in New York, including Benton & Bowles and Norman, Craig & Kummel. Hertz currently is active in spot TV (BROADCASTING, June 29).

Chicago market role on Trade Fair agenda

Chicago’s future in advertising, merchandising and distribution will be explored at a three-day world marketing conference, to be held in conjunction with the city’s International Trade Fair show at Navy Pier July 3-18. Workshops for the conference, first of an annual series to promote midwest business and industrial capital, were announced last week by Thomas H. Coulter, chief executive officer of the Chicago Assn. of Commerce & Industry. It will be held at the Sherman Hotel July 13-15.

General sessions and workshops will be held each day, with major speakers still to be announced. How Chicago can best serve as an operating headquarters for national distribution, along with market research, pricing and transportation, will be discussed. Mr. Coulter said businessmen from the U.S. and abroad have been invited to attend the conference. About 150,000 American buyers and 3,000 exhibitors are expected to attend the fair. Volunteer agency for advertising is Foote, Cone & Belding.

• Business briefly


• Carnation Co., L.A., through Erwin Wasey, Rathrauff & Ryan, L.A., has purchased partial sponsorship of three hour-long ABC-TV programs for 52 weeks, starting in the fall. Programs are Sugarfoot, every other Tues., 7:30-8:30 p.m.; The Alaskans, Sun., 9:30-10:30 p.m., and The Untouchables, Thurs., 9:30-10:30 p.m. Move marks Carnation’s first return to nighttime TV since the windup of the Burns and Allen Show a year ago.

• Dow Chemical Co., Midland, Mich.,
How a deep-sea sportsman gets action fast

z - i - N - G ! The blue marlin are suddenly striking! And an ardent angler needs his big reel overhauled fast. He rushes it by AIR EXPRESS to True Temper Corporation for a quick check-up ... and AIR EXPRESS gets it back again for deep-sea action with a minimum loss of time. Cost of this amazing shipping service ... reel maker back to Gulfstream sportsman? Only $6.59 for 15 lbs., Philadelphia to Miami (1020 air-miles)! Other rates similarly low. You too can land business anywhere in the U. S. when you ... think FAST ... think AIR EXPRESS first.

CALL AIR EXPRESS, DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

BROADCASTING, July 6, 1959
with an ear to the ground
What's happening in Africa? Europe? What about that movie star's romance in Spain? WGN-Radio listeners now know more because of WGN's extensive news coverage!

Yes, WGN-Radio's comprehensive, around-the-clock, news coverage is one more important reason why more people listen to WGN—because WGN's news gathering facilities are unmatched by any other Chicago station.

Exclusive only to WGN-Radio in Chicago are the Chicago Tribune World-Wide Press Service, WGN Police-Trafficopter reports twelve times daily, and Radio Press world-wide, on-the-spot news coverage. In addition, WGN's large staff of writers and editors use the news gathering services of Associated Press, United Press International and Chicago City News Bureau to provide Midwestern listeners with the finest programs of up-to-the-minute news.

No wonder more people listen to WGN-Radio for more news of happenings around the world!
### ARBITOR'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week June 25-30 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

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<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
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<tr>
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<td>Playhouse 90 (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>24.8</td>
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<tr>
<td>Fri., June 26</td>
<td>77 Sunset Strip (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>20.0</td>
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<tr>
<td>Sat., June 27</td>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
<td>18.1</td>
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<tr>
<td>Sun., June 28</td>
<td>What's My Line (10:30 p.m.)</td>
<td>CBS-TV</td>
<td>22.5</td>
</tr>
<tr>
<td>Mon., June 29</td>
<td>Desi's Playhouse (10 p.m.)</td>
<td>CBS-TV</td>
<td>35.2</td>
</tr>
<tr>
<td>Tue., June 30</td>
<td>Rifleman (9 p.m.)</td>
<td>ABC-TV</td>
<td>15.5</td>
</tr>
</tbody>
</table>

**Date of Week:** June 25-30

**Agency:** American Research Bureau

**Copyright 1959 American Research Bureau**

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**Has launched an extensive spot campaign for Saran Wrap on the 33 radio-tv outlets of the Yankee Div. of RKO Teladio Pictures.** Agency: MacManus, John & Adams Inc.

- Mass Caterers (meals for industry), Medford, Mass., plans to start a radio campaign in mid-August.
- J.R. Clark Co. (Rid-Jid ironing table), Spring Park, Minn., has bought extensive fall-spring participations in NBC-TV's *Today* morning show.
- An off-beat advertiser on NBC Radio (but not new to the medium) is Hess & Clark Inc. (animal health products and feed medicaments), Ashland, Ohio, which is reported to have signed for a 31-week campaign on the network's *Red Foley Show* (Sat., 12:30-12:45 p.m.), starting in August. Agency: Klau-Van Pietersom-Dunlap, New York.
- Sterling Drug Inc., N.Y., signs for an alternate-week of *M Squad* (Fri., 9:30-10 p.m.) and *The Arthur Murray Party* (Tues., 9-9:30 p.m.), and renews for *Saber of London* (Sun., 6:30-7 p.m.) on NBC-TV for the fall season. Dancer-Fitzgerald-Sample, N.Y., is the agency.
- Continental Wax Corp. (Six Month floor wax), Mt. Vernon, N.Y., is adding 95 CBS Radio stations to 167 radio stations in its spots lineup to launch an intensive summer radio campaign. The CBS Radio schedule—which includes buys into seven daytime series—starts July 13. Continental also uses tv. Product Services Inc., N.Y., is its agency.
- General Mills (for Wheaties cereal), Minneapolis, starts a new five-minute transcribed series with track star Bob Richards on an undetermined number of stations in New York and Los Angeles for 13 weeks effective sometime in July. General Mills reportedly is spending approximately $90,000 in each market for the spot series in the spot radio campaign, to include 50-100 programs per week. Agency: Knox Reeves, Minneapolis.
- Grosset & Dunlap Inc., N.Y., this fall will inaugurate children's book sales campaign on ABC Radio's Don McNeill's *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST.). The buy marks the first use of network radio on a continuous basis for G&D. Advertising will be directed to woman buyers in family groups. In September booksellers will hear a promotion kick-off on a nation-wide 15-minute closed circuit radio broadcast on their local ABC stations. Agency: Friend-Reiss Adv., N.Y.
- American Dairy Assn., Chicago, has bought participations (22 per week) on NBC Radio for two weeks starting July 26 to promote butter and sweet corn. The Association also will participate in promotion with Reynolds Wrap, including commercials on *Walt Disney Presents* on ABC-TV July 31 and Aug. 7. American Dairy is still considering network tv properties. Agency: Campbell-Mithun, Chicago.
- United States Time Corp. (Timex watches), N.Y., has signed for the sponsorship of four one-hour musical specials starring Frank Sinatra on ABC-TV during the 1959-60 season. Date of first show is Oct. 19, with others tentatively slated for November, December and February. Agency: Doner & Peck, N.Y.
- Bayuk Cigars Inc. (Phillies cigars), has purchased for 1959-60 season on NBC-TV one of the most comprehensive sports packages in network tv history, according to Walter D. Scott, executive vice president NBC-TV. The order includes sponsorship of football, baseball, basketball, racing and bowling, representing year-round weekend coverage of sports events and full sponsorship of two football bowl games. Agency: Werman & Schorr, Phila.
- Mulane Taffy Co., 111-year old Cincinnati firm, plans use of radio-tv spots. The candy company is newly acquired by George and Marilu Case, early morning of husband-wife team formerly on WSAI there.
- House of Huston Inc. (pet care products), Sterling Drug Inc., subsidi-

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**Agency appointments**

- Noxzema Chemical Co., Baltimore, assigns three new products (names not now disclosed) in test markets to agencies two to Sullivan, Stauffer, Colwell & Bayles, and the other to Doherty, Clifford, Steers & Shenfield, both of which handle other Noxzema business.
- Midas Div. of International Parts Corp. (car mufflers, exhaust systems), Chicago, appoints Edward H. Weiss & Co., same city, to handle its approximate $1.5 million account. Firm has used radio (NBC) and tv.
- Austin Div. of British Motor Corp. appoints J.M. Mathes, N.Y., as its advertising agency effective Aug. 1. The account will bill in excess of $750,000.
- The East Asiatic Co. (importers of Carlsberg beer from Denmark), names Cole Fischer & Rogow, Beverly Hills, Calif. Senior account executive Perry Pasmezoglu is supervising the account. Radio will get a share of East Asiatic's six-figure advertising budget.
- Hudson Pulp & Paper Corp., N.Y., appoints Grey Adv., N.Y., effective Sept. 1, replacing Norman, Craig & Kummel, N.Y. Hudson allocates $1.5-2 million for its consumer lines, including facial and toilet tissues, paper towels and napkins. Hudson is an active spot radio-tv advertiser.
- Green Giant of Canada Ltd. appoints Leo Burnett Co of Canada Ltd., for its products in Canada. Green Giant in the U.S., with headquarters in LeSueur, Minn., is a Burnett client.
- Bunny Bear Inc. (crib mattresses and juvenile accessories), Everett, Mass., appoints Hoag & Provandie, Boston.
- Underwood Corp., N.Y., names J.M. Mathes Inc., N.Y., agency for all company products, effective immediately.
WE DIDN'T THINK WE'D GO SO FAR SO FAST

The final Nielsen for June (reflecting the 24 major competitive markets) is in. And of all the many happy returns ABC-TV has enjoyed this year, this one is the happiest. And by far the most sweeping.

ABC, for the first time, enjoyed the largest average share of the evening audience.

ABC, not for the first time, was tops in four out of seven nights a week—more than the other two networks combined.

And out of the 42 evening half hours, from 7:30 to 10:30 NYT, ABC was No. 1 in twenty. The other two networks were first in only eleven apiece.

To tell you the truth, we're a little surprised ourselves. This is an ad we didn't figure to run until October. But it makes for a grand summer.

Go right to the TOP — go . . .

ABC TELEVISION

Source: Nielsen 24-Market TV Report, week ending June 21, 1959, Average Share of Audience, Sun.-Sat., 7:30-8:30 PM, all commercial programs.
PUBLIC SERVICE

Radio's helping hand lauded by Ad Council

Radio broadcasters cooperated with the Advertising Council in 17 major public-interest information campaigns and 52 other causes in 1958, according to a statement by T. S. Repplier, council president.

Commerically-sponsored messages on network radio stations received a total circulation of more than a billion radio-home impressions, Mr. Repplier said, on the basis of A. C. Nielsen figures, in a brochure titled, "Radio, a Big Medium With a Big Heart."

Circulation donated by local radio stations, by networks on non-commercial programs and by regional advertisers "undoubtedly would double, or even treble, this figure," the council said, adding that over 3,000 cooperating local stations averaged 61 campaign messages for each station kit, with each major campaign averaging over 180,000 local messages in the year.

The council said the stations also use council fact sheets to tell audiences about the 50 to 60 other causes the council endorses each year. "Many of the stations prepare their own ingenious materials, create shows, special events and full campaigns to help public interest information campaigns," it added. This is in addition to support given local activities and to emergency projects necessitated by floods, epidemics, fires and other catastrophes. Networks were credited with creation of "great quantities" of special public-service material. The council cited CBS documentaries, the ABC Don McNeill "Radio City Club," MBS' "exciting interviews with government heads," and NBC's "Monitor."

Noting that more than 98% of Americans have radios (many in almost every room), that over 75% of American autos have radios and that portable receivers have swept the country, Mr. Repplier said the medium "is inextricably woven into the pattern of day-to-day living."

In reaching many different audiences, he said, "radio seems to start fast and stay long on a public-service campaign, and, of course, the big broad medium participates in so many different good causes at local, state, regional and national levels that it becomes almost impossible to single out any one public service contribution as outstanding. The whole performance is that."

Mr. Repplier lauded "the dynamic response of radio to two short-term, special council projects last year—the anti-recession 'Confidence in a Growing America,' campaign and the unprecedented 'Register, Contribute and Vote' campaign." He called them "outstanding examples of radio's traditional ability to act promptly in emergency efforts and to move with ease into new areas of public information."

Many "magnificent performances" in the public interest by radio broadcasters "have earned the respect of people in every level of government, of volunteer organizations and of many Americans," he said.

ASCAP files order for fees distribution

A proposed consent order for distribution of licensing performance fees was filed by the American Society of Composers, Authors & Publishers in the Federal District Court in New York City last Monday (June 29). The order sets up formulas for distribution among ASCAP members of more than $28 million annually in fees received from radio and tv broadcasters and other licensees.

The proposed order, which directs ASCAP to carry out a scientific survey of performances of its members' compositions on which distribution of fees to members will be based, also directs ASCAP to conduct its elections based on performance credits arrived at in the survey. The order permits the court to examine the survey after 18 months of operation. It also requires ASCAP to keep certain records and to make these and other information available to any member.

The proposed order was agreed to by ASCAP and the Justice Dept. after pre-filing negotiations. It is designed to carry out specifically and in detail the terms of an antitrust judgment entered against ASCAP in 1950. The court has ordered a hearing for the proposed order next Oct. 15. ASCAP has been directed to mail copies of the proposed order to all members so they may be heard if they wish.

ASCAP has as members about 1,200 publishing concerns and 4,000 authors and composers.

KBLA sues Glendale on tower site rebuff

KBLA Burbank, Calif., rebuffed by the zoning board and city council of Glendale in its attempt to secure a permit to erect its towers on a hilltop in

THE MEDIA

Tv networks gross

Network tv gross billing this year continues to gain at an approximate 9% rate. For May, the increase was 8.7% for all three networks, and 9% for the first five months.

Total gross time charges in May once again were at the $52 million level, each of the networks scoring individual gains. ABC-TV was up 17.8% for May and 18.7% for the January-May period; CBS-TV's respective increases were 7.1% and 6.2%, and NBC-TV's were 6.5% and 7.4% for the same period.

The compilation by Leading National Advertisers and Broadcast Advertiser Reports was released last week by Television Bureau of Advertising.

The pattern has been established, particularly in April and May, of network time charges each month running a little more than $4 million above the same month of a year ago.

The full report:

<table>
<thead>
<tr>
<th>Network TV Gross Time Billings</th>
<th>May</th>
<th>January-May</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC $8,477,755</td>
<td>$9,948,570</td>
<td>$44,230,215 $52,492,402</td>
</tr>
<tr>
<td>CBS 20,971,022</td>
<td>22,464,493</td>
<td>34,314,378 110,725,141</td>
</tr>
<tr>
<td>NBC 18,470,368</td>
<td>19,674,494</td>
<td>90,757,770 97,509,662</td>
</tr>
<tr>
<td>TOTAL $47,918,145</td>
<td>$52,085,557</td>
<td>+8.7</td>
</tr>
</tbody>
</table>

Change

Month by Month—1959

<table>
<thead>
<tr>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>$10,647,078</td>
<td>$22,129,248</td>
<td>$19,299,853</td>
</tr>
<tr>
<td>Feb</td>
<td>10,924,460</td>
<td>20,894,200</td>
<td>18,053,608</td>
</tr>
<tr>
<td>*March</td>
<td>11,565,031</td>
<td>23,265,395</td>
<td>20,726,315</td>
</tr>
<tr>
<td>April</td>
<td>10,369,263</td>
<td>22,093,785</td>
<td>19,753,172</td>
</tr>
</tbody>
</table>

*Figures Revised as of June 26, 1959.

Gross Time Costs Only

Broadcasting, July 6, 1959
WPST - FIRST WITH VIDEO TAPE RECORDING

THE ONLY STATION IN SOUTH FLORIDA WITH VIDEO TAPE FACILITIES

WPST CHANNEl 10 MIAMI, FLA.

VIDEO TAPE Television Recorders will someday be standard equipment for all TV stations. But now only WPST has it in South Florida. To accommodate the growing number of local and national advertisers and their agencies who are turning to tape because of its "live" quality and low cost, WPST also produces tape commercials.

Already a leader in local live programming, WPST, with its Videotape recorder, can now show special programs at the desired time to larger audiences. And WPST’s complete Videotape mobile unit guarantees even better program content.

WPST Videotape Recorder is a product of VIDEOTAPE

*TM AMPEX CORP.
WPST CHANNEL 10 Public Service Television Miami
ABC NETWORK • Nationally Represented By Edward Petry Co., Inc.

BROADCASTING, July 6, 1959
Glendale, is going to court to get the site it wants for its authorized power boost from 250 w to 10 kw.

KBLA already has a suit for $1.75 million filed in California Superior Court against Cal Cannon, mayor of Glendale, charging conspiracy to influence the zoning board to overrule the recommendation of the Glendale zoning administrator that KBLA be permitted to erect its towers.

Mayor Cannon, who denies the charges, withdrew the council meeting while the matter of the KBLA towers was under discussion, a period of some 12 hours, starting the afternoon of June 24, continuing the following afternoon and on through the evening, and took no part in debate. KIEV, currently operating with 250 w daytime, has an application for 10 kw pending.

Two am's, one tv win 'Truth' promotion

The Crusade for Freedom, fund-raising arm of Radio Free Europe, New York, has announced the winning stations in a contest for the best on-air promotions of its 1959 Truth Broadcast campaign.

WEJL Scranton, Pa., was the winner in the category of stations under 10 kw. KS0O Sioux Falls, S.D., was the winner in the category of stations with 10 kw or more. KMOX-TV St. Louis was the tv winner in a city of 500,000 or more population.

One representative from each of the three stations will visit Munich, West Germany, where RFE studios are located, and the transmitting site near Lisbon, Portugal, as guests of RFE. The awards were announced by RFE Chairman Gwilym A. Price.

Legislature on tv

Opening of Maine legislative sessions to television film coverage has brought approving comments from Gov. Clinton A. Clauson and leaders of the Maine House and Senate.

As a result of test broadcasts and final approval of legislation, Gov. Clauson wrote WCSS-TV Portland, Me., the films have been valuable "in conveying to the public information about the legislative process and about the various issues."

Gov. Clauson said legislators told him the filming was done "without disrupting in any way the Senate or House sessions," lauding photographers for their "discretion and good sense."

An editorial in the Portland Evening Express asked, "Need there be further proof that cameras in courts and legislatures are a contribution to a better informed public."

'Success tax' asked

Financial support for struggling tv stations should come from some form of excess-profits tax levied on successful tv outlets, according to an article by U. of Illinois Professor C.H. Sandage in the July Journal of Marketing.

Dr. Sandage bases his proposal on the fact that all stations are making use of the publicly owned airwaves. There has been no cost to the operator for his license, states Dr. Sandage, yet due to population and geographical factors, as well as the uhf situation, some stations are more successful than others. Subsidies for the "poorer stations" would more effectively encourage "the development of television service to the public," Dr. Sandage writes.

VIDEO TAPE FEES

Ampex finds trends in 46-station study

Charges made by tv stations for tv tape recordings are tending to stabilize on a time rather than a per-spot basis, according to a survey made by Ampex Corp., manufacturer of the video tape equipment in use at most tv stations offering such service. Even stronger is the trend toward stabilizing additional time charges as a "dollar a minute" rate, regardless of the airtime rates of the stations. These two trends point toward conformity in a sea of individualism, however.

In making the survey of video tape recording charges by tv stations across the country, Bob Day, video promotion manager of Ampex's Professional Products Div., states: "It was our original hope that this survey might result in meaningful averages and general information which could be condensed into an easily usable form. However, there is such a disparity in rates assessed and, apparently, in the methods used in determining rates, that averages would actually be misleading."

Instead, Ampex tabulated the information received from 46 U.S. stations (about 40% of those with Ampex machines) serving markets that vary from just over 100,000 tv homes to one of just under five million tv homes and with base rates ranging from $340 an hour to $8,250. Tables cover the charge for a one-minute spot, the time allowed and additional time charges, plus charges for such miscellaneous video tape activities as on-the-air playback, screening, air-check taping, storage or rental and splicing and editing.

In commenting on the replies the report notes that competition in markets with two or more stations equipped for video tape operations apparently has little effect on rates, which "are often lower in stations where there is only one in their market as far as vtr is concerned." Of the 46 stations who answered the questionnaire, nine specified all charges as commissionable, eight specified them all as net and two specified them all as commissionable except tape costs, which are net. Four stations require all tapes to be preceded by one minute of test pattern. One station requires a deposit of $150 for a tape of 30 minutes or less and will buy back usable tape at a discount. One station guarantees tape for a minimum of 20 plays. One station reserves the right to refuse tapes using talent of any other station in its coverage area.

Grimes brokerage

Walter Grimes, formerly with the brokerage firm of Allen Kander & Co., last week announced the opening of his own firm for the purchase and sale of broadcasting and other business properties in the Middle Atlantic States.

This move follows by a few days the split of the old Allen Kander broadcasting-newspapers organization, with broadcasting operations to be handled by the newly formed Edwin Tornberg & Co. (Broadcasting, June 29). Mr. Grimes, who had been with Kander since 1954, is locating his firm at 1519 Connecticut Ave., N.W., Washington, D.C. Before joining Kander, Mr. Grimes was advertising manager for two graphic arts trade journals.

58 broadcasters start two weeks at Harvard

Daily schedules for 58 broadcasters attending the Management Development Seminar under NAB sponsorship on the Harvard campus were announced at the weekend. The July 5-17 seminar is being directed by the Harvard Graduate School of Business Administration.

Subjects deal with actual case histories developed by Harvard and the NAB Broadcast Personnel-Economics Dept, headed by Charles H. Tower (see Our Respects, page 107). Ninety-minute discussion periods precede daily classes and meetings, with periods devoted to study and reading plus 2½-hour discussions in the evening.

Topics this week include analysis of the executive function, formulation and

BROADCASTING, July 6, 1959
A Practical, Proven Way To Beat The High Cost of Advertising

Every executive concerned with advertising budgets has been painfully aware of rising costs. In each year since World War II, a healthy increase in the budget has usually been necessary just to maintain existing schedules.

The 1957-58 recession put a spotlight on the squeeze that rising costs were placing on profits. Vigorous steps taken by executives to get full value from all expenditures were a major factor in the current recovery. This year every expenditure must justify itself in maximum contribution to sales. Most closely scrutinized is the advertising budget.

What’s the Cost per Prospect?

It is in this climate that more and more major companies are concentrating more of their advertising budgets in book match advertising programs. A close look at the figures reveals why.

Book matches deliver your advertising at extremely low cost-per-prospect. A pinpoint mailing to 1,000 selected prospects of a package of 6 match books can be made for $240. A Hooper-Holmes survey indicates book match mailings receive 70% readership. Thus the book match mailing described above delivers its sales message to 700 prospects at a cost of 34¢ per reader. Compare this figure with the cost-per-prospect delivered by any other medium!

Prospects welcome and respond to book match advertising. In another survey made recently of a manufacturer’s book match program, 95.5% of the respondents asked to be kept on the list to receive future book match mailings. Asked the question “Have you, or do you intend to take action on the product advertised?” 61.7% of the respondents replied that they have taken or will take action on the product.

95.5%
asked to receive future book match mailings

61.7%
had or planned to take action on the product advertised

A Daily Necessity for 3 out of 4

Cost per reader figures are just the beginning of the story. Book matches are a daily necessity for 3 out of 4 people—96% of men smokers carry book matches. One direct mail package of 6 match books exposes the advertising message to a single prospect 120 times.

Many Plus Values

Book matches are valued and appreciated. They present a sales message under the most favorable circumstances. No other advertising competes when they deliver their message. Book match advertising appears with dramatic effect in full-color and three-dimensional reality.

A Highly Flexible Advertising Medium

As more and more leading advertisers are turning to low-cost, hard-hitting, efficient selling with book matches, new, amazingly successful techniques of use are being developed.

Case after case has proved the effectiveness of book match advertising for new product promotions, building company prestige, brand name and package recognition, salesmen’s aids, reaching hard-to-see prospects. Outstanding successes are being recorded with book matches personalized with the names or initials of prospects. Ingenious use is being made of intriguing “Product Replica” book match packages to stamp an indelible visual product image on prospects’ minds.

Pioneering Book Match Advertising

Companies profiting from book match programs work hand-in-hand at every stage with Diamond, the pioneer in the field of book match advertising.

Diamond’s Book Match Counselors are trained to work with companies and agencies to analyze specific sales problems and provide “on-target” book match advertising solutions.

Diamond’s service is complete. Its Art Department, the nation’s foremost book match design organization, cooperates with advertisers at all stages from rough sketches to final art. Diamond handles all details of distribution including mailing on dates specified by clients to lists of any size.

If your company is concerned about the high cost of advertising—and you are interested in the tremendous economy and effectiveness of book match advertising—send for a new folder describing Dimensionalized Book Match Advertising.

Book Match Advertising Dept.
DIAMOND MATCH Division of Diamond Gardner Corp.
125-S Paridon St., Springfield, Mass.
execution of competitive strategy. Subtopics are competitive strategy in consumer goods industries, the image concept and marketing strategy, marketing strategy and media selection and competitive strategy in the broadcast industry. The week will end with a discussion of organization and delegation of work.

The second week includes planning, budgeting and controlling costs, and management of human resources. Subtopics are selection, compensation, development, motivation and appraisal of subordinates and supervision of subordinates. Final topic will be a review and appraisal of management performance.

Guest speakers will be Dr. Frank Stanton, CBS; July 16; Harold E. Fellows, NAB president, July 17; Dr. Kenneth Galbraith, Harvard economics professor, July 9, and Dr. Andrew Gyorgy, Boston U. professor of government, July 15. Dr. J. Sterling Livingston, Harvard professor of business and president of Harbridge House, management development consultants, is academic director of the seminar. William P. Gormley Jr., assistant dean and director of Harvard's Advanced Management Program, is administrator director. Other faculty members are Alva F. Kindall and C. Roland Christensen, Harvard professors of business administration.

**Changing hands**

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

- **WAMV East St. Louis, Ill.:** Sold to Louis Strick and Joseph Calderon by advertising executive Robert W. Day for $300,000. The sale was handled by Blackburn & Co. WAMV is on 1490 kc with 250 w, affiliated with ABC.

- **KWDM Des Moines, Iowa:** Sold to General Broadcasting Services of Iowa Inc. (James Binger and Armin P. Buetow) by Des Moines Broadcasting Corp. (George W. Webber, president) for $200,000. The sale was handled by Edwin Tornberg & Co. KWDM is on 1150 kc with 1 kw, directional, and is affiliated with MBS.

- **WCMW Canton, Ohio:** Sold (50%) to present 50% owner Mrs. Geneve H. Gee (with son Richard Schultz) by S.L. Hoffman for $150,000. The sale also includes control of WARU Peru, Ind. WCMW is on 1060 kc with 1 kw, day. WARU is on 1600 kc with 1 kw, day.

- **WDNG Anniston, Ala.:** Sold to Thomas Potts by Ralph M. Allgood and Grover C. Wise for $85,000. The sale was handled by Blackburn & Co. WDNG is on 1490 kc with 250 w.

- **KAVI Rocky Ford, Colo.:** Sold to Edward J. Patrick and Charles R. Rutledge by Ray J. Williams (KAPI Pueblo) for $40,000. Mr. Patrick is former commercial manager of KWBY Colorado Springs. The sale was handled by Hamilton-Landis & Assoc. KAVI is on 1320 kc with 1 kw, day.

**APPROVED** The following transfers of station interests were approved by the FCC last week (for other Commission activities see FOR THE RECORD, page 96).

- **KMYC-AM-FM Marysville, Calif.:** Sold by Horace E. Thomas and others to Carlton Broadcasting Corp. (John W. Sexton, president, is also president of Bariton Inc., which has 50% interest in transferee) for in excess of $200,000. KMYC is on 1410 kc with 5 kw, day, 1 kw, night, directional, and is affiliated with MBS. KMYC-FM is on 99.9 mc with 4.9 kw.

- **KBLR-AM-TV Goodland, Kan.:** Sold (the am) by James F. Blair to Tri-State Radio Inc. (Leslie E. Whitemore, president) for $145,000 plus $5,000 for transfer of the tv from Mr. Blair to Mr. Whitemore and eight others. KBLR is on 730 kc with 1 kw, day. KBLR-TV is on ch. 10.

- **WLEU Erie, Pa.:** Sold to Thomas R. Bromeley and others, doing business as Radio Station WESB (WESB Bradford) by L.E.U. Broadcasting Co. for $142,500. WLEU is on 1450 kc with 250 w.

- **WEIM Fitchburg, Mass.:** Sold to Radio Fitchburg Inc. (Norman Knight, who also owns WHEB Portsmouth, WTSV-AM-FM Claremont and WTSL Hanover, all New Hampshire) by Newcomb Broadcasting Corp. for $92,500. The transaction includes an additional sum of $39,000 to assign President Arthur A. Newcomb at $150 weekly over five years as a consultant and not to compete. Comm. Robert Bartley abstained from voting. WEIM is on 1280 kc with 5 kw, day, 1 kw, night, directional.

- **WJOB-FM Hammond, Ind.:** Sold to Percy B. Crawford (WMUZ-FM Detroit and WLPF [FM] Lancaster, Pa.) by South Shore Broadcasting Corp. for $119,000. WJOB-FM is on 92.3 mc with 3.1 kw.

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**East**

Coastal major market fulltime facility. Now operating profitably and showing consistent improvement. $100,000 cash required.

**California**

Top-rated and top volume fulltime outlet in one of most desirable large California markets. 29% down and balance on good terms.

**South Central**

Top-rated station in the market. Combination operation with excellent real estate. Can be financed on favorable terms.

**Mountain State**

Fulltime facility in good single station market. Made good profit in '58 and '59 looks even better. Owns land and transmitter building. 29% down. Five year payout.

**NEGOTIATIONS • FINANCING • APPRAISALS**

**BLACKBURN & COMPANY**

**WASHINGTON, D. C. OFFICE**

James W. Blackburn
Joseph A. Strick
Washington Building
Sterling 3-6461

**MIDWEST OFFICE**

H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Fenwick 6-6640

**SOUTHERN OFFICE**

Clifford R. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
Jackson 5-1766

**WEST COAST OFFICE**

Colin M. Selph
Californian Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
Cheviot 4-2770

**52 (THE MEDIA)**

**BROADCASTING, July 6, 1959**
800 minutes of individual programs at your finger tips with Collins tomatic Tape Control. Each modular rack holds 120 tape cartridges. Spots, 's, opening and closing themes, complete programs . . . individually labeled, completely accessible. Contact Collins Radio Company for further information.
The U.S. Supreme Court last week brought an end to a historic double trouble for broadcasters.

By a narrow margin (5-4) the high court held that broadcasters are immunized from libel actions arising from appearances of political candidates. The immunization is implied by the political broadcasting law's prohibition against the censorship of candidates, the court ruled.

The ruling eliminated one of the issues now under dispute before the Senate and House in discussions over amendment of Sec. 315, the political broadcasting law (see story page 56). One of the several bills now under consideration would have amended Sec. 315 to provide libel immunity in addition to providing other relief from the present rigidities of the section.

The Supreme Court's majority decision, written by Associate Justice Hugo L. Black, held that Congress must have meant to protect broadcasters from libel damages when it required them to afford political candidates equal time and forbade any censorship of their speeches.

The dissent was written by Associate Justice Felix Frankfurter and was endorsed by Justices John M. Harlan, Charles Evans Whittaker and Potter Stewart.

In effect, the Supreme Court upheld a 1958 decision of the North Dakota Supreme Court that Sec. 315 of the Communications Act conferred immunity on broadcasters from damages for libelous remarks.

A Classic Case • The case involved the 1956 senatorial campaign in North Dakota. A.C. Townley, an independent candidate, charged over WDAY-TV Fargo, N.D., that the Farmers Union was tainted with communism. The Farmers Union filed a $150,000 libel suit against Mr. Townley and WDAY Inc., licensee of WDAY-TV. A state lower court held that Sec. 315 conferred immunity on the station and the state supreme court upheld this contention.

The case was argued before the Supreme Court last March (Broadcasting, March 30). Counsel for WDAY and for NAB urged the Supreme Court to uphold the North Dakota decision. NAB's Douglas Anello told the court that if it could not find that Sec. 315 conferred immunity it should then determine that the equal time section of the Communications Act was unconstitutional.

The Farmers Union attorney urged that the court find that Sec. 315 does not confer immunity, that it does not apply to third parties (the Farmers Union was not a political candidate) and that common law rights should prevail. He also said that stations do have the power to delete libel, just as they have the power to expunge obscenity.

One of his main arguments was that Congress has been asked 16 times to write into the section the immunity claimed by the broadcasters and it has never done so. This meant, he contended, that Congress intended state libel laws to apply.

The Supreme Court decision was hailed by NAB's Harold E. Felows as "gratifying to all Americans because it reflects the sense of fair play which is traditional in this country. It is particularly gratifying to broadcasters who otherwise would have been caught in the legal vise of a federal statute on one hand and state libel laws on the other."

Tom Barnes, general manager of WDAY-AM-TV, said he was "pleased" the Supreme Court upheld the two North Dakota courts in agreeing that "our interpretation" of Sec. 315 was correct. Through the years WDAY-AM-TV have provided time for candidates on an "absolutely equitable basis, even though sometimes this policy creates regrettable situations, as in the case of the Farmers Union," he said.

The Majority View • Highlights of the Supreme Court's majority decision:

• By "no censorship," Congress meant just that; there is no evidence that Congress intended "a narrower meaning." And above all, since 1948 FCC has held continuously that licensees cannot remove allegedly libelous matter. Legislative history of both Sec. 315 and its predecessor provision in the 1927 Radio Act "shows a deep hostility to censorship either by the Commission or by a licensee."

• Permitting a licensee to censor "would undermine the basic purpose for which Sec. 315 was passed—full and unrestricted discussion of political issues by legally qualified candidates ... Congress sought to foster its [radio's] broadest possible utilization by encouraging broadcasting stations to make their facilities available to candidates for office without discrimination and by insuring that these candidates when broadcasting were not to be hampered by censorship of the issues they could discuss."

• There are difficulties in telling what is libelous and what is not. "Whether a statement is defamatory is rarely clear. Whether such a statement is actionably libelous is an even more complex question...."

• If a station could delete what it considered defamatory material, it might, in an excess of caution, exclude all remarks even faintly objectionable. And, because of the importance of the time limit in political campaigns, there would not be time to correct such erroneous decisions. This almost inevitably might force a candidate to avoid controversial issues during political debates over radio and tv "and hence restrict the coverage of consideration rel-

HOW THE COURT SPLIT ON SEC. 315

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54 BROADCASTING, July 6, 1959
Another thriller-diller from WJRT—

"What's on tap, Chief?"

"WJRT, Ponsonby ... the efficient way to deluge Flint, Lansing, Saginaw and Bay City with a sales story."

Direct pipeline to all four of the big mid-Michigan metropolitan areas: that's WJRT, the efficient, single-station way to sell Flint, Lansing, Saginaw and Bay City. And you do it with a grade "A" or better signal. No need to skirt the issue when there's WJRT to put you in the winner's circle—to give you penetration of mid-Michigan's nearly half-million TV households from within. If your bailiwick's Flint, Lansing, Saginaw and Bay City, WJRT's your efficient blanket buy. There's room on the bandwagon. Come aboard!

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.

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

BROADCASTING, July 6, 1959
event to intelligent political decision.”

- The section must confer immunity from libel actions, otherwise it “would sanction the unaccountable result of permitting civil and perhaps criminal liability to be imposed for the very conduct the statute demands of the licen-

- Although Congress has not written immunity into the law, it has never up-

- Denying all political candidates access to the facilities of a broadcast sta-

- The Dissent • Justice Frankfurter’s dissent was based on his fear that the

The majority was invading the sovereignty of states.
He also questioned whether the FCC

The 1948 Port Huron decision, he

The Port Huron case involved the license renewal of WHLS Port Huron, Mich. The station had cancelled several broadcasts by political candidates. The FCC renewed the license, holding that the station’s action had not been deliberate, but stressed that the non-censorship provision of Sec. 315 was absolute, and that since this was so it would protect a station from liability for defamation where the libel was uttered under compulsion of Sec. 315.

Justice Frankfurter stated that since that decision the Commission has referred to this principle “in increasingly tentative fashion.”

Justice Frankfurter also maintained that Congress’ lack of action in writing immunity into Sec. 315 could very well be considered a refusal to go along with the FCC in its thoughts on the subject.

"... A conclusion that in failing to change Sec. 315 after the Port Huron decision Congress by its inaction effected the pre-emption which the Commission had found is an assumption wholly unsupported in fact. .. " he stated.

"States should not be held to have been ousted from power traditionally held in the absence of either a clear declaration by Congress that it intends to forbid the continued functioning of state law or an obvious and unavoidable conflict between the federal and state directives," Justice Frankfurter said.

The dissenting justice also claimed that it very well could be that North Dakota might find that the station was liable for defamation but excuse it on the ground that it was forced to participate in the libel through Sec. 315—or that the station could claim privilege.

SEC. 315 PROSPECT: PARTIAL RELIEF

House subcommittee ends equal time hearing; Harris expects some revisions in rule will be made, though not what broadcasters wanted

The fate of Sec. 315 of the Com-

Broadcasters and other spokesmen, amidst a partisan clash among congressmen, last week completed testimony on proposed revisions of the equal time law before the Communications Subcommittee of the House Commerce Committee.

After three days of hearings Wednesday evening, (July 1), Chairman Oren Harris (D-Ark.) said: “I think we will be able to work out something on relieving broadcasters from the FCC’s interpretation of Sec. 315 but it is not going to be what broadcasters want.” This is identical to the position taken by Sen. John Pastore (D-R.I.), chairman of a Senate subcommittee which closed five days of hearings just before the House started taking testimony (BROADCASTING, June 29).

Much of last week’s testimony was a repetition of statements given before the Senate subcommittee, with most additions to the record coming from witnesses who did not testify before the Senate and through questions by the congressmen. Outside the hearing room, these developments took place:

The Supreme Court ruled that a broadcaster is not liable for statements made by a political candidate (see preceding story).

CBS Inc. appealed the FCC’s decision that a station was qualified for equal time on newscasts to the U.S. Court of Appeals in Washington D.C.

Before the House • The subcommittee was considering eight bills amending Sec. 315, roughly divided into three categories, plus a proposal submitted by Comm. Frederick W. Ford with the backing of a majority of the FCC. Three of the bills, HR 5389 by Glenn Cunningham (R-Nebr.), HR 5675 by Rep. J. Arthur Younger (R-Calif.) and HR 6326 by Rep. Paul G. Rogers (D-Fla.), would exempt newscasts from equal time. A fourth bill HR 8032, intro-

were introduced by Reps. Joseph Barr (D-Ind.) HR 7122; Wayne Aspinall (D-Colo.), HR 7180; Byron Rogers (D-Colo.) HR 7206, and J. Edgar Chenoweth, (R-Colo.) HR 7602.

Also pending is HR 7985, introduced by Rep. Harris, which exempts newscasts, panel shows and political conventions but retains the equal time provisions on broadcast debates.

A partisan outburst occurred while Justice Dept. spokesman Robert Bicks was testifying. The broadcasting Inc. President Frank Stanton became the innocent victim. Democratic members of the subcommittee had questioned Mr. Bicks on the basis in law for the Justice recommendation to the FCC that the Larson decision be reversed. Rep. John Bennett (R-Mich.), ranking minority member of the subcommittee and also on the Legislative Oversight Subcommittee, attempted to enter in the record an inquiry of the Oversight body of Justice on the matter and the department’s reply.

Hot Opposition • He was shouted down by Democratic members and Rep.

Harris ruled that Rep. Bennett’s state-

ments were not pertinent to the matter before the Communications body and properly belong before the Oversight Subcommittee. The Republican repeated his earlier claim that the subcommittee had improperly attempted to influence the FCC and accused the

BROADCASTING, July 6, 1959
Democrats of interjecting Justice action into the hearing. Democrats denied the charges, claiming Rep. Bennett brought the subject up.

"I want the record to be straight as to who is intervening and trying to tell the court or the Commission what the law is," Rep. Bennett said. "It is the sub-committee of this committee which improperly attempted to tell the FCC how to decide the Lar Daly case. . . ."

Rep. John Moss (D-Calif.) retorted that there is "nothing improper about it at all. . . . I would say the gentlemen's conduct is improper at this point."

When Rep. Bennett was unable to get his statement in the record, he accused the committee chairman of "permitting one side of a position to be stated without giving an opportunity for all the facts to be presented." Rep. Bennett later told Broadcasting that the Democratic majority's position had been "completely discredited. It was a cheap political trick."

**Overnight Delay** • Dr. Stanton suffered from the flareup because he followed Mr. Bicks to the witness stand a few minutes before noon Tuesday. Immediately after 12 noon, Rep. Bennett interrupted the witness to state: "I make a point of order, Mr. Chairman, that the House is now in session." This made it mandatory under House rules for Rep. Harris to adjourn the hearing.

The CBS president resumed on the stand when the hearing convened Wednesday morning. In a prepared statement, he repeated many of the arguments given before the Senate for revisions in Sec. 315 (Broadcasting, June 29). In answer to questions, he said few complaints have been filed against CBS for violations of Sec. 315, but in impact they are "very tremendous."

"You are shortchanging yourselves, not going that extra mile to take in debates and panels . . . in any equal time exemptions," Dr. Stanton said when asked if he would accept exemption of newscasts. He saw nothing "improper" in Justice intervention in the Lar Daly case.

Dr. Stanton said CBS particularly urged passage of the "Fair Political Broadcasting" bills (HR 7122, 7180, 7206 and 7602). As a strong second choice, with an amendment to include exemption for debates, Dr. Stanton supported the Harris bill. He said these bills will enable CBS to do "a far more meaningful and useful job of covering the post-convention campaign" of 1960 since the network will be able to concentrate on major candidates for President.

"Perhaps someday the Congress will come to the conclusion, as we have, that the journalistic function of radio and tv can no more be reduced to legis-}

but one member of the nine-man body attended much of the three-day hearings, cited what they claimed were abuses of the equal time provisions.

Rep. Moss said there are substantial "rumors that many small stations will give a candidate favorable mention on alleged news shows in exchange for a "healthy purchase" of time. "Primarily their interest is in revenue," he said. "They have not a regular news department. This is where I am concerned about abuse if we have no guidelines."

Rep. William Avery (R-Kan.) took an attitude more favorable to broadcasters. "I do not share the apprehension that some members of the committee show of what might happen to the industry if Sec. 315 were modified or possibly repealed," he said. "I think there is public censorship that prevails here despite any legal provision or anything that might be done in legislation."

On the whole, committee members publicly agreed that some change in Sec. 315 would be recommended by the committee. The big question remaining is whether it will go beyond exempting straight newscasts.

**Justice vs. FCC** • Mr. Bicks, acting assistant attorney general, said that Justice, the FCC's Lar Daly decision complied with "neither the language of the statute nor its legislative history . . . This department believes the Commission's view lacks support in law." He said it might well be overruled in the courts as a result of the CBS appeal, but said this would come too late to help broadcasters in giving adequate coverage to the 1960 elections.

"With such factors uppermost, this department suggests that Congresses act now to overturn Lar Daly," Mr. Bicks emphasized.

Rep. John Flynn (D-Ga.) said there were indications that "expediency rather than principle may be determining the Justice Dept.'s policy on this particular question right now." He pointed out that, in 1955, the House Commerce Committee then was considering revision of Sec. 315 and that Justice refused to comment on what he said was then termed "delicate legislative policy. . . . This entire controversy which we have before us today might have been avoided by legislation at that time."

Mr. Bicks countered that the Justice position was determined not because of "good-faith judgment." He said the Lar Daly decision had "sharply changed" the context on which the 1955 statement was predicated. Justice, he repeatedly stated in answering the questions of Democrats, intervened only because it felt the FCC decision was lacking of support in law.

Rep. Walter Rogers (D-Tex.) asked Mr. Bicks if the President and/or the Attorney General had referred to the
FCC decision as "ridiculous." "I never know who says what. I never know who is in charge [at the White House]," Rep. Rogers said.

"Common Carrier Law • FCC Chairman John Doerfer again advocated repeal of Sec. 315 with the proposal by Comr. Ford as his second choice. He maintained that the concept of fairness for political candidates cannot be adequately defined or administered effectively by the FCC. Sec. 315 is the only common carrier provision in the broadcasting laws, he claimed. "It is contrary to the original philosophy of Congress."

The chairman maintained that Sec. 315 was passed without any evil having been demonstrated. Most laws in civilized nations are passed after a definite need for them has been shown, he said. "What you don't do in 1959, you will have to do in 1969 or 1979," Comr. Doerfer told the Congressmen in urging outright repeal.

Rep. Rogers asked if it would not be "dangerous" to place equal time responsibility with stations. "I can conceive of no better judge on the spot than the broadcaster," Comr. Doerfer replied. "He is experienced and has got to be fair."

Comr. Ford told the subcommittee that he spent "a large amount of time studying both the Lar Daly case and the consequences of it and the possible ways in which it might be ameliorated or changed." The Ford proposal was the result of this study, he said. It would exempt newscasts and special events "such as political conventions," and would require "objective presentation thereof in the public interest."

Just as in the Senate hearings, there was considerable discussion and debate as to just what would constitute "special events" and "objective presentation."

Comr. John Cross urged that if Congress makes any changes in Sec. 315, such changes be "very specific so that there will be no question as to intent." Use the most direct and foolproof language possible, he said, and specifically name and define types of programs which would be exempted.

"Letter of the Law • NBC Board Chairman Robert Sarnoff, when asked if a "literal interpretation" of Sec. 315 would solve the equal time problem, stated that it was just such a "literal interpretation" which has created the problem. Mr. Sarnoff proposed several amendments to pending bills which he said would make them acceptable to NBC.

When Rep. Rogers complained that NBC's proposals covered "about everything but westerns," Mr. Sarnoff replied that he tried to make it as broad as possible to permit broadcasters to do the best possible job within the limits of..."
new RCA magnetic disc recorder combines advantages of tape and disc!

A great new tool for broadcasters ... makes possible fast recording and playback of commercials and announcements

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

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

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

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

The Magnetic Disc Recorder can be the first of the building blocks in preparing for automatic programming. For complete information on the Disc Recorder and companion units, call your RCA Broadcast Representative or write RCA, Dept. WB-22, Bldg. 18-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.
getting some kind of action.

Francis Littlejohn, director of ABC News and Special Events, submitted a statement by ABC Vice President John Daly which was identical to Mr. Daly’s statement before the Senate. Rep. Flynt received a negative reply when he asked if Mr. Littlejohn was an officer of ABC and Rep. Moss said that he had several questions he would like to ask the author of the statement but would withhold them since Mr. Daly was not present.

Censorship Threat • Rep. Paul Rogers of Florida, author of HR 6326 and a member of the parent Commerce Committee, said that if Sec. 315 is extended to newscasts “it is entirely possible that such an interpretation, if carried to its logical conclusion, might result in unwarranted federal control over the substance and content of news programs. In effect, this is a situation in which the federal government has substituted its judgment of what is properly the subject of a newscast for the considered, good-faith judgment of radio and television news staffs.”

This interpretation does violence to a basic right long enjoyed by the industry and also serves to stifle the efforts put forth by stations to keep the public informed, Rep. Rogers said. “I am very strongly in favor of this legislation and hope we will be able to take action this session.”

Rep. Barr, author of HR 7122 giving broadcasters broad Sec. 315 exemptions, said that clarifying legislation is long overdue. “The airwaves of the U.S. still belong to all the people. They are today providing an important source of news which the voters need to make an intelligent appraisal of the conduct of this government,” Rep. Barr said. “The men who wrote the Constitution . . . clearly recognized that democracy cannot work without free and effective sources of communications.”

Rep. Cunningham, author of the first bill (HR 5389) introduced following the FCC’s February Lar Daly ruling, said that rarely had there been such public support for any legislative proposal as there has been for a change in Sec. 315. He said it is encouraging that a majority of the Commission supports an equal time revision because “that is the agency that has to live with and interpret Sec. 315.”

The Nebraska Republican, first witness when the hearings began Monday (June 29), said that broadcasters have achieved an excellent record of fairness in reporting political news. “But now the stations and networks are faced with an impossible situation,” he said.

Sen. Hartke, author of S 1858, submitted a statement for the record of the House hearings in which he said the just-completed Senate hearings “reaf-

firmed my belief that Sec. 315 must be amended, and it must be done so now.” He said present regulations are based on “ambiguous and obscure statutory language. The lack of full definition and the sometimes seemingly inconsistent position of the Commission can to a great extent be explained by the lack of any definite statement of congressional policy in Sec. 315.”

Makes Concession • During the Senate hearings, Sen. Hartke pushed each witness for approval of his bill which proposes much broader exemptions than most of the other measures. Before the House, however, he said if his broad language would handicap the passage of any bill, then Congress should adopt one of lesser proportions to make sure that the Lar Daly decision is corrected.

Democratic National Chairman Paul Butler, testifying Wednesday, said that “it is absolutely essential in the public interest that the Congress pass legislation in this session to remove the shackles which this unwise [Lar Daly] decision has placed on the broadcasting industry.”

This is an apparent complete reversal of a stand taken by Mr. Butler in a letter to the Senate committee commenting on the Hartke bill [Broadcasting, June 22]. In that letter, Mr. Butler endorsed all provisions of S 1858 except Sec. (e), which would exempt newscasts, documentaries and similar programs. At that time, Mr. Butler said he was concerned that such an exemption would lead to “very serious abuses.”

Last week, Mr. Butler repeated his fear that some abuses would result with the exemption of news shows and declared that broadcasters should be held responsible in such instances. He said safeguards can be assured by defining qualified candidates at all levels of political life.

The Democratic chairman said that the Harris bill does not provide broad enough exemptions for news-type shows. He urged Congress to exempt political debates also and to act without waiting for the outcome of the CBS court appeal. As to how far Congress should go, Mr. Butler said: “Certainly I do not agree with the proposal to repeal Sec. 315.”

Following Mr. Butler’s testimony, a letter from Sen. Thurston Morton (R-Ky.), chairman of the Republican National Committee, was entered in the record. “I want to be on record as favoring revision to relieve the broadcasting industry of the unfair burden which this section places upon it,” Sen. Morton stated. However, he said, the intent of Sec. 315 should be preserved with a relaxation of the letter of the law.

Broad New Section Urged • Ralph Renick, vice president of WTVJ (TV)
Yes, Suh, you saw it right!

Julep-eye views of Churchill Downs notwithstanding, you're right about Kentucky television! WAVE-TV does have balanced programming, ratings, coverage, costs-per-thousand and trustworthy operation.

WAVE-TV

CHANNEL 3 • Maximum Power • NBC
LOUISVILLE

NBC SPOT SALES, Exclusive National Representatives
Miami and president of the Radio-TV News Directors Assn., recommended congressional approval of the amendment proposed in a June 29 editorial in Broadcasting. This proposal would repeal Sec. 315 and substitute a new section providing that stations must grant equal time for all time paid for by political candidates.

He said it would be “folly” to attempt to describe a news program and leave it up to FCC to decide if a station provides “objective” coverage under such a definition. Mr. Renick maintained that Sec. 315 is a form of censorship and as such is a violation of both the Communications Act and the Constitution. “No amount of amendments will make right a wrong,” he said.

John F. Lewis, chairman of the RTNDA freedom of information committee and news director of WBAL-AM-TV Baltimore, repeated his association’s conviction that Sec. 315 should be repealed outright. In urging adoption of pending legislation, he said such action should not be regarded as acceptance that some form of regulation is needed.

“The cynicism of American people with regard to politics will not be lessened if news directors are forced to grant equal time to all candidates . . . or forced to ignore the thorough coverage of politics in an election year,” Mr. Lewis said. “The public is also apt to lose its faith in the integrity of news reporting if that reporting can no longer be objective and analytical in front of microphones and cameras.”

NAB President Harold Fellows and Westinghouse Broadcasting Co. President Donald McGannon repeated essentially their testimony before the Senate [Broadcasting, June 29]. Both urged repeal of Sec. 315 as their first choice, but, if this is impossible, recommended passage of various revisions pending. Neither was questioned by the congressmen.

Daly Cites Broadcast Impact • Lar Daly, who as a candidate for mayor of Chicago filed an appeal for equal time with the FCC which resulted in the many bills introduced amending Sec. 315, was on the witness stand for less than 30 minutes. He, too, submitted a statement identical to one given before the Senate [Broadcasting, June 22] and was not questioned by the committee.

Mr. Daly presented two articles from the June 29 issue of Broadcasting, “Why News Is TV’s Hidden Asset” and “Stores Hardly Miss Newspapers,” as “extremely important” to his contention that radio and tv news shows should not be exempt from Sec. 315. He said the tv news article explains in 300 words why Congress cannot alter Sec. 315.

Following Mr. Daly Wednesday, three other opponents of any change in Sec. 315 testified very briefly and in each instance none were questioned. They were Joseph A. Shafer, defeated Republican candidate for mayor of Philadelphia in the May primary, Aaron Orange of the Socialist Labor Party, and William Price for the United Independent-Socialist Committee.

The concluding four witnesses were unhappy because, they claimed, the House subcommittee had refused them “equal time” to answer the broadcasting industry. “This is the usual deal that minority candidates get,” Mr. Orange charged. “We get the same treatment from the FCC.”

Other Opinions • Submitting statements for the record were Robert Sweezy, executive vice president of WDSU-AM-TV New Orleans, Lawrence H. Rogers, president of WSAZ-AM-TV Huntington, W.Va., Amvets, American Civil Liberties Union and Veterans of Foreign Wars.

ACLU urged that “a more thorough study should be made,” perhaps by “a Presidential commission,” before Congress acts either to amend or reaffirm Sec. 315. “Changes in the law,” the statement said, “would not only affect the radio-television industry but would also have a sharp impact on our political party structure and our system of political campaigning. The issue should not be treated lightly, but should receive the most careful consideration through deep fact-finding . . . .”

ACLU renewed its opposition to FCC’s Lar Daly decision extending Sec. 315 to newscasts, but it did not think news programs should be totally exempt. Some stations might be too lenient in defining one candidate’s political activity as “news” and thus give him a disproportionate amount of “news” coverage, the statement asserted. It suggested that “bona fide newscasts” having overall balance be exempt but that Sec. 315 should be invoked in the case of any newscast or other program which “leans so heavily to one candidate as to constitute in fact a ‘use’ of the station.”

John W. Mahan, VFW commander,
stated: "It is my considered judgment there should be substantial revision of Sec. 315 of the Communications Act which would correct the abuses of equal time in the use of radio and television in political campaigns. The radio and tv industry should not be 'handcuffed' in presenting the political picture on national, state and local levels to the American people. Any equal time provision should apply only to bona fide candidates . . ."

FCC won't stay WABC renewal order

The FCC last week refused to stay or extend a September 1958 decision ordering ABC-owned WABC New York to file for license renewal in the 18-year-old squabble between WABC and KOB Albuquerque, N.M., over 770 kc. But the FCC, which had ordered WABC to file for renewal by last Wednesday (July 1), extended the required filing until 30 days after it has disposed of a pending WABC petition for rehearing of the September 1958 decision.

(The FCC on June 24 issued instructions to its staff looking toward denying WABC's request for rehearing, filed last October.)

WABC had asked the stay earlier last week and asked, as an alternative, that if it be given time to comply with the September 1958 order. It also asked that if neither of the two alternatives were granted that it be given 30 days after disposal of its petition for rehearing to file for renewal. FCC granted this request last week, but on its own motion.

The September 1958 FCC action ordered both WABC and KOB to operate on 770 kc, both with directional antennas, and ordered WABC to file for license renewal 11 months before its normal expiration date (June 1, 1960) to implement the order. The decision (Broadcasting, Sept. 8, et seq.) maintained 770 kc as a Class I frequency and approved a power of 50 kw, night directional, for KOB.

KOB was assigned 1030 kc with 10 kw in March 1941, but later that year was placed on 770 kc with 50 kw day and 25 kw night by FCC special service authorization. WABC has opposed this sharing of the 770 kc frequency ever since and two appeals courts decisions have forced the FCC to (1) give WABC a hearing and (2) furnish WABC protection at night (by directionalizing KOB).

WNHC-TV reversal

The FCC last week reversed an initial decision of last summer and directed preparation of a document which would revoke a 1957 grant to ch. 8 WNHC-TV New Haven, Conn., to change its transmitter location and increase antenna height. The WNHC-TV modification has been fought by ch. 22 WWLP (TV) Springfield, Mass.

Hearing Examiner Basil P. Cooper last year (Broadcasting, July 7, 1958) recommended reinstating a postponed October 1957 FCC grant of the WNHC-TV modification. This included moving the WNHC-TV transmitter from Gaylord Mountain, 8.8 miles northwest of New Haven, to Mount Higby, 13.9 miles northeast of the present site and 19.8 miles north-northeast of New Haven. The grant also covered an increase in antenna height from 720 ft. to 770 ft. and change in antenna and other equipment. WNHC-TV is part of the Triangle Stations group. WWLP is one of the William L. Putnam Stations.

KSOO Sioux Falls, S. Dak.

sincerely thanks

The Crusade For Freedom
The Advertising Council
The National Association of Broadcasters

for the distinguished

First Place Award* in the Crusade For
Freedom's 1959 Truth Broadcaster Program

KSOO, now in its 33rd year of public service to South Dakota, northwest Iowa and western Minnesota, feels an added satisfaction in having also won the 1959 National Safety Council Award.

Additionally, KSOO for the ninth consecutive year, in the interest of agriculture and farm safety will co-sponsor with S. Dakota State College the statewide popular Corn Picking Contest. In 1957 KSOO sponsored the National Mechanical Corn Picking Contest. KSOO is proud of its many contributions to agriculture and farm safety and civic affairs.

Avery-Knodel, our national representative, will be glad to tell you why KSOO is an outstanding advertising value in the north central states.

* First place award for stations of 10,000 watts or more

10,000 w day
5,000 w nite

KSOO
Sioux Falls Broadcast Association, Inc.
Sioux Falls, S. Dak.

1140 kc
Morton H. Henkin
President

BROADCASTING, June 6, 1959
FCC REGULATION OF CATV URGED

Broadcasters protest unfair competition before Senate group

A move got underway last week to force community television systems under the regulation of the FCC.

Not only that, but there was heavy pressure applied to hobble the cable companies by writing into law that the Commission prohibit wired tv if it should adversely affect local tv stations.

This was the significant result of two days of hearings before a Senate Commerce communications subcommittee which saw a parade of witnesses urge—

- Regulation of catv operations.
- Legitimization of vhf booster services.

The attack on catv's freedom from regulation was mounted by western broadcasters.

Not only did they cite alleged instances of unfair competition from unregulated cable companies, but they also urged prompt consideration of booster licensing.

The only discord came when Sen. John O. Pastore, committee chairman, questioned whether Congress should compel cable companies to carry the local tv station and whether the FCC should be required to find that a booster or a catv system would have no effect on local telecasting stations.

The peppery Rhode Island Democrat said he felt that the first smacked too much of compulsion and the second of protecting the economic interests of broadcasters.

At the end of the week, broadcasters were huddling to find a compromise solution to this viewpoint.

These provisions are contained in S-1886, filed by Sen. Frank E. Moss (D-Utah). Sen. Moss' bill not only included the FCC recommendations to bring boosters under FCC jurisdiction, but also catv systems.

The FCC had not asked for regulatory authority over cable companies (BROADCASTING, April 20).

Monroney Bill • A simpler bill (S 2303) bringing community television systems under FCC jurisdiction was introduced last week by Sen. A.S. Mike Monroney (D-Okla.). The bill makes no mention of these contentious provisions. It is sponsored by cable operators.

The hearings on boosters and catv operations resume tomorrow (July 7) and again on Thursday (July 9). To be heard are more witnesses for broadcasters and booster operators.

Community tv operators will have their day July 14.

During the course of the hearings, Sen. Pastore prophesied that "you will have your legislation", but warned that if it contained controversial sections he doubted there would be any legislation at all.

Lined up in favor of Sen. Moss' bill particularly as it favored the establishment of boosters were Sens. Mike Mansfield (D-Mont.), John A. Carroll (D-Colo.), Frank Church (D-Idaho), and through his office, Joseph C. O'Mahoney (D-Wyo.).

Sen. Gale W. McGee (D-Wyo.), a member of the subcommittee, also spoke up in favor of this move. He seemingly sided with broadcaster witnesses in their attacks on cable antenna systems.

Several of the senators claimed that the FCC already has the power to regulate boosters and community tv systems.

These broadcasters appeared: Rex Howell, KREX-TV Grand Junction, Colo.; George Hatch, KUTV (TV) Salt Lake City, Utah; Ed Craney, KXLF-TV Butte, Mont.; Frank Pearse, KGEZ-TV Kalispell (now KLUR TV) but off the air), Bill Grove, KPBC-TV Cheyenne, Wyo.; Marshall H. Pengra, KLTV (TV) Tyler, Tex., and Walter Marshall, KKXJ Helena, Mont.

Broadcasters' Position • The broadcasters urged that catv operators be licensed by the FCC; that they be required to secure the permission of the originating station to distribute its signals; that they be required to carry the local station if so requested; that the present case of catv securing outside tv signals through microwave relays be made more difficult and, above all, that the FCC be required to take into account the impact of cable antenna operations and of boosters on the local tv station.

Mr. Howell called the catv systems the "least desirable" of the repeater services. This is so, he said, because
these are assets

THE TAFT STATIONS consider skilled, creative, experienced people its most important assets. This investment in people, from top management through every level, pays off handsomely in high quality programming. This policy results in larger, more loyal audiences and . . . increased volume of sales for Advertisers using the facilities of the Taft Stations.

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

TAFT
radio and television stations

WKRC-TV
Cincinnati, O.  WTVN
RADIO and FM

WKRC
Columbus, O.  WTVN
RADIO and FM

WTVN
Knoxville, Tenn.

WBTR
RADIO and FM

WBRC-TV
Birmingham, Ala.

WKRC
RADIO and FM

WKYT-TV
Lexington, Ky.


BROADCASTING, July 6, 1959
they only serve urban areas. They also discriminate against the public, he said, because only those who can afford to pay get the service. He related plans to bring Denver TV into Grand Junction and warned that if necessary he might have to become a cable operator himself.

Mr. Craney attacked the FCC for not coping with this problem years ago. He warned that “free television in the smaller cities in the west is in danger.”

Mr. Hatch related plans to bring Salt Lake City stations into Twin Falls, Idaho. If this happens, he said, sponsors will no longer be interested in buying KLIX-TV Twin Falls. This will result in a deteriorated service or none at all. He also objected to the competition of unregulated CATV service which pays no fees for music or talent and which uses these programs without consent, clearances or payment.

Tit for Tat • Mr. Grove emphasized that broadcast stations cannot rebroadcast the signals of another station without that station’s permission. Why should not CATV systems be forced to abide by the same regulation, he asked.

Mr. Reardon updated the plight of KGEZ-TV (now KULR TV) Kalispell, which is 30% owned by the local CATV system. He turned the management of the station over to the CATV President in October 1958, he related, and it went back on the air and remained operating until May 27, 1959, when it went dark again. Losses were more than $10,000, he explained. He urged prohibition against microwave facilities for cable companies.

Mr. Pengra asked that community TV systems be barred from duplicating any program carried by the local station; be prohibited from degrading the signal of the local station which must

Booster Guardian • Edwin C. Johnson, former U.S. Senator and Governor of Colorado, speaks up for non-profit VHF booster. Sees only opposition from CATV operators.

Make Them Pay Too George Hatch, KUTV (TV) Salt Lake City, relates charges he has to pay on music royalties, talent fees and others. But, CATV operators do not pay these charges.

Protect Property Rights • Bill Grove, KFBC-TV Cheyenne, Wyo., warns that CATV and boosters must be considered supplementary to local TV stations.

Rope and Tie ‘em Marshall Pengra, KLTV (TV) Tyler, Tex., warns CATV forbidden to duplicate local programs from sources other than local station.
A moderate low-fat well-balanced breakfast for a man of 25 years

When a moderate reduction of dietary fat is indicated, it is worthwhile to consider a basic cereal and milk breakfast which, as shown in the table below, contributes well-balanced nourishment. This breakfast is moderately low in fat because its fat content of 10.9 gm. provides 20 percent of the total calories. It provides "Men, 25 Years" with approximately one-fourth of the recommended dietary allowances of protein, important B vitamins, essential minerals; and provides quick and lasting energy. The Iowa Breakfast Studies demonstrated for young men that a basic cereal and milk breakfast maintained mental and physical efficiency during the late morning hours and that it was superior in doing so when compared either to a larger or smaller morning meal.

**Menu:**

<table>
<thead>
<tr>
<th>Nutrients</th>
<th>Calories</th>
<th>Protein</th>
<th>Calcium</th>
<th>Iron</th>
<th>Vitamin A</th>
<th>Thiamine</th>
<th>Riboflavin</th>
<th>Niacin equiv.</th>
<th>Ascorbic Acid</th>
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<tbody>
<tr>
<td>Totals supplied by</td>
<td>503</td>
<td>20.9 gm.</td>
<td>0.532 gm.</td>
<td>2.7 mg.</td>
<td>588 L.U.</td>
<td>0.46 mg.</td>
<td>0.80 mg.</td>
<td>7.36 mg.</td>
<td>65.5 mg.</td>
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<td>Basic Breakfast*</td>
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<td>Recommended Dietary1</td>
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<tr>
<td>Allowances—Men, 25 Years (70 kg.—154 lb.)</td>
<td>3200</td>
<td>70 gm.</td>
<td>0.8 gm.</td>
<td>10 mg.</td>
<td>5000 L.U.</td>
<td>1.6 mg.</td>
<td>1.8 mg.</td>
<td>21 mg.</td>
<td>75 mg.</td>
</tr>
<tr>
<td>Percentage Contributed by Basic Breakfast</td>
<td>15.7%</td>
<td>29.8%</td>
<td>66.5%</td>
<td>27.0%</td>
<td>11.8%</td>
<td>28.7%</td>
<td>44.4%</td>
<td>35.0%</td>
<td>87.3%</td>
</tr>
</tbody>
</table>


**Cereal Institute, Inc.:** Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.


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

**CEREAL INSTITUTE, INC.**

135 South La Salle Street, Chicago 3

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

BROADCASTING, July 6, 1959
WCKY is on the go in Cincinnati
Next to testify

The Senate Commerce Committee communications subcommittee issued the following schedule for tomorrow (July 7): Sen. Gordon Allott (D-Colo.), Barclay Craighead, KXJJ-TV Helena, Mont.; Fred Weber, WSTV-TV Steubenville, Ohio; David Gentling, KROC-TV Rochester, Minn.; Lawrence Berger, KTWO-TV Casper, Wyo.


July 14: Community television representatives.

The FCC is scheduled to appear following this.

Commission said, there is the question whether it would be wise to deprive the public of a choice of multiple signals and force them to be content with a single local service. It stressed, however, that it believed local tv was a desirable and significant factor in the public interest.

Sens. Pastore and McGee took turns in presiding at the hearings. Other committee members were present from time to time; they included: Sens. Monroney, Strom Thurmond (S.C.), Vance Hartke (Ind.), all Democrats, and Sens. Francis Case (S.D.), Norris Cotton (N.H.) and Hugh Scott (Pa.), all Republicans.

Tax decisions eyed by Senate committee

Members of the Senate Small Business Committee last week voiced their concern over the implications of two U.S. Supreme Court decisions last February upholding the right of an individual state to tax that part of the income of companies, operating in interstate commerce, which is derived within its borders (BROADCASTING, March 2). The House Antitrust Subcommittee has appointed a subcommittee to study the problem (BROADCASTING, June 29).

Broadcasters are concerned over the possibility of such taxation because of the radio and tv media's interstate nature in solicitation of sales.

The Senate group issued a report (which was referred to the Senate Finance Committee) on hearings it held on the matter April 8 in Washington and May 1 in Boston. The 16-member group, headed by Sen. John Sparkman (D-Ala.), also co-sponsored a joint resolution (SJ Res 113) which would set up a Presidential commission to study the problem brought about by the court decision, particularly as regards

WCKY IS ON THE GO
IN CINCINNATI

We've taken to our wheels this summer! We've gone right out to visit our listeners . . . . and they love it! The bright red WCKY Mobile Studio broadcasts a full week at high traffic count locations from 6:30 to 10 AM and 4 to 6 PM, with Leo Underhill handling the morning broadcasts and Paul Miller (shown here) broadcasting afternoons. Decked out in red blazers and straw hats for high visibility, Leo and Paul greet motorists, tell them about traffic delays in the Cincinnati area, and play that good music for which WCKY is famous. From the waving hands, blinking lights and honking horns, we're sure nearly everyone in Cincinnati is attracted to our remotes, and listening to WCKY. And the lucky advertisers who sponsor the remotes are happiest of all!

If you have a product which needs to get going in Cincinnati, then you need WCKY—the station on the GO. Call Tom Wolstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

BROADCASTING, July 6, 1959

be carried on the cable if requested and be required to secure permission of originating stations before those signals can be distributed to customers. He also related his difficulties with the Tyler cable company.

Mr. Marshall charged that one reason for the demise of KXJJ-TV Helena, Mont., was that the cable company kept switching his station's position on the dial almost every day. He said it would appear on ch. 3 one day, ch. 4 the next and so on up to ch. 13. He also recounted the problems of local merchants facing competition from distant cities whose advertising was coming into Helena via cable service.

Dirty Work • A similar charge of alleged catv skullduggery was made by Darwin Hillberry, representing a River ton, Wyo., booster club. He claimed that a jammer was found operating near the booster installation which caused serious picture distortion. He said he couldn't prove that the local community tv system installed the jammer, but he asked "Who would benefit?"

Mr. Hillberry was one of nine booster operators who appeared before the committee to urge legislation giving the FCC power to license their operations.

All stressed the non-profit nature of the boosters, and their reliance on local tv signals.

They were headed by former Sen. and Gov. Edwin C. Johnson—a one-time chairman of the Senate Commerce Committee. Sen. Johnson attacked the catv operators as "vicious", "unrelenting" and exhibiting a "dog in the manger" attitude toward boosters.

He claimed that cable operators would take every step possible to delay booster authorization. He also said they would urge such "burdensome" regulations it would make booster equipment costs prohibitive.

He also charged that the National Community TV Assn. had engaged in a letter writing campaign to influence the Congress.

Sen. Johnson read a statement by Colorado Gov. Steve McNichols which estimated that more than 675,000 people in 11 states see tv via boosters.

Sen. Monroney's bill provides that the FCC in the public interest shall grant licenses to catv operators. It provides that no licenses should be required for extensions of lines within the operating territory of an existing catv. It also contains a grandfather clause licensing all catv operations existing at the effective date of the bill.

In comments on the Moss Bill supplied to the committee, the Commission balked at the provision that it would have to find that a booster or a catv system did not adversely affect a local tv station operation. Besides the difficulties of making such a finding, the
Sec. 315 request denied • As the talk in Washington over Sec. 315 switched arenas from the Senate to the House, a new "equal time" request, from an unprecedented quarter, was the result of a telecast in Pennsylvania. WTPA (TV) Harrisburg, Pa., took its cameras for the first time last Monday (June 29) to the state capitol in that city for an address on state taxes by Democratic Gov. David L. Lawrence before the state's General Assembly. The proceedings were also broadcast live (via microwave relay) by KDKA, TV and WTAE (TV), both Pittsburgh, and WNEP-TV Scranton. Later in the week, Donald D. Wear, WTPA manager, received a request from M. Harvey Taylor, president pro-tem of the General Assembly: "It is the desire of the Republican members of the General Assembly that we be given equal time . . . to answer the issues raised by the governor in his television broadcast." Since there is no political campaign in progress, or election in the offing, Mr. Wear replied, "in my judgment we are not then subject to the FCC's requirement on equal time."

small businesses which make sales across state lines.

Three Republican members—Leverett Saltonstall (Mass.), Hugh Scott (Pa.) and Winston L. Prouty (Vt.)—co-sponsored a bill (S 2281) designed to prohibit state income taxes on certain business transacted across state lines. Similar to legislation already introduced in the Senate and House, the bill would prohibit state taxes on a firm's income in that state unless the firm maintains an office, warehouse or other places of business in the jurisdiction.

Key Problems • The committee's report, unanimously approved by its members, found two major problems: (1) the lack of a legal definition of the type and amount of business which may be taxed under the Supreme Court decisions, and (2) the difficulty encountered by businesses in complying with the differing laws and tax formulas among the states and the indication that some firms have been taxed more than once on the same income.

Holding that Congress has the power to regulate this state taxation through its constitutional power to regulate interstate commerce, but nevertheless that states should not be deprived of obtaining their fair share of revenues for business carried on within their borders, the committee considered several solutions, but discarded most of them as impractical.

Its positive recommendations, in

corporated in SJ Res 113 and S 2281, were the passage of a standard for testing the authority of the states to tax outside businesses and the establishment of the commission to study the overall problem.

Other members of the committee are Democrats Russell B. Long (La.), Hubert H. Humphrey (Minn.), George A. Smathers (Fla.), Wayne Morse (Ore.), Alan Bible (Nev.), Jennings Randolph (W.Va.), Clag Engle (Calif.), E.L. Bartlett (Alaska), Harrison A. Williams Jr. (N.J.), Frank E. Moss (Utah), and Republicans Andrew F. Schoeppel (Kan.), Jacob K. Javits (N.Y.) and John S. Cooper (Ky.).

Senate witness loses plea against cameras

A precedent may have been set in Chicago district court last Tuesday (June 30) involving the right of witnesses to refuse to testify before TV and newsreel cameras. That was the belief of Judge Julius H. Miner, in the sentencing of Edward A. Hintz on a contempt of Congress charge. Mr. Hintz had protested the presence of TV cameras at a Senate hearing.

Judge Miner sentenced Mr. Hintz, former bank vice president and prominent figure in Illinois' Orville Hodge scandal, to a year in jail, then suspended the sentence in favor of probation and a $100 fine. Mr. Hintz already has served 2½ years for his part in the case involving Mr. Hodge, former Illinois state auditor.

The contempt charge stemmed from Mr. Hintz' refusal to testify before the Senate Banking and Currency Committee on Oct. 7, 1956. His counsel contended that cameras invaded Mr. Hintz' rights and privileges and Mr. Hintz pleaded not guilty to the charge.

Commenting on last week's ruling, Judge Miner felt it may have set a precedent on future testimony by witnesses. He said: "The court has no right to tell Congress how to conduct its hearings. If cameras are permitted by a committee, no witness has the right to refuse to testify because of that reason. The hearings are called to benefit the public. The committee has a right to subpoena a witness, knowing that he will appear before cameras."

Mr. Hintz' attorney, John M. Leonard, tried last week to change the plea to nolo contendere (no contest) in a bid to have the government drop the contempt charges. Judge Miner entered a guilty plea, however. Last May a U.S. attorney asked WKBK (TV) Chicago for a kinescope of the TV coverage in a move to show that cameras did not disturb the hearing (Closed Circuit, May 25).

70 (GOVERNMENT)
Progress - growth - expansion - these are the words we live by these days in Buffalo and Western New York. King of the Seaway...Queen City of the Great Lakes... and many other titles and phrases can be aptly applied to this area and its thriving, pulsating activity.

To reach out to the people who are doing the job and benefiting by the results there is one strong, clear and convincing voice - certainly the most powerful medium in sight and sound. It is WBEN-TV -- the pioneer station in Western New York -- the one station that consistently delivers your sales message to most of the people, most of the time. Reach for your phone -- call Harrington, Righter & Parsons, our national representatives. They'll show you how your dollars count for more on Ch. 4.

THE BUFFALO EVENING NEWS STATION

BROADCASTING, July 6, 1959
ANNOUNCING THE NEW VIDEOTAPE* TELEVISION RECORDER
AMPEX VR-1000B

This new model of the widely accepted Ampex Videotape* Television Recorder is now being delivered to networks and stations everywhere. With many new features and a number of refinements, it brings even greater efficiency and convenience to station operation. For all of its new features, however, the "B" retains full compatibility with the over 360 Ampex VR-1000's already in operation, and so becomes a new and important part of the world-wide system of Ampex Videotape Television Recorders.

AND A MESSAGE OF IMPORTANCE TO THE TV INDUSTRY

We at Ampex are asked many questions by station management about both tape recording and our equipment — questions directly related to the success of a television recorder installation. Of these, eight have stood out as particularly important, and they are answered here for you by Neal McNaughten, Manager of the Professional Products Division, and Charles Ginsburg, inventor of the Videotape Television Recorder...

HOW WIDESPREAD ARE AMPEX VR-1000 INSTALLATIONS?

"The first prototypes of the VR-1000 were delivered to the three networks, ABC, CBS and NBC in the spring of 1956. Since that time more than 350 production models have gone into service throughout the world — with over 250 of these in the U. S."

WHY ARE YOU INTRODUCING A NEW "B" MODEL?

"During the year-and-a-half that we have been producing the VR-1000 on a production line basis, a number of developments have occurred and new features have been introduced. Most of these have been offered in the form of kits from time to time to VR-1000 owners. Finally there were enough of these innovations to justify the introduction of the 'B' model."

WHAT ARE THE FEATURES OF THE NEW VR-1000B?

"Very briefly — guaranteed signal-to-noise ratio of 35 db for even finer picture quality, RF/RF inter-connection for finest quality tape duplicates. Faster tape start (2 sec.) for quick cueing. Automatic brake release for easier tape handling. Adjustable tape playback speed control for lip synchronizing two or more recorders. Simplified set-up procedures. Improved accessibility. Complete, accurate monitoring. And operation aids that include full width erase, cue channel with tone generator and tape timer. Even stereo sound tracks may be added."

DO I HAVE TO WORRY ABOUT OBSOLETE?

"No — not if you buy an Ampex! While there have been refinements in the equipment there has been no change in the basic operation of the Ampex Recorder itself — nor is any anticipated in the future. The present Ampex recording system has been accepted as the standard throughout the industry — by independent stations, networks, and production companies alike. We expect to see all VR-1000's and VR-1000B's in operation for many years to come."

IS THE VR-1000B COMPATIBLE AND INTERCHANGEABLE WITH THE VR-1000?

"Yes — the "B" is fully compatible with the VR-1000's now in operation. Tapes will be completely interchangeable. Interchangeability of television tapes, as with audio tapes, is achieved when all recorder units are set up to the same standard. Since some of the factors in the "standard" are chosen arbitrarily, the practical day-to-day reference is a standard alignment tape. With adherence to this standard, full interchangeability is assured between Ampex recorders."

"This is evidenced daily in commercial operation. Right now, 10 different companies are syndicating over 20 taped programs on a national basis — and we have a report that one, "Divorce Court," is now in 23 markets 'on tape'."

CAN THE VR-1000B BE EQUIPPED TO RECORD COLOR?

"Yes. Both the VR-1000B and the VR-1000 television recorders are engineered to record color by the addition of a single rack of electronics to the basic unit. The VR-1000B can be ordered from the factory ready to record color — or the color addition can be made at any time after installation. Right now (June 1959) NBC is operating 16 VR-1000's with full Ampex color — 12 factory equipped and 4 with Ampex color added after installation. And CBS is operating 4 VR-1000's to which Ampex color has been added."

SHOULD I WAIT FOR FURTHER IMPROVEMENTS?

"No — no more than one should wait for possible refinements in next year's camera chain or transmitter. Certainly future refinements will come — but the important thing is that Ampex television recording is now a completely proved and accepted television technique."

"Evidence of this is the number of Ampex recorders in regular use throughout the country. 90 within the networks; NBC, CBS and ABC — each with approximately 30 recorders. Over 100 in independent stations. And over 20 in production companies. These users, representing every phase of the industry, DICTATE that there will be no change to basic Ampex techniques."

"And, most important — these recorders are making money — which after all is the real determining factor of when to buy. In present installations many Recorders have already paid for themselves — and almost all stations are experiencing greater income and higher profits."

"To wait — is to pass up the money-making opportunities that exist today."

IF YOU HAVE ANY OTHER QUESTIONS...

... we would like the opportunity to answer them — and to describe more fully the significance and features of the VR-1000B. Our representative will be glad to do this with you personally — may be call you for an appointment? Or if you prefer, write to Dept. 304 for our two new publications — one describing the 'B' and all its features, the other a report on how stations are making and saving money with their Ampex VR-1000's.
Ask the man who gets around...

**WDBJ is one of the best buys in television... anywhere!**

WDBJ-TV covers 53 counties... where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, WEATHER SPECIAL and LATE EDITION at 11:00 PM nightly delivers viewers for $1.14 per million on a 5 Plan: 90 cents on a 10 Plan.** This receptive audience is almost totally adult. Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at WEATHER SPECIAL and LATE EDITION and other "best buys" offered by WDBJ-TV.

*All rates based on March, 1959 MSA.

**KPOI reply blasts KPOA-KULA charges**

KPOI Honolulu fired back last week against charges by KPOA and KULA, both Honolulu, which had petitioned the FCC to revoke the KPOI license (Broadcasting, June 22). In an opposition document filed with the Commission, KPOI termed the KPOA-KULA petition "scandalous, sham and frivolous."

Veteran broadcaster John D. Keating, pictured as the man behind the scene in alleged KPOI violations of FCC rules and policy, "has no interest whatsoever in... KPOI and never has had," declared the station. The KPOI reply further maintained that no facts bearing on the station were ever withheld from the Commission; "all facts have been openly and fully disclosed."

Initially, the KPOI opposition noted, KPOA-KULA have no standing and on a purely legal basis should be denied "out-of-hand." It stated that Mr. Keating, who is 25% owner of WINS New York (although he is planning to relinquish that interest), has "no control over" Jack Fearhead who is "in no way indebted to Mr. Keating." Mr. Fearhead, who has been manager of WINS, purchased KPOI this spring for $125,000 (Broadcasting, April 13).

Mr. Keating is currently 25% owner of KONA (TV) Honolulu, which is 50% owned by the Honolulu Advertiser, (owner of KGU Honolulu), but intends to acquire an additional 25 Percent. KPOI stated that there is no arrangement that provides KPOI with "a solid backing of a powerful television" station. It said the "arrangements entered into between KPOI and KONA are available to any other radio station in Honolulu. . . ."

**Government notes**

- The two-month old FCC grant of sale of KLX Oakland, Calif., from the Knowlind family's Oakland Tribune to the Crowell-Collier Pub. Co. for $750,000 (Broadcasting, May 11), was reaffirmed by the Commission last week after an attack on the grant by Sheldon F. Sackett. The Commission dismissed Mr. Sackett's petition protesting the grant on the grounds that the publisher-broadcaster had no standing as "a party in interest" in the case. Mr. Sackett is a majority owner of KOOS-AM-TV Coos Bay, Ore., and KVAN-TV Vancouver, Wash.

- Twenty-three radio-TV specialists from 15 countries have arrived in the U.S. for a four-month program designed to better acquaint them with American broadcasting, according to the State Dept.
"everything I want or need is wrapped up in this one GATES transmitter..."

BC-IT 1000 Watt AM Transmitter

Relax... lean back in your chair and imagine having a power plant of such unequalled reliability in your station... breaks all known records for performance... really a confidence builder just thinking about that day-in, day-out, day-in, day-out steady and unvarying dependability.

And... dependability comes only through the big design.

A glance at the inner cabinet tells you the story.

Big transformers that invite 24-hour schedules... big, husky GATES-built edgewise tank and Tee network coils... a scientific design for cooling.

You could say, "everything I want or need is wrapped up in this one GATES transmitter..."

Why don't you write to our transmitter products manager, to give you all the details?

The GATES BC-IT is so easy to own.

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in:
NEW YORK, HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada:
CANADIAN MARCONI COMPANY
ABC-TV, DISNEY GO TO COURT

`Zorro,' `Mouse' fates in question,
`Disney Presents' goes on as usual

Walt Disney and ABC, whose close tv relationship dates back to 1954, last week were on court-speaking terms.

Walt Disney Productions Inc. filed suit Wednesday (July 1) in New York's federal district court charging ABC with "illegally" attempting to prevent the Disney-produced Zorro and Mickey Mouse Club from being telecast in the fall. The court was asked to invalidate agreements between Walt Disney Productions and ABC under provisions of the federal antitrust act.

Not affected is a third Disney production on ABC-TV, Walt Disney Presents, which is slated for Friday, 7:30-8:30 p.m., in the fall schedule. That show is covered by separate agreement.

Roy Disney, president of Walt Disney Productions, and ABC both issued statements concerning the litigation, and Mr. Disney set a news conference for Thursday morning (July 2) in New York.

Disney's Complaint • The network was shown in Mr. Disney's formal statement as having advised the Disney people and announcing publicly that it would not telecast either Zorro or Mickey Mouse Club next season, and "at the same time they told us we could not offer these programs to any other television outlet."

"Subsequently they have interfered and prevented our attempts to offer these programs to any other network or independent television station."

Mr. Disney said his firm did not dispute ABC's right to discontinue these programs on the network but "we will certainly fight ABC's maneuvers to suppress these programs from public exhibition over other television stations.

ABC countered by charging in its statement that Walt Disney Productions "has been making concerted efforts over the past six months to change the conditions of the [ABC-Disney] agreement and modify the exclusivity provisions" and "now seeks to avoid its obligations."

ABC's Explanation • As explained by ABC, the network and Walt Disney Productions entered an agreement in 1954 stipulating that for seven years Disney had granted an exclusive on his tv programs to ABC. This was "in exchange" for ABC's financing of Disneyland (Park in California) and "agreeing to buy the Disneyland tv program (now Walt Disney Presents) for seven years with very substantial minimum guarantees."

The network said it had "lived up to its agreement in all respects," and that under the agreement Disney has "certain financial obligations to ABC." ABC's statement also said that during "recent negotiations," the network indicated that if the obligations were met ABC "even though it is not contractually obligated to do so" would be willing to permit Disney to release all of its programs for sale or syndication elsewhere next season except for Disneyland already scheduled.

Mickey Mouse and Zorro have been on ABC-TV since October 1955.

TOP MARKETS TO HAVE VIDEO TAPE BY XMAS

The top 100 tv markets in the U.S. will be equipped with Ampex Videotape recorders before the end of the year.

Tom Davis, marketing manager of Ampex Corp.'s professional products division in Redwood City, Calif., made this prediction on the basis of Ampex's installation list which now includes more than 100 stations, 60 of which are in the top 100 tv markets.

"Coverage of the 100 major markets with Ampex tape machines opens the way for national advertisers to set in motion their extensive plans for tape in the production of commercial spots," Mr. Davis pointed out.

He predicted that the "tape floodgates will unfold concurrently with the Christmas selling season." Advertisers have been waiting, Mr. Davis said, until enough stations were equipped with recorders before going to tape in major proportions. That time, he stated, "certainly will arrive this fall."

The Ampex executive revealed that the networks have nearly 90 Ampex machines in operation and have ordered another nine while independent producers have more than 20 recorders with orders for 13 more.

Also, Mr. Davis said, more than 100 Ampex machines are in use in eight foreign countries. He added that with the current rate of production (two recorders a day), Ampex has a two-month delivery backlog.

Color Cast

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

**NBC-TV**

July 6, 8-10, 13-17 (4-4:30 p.m.) Truth or Consequences, participating sponsors.

June 13 (10-10:30 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell.

July 7, 14 (8:30-9 p.m.) Jinnie Rodgers Show, Layett & Myers through McCann-Erickson.

July 8, 15 (8:30-9 p.m.) Price Is Right, Lever through J. Walter Thompson.

July 8, 15 (9-9:30 p.m.) Kraft Music Hall Presents Dave King, Kraft through J. Walter Thompson.

July 9 (10:30-11 p.m.) Masquerade Party, P. Lorillard through Lennen & Newell.

July 10 (8-9 p.m.) Ellery Queen, sus.

July 11 (10-10:30 a.m.) Howdy Doody, Continental Baking through Ted Bates.

July 11 (10:30-11 a.m.) Ruff and Reddy Show, Borden through Benton & Bowles and Macy through Know-Reeves.

July 11 (8-9 p.m.) Perry Presents, RCA, Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.

July 12 (7-7:30 p.m.) Midwestern Hayride, local, co-operative sponsorship.

July 12 (9-10 p.m.) Summertime Chevy Show, Chevrolet through Campbell-Ewald.
Educators honor radio, tv series

ABC, CBS and NBC were honored with Silver Bell awards presented by the National Education Assn. for distinguished interpretative reporting on education. The awards were made last night at the opening session of the NEA convention in St. Louis. A special award was made to WHEN-TV Syracuse, N.Y.

In television, CBS won three awards—for documentary interpretation ("Lost Class of '59" produced by Edward R. Murrow and Fred W. Friendly), for discussion ("Is America Anti-Intellectual?") in the Great Challenge series, for dramatic interpretation ("The Case of Room 310") in the Armstrong Circle Theatre series. NBC won two awards in television—for documentary interpretation ("Our Children and Their Schools") in the Outlook series, and for dramatic interpretation ("The Twenty-Cent Tip") in the Loretto Young Show series.

WHEN-TV won a special award for a special program on "Your Money or Your Schools," one-hour documentary on the Syracuse school budget.

In radio, ABC won an award for continuing news coverage ("Edward M. Morgan and the News"), CBS for documentary interpretation ("The Educated Women") produced by Robert Allison and narrated by Edward R. Murrow, and NBC for a discussion program ("A Hard Look at U.S. Schools"), four-part series produced by Doris Corwith.

Similar awards were made to newspapers, magazines, press associations, books and companies for public service advertising in behalf of education.

20th Century Fox Tv goes international

The formation of 20th Century-Fox International Corp., New York, to distribute tv films abroad was announced last week by Spyros P. Skouras, president of 20th Century Fox Corp. and Murray Silverstone, president of 20th Century-Fox International and Inter-America organizations, which distribute Fox theatrical product throughout the world and Latin America respectively.

Alan Silverbach, foreign sales supervisor of Fox International since 1957, has been appointed managing director of the new international subsidiary of Fox. Mr. Silverbach said that Fox TV International will serve as agents to independent producers for sales abroad. The company also will be engaged in foreign co-production and tv investments.

Mr. Silverbach will headquarter in New York. David Raphael, assistant continental manager for Fox, has been named managing director of the tv subsidiary in Europe and England. Ernest Turnbull, chairman of the board of 20th Century Fox—Australia, will head the tv company's activities in Australia and New Zealand.

'Ding Dong' comeback pre-sold nationally

A comeback package, Ding Dong School, is ringing the bell in station sales. To begin with, the program strip was half-sold in 50 markets to national advertisers and placement is spreading throughout the country.

By this September, Dr. Frances Horwich will be calling on Mommy to join her pre-schooler at the tv set for a last word from Miss Frances in as many as 100 markets in the U.S.

Prime motivator of Ding Dong which has been off the national tv scene for 2½ years except for showing on WGN-TV Chicago, is Henry G. Saperstein, packager-merchandiser long associated with the program. At one time, Miss Frances presided over a nationwide audience of moppets and mothers. She catered to the very young for 4½ years on her NBC-TV show, then went off the air in 1957, with a flurry of letters (some 100,000) complaining of Miss Frances' enforced retirement from the national scene.

Advertisers First Mr. Saperstein's first step in revive Ding Dong was to approach advertisers. With six firms he arranged for an unique sale of 10 out of 20 spots available weekly in a Monday-Friday strip in 50 of the top 75 markets, if the 50 markets could be delivered.

Independent Television Corp. agreed to produce the package and then decided to turn over its distribution to ITC's Arrow Productions, which also was assigned the required 50-market delivery.

The scene shifts to Arrow where Al Unger, administrative manager reflects, "It was quite a gamble. If we didn't deliver the 50 markets within a given time, we were still on the hook for production costs, approximately $17,500 for each week's group of five shows."

But by last week Arrow had delivered. ITC was happily revealing totals of markets sold (near the 70 mark) and Miss Frances is well on her Metropolitan Wichita offers:

* 5% ABOVE NATIONAL AVERAGE in Consumer Spendable Income per Household!
* 18.6% ABOVE NATIONAL AVERAGE in Retail Sales per Household!

kwbb offers you the #1 cooperated and pulsed advertising "plum" in this rich market

NOW operating daytime on

5000 WATTS

(Nights — 1000 watts)

with the southwest's finest talent

The tops in D.J.'s : Jim Stowe
- Billy Dee • Lee Nichols • Dick Jones • John Campbell • Jim Curran. The tops in News • Jim Setters • John Wagner • George Langshaw • Tom Atkins

For your full share of the Wichita Market

BETTER BUY THE BEST BUY!

IN WICHITA • DIAL 1410
First in Hi-Fi Music • News and Sports represented by George P. Hollingbery Co. Southern-Clark-Brown Co.
way to national revival.

Goal Is Upped • Mr. Unger notes that not only were the 50 promised markets placed but Arrow lined up another 16 which are "straight sales with no guaranteed sponsorship involved. On the basis of early sales, we have upped our goal from 75 to 100 markets by September."

The selling point for Arrow, Mr. Unger stresses, was the "pre-sold" aspect of half the shows. And, he feels, this is also the sales attraction for stations—"They are able to use an 'only a few spots remaining' approach" to local advertisers.

The six national advertisers which bought on the 10 spots per week, 50-market basis: Coca Marsh, Crayola, American Character Doll, Amsco, Playskool and Rainbowcraft. Major markets include New York, Chicago, Los Angeles, Philadelphia, Detroit, Washington, Baltimore, Atlanta, St. Louis, New Orleans and Dallas.

Four buy RPI news

Radio Press International, New York, has entered into a contract with the Herald Tribune Radio Network, four suburban New York independent stations, granting the network exclusive area rights to its voiced news service, it was announced last week.


PLASTIC CUTS CBS-TV SET COSTS

Network's production workshop supplies outside customers too

The television receiver flashes a picture of a completely-equipped kitchen with the latest gadgets . . . a richly-furnished living room . . . doors with intricate architectural designs . . . an ornate piece of sculpture . . . a hydrant. They look like the "real McCoy," but quite likely they are plastic representations. Name most any article or setting and through the skill of technicians, they can be fashioned in plastic—quickly and economically.

Away from TV's heartbeat on Madison Ave., on W. 57th St. is a six-story building that once housed a Sheffield Farms' plant. Today, CBS-TV uses the structure for its CBS-TV Production Workshop. Here carpenters, set designers, painters, make-up specialists and other highly trained craftsmen labor each day to improve the quality of live TV production (both programming and commercials) and, at the same time, help reduce costs.

Plastics are liberally used at the workshop. At considerable cost, CBS-TV has invested in a vacuum forming machine which produces plastic objects of varying sizes, shapes and textures.

Economy • E. Carlton Winckler, director of production operations for CBS-TV, stresses that the principal reason for using plastic representations instead of "the real thing" is to upgrade production values. He explains that the detail in a door, ornamental object or other piece of scenery is often difficult to duplicate for television, but concedes there is a savings in cost, which he prefers not to pinpoint.

Above and beyond this, he adds, plastics can be transported easily because of their light weight; there is less likelihood of damage during transportation and, if there is scuffing or breakage, a duplicate can be produced quickly and economically.

Though designed primarily to service CBS-TV's own programs, the network's plastic unit has outside clients—TV stations, department stores, interior decorators, large and small companies. Commercial orders, Mr. Winckler said, are mainly from companies which will use plastic objects for display purposes.

"This is a profitable operation," he said with a smile.

Durability • The machine measures 23 feet long, 20 feet deep and 8 feet high. The plastic object is produced by clamping the plastic material above the pattern to be formed and applying intense heat in a vacuum.

The plastic props are stored after initial use for subsequent re-use. Mr. Winckler noted that the type of scenery fashioned out of plastics usually is of the multiple-use variety, such as doors, textured walls, ornamental objects, cabinets.

"We have everything we make here, plastics or otherwise, properly catalogued," Mr. Winckler explained. "Once a producer calls for a particular prop, the chances are we have it. If we don't, we have the skill and the facilities to produce it in a hurry."

THE PROCESS
A plastic door on the rack

THE PRODUCT
A plastic canal on camera

BROADCASTING, July 6, 1959
FINANCIERS BUY 80% OF ZIV

Ziv, Sinn retain firm management, stock in reported $14 million Wall St. purchase

Ziv Television Programs Inc., one of tv’s leading syndication companies, figured last week in a financial transaction: two New York investment houses purchased stock in a deal reported to involve $14 million and to represent approximately 80% of total shares. The Wall Street investment firms are F. Eberstadt & Co. and Lazar Freres & Co.

Frederic W. Ziv, board chairman, and John L. Sinn, president, retain their posts and remain “substantial” stockholders. To what extent they retain an interest in the company they manage was not revealed, though reports persisted that their holdings will represent about 20% of company shares.

No Changes Seen • A brief announcement, which gave little detail on the transaction, emphasized that no changes in management or in operation of the company are contemplated. Ziv television is a privately-held company. The transaction, observers held, could presage the placement of Ziv shares on the market for a public offering.

Program notes

• Petition of Robert L. Sande and Larry Greene for a preliminary injunction to prevent Radio Recorders from distributing its audio air check records was denied Monday (June 29) by William M. Byrne, judge of the U.S. District Court in Los Angeles. Unless the plaintiffs appeal the denial of their plea for an injunction, the next step will be the trial of their suit for $100,000 damages against Radio Recorders charging infringement of copyright and unfair competition (Broadcasting, June 15).

• CBS-TV reports that Ben Brady, producer of Perry Mason for CBS-TV during its first two seasons, has formed an independent production company, Davana Inc., Hollywood, and has entered into an exclusive contract with the network for the joint production of a new series. Under terms of the pact, Mr. Brady’s services also may be made available by Davana for other CBS-TV producer assignments.

• WSB-TV Atlanta’s first editorial stand in its 11-year history resulted in favorable viewer reaction of 9 to 1, reports General Manager Marcus Bartlett. WSB-TV editorialized about Georgia’s public schools arguing that they must be kept open and that present Georgia laws must be changed to fulfill the state constitution’s promise of education for the state’s children. Since it was the station’s first editorial stand and since the school issue is “unquestionably the most controversial on the Southern scene today,” Mr. Bartlett said response was “agreeably surprising.”

• Warner Bros. Records, Burbank, Calif., on July 17 will conduct a national sales convention at its Burbank headquarters for distributors, sales personnel, district sales managers and executives of the record company. A similar meeting is scheduled for July 20 in New York.

• Eighty stations in 27 states so far have requested the Bartell Radio group’s documentary series, The Critical Years, offered as a public service without cost. The series, dealing with juvenile delinquency, follows a San Diego boy from his dismissal from high school through robbery, dope addiction and gang fighting until his decision to “go straight.”

• Charles Michelson Inc., N.Y., tv-radio transcriptions, has made available two new half-hour mystery series. They are The Hidden Truth and Medical File, both offered in 52 episodes. A third series, 52 Famous Jury Trials is in preparation.

KBOX

the HOTTEST

thing in the DALLAS MARKET—from 9th Place to 2nd Place in ONLY 9 months

1st station in Dallas

2nd KBOX May-June 1959

3rd KBOX May

4th KBOX April

5th KBOX February

6th KBOX January

7th KBOX December

8th KBOX October

9th KBOX August 1958

*May-June Hooper, 1959

KBOX

BUY Radio when you buy media BUY Balaban when you buy radio BUY KBOX when you buy Dallas and you BUY the people who BUY THE BALABAN STATIONS in tempo with the times

WIL KBOX WRIT

St. Louis  Dallas  Milwaukee
JOHN F. BOX, Jr., Managing Director
EDWARD T. HUNT, General Agr. Selling Nationally by
Robert E. Eastman & Co., Inc.

BROADCASTING, July 6, 1959
FATES & FORTUNES

Advertisers
• W. Alton Jones, board chairman and chief executive officer, Cities Service Co., N.Y., elected chairman of executive committee. He is succeeded by Burt S. Watson, formerly president. J. Ed. Warren succeeds Mr. Watson as president.
• Mrs. Ida Rosenthal, president and founder of Maiden Form Brassiere Co., N.Y., elected board chairman, remaining treasurer. Dr. Joseph A. Coleman, executive vp, succeeds her as company's president.
• Lewis Raskin, formerly general sales manager, Ganter of California, to Colorforms (toy manufacturer), Norwood, N.J., as national salesman.

Agencies
• Robert T. Nathe, vp in charge of radio-tv commercial production of Doherty, Clifford, Steers & Shenfield, N.Y., named director, radio-tv programming and production.
• Dr. Seymour Banks, manager of media & program and copy & creative research departments; Herman A. Bizzel, account supervisor; Peter Frantz, marketing supervisor, and Philip M. Schacherer, associate copy director, elected vps of Leo Burnett, Chi. Otis L. Wise, formerly editor-publisher of McCall's magazine, joins Burnett as member of creative review committee.
• Deane Uphetsgrove, senior vp and chairman of creative review board, Reach, McCleslon & Co., N.Y., and Richard S. Humphrey, president of agency's Boston division, elected to board of directors.
• James Kelly, formerly vp and creative supervisor, Ellington & Co., N.Y., to Compton Adv., that city, as vp and creative group head.
• David J. Hopkins, vp of McCann-Erickson, N.Y., and account supervisor in home office, appointed manager of Los Angeles office.
• Frederick H. McCrea, account supervisor on California Packing Corp. and Diamond Walnut Growers in San Francisco office, adds duties of manager of that office. Phipps Rasmussen, vp and Pacific Coast regional manager, has relinquished San Francisco managership to devote full time to regional duties.
• G. Matthews Baxter, Paul Lehner, Thomas J. O'Connell, account representatives, and John L. Van Zant, director of public relations, in Chicago office of J. Walter Thompson, elected vps.
• Roscoe W. Struges Jr., account executive, Young & Rubicam, N.Y., named vp and account supervisor.
• Frank Davies, director of marketing and merchandising, Cunningham & Walsh, N.Y., elected vp.
• Paul Keller, research director of Reach, McCleslon & Co., elected vp of agency's New York and New Jersey corporation.
• Alfred Thomas Prange, formerly radio and television director of Hazel Bishop, N.Y., named broadcast business manager of D'Arcy Adv., that city. John Murphy joins D'Arcy from Adams & Keyes as account executive.
• James P. Wilkerson, account supervisor and vp of Young & Rubicam, N.Y., and Edward L. Bond Jr., director, contact department, named vps. Mr. Wilkerson will be director of international division. Agency was mistakenly identified as BBDO in Broadcast-
ing, June 29.
• William J. DiBello, formerly senior copy writer at Young & Rubicam, N.Y., to Benton & Bowles, that city, as copy group head. Other B&B appointments: Paul L. Field as tv producer, and Kenneth D. Harris as art director.
• Richard S. Hammett, formerly in research department of Leo Burnett, Chicago, appointed manager of research department of Young & Rubicam office in that city.
• Nellene Zeis, named to newly-created post of media and research manager of Krupnick & Assoc., St. Louis. Other Krupnick appointments: Jacqueline Wilke, media department, to tv time buyer; Pat Grieshaber to tv coordinator, and Marianne McNeive to media assistant.
• Donald L. Huber, formerly general and commercial manager, KALE Rich-
land, Wash., and H. William Osterberg, formerly with sales staff of WAAB Worcester, Mass., to Radio Advertising Bureau, N.Y., as regional managers, member service department.
• John M. Richer, formerly merchandising manager, Life magazine, to New York office of N. W. Ayer & Son, N.Y., as account representative, con-
sumer products division of Corning Glass Works Corning, N.Y. Other Ayer appointments: Edward Cortese and Burton Stone to New York office public relations staff and radio-tv film technical operations supervisor, respectively; Charles H. Brennan Jr., to San Francisco office as account representative on Hills Bros. Coffee, S.F.
• John S. Phas joins Botsford Constantine & Gardner, Portland, Ore. as assistant account executive on Pendleton Woolen Mills.
• J. Durrell, formerly associate advertising manager, Time-Life Inc., N.Y., and Robert Wilhelm, formerly advertising and merchandising director, Dot Records, N.Y., to Grey Adv., that city, as account executives.
• Olive Lilliehet, formerly group head at Benton & Bowles, N.Y., to Compton Adv., that city, in similar capacity.

Networks
• Alfred J. McCosker, 72, former head of Mutual and WOR New York and once president of NAB, died July 1 at Miami Beach. Mr. McCosker, in retirement since he resigned as chairman of WOR-Mutual in mid-1947, was associated with WOR for 23 years. He became di-rec-tor and general manager in 1926, was president from 1933 to 1944 and board chairman from 1944 until his retirement. He was chairman of Mutual from 1934 until 1947 and from 1932 to 1934 he was president of NAB.
• Stefan A. Meyer, formerly presentations manager, advertising and promo-tion department, Life magazine, named to newly-created post of director of program services, NBC participating programs.

Broadcasting, July 6, 1959
• Raymond F. Guy, senior staff engineer, NBC, N.Y., named Fellow of American Institute of Electrical Engineers, world-wide representative society of electrical engineering profession.
• Whitman Bassow, formerlyUPI reporter and currently Carnegie Press Fellow, to CBS News, N.Y., as correspondent.
• Morton Fleischner, 17, named winner of first annual NBC fellowship award for journalistic achievement for writing "the best news stories on the NBC Broadcast News Conference, published in a high school publication or hometown newspaper." Mr. Fleischner will work in NBC news department this summer as full-time salaried member, was awarded portable typewriter and scroll.

Stations

• Jack W. Stahle, sales representative of KGO-AM-FM San Francisco, named sales manager succeeding Allan Gilman, resigned. Mr. Stahle previously was in sales departments of KABC-AM-FM Los Angeles, KFRC-AM-FM San Francisco, and KOFY San Mateo, Calif.
• William G. Hungefield Jr., manager of Los Angeles office of TVAR, (sales representative of all Westinghouse Broadcasting Co. TV stations), appointed sales manager of KPIX (TV) San Francisco. He succeeds Larry Fraiberg, resigned.
• Cal Perley, executive assistant to Kenyon Brown, president of KCOP (TV) Los Angeles, has been elected vp in charge of all radio stations owned by Mr. Brown and associates. Mr. Perley will direct operations of KSON-AM-FM San Diego, KFOX-AM-FM Long Beach and, KITO San Bernardino, all California.
• Anthony Bello, national sales manager of KMOX St. Louis, named sales manager. Mr. Bello joined station in 1953 as merchandising manager, was named account executive in 1954 and national sales manager in 1958.
• Nick Pagliara, formerly administrative assistant to general manager and film director of KPLR-TV St. Louis, named vp in charge of sales of KADY St. Charles, Mo.
• B. Calvin Jones, formerly program manager of KDKA-TV Pittsburgh, appointed director of programming and operations of KHOU-TV Houston. Mr. Jones will direct local live programming emphasizing public affairs and community service.
• Dick Westman, manager of Los Angeles office of Arkwright Adv., named vp in charge of station operations of KLAC Los Angeles, effective Aug. 1.
• Ralph Dawson, director of television sales, promoted to national sales manager of WXYZ-TV Detroit. Kent Fredericks promoted from sales service to local sales manager, that station. ;
• Sidney Magelof, formerly account executive with WUST-AM-FM Washington, named station manager of WEZL Richmond, Va.
• Richard L. Garrels, formerly statistics instructor at St. Louis U., appointed sales promotion manager of KXOK, that city.
• Bob Marshall, formerly production manager of WAGA-TV Atlanta, appointed program director of WJW-TV Cleveland.
• C. J. Woodhouse, advertising manager of KOTA Rapid City, S.D., named treasurer of Duhamel Enterprises (KOTA-AM-TV, KDUI Hay Springs, Neb.). Other KOTA appointments: J. A. Naber, newscaster, to television program director, succeeding Norman Heffron, vp, named radio program director; Clifford Pike to farm director (radio), and Norman Schmel-ino, formerly of KRSD-AM-TV, that city, to news staff.
• Wilfred A. Beauchamp, merchandising director of WBBK (TV) Chicago, appointed sales account executive. He succeeds Ben Robert Drake, who resigns after 10 years to open own agency, Drake Adv., Miami, Fla.
• Joseph F. Corey, producer, named to

Southwest 250 Watts—Single station market in thriving oil and ranching area. Present owners have double gross during the past year. Station capable of grossing $6,000.00—presently doing $4,360.00 monthly. Price $55,000 with $25,000 down—liberal terms on balance.

Midwestern Fulltime—profitable facility in county with forty millions retail sales. Cash flow this year around $80,000.00. Real estate worth approximately $42,000.00. Local price—$220,000.00 with $85,000.00 down—balance financed.

Hamilton-Landis & Associates, Inc.
Brokers • Radio and Television Stations • Newspapers

Washington, D.C. Chicago Dallas San Francisco
Roy V. Hamilton Richard A. Shoheen DeWitt ‘Judge’ Landis John F. Hardesty
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Executive 3-3456 Delaware 8-7754 Riverside 8-1175 EKbrook 2-5671

Nationwide • Negotiations • Financing • Appraisals
succeed Mr. Beauchamp as merchandising director.

- **Tom Underwood**, named general manager of WSOL Tampa, Fla.
- **Jack H. Lantry**, named promotion and pr director of KXLY-AM-TV Spokane, Wash.
- **Arthur Thomas**, formerly of KRIS-TV Corpus Christi, Tex., named station manager of KKCT, that city.
- **Terry Nolan**, formerly announcer-director with KVIQ Eureka, Calif., named program director of KMED Medford, Ore. Other KMED appointments; Harry Barker to commercial manager; Dick Moody, announcer-newscaster with KWRO Coquille, Ore., to news editor; Ted Thompson, in sales and programming with KWRO, to sales staff.
- **Rick Hutto**, news director and announcer with WDVH Gainesville, joins WRKT Cocoa Beach, both Florida.
- **Tom Shaw** named sales manager of KIXZ Amarillo, Tex. Vinnie Vincent, formerly with KNOE Monroe, La., to KIXZ as program director.
- **Harvey Sheldon** appointed local sales manager of WTYM Springfield, Mass.
- ** virgus B. Wolff**, sales representative of KYW-TV Cleveland, promoted to assistant sales manager, Harry D. Scott, formerly with Cleveland office of The American Weekly, joins KYW-TV as sales representative.
- **John Stigall**, production manager of KPCA-TV Beaumont-Port Arthur, Tex., to operations manager.
- **Bob Lyte**, formerly of WAGA-TV Atlanta, to WWL-TV New Orleans as promotion manager.

**Plough promotions** • Harold R. Krelstein, president of Plough stations has announced the following management team for entire Plough group: (upper row, l to r) E. M. (Gene) Plumstead, program coordinator, to vp in charge of programming; C.G. Simmons, studio supervisor of WMPS Memphis, named director of recording; W.E. (Ed) Crump, WMPS program director, to director of production and special features; Rodger May, sales manager of WMPS, vp in charge of sales; Joseph G. Deaderick, engineering coordinator, to vp in charge of engineering, and Volney E. Edwards, assistant secretary-treasurer. Pictured in bottom row (l to r) are Mr. Krelstein; Abe Plough, president of Plough Inc., the group's parent company, and Harry B. Solmon, executive vp of Plough Inc.

Plough stations have acquired WAGA-AM-FM Atlanta, changing call letters to WPLO, since Storer Broadcasting still operates WAGA-TV. Other Plough promotions announced: Allan Avery, account executive of WMPS, to sales manager of that station, and Don Stevens, WMPS air personality, to program director.

- **Andrew M. Jackson**, assistant chief engineer of WAVY-TV Norfolk-Portsmouth, Va., promoted to chief engineer of WAVY-AM-TV. Paul W. Hecht succeeds him, and **Gilbert R. Hoffman** named assistant chief engineer of WAVY Radio.
- **Bob Edwards**, formerly program director of WCSJ-AM-FM Columbus, Ind., to Wtax-AM-FM Springfield, Ill., as program director and air personality.
- **Jerry L. Clark**, formerly promotion manager of Gary (Ind.) Post-Tribune, appointed sales manager of WCGO Chicago Heights, Ill.
- **Stuart Cameron**, formerly with WMAL-TV Washington, joins WTTG (TV), that city, as staff director.
- **John Flower**, producer with WSM-TV Nashville, to KETV (TV) Omaha as producer-director of forthcoming major nighttime productions.
- **George Reading**, news editor of WROW Albany, N.Y., appointed news director of affiliated station, WTEN (TV), that city.
- **Lawrence A. Rollins**, WSIR Winter Haven, elected president of Florida Assn. of Broadcasters. Robert F. Feagin, WPDQ Jacksonville, elected first vp, Lee Ruwitch, WTVJ (TV) Miami, second vp and Fred P. Shaw, WSUN-AM-TV St. Petersburg, secretary-treasurer. Mr. Rollins succeeded Charles J. Fernandez, WKYX Sarasota. Directors elected were Don

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**R. C. CRISLER & CO., INC.**

*Business Brokers specializing in Television and Radio Stations*

**CINCINNATI, O.**

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WOODLAND 9-0770

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THUNDER 9433

**NEW YORK**

41 E. 42nd St.
MUR. Hill 7-8437

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82 (PATES & FORTUNES)

BROADCASTING, July 6, 1959
COLE, WLOF Orlando; NORMAN PROTSMAN, WQRO Lake City; FRANK HAYDELTON, WTNT Tallahassee; JOSEPH S. FIELD, WIRK West Palm Beach; JOE BAUER, WINK-AM-TV Fort Myers, and TOM CASSELL, WGGG Gainesville.

J. KENNETH BALLINGER, Tallahassee, was elected executive secretary-treasurer.

JACK WELDON, WSUN St. Petersburg, was elected president, and GENE STREUL, WCKT Miami, was named vp, of Florida AP Broadcasters.

- GORDON SHAW, formerly production manager of KENL Arcata, Calif., to KLIX Twin Falls, Idaho, as air personality.

- MRS. ELOISE COCKRUM, formerly traffic manager of WFTL Ft. Lauderdale, Fla., named traffic manager and account executive of WWIL-AM-FM, that city.

- LORRIE BAROFSKY, assistant to manager of advertising, publicity and promotion of WAMP Pittsburgh, to WRCV Philadelphia in similar capacity.

- HUGH BRUNDAGE, news director of KMPC Los Angeles, elected president of Radio and Television News Club of Southern California. JOHN THOMPSON, NBC-TV, chosen vp, and JACQUELINE BROWN, Burns W. Lee Assoc., secretary-treasurer.

- EVAN HUGHES, news director of KVOL Lafayette, La., elected chairman of Louisiana-Mississippi Associated Press Broadcasters Assn. BOB NELETT, news director of WJTV (TV) Jackson, Miss., was chosen vice chairman.

- DAVE DARY, news director of KWFT Wichita Falls, elected president of United Press International Broadcasters Assn. of Texas. Other officers: AI CROUCH, news director of KNUZ Houston, first vp; NEIL BAIRD, KTXL San Angelo, second vp; TOM ELLIS, KONO-AM-FM San Antonio, third vp; JUD DIXON, UPI, Dallas, re-elected secretary.

- MILTON E. MILLER of WADK Newport, was re-elected to third term as president of Rhode Island Assn. of Broadcasters. Other officers similarly honored were EDWARD BAGHOSIAN, WJAR-TV Providence, vp, and ZEL LEVIN, WROW Woosneck, secretary-treasurer.

- BOB WARREN, news director of WICS (TV) Springfield, elected president of United Press International Broadcasters of Illinois. Chosen regional vps were MADELYN MERRY, WJOL Joliet, JERRY WEBR, WCIL Carbondale, BILL ELLISON, WHBF-AM-FM Rock Island and BRUCE DAVIS, WDZ Decatur.

- DAN CURTIS, air personality with WIP-AM-FM Philadelphia, adds duties of music director.

- RON THOMPSON, air personality, from WVKO-AM-FM Columbus, Ohio to KOMA Oklahoma City.

- CLINT YOULE, weathercaster for NBC Chicago and WNBQ (TV) that city past ten years, resigns Aug. 7 to become associate in Chicago office of Lehman Bros., investment securities firm.

- JIM FRAZIER, salesman with KVET Austin, to KASE-AM-FM Austin in similar capacity. JOHN BARGER, announcer, joins KASE from WTAW College Station, all Texas.

- PHIL DOUGLASS joins announcing staff of WWLP (TV) Springfield, Mass. BILL O'LEARY and PAUL BRISSETTE to station's sales staff. BOB CROSKY joins sales department of WRPL (TV) Greenfield, Mass.

- JOHN STEWART, formerly station manager of WYSE Atlanta, and KEN KAPLAN join WAKE, that city, as account executives.

- DENNY BRACKEN joins announcing staff of KFBM San Diego. JIM FOX, KFBM account executive, named assistant sales manager.

- BRUCE BRADLEY, air personality with WROW Albany, N.Y., to WAME Miami, Fla., in similar capacity.

- VIC RUGH, formerly with KYA-AM-FM San Francisco, joins KIDD Monterey, Calif., as news and special events director.

- BOB FELLER and JIMMY DUDLEY, sportscasters, named hosts of new show, Here's the Pitch, on KJY-TV Cleveland each weekday at 6:55 p.m.

- HAL MORGAN, formerly air personality with WYAR-AM-FM Cleveland, to WABR Orlando, Fla., as air personality and account executive.

- JACK HUNTER joins news staff of WICC-AM-FM Bridgeport, Conn.

- JAY MAHER, air personality, from WWOAN-AM-FM Woosocket, R.I., to WENE Binghamton, N.Y.

- WILLIAM WATSON, graduate of Northwest Schools, Portland, Ore., to KDAC Fort Bragg, Calif., as announcer. Other Northwest graduates' appointments: RICHARD BARROW to KELP-TV El Paso, Tex., as announcer; GEORGE PENSE to KUJ Walla Walla, Wash., as announcer.

- JIM STEWART, air personality with WBKB (TV) Chicago, to WAIT, that city, for new country and western music program, Country Boy Show, Sat., 5-6 p.m.

- ROBERT NELSON, WBZ news editor, to host station's Program PM, 8-10 p.m. Mon.-Fri.

- RODDY PEEPLES, formerly farm direc-

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HITS THE 50,000 TV HOMES
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WISN-TV
the basic buy
in Milwaukee

BASIC BECAUSE . . .
WISN-TV's share of audience has increased sharply. In important afternoo
and evening time periods it is now the leading station in town.
WISN-TV's coverage has increased sharply. Because of network shifts in other markets WISN-TV now brings the only sharp ABC signal to most viewers in a 16 county area — 559,470 TV homes.

END RESULT . . .
WISN-TV is the only Milwaukee station to increase its coverage and audience without increasing its rates.

WISN-TV
Channel 12
William C. Goodnow, Station Manager
Represented by Edward Patry & Co., Inc.
tor of WTAW College Station, to KWFT Wichita Falls, both Texas, as associate farm director.

- JAMES BARKEE, formerly assistant buyer with Hecht Co., Washington, to sales staff of WGMS-AM-FM, that city.


- JOHN SECONDARI, Washington news director of ABC, re-elected president of Washington chapter of Academy of Television Arts & Sciences. DAVID BRINKLEY, NBC News, and ROBERT M. ADAMS, promotion director of WTOP-AM, re-elected first vp and treasurer, respectively. RHODA RAIDER, tv director of Raider Adv., elected second vp.

- HOWARD BARLOW, conductor of Voice of Firestone, and ARTHUR FIEDLER, Boston Symphony Orchestra, signed by WGN-TV Chicago as guest conductors for Great Music From Chicago series, starting Oct. 18.

- FOSTER BROOKS, air personality with WHAM-AM, WHFM (FM), Rochester, N.Y., to WHEC-AM-TV, that city, in similar capacity.

- JONATHAN B. FROST, air personality, from WHYN-AM-FM Springfield, Mass., to KRGV Westlaco, Tex.

- MIKE SICERST, air personality, from WHBO Memphis, Tenn., to KFRC-AM-FM San Francisco.

- DEL CLARK, formerly air personality of WJJD Chicago, to WIND, that city, in similar capacity.

Representatives


- STEPHEN R. RINTOUL Sr., 55, vp, treasurer and founding partner of Venard, Rintoul & McConnell, radio-tv station representative, died following heart attack July 1 in Los Angeles. In broadcasting since 1930, Mr. Rintoul started in radio with World Broadcasting Co., as director and manager of station relations. He moved to The Katz Agency in 1938 as account executive and radio specialist. He was also owner of WSRR (now WSTC) Stamford, Conn., which he sold in 1945, resigning following year from Katz to start WXKX Albany. In 1953 he sold WXKX and became manager of WFTR Albany. In 1954 he joined with Lloyd George Venard and James V. McConnell to found rep firm.

- ROBERT J. SOMERVILLE, formerly account executive with KNTV (TV) San Jose, Calif., to Peters, Griffin, Woodward, S.F., as tv account executive.

- SAL J. AGOVINO, formerly broadcast supervisor, McCann-Erickson, N.Y., to H-R Representatives, that city, radio sales staff.

- KEITH BYERLY, 43, manager of Atlanta office, The Katz Agency, station representative, died June 29. Mr. Byerly joined Katz in 1953 from post of general sales manager, WBT Charlotte, N.C.

Programming

- BEN BRADY, producer of Perry Mason for CBS-TV for first two seasons, has formed own producing company, Davana Inc., and signed exclusive contract with that network for joint production of new series, effective Aug. 1.

- HARVEY CHERTOK, assistant manager merchandising and licensing department, National Telefilm Assoc., N.Y., named manager of that department.

- LEONARD S. GRUENBERG, account executive with National Telefilm Assoc., N.Y., since February and, earlier, vp of GROSS - Krasne-Sillerman, N.Y., appointed general manager of NTA Pictures Inc., N.Y., U.S. theatrical releasing subsidiary, succeeding HERBERT GREENBLATT, who has resigned.

Equipment & Engineering


- GEORGE L. CARRINGTON Sr., 57, chairman of board of Altec Companies, Inc. and vice chairman of board of Ling Electronics, Anaheim, Calif., died June 19 in Newport Beach, Calif. In early 20s, Mr. Carrington supervised installation of WSMB and WDSU, both New Orleans, and was station manager of latter. In 1926, he designed, built and operated KVVO Tulsa. He became president and chairman of Altec Lancing Corp. upon founding in 1941 and vice chairman of Ling Electronics when it merged with Altec last January.

- RUSSELL E. CONLEY, manager, advertising and sales promotion, RCA Victor Radio and Victorola Div., N.Y., appointed manager, publications advertising and promotion for parent company, RCA.

- CHRISTIAN J. GOODMAN, transistor product sales manager, General Electric semiconductor products department, Syracuse, N.Y., named eastern regional sales manager, Syracuse headquarters. Other GE appointments: GEORGE R. CURTIS, intra-company sales manager at Syracuse department, named central regional sales manager, Chicago headquarters, and H. WARD GEBHARDT, department's district sales manager in three western states, named western regional sales manager, remaining in Los Angeles office.

- R.S. (Rex) ANDERSON, chief systems engineer, to operations manager of special products division of Leach Corp., Compton, Calif.
 Allied Fields
- **DR. WILLIAM FONDILLER**, retired assistant vp of Western Electric Co. and Bell Telephone Labs, elected to board of Mycalex Corp. of America, N.Y., manufacturer of glass-bonded mica and ceramoplastic products.
- **HOWARD L. BREDLOW**, formerly Southern California regional sales representative of Magnavox, Fort Wayne, Ind., to national sales manager of Capital FDS Console Phonographs, L.A.
- **HELEN THOMAS**, UPI reporter and feature writer, elected president of Women's National Press Club, Washington.
- **RUDY BRETZ**, programming and production consultant and faculty member of UCLA, appointed head of educational television of U. of California, L.A.
- **MELVIN A. GOLDBERG**, director of research, Westinghouse Broadcasting Co., elected president of Radio-TV Research Council, independent research organization. Other officers: JULIUS BARNATAN, vp of ABC research, vp; MARY MCKENNA, director of research and sales development, Metropolitan Broadcasting Co., secretary-treasurer.

**Government**
- **NATHAN P. COLWELL**, 54, director of radio and television of Office of Civil and Defense Mobilization, died June 29, of heart attack, in Battle Creek, Mich. Mr. Colwell was connected with broadcasting 35 years, was writer and announcer with WBBM Chicago in 1925, and, later, co-owner and radio director of Canadian Facts, Toronto, market research agency. In 1947, he was appointed chief of radio and tv of savings bond division of U.S. Treasury Dept., going to position with OCDM in 1955.
- **WILLIAM R. TINCHER**, formerly news and special events director of KSOK Arkansas City, Kan., and presently FTC prosecutor, promoted to assistant director of bureau for litigation for antimonopoly, that agency.

**International**
- **WILF WOODILL**, manager of CKSO-AM-TV Sudbury, Ont., and CKSO-TV Elliot Lake, Ont., to president and general manager of CKSO Radio Ltd., Sudbury, owner of stations. JAMES T. MILLER, manager of properties division of CKSO Radio Ltd., to secretary-treasurer.
- **AL HAMMOND**, manager of CCFCAF Montreal, Que., to manager of CKRC Winnipeg, Man.
- **SID BOYLING**, general manager of CHAB Moose Jaw, Sask., to station manager of CHAB-TV Moose Jaw, which began operations in mid-June. JOE LAWLOW, local sales manager of CHAB, named sales manager of CHAB-TV.
- **STUART D. BROWNLIE**, president of Canadian Admiral Corp. Ltd., Toronto, elected president of Electronic Industries Assn. of Canada.
- **EDWARD KARThAUS**, vp and office manager, Toronto office of Erwin Wasey, Ruthrauff & Ryan, named general manager there.
- **EDWARD J. MARSETT**, formerly account executive with KFMB-TV San Diego.

**Movieland museum**

Jack Wrather, president of Jack Wrather Organization and board chairman of Independent Television Corp., and Harry Ackerman, vice president in charge of production of Screen Gems and president of the Academy of Television Arts & Sciences, have been appointed to the new Los Angeles County Hollywood Motion Picture & Television Museum Commission by the L.A. County Board of Supervisors.

Function of the commission, as announced by the board at its meeting last Tuesday (June 30), is to foster and perpetuate interest in the history of motion pictures and tv in L.A. county by constructing and maintaining a museum in the Hollywood area. Plans call for the center to include a theatre for showing all-time film classics, a sound stage available for use by production companies, a stage for live tv and theatrical productions with ample studio audience space and a museum to house appropriate material.

- **BOB PAULSON**, national sales manager, professional products division of Ampex Corp., Redwood City, Calif., appointed head of newly-created marketing administration and sales development program. THOMAS J. MERSON, district sales manager, N.Y., succeeds him as national sales manager. GERALD MILLER, manager of dealer relations, named manager of audio merchandising. ROSELYN HYDE, northwest district manager instrument division, appointed manager of government sales in West for professional products division. WILLIAM F. WALLACE, Emmy winner for technical direction of "Evening with Fred Astaire" has left NBC-TV to join Hollywood office of Ampex Corp. as specialist in tv program taping.

- **LEANG P. YEH**, formerly telecommunications engineer with General Electric, joins Page Communications Engineers Inc., Washington, as consultant to vp and director of engineering. Mr. Yeh will also serve as technical adviser on Page's international projects.

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BROADCASTING, July 6, 1959
Diego, to XEAK Tijuana, Mex., in similar capacity.

- Peter Dimmock, BBC's head of outside broadcasts (tv) appointed by European Broadcasting Union to newly-created post of sports advisor, coordinating plans for televising sports on Eurovision.


- Andre Ouimet, director of French-language planning of CBC, Montreal, Que., to general controller of Compagnie France Film, Montreal, French-language film producing and distribution organization.

- Blair Nelson, CFQC-TV Saskatoon, Sask., elected president of Western Assn. of Broadcasters succeeding Jack Bliek, CJOB Winnipeg, Man. Directors elected were Jim Love, CFCN Calgary, Alta.; Jack Bliek, CJOB Winnipeg; and Don Dawson, CKCK Regina, Sask.

PLAYBACK QUOTES WORTH REPEATING

**Wizard of Oz**

Radio's problems today are similar to Dorothy's trip to see the Wizard, Grady Edney, national program director for radio, Storier Broadcasting Co., told the Florida Assn. of Broadcasters in Miami June 19. There is no magic answer at the end of the yellow brick road, he said, observing:

The Scarecrow... was the fellow who had no brains... hanging on a post and watching the world pass him by. I can think of radio stations which are doing the same thing, who apparently believe the FCC has licensed them to bore the public with a program fare which nobody wants, who are content with 1932 facilities and an even older concept of radio programming and service.

... There are quite a few tin men in radio today. While I applaud all the wonderful technical advances available in today's program man, I sometimes listen to stations and feel like saying, "Don't get carried away, man!" There are some things that can be done on radio without a wild, outer-space sound...

Dorothy... meets the third character in our set, the cowardly lion. Now don't think for a moment I'm about to start calling radio owners and managers cowards. I just think some could have more courage than they seem to have. As used here, "courage" means the willingness to gamble yours or your company's money on your faith in an idea, your faith in the listening public...

Sales calls costs slashed

Sam Schneider, CBS Radio Spot Sales account executive, in a speech prepared for the Omaha Sales Executives Club, discussed the facts on the sales calls costs situation and the cuts that have been and are being made. Citing the economical impact of advertising, and in particular radio, he stressed these cost factors.

Thus, during these past ten years, advertising—the use of mass communications media to pre-sell—has emerged as the greatest single means for cutting sales calls costs.

No salesman, for instance, can imagine the sales staff, nor the cost per call necessary, to reach forty-nine and one-half million homes each week with a total of 665 million family hours of listening. Yet, for 25 to 30 cents per thousand, that is what on-the-air salesmen reach by way of radio each week in these United States. Newspapers, magazine, tv and other media make their share of sales calls, also.

**EQUIPMENT & ENGINEERING**

**Ampex set to absorb Orr Industries Inc.**

The merger of Orr Industries, Ope lika, Ala., magnetic tape producer, into Ampex Corp., Redwood City, Calif., major magnetic tape recorder and equipment manufacturer, was announced last Wednesday (July 1).

Orr Industries Inc. will continue under its own name as a division of Ampex, which has held 25% of Orr stock for two years.

George T. Long Jr., Ampex president, and John Herbert Orr, founder and head of Orr Industries, announced that the agreement will be submitted to stockholders of both firms for ratification. Orr Industries' shareholders will receive one share Ampex for each 2.2 shares now held in Orr. About 209,000 shares of Ampex are being reserved for this purpose, with the stock issued in Ampex to total 2.4 million-plus shares after the new distribution. In early 1957 Ampex sold $5.5 million worth of 5% debentures to about 50 industrial investors in order to purchase its initial 25% share of Orr and for other expansion (BROADCASTING, May 27, 1957).

In 1958, Orr opened its new half-million dollar plant in Ope lika for the production of Irish brand sound tape, video tape, instrumentation, computer and geophysical tapes.

Mr. Orr, according to the announcement, "will continue to serve the industry as an important member of the Ampex management staff." There will be no change in the Orr Industries' Alabama plant or management, the statement said. After success in pooling technical research and know-how, the boards of the respective companies felt pooling of financial interests as well "will result in higher overall earnings and a greater contribution to the magnetic recording industry."

**Western manufacturer**

Western Electronic Manufacturers Assn. is the new name of the West Coast Electronic Manufacturers Assn. Address: 1435 S. La Cienega, Los Angeles 35. Telephone: Olean d 5-8462.

WEMA officers elected for 1959: John A. Chartz, vice-president-general manager, Dalmo Victor Co., San Carlos, Calif.—President; Richard B. Leng, vice president, Technical Products Div., Packard-Bell Electronics Corp., Los Angeles—Vice President; William Evans Jr., engineering, vice representative, Kin Tel., Div., Cohn Electronics, San Diego, Calif.—Vice President; L. R. Rockwood, engineering, vice president ESI Inc., Portland, Ore.—Vice President; J. D. McLean, president, Hoffman Labs Div., Hoffman Electronics Corp., L.A.—Secretary; Phillip L. Gundy, vice president, Ampex Corp., Redwood City, Calif.—Treasurer.
International links have satellite future

RCA Communications President Thompson H. Mitchell believes that "earth-orbiting radio repeaters hold the most promise for future effective international communications."

He reported to the Armed Forces Communications and Electronic Assn., holding its meeting in Rome, N.Y., that preliminary tests were conducted earlier in the year using an Atlas satellite to reflect long distance radio transmissions back to earth.

Mr. Mitchell said required techniques are at hand to enable commercial companies to begin intensive testing of satellite communications systems within the next five years. But, he warned, "long and continued employment" of high frequency radio and coaxial cable can be expected for uses to which they are now put.

**Technical topics**

- **Magnecord** Div. of Midwestern Instruments, Tulsa, Okla., announces new model 728 "professional" tape recorder. Among claimed features: two-channel capacity, modular construction, wide flexibility of operation, low flutter and extended frequency response. Recorder contains full back, half track or split stereo heads as option with provision for mounting fourth head in bracket.

- Teletronics Corp., Long Island City, N.Y., announces a record play preamplifier to complement its series 900 tape decks. The preamplifier, Model TRP-11, has an engineered unit to match Series 900 and is designed for either recording or playback. Overall size is 11"x4"x7" and power requirements are 117 v at 60 cycles, 25 w. For further information write Teletronics Corp., 35-19 37th St., Long Island City, N.Y.

- Hughby & Phillips Inc. (manufacturer of obstruction lighting equipment, controls and kits), Burbank, Calif., has introduced new tower lighting isolation transformers TI2070, 17-35. Available in 750 w, 1.75 kw and 3.5 kw, the transformers are designed to provide power across the base insulator of a radiator. The units are said to be effective wherever 60-cycle power must be transferred across two points with very low capacitance at or very high voltages. The new transformers feature higher efficiency, improved regulation, additional taps and epoxy encapsulation.

- Perfectone Co., Switzerland, has introduced a professional tape recorder weighing only 16 lbs. Ryder Sound Services Inc., Hollywood, Calif. (U.S.-Canada agent for the unit) says that it operates entirely on transistors powered by flashlight batteries. The self-contained synchronous Perfectone recorder is in a case slightly larger than a portable typewriter. Total weight of equipment for on-location work (microphones, cables, control box and synchronous motor to camera) is less than 100 lbs. Price: about $1,300.

- Camera Equipment Co., N.Y., announces the introduction of a new tripod head called the Ceco Pro Jr. Fluid Head. The fluid is a highly molecular silicone polymer which is unaffected by temperature ranges from 20° below zero to more than 120° F. Overall size: 4½ inches x 7½ inches; weight: 8½ lbs.; price: $350.

- Newcomb Audio Products Co., Hollywood, Calif., has made available a new model SM-310 stereo tape recorder selling at a professional net price of $499.50. Features of the SM-310 include: records or plays back magnetic tape either stereophonically or monophonically; operates vertically or horizontally; takes from 3-inch to 10½-inch reels and has two tape speeds, and has a single lever "joy stick" control for effortless tape handling.

- Lansdale Tube Co. (division of Philco Corp., Phila.), is constructing a $3.5 million building for manufacturing electrochemically produced silicon high speed switching transistors. The 65,000 sq.ft. facility will make possible a three-fold increase in Philco's silicon transistor production. Construction, begun in April, is slated for completion in September. It's located behind Lansdale buildings on Church Rd., Lansdale, Pa.

- Vista-Matic Corp., N.Y., has introduced a slide projector adapter that achieves effects such as color changes, pin-pointing, fade-outs and highlighting. Information and demonstrations may be obtained from the corporation at 49 W. 32nd St., New York 1.

- Electro-Voice Inc., Buchanan, Mich., has introduced microphone models 652 and 644. The company says that the former is "an almost invisible dynamic microphone," suitable for tv. Weight 11 ounces; price $120. Model 644 Sound Spot microphone uses a combination cardioid and distributed front opening, designed to enable it to maintain proper response far away from the sound source and to have effective acceptance angle: 45° on each side of center. E-V's unit's frequency response from 40 cps to 12,000 cps. Weight 2 lb.-9 ozs.; price $110.
RFE volume high as 10th year begins

Last Saturday (July 4) Radio Free Europe began its 10th year of broadcasting behind the Iron Curtain.

From a single 7½ kw transmitter housed in trailers and trucks near Lampertheim, West Germany, RFE took to the air on July 4, 1950, with one main objective: to bring accurate world news to the peoples behind the Iron Curtain.

Today RFE operates with 28 powerful transmitters (short and medium wave). It is on the air more than 2,700 hours each week to its five “target” countries: Czechoslovakia, Hungary, Poland, Bulgaria and Rumania.

 Longer and Louder • In 1950, RFE broadcast about one hour a day to its “target” areas. Today the organization is on the air 18 hours a day for programming to Czechoslovakia, Hungary and Poland and 5½ hours a day for Bulgaria and Rumania.

From an initial staff of about 100 in 1950, RFE has grown to about 1,900 employes. RFE’s headquarters is in New York, but more than 85% of its programming originates from Europe where about 1,750 employes are centered.

Radio Free Europe is supported by American contributions to the Crusade for Freedom.

RFE broadcasts to an ever increasing audience. Latest estimates indicate approximately 9,490,000 registered radio sets in the five target countries, as compared with 8,593,000 receivers a year ago. Interviews with refugees from these countries show that more than three-quarters listen at least twice a week and that more than a third of them listen daily, RFE reports.

Holland wins a round in sponsored tv fight

The Dutch government has agreed “in principle” to allow commercial television in Holland. The decision is considered a victory for proponents who claim that commercial operation is the answer to foreign competition. Another faction considers commercial tv a threat to the country’s culture. Most outspoken of the latter group are radio stations connected with the government-sponsored Dutch Television Foundation. The rival Independent Exploitation Co. has been campaigning for sponsored programming for some time.

• Abroad in brief

• An amendment to Canada’s Criminal Code proposed in the Canadian House of Commons at Ottawa last month makes it a punishable offense for a broadcast station or newspaper to publish “a report that any admission or confession was tendered in evidence at a preliminary inquiry or a report of the nature of such admission or confession so tendered in evidence unless (a) the accused has been discharged or (b) if the accused has been committed for trial, the trial has ended.”

• Yugoslavia has about 10,000 tv sets in use. Average price of a receiver ranges between $500 and $600. American, British and West German companies have set up three tv transmitters in the country and more are planned.

Bugs banned

Cartoon character Bugs Bunny’s bit, “Aaah, what’s up, Doc?,” apparently is considered a corruptive influence down New Zealand way.

According to a UPI dispatch cabled from Auckland, the New Zealand Broadcasting Service is banning a number of American children’s records from the air including Bugs Bunny’s. Characters speaking with distorted vowels and using poor grammar are no longer acceptable to NZBS. Also banned are stories which introduce idioms and pronunciations which are below the accepted standards of good speech in New Zealand, UPI reports.

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BROADCASTING, July 6, 1959
Candy sells dandy at $600 per inquiry

A tiny neighborhood candy store in New York City is sold on network tv. It might cost $600 per-inquiry at card rates, but some things can’t be bought with money and this particular candy store paid nothing.

After careful deliberation, Big Nunzio DiMaggio, a candy store owner in the Big City, consented to a live remote from in front of his shop by NBC-TV’s daytime program, County Fair. For three days before the origination, Bert Parks, the show’s m.c., plugged Mr. DiMaggio’s store ($15,000 worth of time). On the fourth day, when the entire half-hour originated from the shop, Mr. Parks spilled an additional $15,000 worth of time.

Special commercials heralding the DiMaggio store (its candy, its cigars, its greeting cards) were composed and telecast on County Fair. A parade was held in the neighborhood on the day of the remote and neighbors participated in stunts on the program.

What was the net (and gross) result? Well, Mr. DiMaggio reported that his trade jumped up “tremendously.” Pressed for more specific comment, the candy entrepreneur said:

“National tv is great. It pulls! I got 50 letters from outside New York—Nebraska, Alabama, Virginia, Ohio and so on. They want me to send them merchandise by mail! One lady from Baltimore made a special trip to buy some candy here.” Mr. DiMaggio paused for breath and added: “My local business is better than it ever was.”

For those skeptics who may be wondering how a candy store owner could afford $30,000 worth of tv time, it should be explained that Mr. DiMaggio was selected to be a participant in the County Fair “give-away” show. When the producers decided to do a remote, they picked his store as the locale. All commercial time was given without charge to Mr. DiMaggio, who promised the producers: “If I ever get a big business, County Fair is where I advertise.”

After you, Alphonse...

Listeners in the Hollywood area may think they’re hearing things these days when they tune in KDUO-FM Riverside or KNOB (FM) Long Beach. Both California stations are telling their audiences to listen to the other.

KNOB, an exclusive jazz station, suggests to listeners, who want a change of pace, to listen to KDUO-FM, a semi-classical music station. On the other hand, KDUO-FM tells people to switch to KNOB when they want to dig a little jazz.

Reason for the cross-plugging: both KNOB and KDUO-FM received many letters asking for the type of music which they did not carry. Determined to retain their own brand of programming, the stations agreed to plug the other’s jazz or semi-classical format.

Neither independent fm station has any affiliation with the other.

The promoter’s touch

Broadcaster’s Promotion Assn. is using some of its contest know-how to boost membership in the organization. A letter has gone out to all present members enrolling them to honorary service on the BPA membership committee.

For the best recruiting job by convention time in the fall, the organization of station promotion managers will award $99.99. State regional membership chairmen also are competing for separate cash prizes.

Riding fastest and safest

A modern Paul Revere drove through 413 towns in New Jersey without breaking a single traffic or speed rule as part of an auto safety campaign conducted by WOND Pleasantville, N.J., reports Howard L. Green, station vice president.

Vince Lindner, WOND announcer, with his wife, two sons and dog, made the trip in minimum time without breaking any rules or even “shaving” accepted safe-driving precepts. He turned in official reports on getting good mileage with safe speeds to New Jersey state authorities and safety organizations.

Unheeded tout

Staffers of WRCA-AM-TV shouldn’t have looked a gift horse in the mouth late last month when the stations held their annual party via boat to Monmouth (N.J.) Race Track.

The order of the day, of course, was doping the daily double.

There were many red faces and mourning looks when the combination turned out to be WRCA’s location on the dial—66—and paid $538.

War on plastic bags

WJBW New Orleans and WTIX there waged campaigns against the danger of plastic bags suffocating chil-
Spring planting • National Assn. of TV & Radio Farm Directors invited representatives of New York agencies to the city's Town Hall for its first Madison Avenue sales presentation. The session was the major attraction in the group's annual spring-summer convention (BROADCASTING, June 22). Phillip Alampi, secretary of agriculture for the state of New Jersey and former president of NATPFD, is shown pointing to a list of sponsors of the sales presentation. Pictured with Mr. Alampi are (l to r): Louis Kennedy, Kenyon & Eckhardt; Raymond Jones, Young & Rubicam; Richard Vorce, J. Walter Thompson, and Charley Slate, farm service director for East Texas Network. On far right is Mal Hansen, former farm service director for WOW-AM-TV Omaha, who addressed the audience of agency personnel.

dren. The stations announced that they would give a phonograph record for each plastic bag handed in to the studios. WJBBW had the cooperation of record companies in its campaign. WTIX had disc donations from other Storz stations and local record distributors. Both stations gave away many thousand records in return for plastic bags.

• Drumbeats

• An estimated 20,000 postcards from listeners were received in the first three days of a $100,000 sweepstakes by WABC New York. Planned initially to run for a 13-week period, the giveaway is called the "7-7-0 Sweepstakes." A total of 770 (the station's number of kilocycles) prizes are being given away in drawings every hour of the broadcast day. Announcements urge listeners to write their names and addresses on postcards, along with any number from 1 to 770. Those whose names are drawn are asked to phone a special exchange to identify the voice of a famous personality. Correct guesses valued from $25 to $4,000.

• WKMH Detroit-Dearborn (key station of the Knorr Broadcasting Co.) announced its affiliation with CBS with one of the "largest" outdoor display campaigns ever conducted by the Transportation Advertising Co. Besides car cards inside hundreds of buses and the usual outdoor displays, the fronts of buses were used for the first time in Detroit's history, reports WKMH.

• WANE-TV Fort Wayne, Ind., placed large tv Game of the Week schedules in 200 local barbershops. To get the strategic exposure, WANE-TV first presented barbers with gift packs of Falstaff beer (sponsor of the Saturday and Sunday games), and products of other WANE-TV advertisers. Ticket-size game schedules were left for customers.

• Six months from Christmas day KADY St. Charles, Mo., programmed 90 minutes of Yule music on its Songs 'til Sundown. The announcer wished all a Merry Christmas and promised a box of Christmas candy to the first three listeners to telephone a return greeting. KADY got 26 replies in 15 minutes.

• WWVA Wheeling, W. Va., passed out 10,000 copies of its printed schedule at the local home show. Numbers printed on each copy to tie in a broadcast promotion. Later WWVA drew a lucky number, announced on the air, to entitle the holder to a console radio-phonograph.

• KDEO San Diego, Calif., capitalized on a transit strike to get its call letters in evidence on commuter traffic arteries. Those without transportation were instructed to letter "KDEO" on foot-long paper signs. Any motorist who picked up a sign-carrier was entitled to present the sign later at the studios, endorsed by the rider, and receive in exchange a free pop record.

• Bryce Bond, WNOR Norfolk, Va., disc jockey, put in 111 hours and 17 minutes without sleep for an appliance firm. He did the stint in a glass broadcast booth and took no barbiturates.

• WKBZ Muskegon, Mich., has reformatted its 8-p.m.-midnight period for an adult audience with Studio 85 (850 kc). Music is interrupted only for news on the hour and for commercials before and after each 25-minute segment. These are limited to 45 seconds.

• To exploit a personal appearance by Raymond Burr, star of Perry Mason (CBS-TV, Sat., 7:30-8:30 p.m. EDT), WPMY-TV Greensboro, N.C. found two Perry Masons among the local audience. They were a father and son from Martinsville, Va.

• The Police Academy Award feature of KOMA Oklahoma City has attracted a private investigation firm as sponsor. The Commercial Bureau of Investigation, which operates in Oklahoma City and Tulsa, has bought a saturation schedule on the series of salutes to area policemen.

• KSAY San Francisco has added in-store merchandising announcements for food advertisers. The service, by Sound Advertising Co., San Francisco, is in supermarkets. It offers background music and a 35-word announcement hourly for each advertiser.

• When WBZ Boston entertained visiting executives of Am Radio Sales Representatives, guests were packed into a paddy wagon for a police-escorted ride from studios to their hotel. The station also showed the delegation around town and gave a party in their honor.

• The first annual Bald Head Beauty Contest has been concluded by WRAL-TV Raleigh, N.C. Barbers submitted pictures for the competition, with the winner receiving a room air conditioner and his barber a portable television set.

BROADCASTING, July 6, 1959
TV NETWORK SHOWSHEET
THE PROGRAMS, THE SCHEDULES, THE SPONSORS Published first issue in each quarter

SUNDAY MORNING
10-11 a.m. ABC-TV 10-11 No network service.
CBS-TV 10-10:30 Lamps Unto My Feet, sust., L;
10:30-11 Look Up and Live, sust.
NBC-TV 10-11 No network service.

11 a.m.-Noon
ABC-TV 11-12 No network service.
CBS-TV 11-12:30 Eye on New York, sust., L;
11:30-12 Camera, Three, sust., L.
NBC-TV 11-12 No network service.

SUNDAY AFTERNOON
Noon-1 p.m. ABC-TV 12-1:30 Bishop Pike, sust., L; 12:30-1 John Hopkins Pike, sust., L.
CBS-TV 12-1 No network service.
NBC-TV 12-1 No network service.

1-2 p.m.
ABC-TV 1-3:15 College News Conference, sust., L; 1:30-2 No network service.
CBS-TV 1-1:30 Baseball Game of the Week, part, L.
NBC-TV 1-2:00 Baseball Game of the Week, part, L.

2-3 p.m.
ABC-TV 2-3:30 Open Hearing, sust., L; 2:30-4 No network service.
CBS-TV 2-3:30 Baseball Game of the Week, part, L.
NBC-TV 2-3:30 Baseball Game of the Week, part, L.

3-4 p.m.
ABC-TV 3-3:30 Open Hearing, sust., L; 3:30-4 No network service.
CBS-TV 3-4:30 Baseball Game of the Week, part, L.
NBC-TV 3-4:30 Baseball Game of the Week, part, L.

4-5 p.m.
ABC-TV 4-5 No network service.
CBS-TV 4-5 No network service.
NBC-TV 4-5 No network service.

5-6 p.m.
ABC-TV 5-5:30 Paul Winchell Show, Hartz Mountain Products, General Mills, L; 5:30-6 Lunchtime, Gen. Mills, L.
CBS-TV 5-5:30 The Last Word, sust., L; 5:30-6 Page the Nation, sust., L.
NBC-TV 5-6 No network service.

SUNDAY EVENING
6:30 p.m.
ABC-TV 6:30 No network service.
CBS-TV 6:30 You Asked for It, Skippy Peanut Butter, F.
NBC-TV 6:30-8:30 Meet the Press, sust., L; 6:30-7:30 H. Winslow Reporting, sust., L;
7-9 Midwestern Foundation, co-op, F; 7:30/9:15, 7:30 Riverboat, F.

7:30-8 p.m.
ABC-TV 7:30-4 Munierick, Kaiser, Drakeett, F.
CBS-TV 7:30-4 Waltz Boy, sust., L.
NBC-TV 7:30-4 Suspense, co-op, F; (starts 9/13) Riverboat, Corn Products, F.

8-9 p.m.
ABC-TV 8-8:30 Munierick, cont.; 8:30-9 Lawman, Reynolds Tobacco, Gen. Mills, F.
CBS-TV 8-9:30 E Theatres, Gen. Electric, F.
NBC-TV 8-9:30 Suspense, co-op, F; 8:30-9 Pete Kelly’s Blues, Liggett & Myers, alt. weeks, F;
9-10 Sunday Showcase, part, L.

9-10 p.m.
ABC-TV 9-9:30 Colt .45, Procter & Gamble, Rheebling, F; 9:30-10 Deadline for Action, sust., F.
CBS-TV 9-10 Home Theatre, Gen. Electric, F.
NBC-TV 9-10 Summer Chevy Show, Chevrolet.

MONDAY-MONDAY AFTERNOON, EARLY EVENING AND LATE NIGHT
Noon-1 a.m.

MONDAY-FRIDAY MORNING
7-8 a.m.
ABC-TV 7-8 No network service.
NBC-TV 7:30-8 Blind Date, MarPro Inc., Howard Johnson Inc., L.

8-9 a.m.
ABC-TV 8-9 No network service.
CBS-TV 8:30-9 Captain Kangaroo, part, L;
9:30-10 CBS Morning News, sust., L.
NBC-TV 8-9 No network service.

9-10 a.m.
ABC-TV 9-10 No network service.
CBS-TV 9-10 No network service.
NBC-TV 9-10 Today, co-op, F.

10-11 a.m.
ABC-TV 10-11 No network service.
CBS-TV 10:30-11 Meet McGraw, Alberto-Culver, F.
NBC-TV 10:30-11 How’s My Line, Kellogg, L.

11-12 a.m.
ABC-TV 11-11:30 No network service.
CBS-TV 11-11:30 Sunday News Special, Whitehall, L.
NBC-TV 11-11:30 No network service.

MONDAY-FRIDAY AFTERNOON
4:30-5:30 THE PROGRAM, THE SCHEDULE, THE SPONSORS Published first issue in each quarter

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or sponsors’ affiliation. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsors. F, film; L, live. All times are NYT.

Mead, Corn Products, Miles P&G, Standard Brands, Whitehall, Nestle, Nabisco, L.

1-2 p.m.
ABC-TV 1-2:30 Music Bingo, part, L; 1:30-2 No network service.
CBS-TV 1-2:30 No network service: 1:30-3 Art Linkletter’s Houseparty, L; 2:30-3 The World Turnas, Carnation, L.
NBC-TV 1-2:30 Quiz for a Day, starts 7/8, L.

2-3 p.m.
ABC-TV 2-2:30 Day in Court, part, L; 2:30-3 Godchaux, sust., L.
CBS-TV 2-2:30 For Better or Worse, Miles, General Tire, sust., L; 2:30-3 The Verdict Is Yours, American Home Products, Gen.
Mills, L.

3-4 p.m.
ABC-TV 3-3:30 Beat the Clock, participating, L.
CBS-TV 3:30-4 The Big Payoff, Colgate-Palmolive, L; 3:30-4 The Verdict Is Yours, American Home Products, Gen.
Mills, L.

4-5 p.m.
ABC-TV 4-5 American Bandstand, participating, L.

5-6 p.m.
ABC-TV 5-5:30 American Bandstand, part, L; 5:30-6 (Mon.) Moses Mouse Club, participating, F (Tues. & Thurs.)
CBS-TV 5-5:30 No network service.
NBC-TV 5-6 No network service.

6-7 p.m.
ABC-TV 6-7:30 The Tonight Show, network service.
CBS-TV 6-7:30 The Tonight Show, network service.
NBC-TV 6-7:30 No network service.

MONDAY EVENING
7-8 p.m.
ABC-TV 7-8 Polka Go-Round, sustaining, L.
CBS-TV 7-8 Name That Tune, American Home Products, F; 7-8:30 Polka Go-Round, sustaining, L.
NBC-TV 7-8:30 Buckskin, F.
SPECIALS ON NETWORK CBS-TV

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30</td>
<td>Specials announced</td>
</tr>
</tbody>
</table>

THURSDAY EVENING
6:30-7 p.m.  | Specials announced
7:30-8 p.m.  | Specials announced
8:30-9 p.m.  | Specials announced
9:30-10 p.m. | Specials announced
10:30-11 p.m. | Specials announced

FRIDAY EVENING
6:30-7 p.m.  | Specials announced
7:30-8 p.m.  | Specials announced
8:30-9 p.m.  | Specials announced
9:30-10 p.m. | Specials announced
10:30-11 p.m. | Specials announced

SATURDAY NIGHT
6:30-7 p.m.  | Specials announced
7:30-8 p.m.  | Specials announced
8:30-9 p.m.  | Specials announced
9:30-10 p.m. | Specials announced
10:30-11 p.m. | Specials announced
SUNDAY MORNING
7-8 a.m.
ABC No network service.
CBS No network service.
MBS 7:05-7:30 News, co-op; 7:35-8:30 America's Top Tunies, co-op.
NRC No network service.

8-9 a.m.
ABC 8:00 Radio Bible Class, Radio Bible Class; 8:30-9 Wings of Healing, Dr. Thomas Wyatt.
CBS 8:15 World News Roundup, co-op; 8:30-9 No network service.
MBS 8:15 News, co-op; 8:30-8:30 America's Top Tunies, co-op; 8:30-9:15 News, Arm & Hammer, part.; 8:35-9 America's Top Tunies, co-op.
NRC 8:15 News, sust.; 8:15-8:15 Great Choirs of America, sust.; 8:30-9:15 Faith In Action, sust.; 8:30-9 Bible Study Hour, Evangelical Program.

9-10 a.m.
ABC 9:00 Oral Roberts, Oral Roberts Evangelistic Assn.; 9:30-10 Voice of Prophecy, Voice of Prophecy, Inc.
CBS 9:00 CBS News, co-op; 9:05-9:15 No network service; 9:15-9:30 Entertainment USA, sust.; 8:30-9 No network service.
MBS 9:10-9:30 Bible Teachings of Healing; 9:30-10 Bock To God, Christian Reformed Church.

10-11 a.m.
ABC 10:00-10:30 Weekend News, Hudson Valley, part.; 11:00-11:30 Negro Church Choirs, sust.; 11:30-11:45 Weekend News, Hudson Valley.
CBS 10:00-10:30 CBS News, Chevrolet; 10:30-11 No network service.
MBS 10:15-10:25 Negro Church Choirs, part.; 10:30-11 America's Top Tunies, part.

11 a.m.-Noon
NRC 11:30-12 News, part.; 11:30-12 split network with Voice of Prophecy on portion of network and Bible Study Hour on remainder.

SUNDAY AFTERNOON
Noon-1 p.m.
NRC 12:45-1:15 Monitor, part.; 12:30-1 The Eternal Light, sust. (split network with Voice of Prophecy on certain stations).

12-1 p.m.
ABC 1:10-1:30 Voice of NAM; 1:15-1:30 As We See It, sust.; 1:30-1:30 Pilgrimage, sust.; 1:30-2 Weekend News.
CBS 1:10-1:30 CBS News, co-op; 1:15-2 No network service.
MBS 1:30-1:45 Hour of Decision, Billy Graham Evangelistic Assn.; 1:30-2 Lutherian Hour, Lutheran Laymen's League, part.
NRC 1:30-2 Monitor, part.; 1:30-2 The Lutheran Hour, Lutheran Laymen's League (split network with Eternal Light on certain stations).

2-3 p.m.
CBS 2:25-3 CBS News, Chevrolet; 2:30-3 Treasury of Stars, sust.; 2:30-3 No network service.
NRC 2:30-3 Warm-up and Game of the Day; 2:30-3 News, Arm & Hammer and part.
NRC 2:30-3 Monitor, part.; 2:30-3 The Catholic Hour, sust.

3-4 p.m.
CBS 3:05-3:30 CBS News, Chevrolet; 3:30-3:10 News Analysis, Delco; 3:30-4 No network service.
MBS 3:30-3 News, co-op; 3:30-4 News, sust.
NRC 3-4 Monitor, part.

4-5 p.m.
ABC 4:30 Old Fashioned Revival Hour, Gospel Broadcasting Co.; 4:30-5 Radio Bible Class, Radio Bible Class.
CBS 4:45 CBS News, co-op; 4:45-5 No network service.
MBS 4:45-5 News, co-op; 4:45-5 cameras, General Motors, Delco; 5:30-5 America's Top Tunies, co-op.
NRC 4-5 Monitor, part.

5-6 p.m.
ABC 5:30 Dr. Bob Pierce, World Vision Inc.; 5:30-6 No network service.
CBS 5:30-5 CBS News, Chevrolet; 5:30-5-6 Yours Truly, Johnny Dollar, part.; 5:30-5-6 Dennis, part., 5:30-5-61 America's Top Tunies, part.
MBS 5:30 News, co-op; 5:30-5-6 Sammy Kaye, part.; 5:30-5-6 Sammy Kaye, part.; 5:30-5-6 Sammy Kaye, part.; 5:30-5-6 Sammy Kaye, part.
NRC 5-6 Monitor, part.

6-7 p.m.
CBS 6:30-6:45 CBS News, Chevrolet; 6:30-6:45 Home Gals, Walt Disney, part.; 6:30-6:45 America's Top Tunies, part.
MBS 6:00-6:10 Walter Winchell, sust.; 6:15-6:30 America's Top Tunies, co-op; 6:30-6:35 News, America's Top Tunies, part.
NRC 6:00-6:15 Monitor, part.; 6:15-6:30 On The Line With Bob Considine, Mutual of Omaha.
MBS 6:15-6:30 Monitor, part.; 6:30-6:45 Meet the Press, sust.

7-8 p.m.
ABC 7:05-7:30 Speaking of Sports, co-op; 7:15-7:30 White House Report, part.; 7:30-7:35 Overdue Assignment, sust.; 7:30-7:35 Weekend News, part.; 7:30-7:35 No network service.
CBS 7:05-7:35 CBS News, Chevrolet; 7:30-7:35 America's Top Tunies, part.
MBS 7:30-7:35 Wings of Healing, Wings of Healing, part.; 7:30-7:35 America's Top Tunies, part.; 7:30-7:35 Sammy Kaye, part.
NRC 7-8 Monitor, part.

8-9 p.m.
ABC 8:30-9:00 Eleventh Hour Cell, Davidian Church of Seventh Day Adventist; 8:30-8:35 Speaking of Sports, co-op; 8:30-8:50 Freedom Sings, sust.; 8:30-9-9 Weekend News.
CBS 8-9-9 World Tonight, co-op; 8:30-9 No network service.
MBS 8:30-8:30 Hour of Decision, Billy Graham Evangelistic Assn.; 8:30-9 Lutherian Hour, Lutheran Laymen's League.
NRC 8-9 Monitor, part.

9-10 p.m.
MONDAY-FRIDAY AFTERNOON

Room 1 p.m.

12:15 p.m. Peter Harvey, co-op; 12:15-12:20 No network service.
12:30-12:35 No network service.
12:45-12:50 MBS News, co-op; 12:45-12:50 No network service.
12:55-1:00 MBS News, co-op; 12:55-1:00 No network service.
1:00-1:05 NBC Monitor, part.


CBS 7:45-7:50 Network service.

ABC 7:45-8 No network service.

CBS 7:45-8 No network service.

8:00-8:05 MBS News, part; 8:00-8:05 No network service.

MONDAY-FRIDAY MORNING

MBS 7-8 No network service.

CBS 7-8 No network service.

ABC 7-8 No network service.

CBS 7-8 No network service.

9:45-10 No network service.

MBS 9:45-10 No network service.

MONDAY-FRIDAY NIGHT

MBS 10:45-11 No network service.

CBS 10:45-11 No network service.

ABC 10:45-11 No network service.

SATURDAY AFTERNOON

MBS 6:30-6:45 No network service.

CBS 6:30-6:45 No network service.

MBS 6:30-6:45 No network service.

SATURDAY NIGHT

MBS 7:8-8:30 No network service.

CBS 7:8-8:30 No network service.

MBS 7:8-8:30 No network service.

SUNDAY AFTERNOON

MBS 6:30-6:45 No network service.

CBS 6:30-6:45 No network service.

MBS 6:30-6:45 No network service.

SUNDAY NIGHT

MBS 7:8-8:30 No network service.

CBS 7:8-8:30 No network service.

MBS 7:8-8:30 No network service.

SUNDAY NIGHT
SATURDAY EVENING

6-7 p.m.
CBS 6-6:30 CBS News, co-op; 6:30-6:55 No network service.

SATURDAY AFTERNOON

Noon-1 p.m.

1 p.m.
ABC 1-1:05 Speaking of Sports, sust.; 1:05-1:30 Andy Reynolds Ranch Boys, su; 1:30 Shake the Maracas, su; 1:55-2 Weekened News.

2 p.m.

3 p.m.
CBS 12-12:15 National Farm & Home Hour, All-Star-Chalmers (limited network only, with number of stations available sustaining; split network with Monitor, part.); 12:15-12:30 Alex Creighton, co-op; 12:30-12:45 Red Foley, Hess & Clark (limited network only, with Monitor, part.); 12:45-1 Monitor, part.

4 p.m.

5 p.m.

10 p.m.

BROADCASTING, July 6, 1959
FOR THE RECORD

Station Authorizations, As Compiled By Broadcasting

June 18 through June 24. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna; co—construction permit; ERP—effective radiating power; vhf—very high frequency; uhf—ultra high frequency; ant.—antenna; aur.—auroral; via—via; mailed, killers, etc.; trans.—transmitter; cycles; D-day—day; N-night; LF—local net; mod.—modification; trans.—transmitter; un.—unlimited hours; kc—kilocycles; SCA—subsidiary communications association; SBA—special service authorization; STA—special temporary authorization; ed.—educational; Ann.—Announced.

New TV Stations

APPLICATIONS

*Carbondale, Il.—Board of Trustees of Southern Illinois U. v.h.f. channel 2 (160-186 mc); $50,000. Applicant—Chalmers M. Harman Jr., 250 N. State St., Carbondale, Ill. Estimated construction cost $64,000, first year operating cost $28,000. Applicant—Chalmers M. Harman Jr., 250 N. State St., Carbondale, Ill. Estimated construction cost $64,000, first year operating cost $28,000. Projected transmitter location, 100 ft. above average terrain 905 ft., first ground point 860 ft. Estimated cost $325,000. First year operating cost $132,000. Projected transmitter location, 100 ft. above average terrain 905 ft., first ground point 860 ft. Estimated cost $325,000. First year operating cost $132,000.

New Anch

APPLICATIONS

Sarasota, Fla.—Gulf Coast Broadcast, Inc. Granted 1480 kc, 500 W.D. P.O. address Box 150, 150 S. McIntosh Rd., Sarasota, Fla. Estimated construction cost $17,050, first year operating cost $6,600. Applicant—Lee H. Hutchinson (50%), salesmen C. McCull (30%), station manager, J. H. S. McHale, will be owners. June 23.

Victoria, Calif.—George Shane 1450 kc, 250 W.P.O. address 443 E. St., San Bernar- dino, Calif. Estimated cost $11,052, first year operating cost $36,000. Mr. Shane is a partner in construction of the new transmitter in San Bernardino. Ann. June 25.

New FM Stations

APPLICATIONS

Newark, N.J.—KVKM 92.5 mc, 335, 1280 W.P.O. address Box 929, Elizabeth, N.J. Estimated construction cost $560,000, first year operating cost $232,000. Owner—Mr. T. J. Piek. Ann. June 25.

New Ownership

APPLICATIONS


KLOG Kelso, Wash.—Cop to increase daytime power from 250 kw to 5 kw. New new trans.; change station location from 1st year operating cost $12,350. Re- moved and install new trans. (1450 kc). June 29.

KWSW Platteville, Wis.—Cop to change hours of operation from D to Unl. using power of 560 w, 1 kw and install DA-N. (1360 kc). Ann. June 30.

CALL LETTERS ASSIGNED


New FM Stations

APPLICATIONS


APPLICATIONS


Existing FM Stations

APPLICATION

WKOP-FM Binghamton, N.Y.—Cop to change frequency from 95.3 mc to 100.3 mc, change ERP to 29 kw, increase antenna height to 451 ft, install new trans. Ann. June 30.

CALL LETTERS ASSIGNED


Ownership Changes

APPLICATIONS


KSBM San Diego, Calif.—Granted assignment of control from Jack O. Gross to Ken- sely Brown; consideration $450,000. Mr.
### SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING through June 30

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
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<tbody>
<tr>
<td>TOTAL APPLICATIONS</td>
<td>3,324</td>
<td>577</td>
<td>466</td>
</tr>
<tr>
<td>For new stations</td>
<td></td>
<td></td>
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</tbody>
</table>

### OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through June 30

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>441</td>
<td>79</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>33</td>
<td>10</td>
</tr>
</tbody>
</table>

### COMMERCIAL STATION BOXSCORE
As reported by FCC through May 31, 1959

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
</table>
| Licensed (all on air) | 3,324 | 571 | 458 *
| CPS on air (new stations) | 42 | 41 | 62 *
| CPS not on air (new stations) | 147 | 46 | 102 |
| Total authorized stations | 3,484 | 759 | 668 |
| Applications for new stations (not in hearing) | 326 | 53 | 46 |
| Applications for new stations (in hearing) | 155 | 21 | 68 |
| Total applications for new stations | 481 | 74 | 114 |
| Applications for major changes (not in hearing) | 327 | 33 | 32 |
| Applications for major changes (in hearing) | 51 | 0 | 18 |
| Total applications for major changes | 378 | 33 | 50 |
| Licenses deleted | 0 | 0 | 0 |
| CPS deleted | 2 | 1 | 0 |

* There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

**Howard E. Stark**
Brokers and Financial Consultants

Television Stations
Radio Stations
50 East 55th St. New York 22, N. Y. El Dorado 5-0405

—Advertisement—

**Guts Smaller Job**
Demoted to rateholding for a couple of summer months. Mr. WSLS-TV has this to say:

"#&(!)"

WSLS-TV • Channel 10 • NBC
Television • Mail Address: Roanoke, Va. National Representatives: Blair Television Associates

**What kind of a way is that to sell a 58-county market of 448,000 tv homes?**

WBKC-AM, Fort Wayne, Ind.—Seeks assignment of license from Portsmouth Best, Co. to WNXT Inc. for $250,000. Purchasers are Leonard Feldman (10%), and Abraham R. Ellman (90%). Mr. Feldman is in auto business and Mr. Ellman has interests in KLSI Santa Barbara, KCMS Sacramento, both California and KLAM Las Vegas, Nev. Ann. June 25.


WHIP center, Tenn.—Seeks transfer of control of Trans-Air Broadcast Corp. from William R. McDaniel and Eugene Hester (each present 5%, former to Daniel J. Simon 51%) for $2,120. Mr. Hester remains as 49% owner. Mr. Simon has interest in WRDB Tuscaloosa, Ala. Ann. June 30.

KOKE Port Arthur, Tex.—Seeks assignment of license from Port Arthur Best, Co. to Radio Southwest, Inc. for $175,000. Purchasers are John H. Hicks Jr. and Edward L. Franci (46% each). Mr. Hicks is employs Paul H. Rayner Co. Mr. Franci is attorney. Ann. June 30.

WMDM Moundsville, W.Va.—Seeks transfer of control of Miracle Valley Best, Inc. from John F. Taylor (present 28%, former to Samuel E. Oates (51%) for $5,474. After transfer, Mr. Taylor will own 34% of Miracle Valley Best Inc. representing minority stockholders in WMDM. Ann. June 25.

Hearing Cases


KLOF-FM, Red Bluff, Calif.—Designated for hearing application for new fm station to operate on 1360 kc, 500 w. day; 1500 w. night; fm-2, Chatfield, Calif., to operate an fm station on 1360 kc, 500 w. day; KFPO Modesto, party to proceeding. Ann. June 25.

KBFD-AM, San Francisco, Calif.—Designated for consolidated hearing application of KBFD and KOBY San Francisco, Calif.—Designated for consolidated hearing application of KBFD and KNYX San Francisco, Calif.—Designated for consolidated hearing application of KBFD and KNYX. for new fm station to operate on 1360 kc, 500 w. day; KFPO Modesto, party to proceeding. Ann. June 25.

WABC New York, N.Y.—Designated for consolidated hearing application of WABC and WNBC for new fm station to operate on 1360 kc, 500 w. day; 1500 w. night; KFPO Modesto, party to proceeding. Ann. June 25.

KWWL Des Moines, Iowa.—Applications of WBBQ-AM, Camden, N.J.; WBBQ-AM, Camden, N.J.; and WBBQ-AM, Camden, N.J., to increase daytime antenna radiated power of station to 25 kw, and to make various changes; remote control permitted; conditions. Ann. June 25.

WBRC-FM, Birmingham, Ala.—Granted to change antenna location of KFBK SACRAMENTO, Calif., to Aug. 6. Granted permit for new fm station to operate on 1360 kc, 500 w. day; 1500 w. night; KFPO Modesto, party to proceeding. Ann. June 25.

Routine Roundup

WIP Philadelphia, Pa.—By letter, denied request for temporary waiver of Sec. 330(a) of rules to permit WIP to originate programs from Atlantic City, N.J., from July 16 to July 31 coinciding with Atlantic City vacation scheduled for about half of WIP staff. Ann. June 25.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of June 26

Following stations were granted extensions of completion dates as shown: KXEN-TV Lubbock, Tex., to Jan. 21, 1966; WBCS-TV New York, N.Y. (main trans. & ant.); to July 25, 1966.

WBRC-AM, FM, TV, Birmingham, Ala.—Granted license of assignment to Taft Best, Co.

WBTC-Cincinnati, Ohio.—Granted assignment of license to Lake Erie Radio & TV Corp.

KOAO-Pt. Reyes, Calif.—Granted assignment of license to Clearwater Best, Corp.

WBBC-Cincinnati, Ohio.—Granted assignment of license to Taft Best, Co.

ZTV-TV Erie, Pa.—Granted assignment of license to Taft Best, Co.

WKTV (TV) Lexington, Ky.—Granted assignment of cp to Taft Best, Co.

WITC-TV Forest Park, Ohio.—Granted assignment of license to Taft Best, Co.

WKTV (TV) Lexington, Ky.—Granted extension of completion date to Dec. 22.

Actions of June 27

KTYN Coeur d'Alene, Idaho.—Granted assignment of license to Rexford Co.

KIOA Des Moines, Iowa.—Granted assignment of license to Radio Station KARL Inc.

WTVY (TV) Columbus, Ga.—Granted assignment of license to Charles Woods through purchase of stock from J. H. McMillan.

KTTA Tallahassee, Fla.—Granted acquisition of positive control by F. W. Helton through purchase of stock from Emanuel Jeanns.

WOSM-Corvallis, Ore.—Granted assignment of negative control by each Dale E. Albertson and Robert D. Aly for $125,000 through sale of stock by Donald C. Wilkinson based upon terms thereon.

WWSW Waukesha, Wis.—Granted license to control from estate of Stella Katherine Ellis, to Anders E. Hoover and Virginia High.

WHF-TV Harrisburg, Pa. to Aug. 1.

WNTX Jacksonville, Fla.—Granted modified of cp to change ant.-trans. location and type trans.

KOLD-FM, Tucson, Ariz.—Granted modified of cp to increase ERP to 30 kw; decrease antenna height at new location to 80 ft.; replace expired license; remote control permitted; conditions. Ann. June 25.

KFWB-FM, Los Angeles, Calif.—Granted modification of license in 1959 for cp at change location to ERP of 10 kw; change antenna height at new location to 30 ft.; replace expired license; remote control permitted; conditions. Ann. June 25.

KFWB-FM, Los Angeles, Calif.—Granted assignment of license toϑ new fm station on 1050 kc, 500 w. day, 1500 w. night; WBCS New York, N.Y., to Aug. 6, 1966.

WBNF Chicago, Ill.—Granted change of remote control authority.

Actions of June 25

WKRO-FM, Rome, Ga.—Granted to change location and make changes in ground system; conditions: remote control permitted.

WIOD-Houston, Tex.—Granted to increase antenna height at new station.

WTOL Toledo, Ohio.—Granted assignment of license to Trans-American Cable Co., to make changes in ground system; conditions: remote control permitted.

WKAL Gallup, N.M.—Granted modified of cp to change ant.-trans. location and make changes in ground system; conditions: remote control permitted.

WEZC-Cleveland, Ohio.—Granted modified of cp to change location and make changes in ground system; conditions: remote control permitted.

KSD Slidell, La.—Granted permit for new fm station to operate on 1360 kc, 500 w. day; 1500 w. night; KFPO Modesto, party to proceeding. Ann. June 25.

KUNA-AM, Idaho.— Granted assignment of license to Taft Best, Co.

KZIL-Wausau, Wis.—Granted to change location and make changes in ground system; conditions: remote control permitted.

KBXR-FM, Edmonton, Alberta.—Granted assignment of license to Taft Best, Co.
PROFESSIONAL CARDS

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*ARR Continuing Readership Study

Service Directory

BROADCASTING, July 6, 1959

99
control from estate of Stella Katherine Morris to Anderson Brown Morris, Katherine Hoover and Virginia High. Granted petition by A.D.C. to change license to Air-Way Branches Inc., company's mod. of license to change studio location. Granted permission by WJMA, Conn., to change license to change studio location. Granted permission by WTJP, Holyoke, Mass., to change license to change studio location. Granted permission by WTUP, Tupelo, Miss., to change license to change studio location. Granted permission by WPAC, Bridgeport, Conn., to make changes in trans. and condition. Granted permission by WCCN, Chicago, Ill., to make changes in trans. and condition. Granted permission by WCMN, Miami, Fla., to make changes in trans. and condition. Granted permission by WDCD, Norwood, Mass., to make changes in trans. and condition. Granted permission by WFEO, Ames, Iowa, to make changes in trans. and condition. Granted permission by WJMA, Quincy, Mass., to make changes in trans. and condition. Granted permission by WTUP, Tupelo, Miss., to make changes in trans. and condition. Granted permission by WPAC, Bridgeport, Conn., to make changes in trans. and condition. Granted permission by WDCD, Norwood, Mass., to make changes in trans. and condition. Granted permission by WCCN, Chicago, Ill., to make changes in trans. and condition. Granted permission by WCMN, Miami, Fla., to make changes in trans. and condition. Granted grant to Hearst Examiner

EDWIN TORNBERG & COMPANY, INC.

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BROADCASTING, July 6, 1959

100 (FOR THE RECORD)
HELP WANTED—Management

Large Florida market fm—only now in planning stages. Key to our success will be the right manager to direct the promotion and personnel. Good opportunity. Salaries are high, commensurate with experience and qualifications. Excellent prospects for advancement. Send résumé and background information to Personnel Director, WLAC, Nashville, Tenn.

Sales—Wanted immediately for top rated local network station. Must have sufficient experience to handle account. Send résumé. Salary $350 per week. Reply Box 350M, BROADCASTING.

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California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Sales opportunity for experienced, aggressive salesman. Established NBC station. Send references, resume, salary, photo. KENT, Shreveport, Louisiana.

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Sales opportunity for experienced, aggressive salesman. Established NBC station. Send references, resume, salary, photo. KENT, Shreveport, Louisiana.
Help Wanted—(Cont'd)

Production-Programming, Others

Expanding staff. Looking for man experienced in sales and radio. Must be able to take complete charge of commercial department. Opportunity and security for right man. No floaters. Write Manager, KCMO, Chaska, Iowa.

News reporter-writer who can do air work. Send background information, tape, photograph etc. to: WTNY, Jamestown, New York.

News director. Must be experienced in gathering news and setting copy on local. Send tape and full information WXW, Portsmouth, Ohio.

RADIO

Situations Wanted—Management

Manager-engineer, will sell, prefer single station. Con't. Let's talk. Box 150M, BROADCASTING.

$48,000. Increased profits 1958. Can do same for you. For capable, efficient, profitable general manager, make offer. Box 51M, BROADCASTING.

In the R? Go black with a proven efficient manager. Box 51M, BROADCASTING.


Station manager—Operating hour sound or block sound. Have had the answer for three other market stations. Top references. Challenge important but so is money—have four children. Have close connection with broker if you're considering selling—but first class idea to establish station value. Box 546M, BROADCASTING.

Manager or commercial manager. Nine years radio experience as announcer, commercial manager, program director and manager, 3 years college, FL. Work by results not by hours. Box 566M, BROADCASTING.

National rep salesman would like to hear from medium market station with management, sales management, or solid sales opportunity. Frank Frost, 2353 Belle Plaine, Chicago.

Sales

Experienced program director-salesman desires full-sales-no sales opportunity. Box 53M, BROADCASTING.

Somewhere in the broadcasting industry that needs a good radio station that needs my services. Over 14 years experience in selling and management in major market. If you need help, let's get together. Box 55M, BROADCASTING.

Incapable references, background, earnings demands aggressive, intelligence, character. Mature (35?), chummy; yet adaptable. Brief sales (14 years) in 17-year meteorological broadcasting provide merchandise, station, account selling, promotion, programming-sales comprehension. Large market to prove salesmanship and management-ownership probate. Box 537M, BROADCASTING.

Salesman/announcer, long on hustle and savvy, short on experience. Any opportunity the right one. Box 545M, BROADCASTING.

Experienced tv salesman—34—looking for small to medium sized market—with the opportunity of growing with group. References and any information furnished by writing Edward J. Ruppe, 4651D, RD 4, Troy, N.Y.

Announcers

Sports-minded stations only. Teriffic sportscaster-salesman-announcer, 6 years experience, 1st phone. Making big money. How about you? Box 244M, BROADCASTING.

p2 Hooper-rated dj, Kansas City seeking larger market. More money. What's your deal? No top 40's please. Box 81M, BROADCASTING.

Announcer available, negro, excellent gospel, network wtva, places. Box 460M, BROADCASTING.

All around announcer, experienced, mature, operate board, know good music. Box 481M, BROADCASTING.


Announcer—I have what it takes. If talent gets led, this announcers tape talk. Box 53M, BROADCASTING.

Personality-dj; strong commercials, gimmicks, operate board. Steady, creative, cooperative. Box 541M, BROADCASTING.

Young man determined to succeed. Well trained. Any reasonable offer? Box 564M, BROADCASTING.

Announcer, young, eager to learn. Coopera-tive. Prefer small to medium market. Operate board. Box 541M, BROADCASTING.


Negro announcer-dj intelligent. Versatile. Sales experience, Socko show. Box 543M, BROADCASTING.

This gal knows clerical work, can write copy and do first rate program. Box 544M, BROADCASTING.

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102

BROADCASTING, July 6, 1959

Situations Wanted—(Cont'd)

Sales

Young man, 29, mature, vitally interested in Radio and/or TV. Desires opportunity to learn, able to produce. Lite announcing experience. Prefer northeast. Box 552M, BROADCASTING.

Have 18 months of experience, but will work hard to prove myself. Desires opportunity to make a living in this field. Have excellent references. Call Bill Baker, New York, Auditorium 6-6000, Ext. 24. W. 12 a.m., or Box 553M, BROADCASTING.

Announcer, steady, versatile. Wants progressive station. Excellent references. Box 554M, BROADCASTING.

Announcer-engineer. Five years experience, five major markets. Excellent references. Box 569M, BROADCASTING.

C&W specialist or variety dj, Ad-lib or straight, 3 years radio, iv., 12 years entertainer. Clean, reliable, permanent. Available now. Box 572M, BROADCASTING.

East coast, broadcasting school graduate. Advertising Executive, sales work. Has dependable. Box 374M, BROADCASTING.

Young man, graduate professional broad-caster, seeks remote, large, or west coast, commercial, news, sports. Would also like dj show available to teenagers. Have board experience. Reliable and always willing to do a professional job. Box 591M, BROADCASTING.

Six years experience. Deslay, news sports, weather, radio or tv. Available July 1175.00 minimum. Phone NY D.C. 6-4178. Write Box 592M, BROADCASTING.

Major markets—Top-flight production dj indicate formula-non formula. Box 595M, BROADCASTING.


Announcer now with network station-no opportunity to do news, top tunes, wants independent, with news, formula operations. Young, single, dependable, move anywhere. Girl of D.K., WMAQ, Chicago.

Dj, 3 years, single. Prefer nights, large market. Bof Heffner, Route 1, Rockford, Ohio.


First phone answer. College and experience. Brad Melton, 5119 Rocky Ridge Road, Dallas, Texas 0-4769.

Authoritative, mature staff announcer, with sales ability, dependable, capable, seeks permanent position with growing progressive station, prefers midwest or eastern. All others. Age 33—family man. James Allen Ruck, 2226 Marshall Blvd., Chicago 23, Ill.


Attention southern Illinois. Announcer trained in all phases of radio. Write: John J. Stone, 529 Magnolia, Chicago, Ill.

Do you need a personality that will special in turning friends for your station? Hooper morning excess 30-5-5-6, afternoon excess 2:30. Racetrack personality? hoop’s experience, plow over seven years professional experience. Will wait for right opportunity. Positions range from 25,000 to 20,000. Box 806M, BROADCASTING.

Three years at WNW-D—Washington, D.C.’s #1 station. Recent move to southwest-a mix of air talent, dJ, soothing news, convincing commercials. Terry Sullivan, P.O. Box 1821, San Antonio, Texas. Capitol 2-8216.

First class operator presently employed 500 watt directional. Married man seeks permanent opportunity northeast United States. Box 559M, BROADCASTING.

Florida opportunity wanted. First phone. Experienced radio, tv, and communications. Box 560M, BROADCASTING.

Production-Programming, Others

Program director: Currently employed one of nation’s top stations. Highly experienced, successful both top 40 and good music operations. Box 445M, BROADCASTING.

Looking for ten years’ experience in major phases of radio-tv broadcasting? Want steady, reliable, ambitious help? No Eastern. Employed. Box 560M, BROADCASTING.

Summertime is flagpole time. Experienced flagpole sitter available after July 16 for stations in all part nation. Box 560M, BROADCASTING.

Newman—Presently employed—news director, was in top stations. Married, children. Looking for stable position with station that knows value of news. Excellent references. Box 561M, BROADCASTING.

TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago area. Prefer man age 20-25. Box 190M, BROADCASTING.

The man we want now is working on the east coast in television or radio sales. We are prepared to lend you all the assistance you need to develop into our top salesman. Located in one of the top television markets. Reply Box 327M, BROADCASTING.

Help Wanted—(Cont’d)

Sales

New local tv programming creates growth opportunity for stable executive type salesman. A little radio or tv time sales experience and much more on your part along with my help and leads to get you started will result in $5,000 to $10,000 compensation per year soon and more in future. Salary first 6 months 70 percent and photo to Keith Oliver, Sales Manager, WJIM-TV, Lansing, Michigan.

WLOF-TV, Channel 9 Orlando needs aggressive salesman. Will overlook lack of experience if man is a real hustler. Good opportunity to move to Florida.

Announcers

Southeastern vhf interested in announcer with tv experience. Personality, voice quality, must be excellent. Man we are looking for is employed happily, but desires to move and improve. Box 567M, BROADCASTING.

Technical

Chief engineer: Consulting background, directional and construction experience. Desire position substantial station or group. References. Box 511M, BROADCASTING.

Engineer, 12 years experience. Ham 29 years. No announcing. West preference. Box 546M, BROADCASTING.

First class operator presently employed 1000 watt directional. Married man seeks permanent opportunity northeast United States. No announcing. Box 558M, BROADCASTING.

Engineer, 45, versatile, qualified, references. No announcing. Box 578M, BROADCASTING.

Florida opportunity wanted. First phone. Experienced radio, tv, and communications. Box 560M, BROADCASTING.

Production-Programming, Others

Copywriter, fast, clever with words to assume complete charge of continuity. California network affiliate. Box 4640, BROADCASTING.

Wanted. Announcer-director. South-east Florida station. Salary open. Must have good audition and complete resume plus salary requirements in first letter. Also have open for copy writer. Salary open. Write details. Reply Box 559M, BROADCASTING.

Producer-director position open in south-eastern vhf. Give full details as to experience ambitions, and salary requirements. Good team man with vitality, originality and plenty of ideas wanted. Box 566M, BROADCASTING.

Working news director wanted for vhf in southeast. Must be able to write, edit, show 6 minutes, and break into on-the-air job. Box 569M, BROADCASTING.

TELEVISION

Situations Wanted—Sales

Sales manager major eastern vhf deejays of locating with progressive station or chain in midwest. 17-year experience all phases of radio and tv sales. Aggressive, young account executive seeks solid opportunity. Married, excellent background and best references. Box 562M, BROADCASTING.

Announcers

Experienced announcer, currently employed major market, seeking advancement. Prefer midwest station. Box 535M, BROADCASTING.

Technical

Broadcasting technician: Recent graduate of Central Technical institute. Seeking permanent position or summer replacement. Lat ticket. Box 556M, BROADCASTING.

12 years radio and tv. Desire technical position with good future. Can accept responsibility. Box 557M, BROADCASTING.

Production-Programming, Others

Production assistant, five years experience large market, desires relocate small market as production manager. Salary open, family, college graduate, highest references. Box 470M, BROADCASTING.

TV program director wants to get hands dirty again. Anxious to return to production department. Experienced as p.d., announcer, director, executive, writer, designer. etc. Desire position as operations-production manager. Box 525M, BROADCASTING.

VERSATILE, experienced, well-educated production manager (4 years tv production) capable of managing and executing all assignments relative to tv-radio-theatre production. Looking for permanent tv "Home" and co-operative tv "professionals". Write for complete resumes and references to Box 584M, BROADCASTING.

FOR SALE

Complete 25 kw tv transmitter, Channels 2 thru 6. Low priced. Send for details. Box 494M, BROADCASTING.

For Sale: 1 Presto-Bee recording amplifier with 2 recording head; model 6N, Box 559M, BROADCASTING.

1 tape-Athon model 275-10 automatic continuous magnetic tape recorder includes two pre-recorded 15-inch reels. Very good condition. Box 588M, BROADCASTING.

MAJOR INDEPENDENT

HAS IMMEDIATE OPENING

FOR TOP-FLIGHT DISC JOCKEY

Send tape, air check, photograph and resume to

Program Director, WFBW, Baltimore, Md.
FOR SALE

Equipment—(Cont'd)

1 Travis tape portable tape recorder, Triple Quality model, used very little. Excellent condition. Box 303M, BROADCASTING.

556 foot Blaw Knox self-supporting H-21 tower. Designed for FM and TV antennas. Directly ship to ship. Box 383M, BROADCASTING.

Best offer buys: One G.E. Type BT-4-A 10 kw. transmitter with several output tubes. This unit requires a 3 kw driver. It is in excellent condition. Call Washington, D.C. at Adams 0-2970, Ext. 101A.

RCA, BQ-101 automatic turntable. Used very little. Make an offer. KFCM, Davenport, Iowa.


Western Electric 310-B, mint condition, 19 sets tubes. Western Electric high level modulated transmitter ok for stand-by. Conventional本领式 power supply, Want Langweig "Prograe" or equivalent. Make me an offer. Fred Stanley, Jr., WRL, Radio, Raleigh, N.C., phone Temple 4-6401.

Flashcasting. Trans-Lux news sign . . . . 81 x 43. Complete remote control equipment. Good condition. Reasonable. WRVM, 130 Clinton Avenue South, Rochester 4, N.Y.

RCA BTA-300M broadcast transmitter available for sale. Used three years. Radio Station WWTR, Ripley, Tenn. Box 302, Clarksburg, W. Va.

240 feet Andrew 6½" coaxial line with fittings. WSIV-TV, Nashville, Tennessee.

WANTED: Opportunity to lease small am, prefer middle-west, write freely, information absolutely confidential. Box 200M, BROADCASTING.

WANTED TO BUY

Stations

Sincere group of young, experienced broadcasters interested in station in market of 30,000 or better. Prefer midwest. Will become part of community. Strictest confidence. Box 405M, BROADCASTING.

Wanted: Opportunity to lease small am, prefer middle-west, write freely, information absolutely confidential. Box 300M, BROADCASTING.

Equipment

Wanted RCA RTL-IB ST, or receiver only. Box 411M, BROADCASTING.

Man with 20 years radio experience and capital seeks station in eastern market, preferably New York area. Principals only. No brokers. Write in confidence. Box 851M, BROADCASTING.

FM transmitter, 1 to 5 kw, and monitors, CMS, 60 Landing Park, Rochester 10, N.Y.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham School is located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gilham Road, Kansas City 9, Missouri.

He prepared. First phone in 6 weeks. Guaranteed license. Eklina Radio License School of Atlanta. 1135 Spring St., N.W., Atlanta, Georgia.


Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations Required. Enrolling now for classes starting Sept. 2, Oct. 29, 1959, January 6, March 29, 1960. For information, references and reservations write William E. Qoden, Radio Operational Engineering School, 1180 West Olive Avenue, Burbank, California.


BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stock over the counter and floating issues for purchase or expansion contact Media Link Corporation, 6311 Hollywood Blvd., Los Angeles 38, California. We can offer operating services only in those states in which we are registered as dealers in securities.

MISCELLANEOUS

Custom radio spots our specialty. No minimums. W J Productions, 2806 Templeton Road, Columbus, Ohio.


RADIO

Help Wanted—Sales

WANTED: SALES MANAGER

Minimum Salary $12,000.00 Per Year

Greater Rochester's fastest growing radio station, WMCR (Mighty 1360), needs a sales manager. Must have top-notch management ability and direct a staff to sell today's radio.

The minimum salary is $12,000.00 per year with a real opportunity for someone with know-how and aggressiveness to earn much more. Also, the right man exists for the right party to grow into the General Manager's capacity.

Direct applications to Robert M. Cox, President, 200 Fifth Avenue, McKeepert, Pa., or phone North 4-4241.

RADIO SINGING COMMERCIALS' SALES MAN

Jingle firm currently dealing with over 700 radio stations needs services of top-notch salesman. Car necessary. Excellent travel. $15-20,000 per year calibre. Radio experience essential.

The Jingle Mill, Inc. 201 West 49th Street New York 19, N.Y.

HELP WANTED—(Cont’d)

ANNOUNCERS

SOMEBLHERE

Among the readers of this advertisement is a man able to do the job of Chief Announcer on a 5,000 watt radio station located in the middle Atlantic area. Must be able to do straight announcing, sports and local news and have a practical knowledge of music. Future advance- ments guaranteed by cooperation with Station and Department and public service with community. Send experience, qualifications and photo to Box 586M, BROADCASTING.

TECHNICAL

RECORDING ENGINEER

Must be thoroughly versed in all phases recording, maintenance, set-up, acoustics, etc. Great opportunity for right man. Salary, bonuses and high profit sharing arrangement. New studio being built. Already has initial account which will bill $15,000 to $20,000 yearly.

Box 589M, BROADCASTING

SALES ENGINEER AUDIO PRODUCTS

Immediate opening for broadcast engineer experienced in all phases of audio equipment and audio systems. Responsible position in sales office of leading broadcast equipment manufacturer. Unlimited travel. Complete company benefits. Send complete resume and photo. Box 602M, BROADCASTING

TELEVISION

Situations Wanted—Management

TV-Radio Manager-Sales Manager

15 years' diversified background in radio management, sales, merchandising and pro- motion, including network management and representative experience, programming, talent and legal and accounting. Unexcelled reputation as self-starter of "hard-sell" school. Extensive first-hand experience in the management of Southeast as well as national field. Know agency-advertiser thinking inside and out. Presently employed film sales. Money good but tired of traveling. Interested in job as a working tv sales manager or general manager of radio station. 38 years old, married, children. References.

Box 587M, BROADCASTING

MISCELLANEOUS

SELL MORE WITH HUMOR

Create humorous, hard-sell radio and TV commercials with the comprehensive guide

"TOUCH ME LIGHTLY"

Successful samples included. $3.00 Write: Radio Aids—715 Castillo St., Santa Barbara, California.

BROADCASTING, July 6, 1959
COMMUNICATIONS
RCA BROADCAST FIELD ENGINEERS

Qualified applicants should possess first class radio-telephone license, good technical schooling and two or three years' maintenance experience on TV studio or TV transmitter equipment.

These positions will pay top salaries. Liberal RCA benefits included.

For personal interview, please send a complete resume of your education and experience to:

Mr. Edward J. McGarrigan
Employment Manager, Dept. YP-1G
RCA Service Company
Cherry Hill, Camden 8, N.J.

BUSINESS OPPORTUNITY

WHAT ARE YOU GONNA DO WITH ALL THAT LOOT?
If you've got DUE BILLS for transportation, services or merchandise; that you've had to take in payment for your services, DON'T WASTE THEM. DON'T GIVE THEM AWAY. WE WILL BUY DUE BILLS FOR INEDIATE CASH OR WE WILL TRADE YOUR DUE BILLS FOR SPECIFIC NEEDS OF YOUR CHOICE.

GREAT WESTERN MERCHANDISE
6013 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

BROADCASTING, July 6, 1959

TELEVISION
Help Wanted—Technical

STATIONS

FULLTIME COLORADO
Captive market station $8,000 down. Approximately $290.00 per month on balance. Box 493M, BROADCASTING.

DAYTIMER
Metropolitan Rocky Mountain Area. By owner. $26,000 down. Seven Year payout. Box 500M, BROADCASTING.

KAPR
Douglas, Arizona
1000 watt daytime. $75,000, with 25% down. Market—copper, cattle, lettuce. Box 511M, BROADCASTING.

FOR SALE
Class B fm station in Southern California. Write
Box 530M, BROADCASTING

5000 WATT DAYTIME STATION
In very desirable Florida area. Price $150,000. Will not accept one penny less, as station has unlimited potential. Terms available. Principals only write.
Box 572M, BROADCASTING.

FOR SALE

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Dollar for Dollar
you can't beat a classified ad in getting top-flight personnel

FOR SALE

GUNZENDORFER
For Western radio properties—Arizona 5000 watt daytimer in Mar- ket—Control for $140,000, California fulltimer 200 watts $40,000. Arizona 1000 watts $75,000. Colorado daytimer $100,000. TERMS.

WILF GUNZENDORER AND ASSOCIATES
8630 W. Olympic, Los Angeles, Calif.
Licensed Brokers and Consultants

GUNZENDORFER
Texas 250w D. $125,000 29% —S.W. Fulltime $35,000—Texas fulltime Regional $170,000 27% —S.W. Fulltime $90,000 15% down—Southern P.T. Regional $117, 000 29% —Southern D. Regional $97,500 29% —Texas fulltime Regional $180,000 29% —Many more up to $900,000. To
BUY or SELL contact KATN KROON- ALD, BOX 9266, AUSTIN, TEXAS.

NORMAN & NORMAN INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Entertainment Brokers
Confidential Assignments
Security Bldg., Davenport, Iowa

STATIONS FOR SALE
Ours is a personal service, designed to fit your finances, your qualifications and your needs. If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd., Los Angeles 28, Calif.
Meet Mrs. Peter Peff

talented executive and a good customer of Anaconda

Many a tough problem has been solved by Mrs. Peff and her company since 1952, when she assumed the presidency after her husband's death.

Specialists for thirty years in building low-temperature apparatus and complete plants to produce oxygen and other gases, "Supairo" was called on recently to develop a small, compact, lightweight container to supply oxygen for aircraft crews at high altitudes. Supairo did just that—with its ingenious design for a "vacuum bottle" which holds liquid oxygen at 297 degrees below zero, Fahrenheit! One of the key questions—what metals would do the job best?

After careful research and testing, Supairo chose Anaconda's special copper-silicon alloy, Everdur®, for the inner sphere which contains the liquid oxygen. Everdur was selected because of its ready workability, corrosion resistance and high strength—a combination of properties which withstands the vibration and fatigue stresses aloft, plus the shocks associated with catapult launchings and carrier-based landings.

For the outer sphere, a shell of highly polished, heat-reflecting Anaconda Copper was used to maintain the vacuum which keeps the liquid-state oxygen at the extremely low temperature necessary.

The "vacuum bottle" shown above, when fully valved and charged, weighs only 3/4 as much as the heavy, cumbersome cylinder it replaces, and requires only a fraction of the space. Yet Supairo's new product provides a high-flying, eight-man crew with all the oxygen it needs.

Anaconda, through its subsidiary The American Brass Company, produces more than 100 standard alloys of copper, each providing its own combination of properties. Special alloys are regularly developed to meet specific applications. This is in keeping with the continuing aim of Anaconda research in the whole non-ferrous-metal field: Better ways to do things, in home and industry.
 OUR RESPECTS TO . . .

Charles Henry Tower

A management dream for the broadcasting industry comes true today (July 6) on the campus of the Harvard Graduate School of Business Administration in Boston. Sixty station owners and executives are going back to school. Their lessons will deal with broad management problems.

Charles Tower, age 39, as NAB's broadcast personnel and economics director has long nursed this idea. He feels the typical station manager has come up from specialization—selling, programming, technical and the other typical forms of broadcast operation. In these pursuits many owners and managers simply haven't been able to find time to receive instruction in basic management problems of the type for which Harvard was designed.

The idea of university training for management is not new to industry in general, but it's an innovation for broadcasters. Advertising Federation of America, for example, has a one-week course at Harvard, also with a July 6 starting date. This compares with the four-week-long instruction for broadcasters. Every two years Mr. Tower has been taking some form of advanced management training of this type and he's a recognized specialist in the subject.

University training of this type has some definite "nobs." It's not a cookbook solution to broadcasting problems. This type of problem is taken up at the NAB's fall conferences where station operators can match experiences on specific issues.

Not a Care-All • Nor is the Harvard course designed to tell an operator how to build up a 24.3 rating at 3 p.m. Tuesday.

Rather it will go into the tools that are needed to run a business—ways to face up to problems.

Mr. Tower spends at least half the day on the telephone, consulting with broadcasters on their management and staff developments. He has been in charge of the NAB department since 1955. Station operators and his fellow executives at NAB say he has the most receptive ears and counseling voice in the industry. A bit on the campus side in his manner and habits, he sports a crewish sort of hairdo in contrast to his long-hairish reading tastes. He loves to play squash at the University Club in Washington and wields a competent racquet.

"Chuck" Tower—and that's the way the broadcasting industry refers to him—had his first management experience nearly two decades ago at Williams College in Massachusetts where he managed the football team. Tall and stringy, he assumed this role because his lack of heft didn't fit him for front line or end-run duty.

Native to Campus • Campus life was natural for Chuck. His father taught at Philips Academy-Andover and later became dean. Naturally his secondary educational training was at this well-known prep school where some of faculty members could attend tuition-free.

After getting his liberal arts degree at Williams, with a political science major and economics minor, he entered Harvard Graduate School of Business Administration in 1942. At the time the Navy was operating courses at the school to develop an officer reserve for the supply corps. He attended continuously—was commissioned an ensign and received his degree in industrial administration. Prior to graduation he received a medical discharge from the Navy.

Armed with his graduate degree, Chuck Tower quickly lined up a job that took advantage of his advanced training and introduced him to the manufacturing end of the broadcasting industry. He went to work right off the campus at RCA in Camden, N.J., as junior methods engineer. This job included manufacturing cost control and personnel relations among other duties.

Two years later he joined the National Labor Relations Board as field examiner, working out of the Pittsburgh and Boston offices. In Pittsburgh he met Barbara Schupp, whose father was with NLRB. They were married in June 1946.

Law Degree Too • That year Mr. Tower decided he wanted another degree—law. He had an offer to teach at the Boston U. School of Business Administration. This set up the chance to combine law study with a salary. For 24 months he taught and studied, graduating with his law degree and later passing the Massachusetts state bar. 

The Tower's, Richard F. Doherty, NAB employee-employer relations director, was looking for an assistant. Mr. Doherty, too, had taught at Boston U, and was familiar with the Tower background. On Feb. 2, 1949, Chuck Tower went to work at NAB's Washington headquarters and soon was neck-deep in the labor and economic complications that confront broadcast management.

His first speaking contact came at an NAB district meeting held in the Pocanos when Mr. Doherty went to Europe on an international mission. This was the first contact many broadcasters had with NAB's assistant labor director. They were pleasantly surprised when this boyish, somewhat retiring speaker opened up with a relaxed, professional platform manner and went right to the heart of their labor problems. His industry appearances are now familiar. He keeps an audience at ease by talking without text, a technique he embraced after once feeling that a prepared speech had struck with the impact of an over-age pumpkin.

The Towers have three children—David 12, Chris 7, Sandra Liza 2½. He is a member of the Unitarian church. He teaches business management at American U. in Washington. Besides the University Club he belongs to the Harvard Club of Washington.

As usual this autumn he will conduct clinics for management at NAB's regional conferences. These are what he calls nuts-and-bolts sessions. At NAB's annual conventions his labor and management sessions have capacity audiences. Around the industry more people are familiar with his station economic reports and reviews of labor developments than any of the NAB services.

His role at the Harvard course, he says, will be "chief kibitzer." He thought up the idea and basic planning of the seminar. If the project lives up to his hopes, he believes it will be the first step in a greatly broadened program of executive training in broadcasting.

NAB's Chuck Tower
Specialist: personnel and economics
EDITORIZALS

More help needed

FROM its beginnings, color television has needed more help than it ever got. In the past month, however, two developments have given fresh encouragement to those who see in color tv the ultimate refinement of what is already the No. 1 medium for information, entertainment and sales.

First, Admiral Corp. climbed on the color manufacturing bandwagon—a bandwagon which up till then had been, for all practical purposes, both drawn and driven by a single corporate team, RCA and its subsidiary, NBC. The second encouragement for the color crusaders came 10 days ago, when Roger Clipp of the Triangle stations, who also is chairman of TVB, called together a score of the nation's top television broadcasters for pep talks—and facts—on color tv and what it can mean right now.

It would be wishful thinking to suggest that these developments alone will bring color television bursting immediately into full bloom—or even into bud. But they could lead the way.

Before color can come into its own, the old chicken-or-the-egg question will have to be compromised: Color programming must be promoted at all levels in order to boost color set circulation, while circulation must be promoted so that more advertisers will want to do more color programming. And at some point in that widening circle, as set sales require increased production, rising output must bring reduced set costs so that true mass circulation will be possible.

It is not a job that can be done by one, or even a few. The more broadcasters, manufacturers, advertisers and agencies who get behind the drive, the more quickly color will arrive. No doubt momentum will gather slowly. But along with continually improving programs, color offers the best means of getting more people to watch more—and to buy more, which is just another way of saying money in the bank for both the operators and the users of television.

Victory now, trouble later

THE U.S. Supreme Court eliminated one problem for broadcasters last week but inadvertently created another. The problem it created will be much harder to correct than the problem that was corrected—and it took 25 years to get the illusory relief which the Supreme Court granted.

We say this with much regret for at the outset of the case which the Supreme Court decided last week there was reason to hope for a decision of long-range value. Certainly WDAY-AM-TV Fargo, N.D., has earned the gratitude of all broadcasters for fighting through the costly channels that led to Supreme Court consideration a matter which was of utmost importance to broadcasting.

As reported elsewhere in this issue, the Supreme Court ruled that Sec. 315 immunizes broadcasters from libel actions arising from candidates' appearances on radio and television. The immunity is implied, the court majority said, because the law forbids broadcasters to censor candidates' speeches.

On the surface the ruling is vastly appealing. It removes the historic broadcasters' dilemma of risking libel suits while being powerless to prevent them. But turn the ruling another way, and it is an endorsement of a principle which must be loathed by every broadcaster who counts himself anything more than a Western Union messenger. The ruling legitimates the evil theory that broadcasters are incompetent to exercise the kinds of editorial judgment which are accorded to the press by the First Amendment.

In practical application, the Supreme Court's decision will add to the difficulties which broadcasting must overcome if it is to obtain the freedoms which it must have if it is to become a true organ of journalism. If the United States government, through an act of Congress, endorsed by the Supreme Court, is to deny broadcasters the right of editorial judgment in the presentation of political oratory, the inevitable flow of regulation from that denial will be curtailments of other rights.

The right to exercise editorial judgment over candidates' speeches is too important a right to cede in exchange for protection against libel damages. Broadcasters must intensify their efforts to persuade the Congress to lift the restrictions of Sec. 315 and with them the immunity from libel which the Supreme Court now says the Congress originally granted.

Broadcasters cannot have rights without risks or freedoms without responsibilities. Both rights and risks and freedoms and responsibilities are the necessary ingredients of free journalism.

No time to dawdle

ON Thursday (July 9), a special Senate Foreign Relations Subcommittee will give the nine-year-old NARBA treaty, as well as the 1956 Mexican agreement on am broadcast allocations, another hearing. Two years ago, a Senate subcommittee dropped consideration on ratification because of objections from the Daytime Broadcasters Assn.

This could be the last chance. The daytimers, who cannot be blamed for wanting longer operating hours (they're now seeking 6 a.m. to 6 p.m., instead of sunrise to sunset) haven't been sitting on their hands. They've told Senators that they should be permitted to operate longer hours on Mexican clears and on our own clears. The FCC, presumably before the hearings end, will decide the pending daytimers' case.

What the daytimers haven't told the Senate is that not only Mexican and U.S. clears but practically all of the regional stations would suffer degradation if the longer operating hours were authorized without proper protection. If there is no ratification, Cuban, Mexican and even Canadian stations could jump our channels. No one, not even the daytimers, would benefit from that jungle warfare.

The regions, as well as the clearing, had better tell their story to the Senate subcommittee so it won't be stampeded by a minority view—as it was two years ago. On their side will be Conr. Rosell H. Hyde, who as chairman of the NARBA delegations which evolved the treaties, has worked hard to prevent another inter-American allocations war.

"Our next contestant: Gypsy Rose Lee. She hasn't named her dance but says she won't need a partner."

Sud His

DRAWN FOR BROADCASTING BY SUD HIS

BROADCASTING, July 6, 1959
The Piedmont Industrial Crescent is a unique concentration of buying power stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban area created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.

this is the Piedmont Industrial Crescent

and it's dominated by

wfmmy-tv

this is North Carolina's Interurbia

. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.

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