What say does Madison Avenue have in tv advertising? Page 31
Creditors' answer to Mutual's offer may come today Page 52
Tall tower construction: new obstacles for radio-tv Page 80
Harris group reports out trimmed Sec. 315 measure Page 81

Edward Petry & Co., Inc.
The Original Station Representative.
With the deep salt wells supplying the essential brine, and the broad Ohio River furnishing economical transportation facilities, a rich, thriving chemical industry has arisen in the bountiful WTRF-TV area. Typical is this Columbia-Southern Chemical Corporation plant located at Natrium, W. Va., just south of Wheeling. Here more than 1,000 employees are engaged in the production of chlorine, caustic soda, chlorinated hydrocarbons, ammonia and titanium tetrachloride.

More than $5 million annual payroll dollars of the Columbia-Southern Chemical Corporation help make the WTRF-TV area a super market for alert advertisers . . . a 39-county area where 2 million people have a spendable income of $2½ billion annually.
KEEP SALES UP IN BALTIMORE...

Schedule the PREFERRED Radio Station...

To get the most from your radio dollar you must reach the adult spending audience. That means WCBM in Baltimore... where month after month surveys* show the greatest percentage of adult radio listeners PREFER WCBM programming! Get all the facts and you will see why agencies, too... PREFER WCBM!

*Nielsen Adult Listenership Surveys

A CBS Affiliate
10,000 Watts on 680 KC
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives
the best way to cover the Dallas-Fort Worth Market is with KRLD-TV in Dallas. The powerful Channel 4 signal reaches 656,600 TV Homes — the greatest TV Circulation in the South! Ask any Branham man.

Represented Nationally by The Branham Company

KRLD TV
THE DALLAS TIMES HERALD STATIONS
Channel 4, Dallas
MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.
exhaustive checking. Radio Advertising Bureau is on verge of naming department store with which it'll work in its "$64,000 Challenge" radio test, RAB's offer was to spend up to $64,000 for radio campaign for qualified store willing to accept bureau's idea on how to sell items by radio. Despite stringent requirements, offer drew 41 qualified applicants who have now been narrowed down to four: Hecht Co. in Washington, Filene's in Boston, Davis & Paxson in Atlanta, Higbee's in Cleveland. RAB's idea is that, having already proved radio's value in store-wide promotion, it'll now show that radio can move specific items-on which most stores spend bulk of their advertising budgets-every bit as well as newspapers can.

Radio syndication • ABC Radio is getting set to break out in another direction-this time into radio program syndication. Preliminary plans for syndication arm, currently being formed, are to offer to stations, on tape or discs, programs and network personalities not otherwise available to them. Detailed plans of operation now being worked out.

Cable victim • In midst of Senate Communications Subcommittee consideration of community antenna legislative controls, another vhf is about to fold because of catv competition. Donald L. Hathaway, who has owned KSPR, Casper, Wyo., for 30 years and placed ch. 6 KSPR-TV on air in 1957, is giving up ghost. He has sold am station (1470 kc; 5-kw-D, 1-kw-N, CBS) to his tv competitor, ch. 2 KTWO-TV for $150,000 (CHANGING HANDS, page 66) and will step in with sale of equipment to Community Tv Systems (William Daniels of Denver) for in neighborhood of $300,000. Casper catv operating for past two and one-half years, carries three Denver station channels plus local KTWO-TV.

Announcement of Hathaway tv transaction is expected this week, with one source reporting KSPR-TV will go dark July 22. Situation has parallel in case of ch. 9 KGEZ-TV Kalispell, Mont., whose operator, Frank Reardon, 15 months ago announced that he was going dark because of refusal of FCC to regulate catv. He charged FCC had affirmatively aided catv by granting microwave frequencies for importing of distant stations and that he could not compete.

ABC in Washington • AB-PT President Leonard Goldenson at farewell luncheon Friday for retired Washington vice president, Robert H. Hinckley, formally disclosed appointment of two assistants to president to assume Washington duties. Edgar G. Shelton Jr., Mr. Hinckley's assistant for past two and a half years, is assigned government liaison, and Joseph Jacobs, staff attorney, is assigned all legal activities. All seven members of FCC, plus top echelon of ABC officials, attended luncheon and Chairman Doerfer and Vice Chairman Hyde paid high tribute to Mr. Hinckley. Mr. Hinckley will continue on AB-PT board and executive committee and will be available for counsel. He will reside at his ranch in Ogden but plans to be in East at least one week each month.

Ollie Treyz, ABC-TV president, at Hinckley luncheon, told FCC why ABC needs more outlets in some key markets. Asserting ABC-TV had achieved top status nighttime in top 24 markets by shade over CBS-TV in latest Nielsen, he said it suffered because of inability to get clearances in two-station markets, with CBS leading nationally by about 25%. He mentioned critical markets as Grand Rapids-Kalamazoo, Louisville, Birmingham, Syracuse and Rochester, and also alluded to inability to clear consistently in Greensboro, Charlotte, Winston-Salem and Jacksonville.

Clean-up campaign • NAB Tv Board's crackdown on code-subscribing stations carrying Preparation H hemorrhoid account hasn't yet had noticeable impact on list of stations carrying Ted Bates business. It's understood only one station has dropped account since board's June 17 meeting (BROADCASTING, June 22), but 13 stations told to drop it or lose code seal still have until July 18 deadline. Ted Bates list includes 145 tv stations, and agency is spending more on account than six months ago. Agency maintains that 99% of stations it approaches have accepted business.

Latest headache of NAB code administrators, sexy commercials, is being pondered by NAB Tv Code subcommittee scheduled to meet in New York late this month. One underarm product is said to involve combination of visual and aural lures of questionable taste.

Test site • After some 14 months of

Educational excursion • House Commerce Communications Subcommittee is busy lining up itinerary for planned full field inspection of educational tv stations. Committee, in tabling S 12 and similar federal etv subsidies (BROADCASTING, June 8), stated it wanted to make field trip to study firsthand needs for proposed $1 million for each state.

Rep. Kenneth Roberts (D-Ala.), chief House advocate of proposal, will lead entourage with stops already scheduled in Denver, Little Rock, New Orleans and Alabama (three station network).

Observer • Keeping close eye on last week's hearings on tv network program practices at New York court house (story page 31 is Sen. A. S. Mike Monroney (D-Okl.), whose pet grievance is reliance upon ratings and too many Westerns and adventures. But he's doing it by remote control. Whether Sen. Monroney will seek to hold his oft-postponed hearings into ratings will depend upon outcome of testimony of New York advertising agency executives before FCC Chief Examiner James D. Cunningham.

Hiring a hall • Quip around FCC is that several radio hearings may have to be held in Washington's Constitution Hall (capacity, 3,800). Reason is way am processing line looks following May 15 deadline for filings under new procedure. There's one group of 60 applications involved in 1230-1240 kc, 45 applications in 1400-1490 kc area, group of 28 in 1550 kc and another of 10 in 1550 kc. All have received McParland letters and after replies designations for hearings may be made. Then Broadcast Bureau will list next top 50 applications and new cut off date. Almost 240 applications were filed five days before May 15—of which 138 were amendments, 61 for major changes and 39 for new facilities.

Breakdown • Looks like an all or nothing gambit on FCC's 14-year-old clear channel case. Commission discussed matters last week in executive session with consensus seemingly that new proposed rulemaking to break down all 24 clear channels is required since there didn't seem to be any answers to objections on part of 12 Class A stations proposed to be duplicated on why they were chosen and other 12 clear channel outlets left untouched. FCC decided to meet again on subject July 20.
In Milwaukee the best minutes are in the best movies — on WITI-TV

Buy the "big minutes" with the stars of PARAMOUNT, MGM, 20th CENTURY FOX, SCREEN GEMS and many others... 3,000 top film features and CBS programming backed up by the integrity and experience of Storer Broadcasting give you the most for your Milwaukee advertising dollar. For the complete facts on the biggest selling minutes on WITI-TV, ask your BLAIR TELEVISION ASSOCIATES rep.

Storer Television

WITI-TV Milwaukee
WJW-TV Cleveland
WAGA-TV Atlanta
WSPD-TV Toledo
WJBK-TV Detroit
Pants seats won't replace research • Believe it or not, according to Dr. Norman Young, director of research, Mogul Lewin Williams & Saylor, New York, it has happened: agencyman tries to fly blind in media campaign without basic radio-tv research, gets grounded by client. For a while, Dr. Young says in this week’s Monday Memo, it looked like you can be successful sliding along on the seat of your pants without factual research. He was afraid research directors had become outmoded, until . . . Page 19.

Agencies and network programs • Networks do, and should, control scheduling of programs, agency witnesses tell FCC. But some alarm is voiced over increasing number of network-controlled hour-long shows. Agencies’ role in program development and production spelled out. Page 31.

More for television • Katz Agency promotion film recommends U.S. companies allot at least 10% of sales budgets to spot tv in addition to regular tv advertising expenditures. Distribution efficiency found lagging far behind production efficiency. Page 46.

MBS settlement proposed • Creditors offered 10 cents-on-the-dollar payment. Network officials meet with Mutual Affiliates Advisory Committee group as well as creditors. Bankruptcy hearing scheduled today (July 15). Page 52.

In and out of NBC Radio • Todd Storz informs network KOMA Oklahoma City is cutting down use of network programs; network caught by surprise. And NBC Radio drops WHAM Rochester, N.Y. for WVET. Page 54.

Daytimers treaty problems • Status of daytime stations in ratification of Mexican treaty is major item of contention as Senate Foreign Relations Subcommittee holds one-day hearing on international broadcast agreements. Page 72.

Troubles for tall towers • Actions of new agency at federal level and of increasing number of restrictive laws at state level pose new problems for broadcasters who plan new antenna towers. Page 80.

Sec. 315 plan diluted • House subcommittee reports to parent body watered-down version of equal-time amendment, exempting newscasts and on-the-spot coverage. Further consideration planned on legislation to define qualified candidates. Page 81.

Catv advocates at bat • Cable antenna proponents scheduled to have their day in court this week, following additional testimony by broadcasters and booster adherents before Senate Commerce subcommittee. FCC Chairman Doerfer to testify after appearance of catv witnesses. Page 82.

CBC-TV heavy user of red ink • Report to Parliamentary Broadcasting Committee in Ottawa discloses that 17 of 40 sponsored television programs lost money. Page 103.
PRODUCTS OF SYRACUSE

...important in the home

This most-wanted Pass & Seymour Rocker-Glo switch is a little thing that makes a big difference... providing the discriminating homeowner with the switch of the future for his home today...

Just as WHEN-TV's extra merchandising, promotion and publicity services make the difference between ordinary and extraordinary sales.

To add a little extra to the sale of your product in Syracuse and all of Central New York, place on WHEN-TV view. A call to the Katz Agency or WHEN-TV commercial manager, Fred Menzies, will put it in the spotlight.
PILOTS: PERISHABLE PRODUCT

FCC learns facts from N.Y. agency men

Compton Adv.'s Lewis H. Titterton testified Friday (July 10) that ABC-TV would not permit Compton or its client to view pilot films of two series this past spring unless advertiser would consider specific time period network already had selected. Mr. Titterton, Compton vice president and director of radio-tv programming, reported this episode as agency phase of FCC network study progressed through fourth straight day in New York (see story, page 31).

Mr. Titterton was reluctant to name officials of ABC-TV who had made this policy decision, packaging company involved and Compton's client. But at direction of Chief Hearing Examiner James D. Cunningham, he replied that Compton was informed by William Mullen, ABC-TV vice president in charge of sales, that this policy was laid down by Oliver Treyz, ABC-TV president. He identified packager of programs at Frank Cooper and client as Procter & Gamble.

Mr. Titterton testified that P & G at that time was interested in sponsoring one of two series packaged by Mr. Cooper—Cry Fraud and Willie. He said Mr. Cooper, while attempting to arrange for showing of pilots, was advised that only if advertisers were interested in Friday 7-7:30 p.m. period would ABC-TV permit P & G and Compton to view film. Mr. Titterton added that Mr. Mullen confirmed that time period condition had been laid down by Mr. Treyz.

P & G, Mr. Titterton related, decided not to view pilot on that basis. Asked if he knew why ABC-TV had imposed such condition, he replied: "I think the feeling is that if a pilot is seen by too many people, it loses its value. It's like a new shirt up for sale—if too many people handle it, it becomes a soiled shirt and cannot be sold as a new shirt."

This line of questioning was introduced by FCC counsel Ashbrook Bryant to ascertain if agencies had encountered any difficulties in acquiring network time for clients. Mr. Titterton said network time had been set earlier this year than in previous years, but said he disagreed with some of other witnesses in that he knew of at least three programs that were not "locked in" by mid-April. "It is my belief," Mr. Titterton remarked, "that the smaller independent packager has virtually no place to go today because of more special programs and fewer half-hour shows."

Program Responsibility • In other testimony, Thomas J. McDermott, senior vice president in charge of radio-tv for Benton & Bowles, pinpointed instances of agency influence in tv program production for its clients, and spoke of millions of dollars risked and lost in pilot films well in advance of tv season. He agreed with other agency witnesses that main responsibility for programming should rest with networks but asserted that lesser responsibility— but responsibility nevertheless—devolves on agency and packager.

In this latter connection, Mr. McDermott said that in consultation with networks, B & B has made programming suggestions which proved beneficial upon acceptance. He added some of agency's ideas have been vetoed; sometimes these recommendations proved agency "right" and sometimes "wrong."

Mr. McDermott said capital in tv pilot films was risked by production companies and networks, estimating that typical large broadcast agency would have to spend "upwards of $2 million" each year if agency itself financed pilots for clients. His "best estimate" on total investment for pilots made in advance of season was $25 million, of which, he thought, about 10% (or $2.5 million) actually is placed in network schedules. He said only fraction of investments are recouped via small proportion of pilots moved into summer play, into syndication or into schedules as replacements in January.

Detailed for FCC was Benton & Bowles' role in changing entire concept and titling of Loretta Young Show in its early appearance on NBC-TV when Mr. McDermott testified, program was network licensed to Procter & Gamble, show's original sponsor. He also spoke of agency-induced realignment of pilot sequences and change in concept of new program series to start in fall. Later he identified program as Goldie which is Desilu production starring Betty Hutton and slated for General Foods sponsorship on CBS-TV, Thurs., 9-11:30, starting Oct. 1. In both cases, he said, networks were not involved.

Mr. McDermott said his agency's "basic consideration" for any tv program is "judgment"—is program good entertainment?—and ventured opinion that any well-done tv program "will become an effective sales vehicle" because, by itself "is a very effective vehicle medium." B&B, he said, bills about $55 million in network tv, $15 million in spot, with gross billing at $100 million in U.S. with $7 million additional overseas.

Two witnesses remained to be heard from late Friday—John P. Cunningham, chairman of Cunningham & Walsh, and Nicholas E. Keesley, senior vice president and radio and television director, Lennen & Newell.

Mack jury split; retrial to be asked

Three-month criminal conspiracy trial of former FCC Comr. Richard A. Mack and friend Thurman Whiteside over Miami ch. 10 case ended Friday with hung jury, 11 voting for conviction, 11 voting for acquittal. Whether new trial will be held and where will not be decided for few days while Judge Burnita S. Matthews considers defense motions for acquittal. If she denies motions, Justice Dept. has already decided to hold new trial, according to unidentified jurors.

Decision of government to retry case puts into limbo—for while longer—two pending ex parte cases, and throws shadow of delay on two others.

Because FCC did not want to interfere with Mack-Whiteside trial, it postponed its oral argument on Miami ch. 10 case pending outcome of criminal trial. Oral argument had been scheduled for April 23. In Boston ch. 5 case, Special Examiner Horace Stern ordered cessation of all further activity also pending completion of Mack-Whiteside prosecution. Boston ch. 5 hearing ended March 23 and briefs had been scheduled to be filed early in April.

FCC has ordered hearings involving allegations of back-door approaches in continues on page 10
FCC ‘on the air’

Daytime radio listening perked up ears of New York agency and network executives as non-commercial WNYC New York broadcast live coverage of FCC’s inquiry into tv network programming during past week (see page 31). “Regular WNYC listeners as well as the special interest listening group expressed appreciation through many letters and telephone calls,” Seymour Siegel, WNYC general manager, said Friday (July 10).

He said while this was “first time,” live mikes had been used for any FCC hearings, permission to broadcast had first been refused three weeks ago by hearing examiner, but that last Monday FCC granted broadcast request. “Since New York is capital of advertising and network programming,” Mr. Siegel commented, “we felt it was in the public interest to provide coverage.” WNYC’s daily coverage will serve also as official tape recording for FCC, he said. Station’s regular programming was carried by WNYC-FM. “Our only complaints,” Mr. Siegel said, “have been from persons who normally listened to closing stock market reports and didn’t know they could hear them on fm.”

- **Business briefly**
  - Three advertisers have picked up regional sponsorship of new Saturday Night Pro Football series of seven contests starting Aug. 22 on ABC-TV (10 p.m.-conclusion, EDT). Purchasers are: (in West) Theo. Hamm Brewing Co., St. Paul, represented by Campbell-Mithun Inc., Minneapolis; (in East) National Brewing Co., Baltimore, through W.B. Doner & Co., same city, and in all other markets by General Mills, Minneapolis, via Knox Reeves Adv., same city. Five exhibition and two National Football League games will be telecast either live or on tape. Points of origin will be Austin, Tex., Detroit, Jacksonville, Winston-Salem, Cleveland, Pittsburgh and Baltimore.
  - **Fates & Fortunes**
    - **Edward M. Marshall**, who has been writer, producer and director on many of BBDO’s radio and television programs in past 17 years, named business manager of agency’s radio-tv department. Mr. Marshall will be in charge of all business affairs of department, including program and talent agreements, and will be agency liaison with all talent and technical unions.
    - **Raymond E. Nelson**, broadcasting and advertising veteran, named vp and manager of new office being opened in New York by Gregory & House & Jansen, 21-year-old Cleveland advertising agency. New York office will be at 10 East 44th St., New York 17; telephone Murray Hill 2-6281. Mr. Nelson is former vice president and general manager of NTA Film Network and also former general manager of WNTA Newark. Before that he was director of national spot sales for TVB, president of Keystone Adv., radio-tv vp of Charles M. Storm Co., director of daytime programs and program manager of Mutual, president of Nelson Productions and eastern production manager for NBC.
    - **James G. Beardsley** promoted from copy group supervisor to creative director of Erwin Wasey, Ruthrauff & Ryan, Chicago, it is being announced today (July 13) by Roswell W. Metzger, executive committee chairman and general manager of agency’s central division. He succeeds George F. Drake, who was granted indefinite leave of absence. Mr. Metzger is also announcing appointments of Lewis Hellwig as head art director and William T. Rooks as copy chief. Mr. Beardsley has been in advertising field over 20 years as account executive and copy chief.
The KLZ-TV news department has received the 1959 Television News Award from the National Press Photographers Association. KLZ-TV was singled out of all the TV stations in America for this outstanding recognition.

The citation is inscribed, “To the personnel of KLZ-TV, Denver, Colorado in recognition of outstanding public service in covering the news of the community for television; For leadership in the techniques of gathering, photographing and presenting news for television; For consistent excellence in this field of communication.

This is the third annual news citation awarded in two years. KLZ-TV was cited by Sigma Delta Chi and the Radio and Television News Directors Association in 1958.

This consistent record of achievement is confirmation of a news policy that keeps KLZ-TV news top rated, morning, afternoon, and night!
For the Picture of Pictures...  
TAPE IT RCA!
FOR THE PICTURE OF PICTURES...
TAPE IT RCA!

The picture's the thing... You want your commercials to have the snap, sparkle and punch characteristic of superb pictures. By "taping it RCA" you get live picture quality. All the freshness, all the life-like detail comes back to you on RCA tape — thanks to advanced, built-in, quality-control features of the RCA TV Tape Recorder. Unlike older designs, this newest of TV Tape Recorders makes it easy to get and keep highest quality pictures. Your programs and commercials stand closest scrutiny because they are transcribed "live" from the very first breath. Compatible in every respect, the RCA TV Tape Recorder also has built-in features for superior color rendition that become an added bonus for monochrome. Ask your engineer to explain the picture-plus advantages of RCA's electronic quadrature adjustment, sync regeneration, four-channel playback equalization, and built-in-test equipment, or see your RCA Representative. For complete particulars, write to RCA, Dept. TR-2, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Ltd., Montreal.

ANOTHER WAY RCA SERVES INDUSTRY THROUGH ELECTRONICS

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.
WKMH's Youth Rally Day—an annual affair M.C.'ed by WKMH's popular "Bobbin' with Robin" Seymour—drew 15,000 people to the huge Michigan State Fair Coliseum, and hundreds were turned away. Launched a year ago with a proclamation by Detroit's Mayor Miriani, its purpose is to bring the youngsters together in a wholesome atmosphere, give them the entertainment they like...FREE. This year Robin, Mitch Miller, the Fontaine Sisters, and other famous radio and recording stars provided 2 hours of entertainment to a wildly enthusiastic audience. It proved once again that WKMH—with top local personalities as well as its CBS network programs—has all the radio excitement in town in one place.

Represented by Edward Petry & Co., Inc.
A CALENDAR OF MEETINGS AND EVENTS
IN BROADCASTING AND RELATED FIRDS
(*Indicates first or revised listing)

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

*July 13-17—Final week of 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. Combs Jr., assistant dean and director of Harvard advanced management program, is administrative director. Fifty-eight broadcasters are attending.


*July 15—NAB TV Information Committee (prelim), Waldorf Astoria, New York.

*July 16—Southern California Broadcasters Assn., luncheon, Hotel Statler-Hilton, Los Angeles. FCC Comr. Robert E. Lee will speak; 25 representatives of foreign broadcasting operations will be guests.


July 19-21—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.

*July 24—Oral argument before FCC on protests by group of television broadcasters against specialized common carrier microwave relay systems which carry TV signals from large cities to catv systems in small cities and towns served by these broadcasters. Involved are broadcasters and catv operators in Helena, Mont.; Laredo, Texas; Tallahassee, Fla.; Riverton-Lander-Thermopolis, Wyo., and Tyler, Tex.

*July 30—Radio & Television Executives Society's first annual Fun Day Outing, Pelham (N.Y.) Country Club, for RTES members and guests.

AUGUST

Aug. 3—Comments due on FCC proposal to revise television network rules including cutting down on option time, counting straddling programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12/859. Postponed from June 22.

Aug. 16-17—Montana Broadcasters Assn., Rainbow Hotel, Great Falls.

BROADCASTING, July 13, 1959
Television, southwestern conference, Shamrock Hotel, Houston.
Sept. 29-Oct. 3 — Affiliated Advertising Agencies National 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 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. 12-15 — 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. Doerfer 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; Adams J. Young, Adam Young Inc., and James T. Quirk, TV Guide. 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. 18-20 — East Central Region annual meeting, American Assn. of Advertising Agencies, Penn-Dicalon, Pittsburgh. Afternoon and evening sessions open to invited guests.

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

Nov. 19-20 — Tennessee Broadcasters Assn., Andrew Jackson Hotel, Nashville.

DECEMBER
Dec. 2-4 — Electronic Industries Assn. winter convention, Statler-Hilton, Los Angeles.

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 authorizations.

1960


April 3-7 — NAB Annual Convention, Conrad Hilton Hotel, Chicago.

May 18-20 — Electronic Industries Assn., annual convention, P. C. Congress Hotel, Chicago.

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.

BOOK REVIEW


Although a professor of journalism at the U. of Minnesota for 25 years, Prof. Charnley is not a man who has lived in an ivy-covered newsroom. His professional background includes more than 10 years as a reporter and editor with several newspapers and a magazine.

Consequently, his text book is not a collection of chalk-colored platitudes. It is a book filled with articles and columns from the nation’s top papers and sensible perceptive commentary upon them. It is also a philosophical book discussing the role of print and electronic journalism and its responsibilities in a world as small as the nearest radio or newsstand.

Though a combination of perspective and practically, Reporting offers a unique treatment of news coverage, which in the words of Prof. Charnley, “is art and it is craft.” A student at a university or a rewrite man on a metropolitan daily could each learn much from this admirable book.

BROADCASTING, July 13, 1959.
Snip. Just like that. We've cut through the maze of rate structures and policies in VTR-land. Crown Stations, *first in the nation with videotape*, have adopted this videotape policy:

- No charge for VTR playback
- No VTR facilities charge for recording provided tape is used on a Crown Station. (Live studio and rehearsal charges apply)
- Tape furnished free and held for 14 days if used exclusively on Crown Stations. Otherwise standard tape charges apply.

Period. Want more specifics? Ask the man from Blair-TV.

The Crown Stations
*OF THE PACIFIC NORTHWEST*
*KING-TV • KGW-TV • KREM-TV*
WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV.

WTHI-TV

CHANNEL 10 • CBS—ABC

TERRE HAUTE
INDIANA

Represented Nationally by Bolling Co.
Pants seats won’t replace research

Some time ago, I received a letter from a friend of mine in a Los Angeles agency, who, in commenting on a successful media approach, wrote, "See, we didn't need any tv or radio research . . . just flew by the seat of the pants and did tremendously!"

This sort of egregious success without basic research intrigued me. So I decided to survey this field of pants seat automation. Soon I began to worry, for, in this era of labor-saving devices, will I be replaced by a pants seat?

In only a little while I learned there were at least three types of pants seats by which people fly:

The Rank-Order Pants Seat • This is George's pants seat in the phrase, "Let's ask George" where George happens to be one step higher in the hierarchy, therefore needing to know as little about tv as he knows about Tibetan car cards. This pants seat panjandrum has been known not only to declare that black is white, but also to get his assistants to prove it.

Experiential Level Pants Seat • This is the pants seat with a head that keeps saying: "Why, during my 30 years at Sy Coe International where we went from sales of $5,000 to $100,000—an increase of 1,900%—we never touched tv. Little League uniforms did the job." There is nothing wrong with this pants seat that 30 more years at Sy Coe International, a good drink and a place to sleep it off, wouldn't help. Besides, this pants seat can almost double as a mirror, it's been used so much.

Intuitive Skill Pants Seat • Probably the most disturbing (and definitive) pants seat is the "pure" one—where out of nowhere someone "originates" a media plan that "because of my own radio tv empathic understandings and redintegrative insights, we know that this is the media road along which we should take our advertising sojourn."

My survey also indicated that pants seats invented the hot dog, the electric chair, abstract art and the panic switch. Such distinguished achievements are really a threat, for what research could match these pragmatic results?

Well, I had to face it. The pants seat competition was really extensive. Not only had they done so well in such interrelated and allied fields as mentioned above, they also outnumbered us. Why, everywhere I'd turn I'd see a pants seat. One of my colleagues was already writing a book on the latent talent of the pants seat set. It was called The Hidden Pants Seats.

An all-pervasive sense of diquiet engulfed me. Where might it end, I fantasized? Would the pants seats of the world one day unite and with authoritative éclat brandish their infamous line? My every dream was a concatenation of pants seat caravans, made up of camel-shaped Standard Rate and Data books, reaching Nirvana on a sea of cpn's. Soon I couldn't sleep, so I started to drink.

My survey indicated that pants seats may be the ebon clouds of discontent dispersed. It was only yesterday that I received a second missive from my Californian confere.

It seems this pants seat pilot had been grounded by the client—in a depressive sweat, sentenced to find facts to some vital questions: "Should we have any radio? What would saturation do for us? Is our programming qualitatively right? What is the relation of media pressure to advertising share? What per cent of the metro potential are we reaching? What's the most efficient way to reach the adolescent audience? Etc."

Yes, his pants seat had failed, burned up. In despairing melancholy he had to turn to research.

A transcendent elation transported my soul; our livelihood was not yet in jeopardy, for we were still useful. At least until they make asbestos pants seats, and as long as there are panic buttons, we, the sampans of advertising, stand ready to embark on a steady, unspectacular course of progress . . . knowing, of course, that we shall be ever jousting in the lists, with mace and sliderule, against the purveyors of pants seat puellity ad Armageddon.

... or, there's no substitute for facts

BROADCASTING, July 13, 1959
**OPEN MIKE**

**Official business**

**EDITOR:**

In answering requests submitted to us by Members of Congress, we frequently find highly pertinent information or statements in... BROADCASTING. Members often request copies of this material to keep in their files or to use in their correspondence. In such cases it is, of course, necessary for us to obtain permission to reproduce any copyrighted material—whether by photostat, verifax, multilith, or other processes.

It would be greatly appreciated if you would be willing to authorize us, on request of a Member of Congress and for his official use either in legislative matters or in connection with his correspondence, to reproduce from copyrighted volumes issued by your organization.

...Our present request is... based on the potential contribution to the advancement of the public business and is buttressed by the time factor, which plays so important a part in the deliberation and correspondence of Congress.

Hugh L. Elsbree
Director, Legislative Reference Service
Library of Congress
Washington 25, D.C.

[EDITOR'S NOTE: We are glad to grant you permission to quote from the weekly issues and the Yearbook as requested.]

**Keep fm growing**

**EDITOR:**

The specific comments of WWDC-FM Washington's Ben Strouse [asking present 88-108 mc fm band remain intact (BROADCASTING, June 29)] to the FCC in regard to the depth study of non-government services in the 25-890 mc band this past week stand for an entire phase of our industry. Broadcast-minded people across the nation are helping fm get back on its feet. If the momentum gained by fm broadcasters in the past year can be coupled with the new vigorous attitude expressed recently by local and national progress, this medium will settle into the basic service originally intended for the interest of the public.

David Green
Telesound Corp.
Box 1144
Kansas City 41, Mo.

McCann is Coke agency

**EDITOR:**

In your excellent story in the June 1 issue (page 85), BROADCASTING has given us some credit which we don't deserve. The story, which mentions the
"Local Live" means a lot on WRAL-TV, the regional station with the regional personality. Viewers have a feeling of warm friendship with such well-known performers as the "Tempus Fugit" funsters and straight-talking Bill Armstrong with the news.

*Tempus Fugit 1-1:30 p.m. Mon. thru Fri.; News 5:10-6:25 p.m. Mon. thru Fri.

These and many others provide the individuality that makes Raleigh-Durham Channel 5 your personality station. All this, plus NBC from TODAY to JACK PAAR and choices from ABC—no wonder WRAL-TV has been "tops" in every ARB and Nielsen survey, sign-on to sign-off, since it began operations! Check availabilities today.

4 CAMERA MOBILE UNIT • VIDEOTAPE RECORDER
LARGE NEW STUDIOS
FULL POWER CHANNEL 5 • NBC AND LOCAL COLOR

WRAL-TV RALEIGH, N. C.
REPRESENTED BY H-R, INC.
52% of all reported sponsored hours in network radio are on the NBC RADIO NETWORK...

...the leadership radio network which, in the last 18 months, has attracted 137 different national advertisers!
ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Miles Products, Division Miles Laboratories, Inc. is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis: Harry S. Hyett Co.

KNUZ Hi-Fi Club in Houston, lists Coca-Cola as the sponsor, which is correct, but lists the Max H. Jacobs Agency as placing the account, which is not correct. We are public relations counselors for KNUZ. . . . The Houston office of McCann-Erickson represents Coca-Cola and has been handling the advertising and promotion aspects of the Hi-Fi Club sponsorship by Coca-Cola. . . .

Incidentally, the membership of the KNUZ Hi-Fi Club . . . is now 46,000, which we understand is the largest Hi-Fi Club membership in the country. (Chicago is running second with about 40,000 members, so we hear.)

VICE Newell
Max H. Jacobs Agency
Houston, Tex.

EDITOR:

. . . In this article you refer to KMOX in Monroe, La. That should have been KNOE Monroe, La.

Edd Routt
KNOE Monroe, La.

[EDITOR'S NOTE: We're sorry for the mix-up. Everybody knows KMOX is in St. Louis and KNOE is in Monroe.]

New England story

EDITOR:

I had the opportunity this last week to read your article on New England in the June 22 issue. I do want to commend you . . .

It was a very complete survey and one that does much to point up the assets of the area. At the same time it does not ignore our liabilities—we have them and so does every area of the country.

Gardner A. Caverly
Executive Vice President
The New England Council
Boston

EDITOR:

. . . We would like very much to take hold of this story and push it for all it is worth . . . how much would it cost us to get 1,000 reprints?

Walter E. Knight
Greater Boston Chamber of Commerce

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

ABC IN IOWA'S NUMBER 1 TV MARKET

KCRG-TV Channel 9

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

BROADCASTING, July 13, 1959
SEVEN . . . IN ONE SWELL SWOOP

Anybody who has septuplets is entitled to crow. So stand back . . . WJR has just given birth to seven lively hours of new daily programming, and we’re mighty proud. Brand-new WJR-originated shows fill the time made available when we discontinued our network affiliation.

Now, more than ever before, we can provide our audience with complete-range programming . . . programming with something for everyone.

This is nothing revolutionary for WJR. It’s an extension and improvement of a long-standing, long-successful policy—live WJR-originated shows, tailored to suit the many different tastes and needs of the 17 million people in our signal area.

A station which gives the most in programming, gets the most in audience respect and response. And the advertiser who specifies WJR places his message where it will do him the most good. See your Henry I. Christal representative.
BALANCE! The CBS Owned stations devote the same care and production values to programs in the public interest as they do to their entertainment schedules.

As proof: since the beginning of the year, news, information and education programs on the five stations have won a total of 36 awards, plaques and honorable mentions.

To cite but a few... of three Sigma Delta Chi television journalism awards, two went to CBS Owned stations. Five local “Emmys” (including a Special Station Achievement award) went to CBS Owned stations for public affairs programming. Four awards and honorable
mentions given by the Ohio State University Institute for Education by Radio-Television . . . a Sylvania award . . . a National Headliner Silver Medallion . . . and so on.

Unquestionably, it is the continuing commercial success of CBS Owned stations' entertainment schedules which makes possible the major-budget community service programs that attract large audiences. And thus insures the program balance—entertainment and information in generous measure—indigenous to WCBS-TV, NEW YORK; KNXT, LOS ANGELES; WBBM-TV, CHICAGO; WCAU-TV, PHILADELPHIA; KMOX-TV, ST. LOUIS. CBS TELEVISION STATIONS
In the squared circles of prizefighting, the 8th Marquess of Queensberry gets credit for establishing authoritative standards upon which today's rules of boxing are based. More competitive than anything this 19th Century Englishman ever knew, however, is our business of broadcast advertising. To enter the ring of television or radio, you have to know what you're doing—or else. That's why so many busy people look to BROADCASTING YEARBOOK as the authoritative standard for latest facts about these twin media (and keep looking, all year round, whenever they need information). The 1959 BROADCASTING YEARBOOK soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 16,000 subscribers in broadcast advertising. If you have some facts of your own for them, your message will enjoy a guaranteed gate of profitable attention month after month. There's still time before the first round bell: deadline for proofs, July 1; final deadline, July 15. Call or wire collect to reserve space.
"Our RCA-6166 has run up 20,020 hours on-air... and going strong."

Says Chief Engineer H. E. Brooks of WBAL-TV about RCA-6166's:

"In my opinion the 20,020 hours of service we've obtained from one RCA-6166 is an economic milestone. This tube is one of twelve we have in service that have been closely watched from the day we put them in. We make regular voltage checks, inspect the forced-air system, and keep all tubes clean. The tube, by the way, never did fail; it is still usable."

This is another example of what many television stations like WBAL-TV are discovering: With proper care, their RCA power tubes will frequently provide unusually long service. Performance like this pays big dividends in lower "per hour" tube cost of operation, sharply reduced transmitter maintenance and downtime.

See your RCA Industrial Tube Distributor for RCA's complete line of tubes for broadcast and television operations. Call him for prompt, efficient service.

RADIO CORPORATION OF AMERICA
Electron Tube Division Harrison, N. J.
Close your eyes and listen . . . . yes, it's the one and only! You'd know that sound anywhere - that 'quality touch' which separates the champion from the field.

There's an important difference like that, too, among radio and television stations of today.

WFAA
radio & television
dallas
HOW BIG A STICK AGENCIES SWING

- Top agency executives explain how they protect clients' money
- But they say tv networks do and should control own schedules
- Their testimony is a cram course in big-time network television

Agencies take a parental role in the development and production of their clients' television programs, but the networks have the final say.

And that's the way it ought to be.

This is the view of seven of television's leading agency practitioners, as presented in three days of testimony before an FCC hearing examiner in New York last week. There was nothing to indicate that the four remaining witnesses scheduled to appear Friday (July 12) would take violent exception to this concept (see AT DEADLINE, page 9).

The agency hearing, part of the FCC's massive overall inquiry into network television programming (BROADCASTING, May 11), explored the agency's role from campaign conception to program presentation. The testimony produced few instances of seriously conflicting views among the witnesses (who for the most part said they didn't like controversy to get into their clients' programs either).

Hour Shows • Much of the questioning centered around this year's trend toward hour-long programs, often sold on a participating basis, and the increased number of "specials." Did not the hour series, mostly controlled by the networks (and naturally so, according to at least some agency executives) limit an advertiser's chances of placing an independently produced program in prime time?

Yes, there would be fewer half-hours available. But witness after witness maintained that the hour-long programs add flexibility, and many felt this enables smaller advertisers to buy prime-time exposure and gives big advertisers a chance to spread their investments over several shows rather than a few. Some felt the overall tightness this year hurt small advertisers' chances, but they also said their own agencies had not been adversely affected

One agency expert, however, thought the hour-show trend had gone about far enough. He was Peter G. Levathes, vice president in charge of Young & Rubicam's program department, who said he counted 33 hour-long programs—a record—on the network's nighttime schedules for fall. While Y&R hasn't been hurt as a result, he said, continuation of this trend to its ultimate conclusion could mean that historic buying formats might go out the window and "run-of-schedule" advertising, a la buying into magazines, come into being. This, he added, could deprive sponsors of important advantages, such as identification with a specific show and the merchandising possibilities that go with sponsorship.

Differences in Degree • Fluctuations in the degree of network control over programming also were emphasized in the questions and answers. In 1956-57, it was generally agreed, there was a seller's market, with nighttime openings hard to find. It was generally agreed, too, that a year ago the situation was much different. The emergence of ABC-TV as a competitive third network, plus the softness in the national economy, made more network time available and easier to buy and fill. This year, with sales closed earlier and more hour-long productions in the lineup, the buying situation is tighter.

In their questioning, FCC counsel repeatedly stressed that the networks this year not only are putting on more hour-long programs and specials, but also in many cases slotted them at de-
Awaiting their turn • The first day's witnesses all told substantially the same story of an agency's role in tv: show development but no schedule control. Ready here to testify in detail are (1 to r): Richard A.R. Pinkham, senior vp in charge of radio-tv, Ted Bates Inc.; Robert L. Foreman, BBDO executive vp for creative services; Larrabee M. Johnson, assistant business manager, Bates tv department, and Harold J. Saz, vp and radio-tv business manager, Bates.

Although the agency phase of the hearing was slated to wind up Friday, the question of "network control" of scheduling is due to rise again July 21. Chief Hearing Examiner James D. Cunningham, presiding over the inquiry, last week ordered a session for that date to hear testimony of Charles B. Ryan, director of merchandising and advertising for Firestone Tire & Rubber Co., and other Firestone officials.

This session, to be held in Washington, undoubtedly will deal with the Voice of Firestone, long time radio-tv program once bumped off NBC and more recently dropped by Firestone from ABC-TV after that network insisted on moving it to a new time period. Howard Barlow, orchestra conductor on the program, also was listed as a witness.

Agencies' Role • The agency executives' testimony regarding their own part in the creation, development and production of programming was broadly uniform. The agencies review pilots, scripts and program ideas in the search for suitable material for their clients, and they also come up with program ideas of their own. They do little actual production on their own, but they keep experts on the scene as liaison and to see that standards of good taste and the client's objectives are adhered to.

C. Terence Clyne, senior vice president of McCann-Erickson estimated—and none of his colleagues questioned the figure—that McCann reviewed 225 to 250 pilots in the last three months, 90% of them new investments. At $50,000 apiece these would represent outlays exceeding $10 million.

Although their contracts generally do not give them wide-scale rights over production, the witnesses indicated, in actual practice their influence is broad. Robert L. Foreman, executive vice president for creative services of BBDO, for instance, said that no network show in which a BBDO client is the single or an alternate-week sponsor goes on the air without BBDO approval.

The executives also were generally agreed on an agency's responsibility to its clients: to present the best possible show, attract the audience the client wants to reach, keep in mind the policies and objectives of the advertiser, and in general win the good will of the public. Nor was there much variation on the agency's responsibility to the public: to see that nothing offensive appears, that quality be kept high, standards of good taste maintained and the levels of programming elevated so far as possible.

Other highlights of the hearing, held before Chief Examiner Cunningham with FCC attorneys Ashbrook P. Bryant and James F. Tierney handling the questioning and with Boardcast Bureau Chief Harold G. Cowgill and Acting Chief James Sheridan of the bureau's economics division sitting in, are presented in the following running account:

First on Stand • As lead-off witness Tuesday morning (July 7), Mr. Clyne appeared to lay the groundwork in that he was asked to provide substantial details, a process which took the entire day.

McCann's network tv billing was estimated at $65-70 million out of a total tv billing of some $85 million. The agency, Mr. Clyne said, bills $200 million domestically, another $60 million overseas and "a little over $100 million" in all broadcast media.

Mr. Clyne, who has been a top executive at McCann for the past five years and before that was associated for years with the Biow Co. (and the Bulova watch account), then was asked to outline the steps at the agency through which a marketing plan must go.

This was described by Mr. Clyne as the "basic plan" or "selling proposition" which originates with the product group. Creative problems are handled by McCann's creative plans board while the choice of medium is up to the marketing plans board. The selling proposition then proceeds to the plans review board (which Mr. Clyne headed at McCann for four years) and, if approved, is submitted to the client. If turned down, the plan returns to the product group and is channeled through the same route again.

When tv • What decides whether tv is the right vehicle for a given cam-

On the bench • James D. Cunningham, chief hearing examiner of the FCC, went to New York last week with Commission lawyers to hear advertising agency executives on their home ground. The hearings on the agency's role in tv were part of the FCC's massive inquiry into network television programming.
A good SALESMAN follows-through...

...and so does a good STATION!

YOUR best salesmen make more repeat sales because they know the value of “plus” service and follow-through! They’re not interested in the “quickie sale” or the “fast buck.”

WHO Radio has this same “sales savvy”! For example, trained WHO merchandising teams work directly with food and drug retailers in 76 of Iowa’s 99 counties to provide hard hitting point-of-purchase services for many leading advertisers. These special “plus” services make it easier for Iowans to buy more of the products they’ve heard most about on WHO Radio!

And far more Iowa people listen to WHO than listen to any other station. The Feb.-March, 1959 Pulse gives WHO from 18% to 35% of the listening audience in 93 counties—the balance being divided among 88 other stations!

WHO Radio is an experienced, dependable salesman who follows-through. Ask PCW for all the details on WHO Radio’s ability to sell in “Iowa Plus.”
A main factor in whether to use television is the budget. It should total $1 million for tv to be considered at all, he said, and if network is a consideration, a minimum of about $2.7 million for time and talent would be required to sponsor a regular night half-hour program on an alternate-week basis. But an advertiser is advised to budget at least $1 million above that figure.

A product with national distribution and with available dollars has met the criteria for network, while a product with regional distribution and which is seasonal can be considered generally for spot.

No Budget Limit • Mr. Clyne noted that Bulova's total advertising budget a few years ago was at the $6 million level, all of it in tv, bringing up a question by Mr. Bryant of regulatory limits in network tv. Mr. Clyne said there were none.

It was Mr. Clyne's opinion that most products lend themselves to some degree to network tv advertising but he acknowledged that certain products found tv more useful than others.

Said Mr. Clyne: Well over 90% of products could use tv profitably.

Continuing his primer on tv advertising, Mr. Clyne listed the considerations of influence which motivate entry in network tv. Detergents and soaps aim for the consumer primarily, while auto companies all seek to influence the dealer as well as the consumer.

Still others: the go-out-and-buy-it-tomorrow approach for impulse items; the when-ready-to-buy approach, making the viewer aware of a specific brand, so he will turn to it when he does buy.

As for "ideal" factors in the selection of network tv, Mr. Clyne said he would list the chief ones in this order: maximum circulation (more homes), dimension (corporate image creation), influence (get more people to buy the product); exclusivity of program and program ability to make the dealer "happy" to be associated with the product or show.

Mr. Clyne was explicit in pointing out that in program production no financial commitment is made by McCann, that its normal function is to "contribute creatively and not financially in encouraging the development of new programming. In specific, Mr. Clyne noted that the Gale Storm Show had been created originally for Nestle on the merit of script alone and placed in a Saturday, 9-9:30 p.m. spot in its first season on the air in order to reach young people. Said he: It was tailored and produced for Nestle. He also cited this program as an example of a show created for its appeal to the client and the advertising objectives of the sponsor.

Pilot Parade • Mr. Clyne said the audience to attention with his estimate that McCann in the pre-season period views 225-250 pilot films proposed for production as series. And, he reckoned, about 90% of this number "were new investments" at a production of $50,000-$70,000 per pilot.

About 25 of these pilots, Mr. Clyne estimated, were episodes of programs already shown on networks but re-offered as ideas for new series. He gave as an example The Rifleman on ABC-TV, which was an outgrowth of an episode in the Grey Version.

He said the agency usually wants to see scripts or storylines of other episodes beyond the single pilot in a proposed series. Of live shows, Mr. Clyne noted that the situation was different except that often a kinescope is available.

The Buying Method • As to buying programs, Mr. Clyne said that in June and July period preceding a new network season the agency has already seen in pilot, script or idea form three-fourths of all film product available and that by March or April it has had 50% of all pilots presented to it.

In discussing program approval, Mr. Clyne noted that about 95% of network programming (nighttime) has dual sponsorship, which, he said means each program is subject to three "approvals" — by the two advertisers who seek to share in the show, and by the network which must consider how the program fits in with its lineup for that night.

He acknowledged Mr. Bryant's assertion that the agency must be able to determine the position of a show on a network before recommending it to a client. He thought, too, that the high incidence of dual sponsorship increased the possibility of disagreement on the time period but felt the networks were understanding and had an "open mind."

Other estimates by Mr. Clyne: At McCann, the casualty rate of network shows is considered to be at 70%; agency and producer joint program creativity has been representative of 25-30% of the McCann network lineup in the past three years, and the contract length for new shows on the network has changed from a "condition of sale" of 39 new shows and 13 repeats to a less stringent requirement.

Mr. Clyne said there are situations now where the agency contracts for 13 new shows only with renewal options, which he considered an ideal procedure although producers resist it because of the economics and the belief that 13 shows do not allow enough exposure for realistic appraisal.

How much authority do agencies exercise over program content in independently-produced shows?

Mr. Clyne said technically his agency
WNOE Wins The Battle Of New Orleans

"FIRST We Took The Countryside,

Latest A. C. Nielsen Station Index (Dec-Jan. 1959)
Latest C. E. Hooper (Biloxi-Gulfport, Miss.)

AND THEN We Took The City!"

Latest A. C. Nielsen Station Index (Dec-Jan. 1959)
Latest C. E. Hooper—New Orleans (May-June 1959)

James A. Noe, Jr., Vice President & General Manager
Cleve J. Brien, General Sales Manager
Bud W. Connell, Program Director
Represented nationally by Avery-Knodel, Inc.
can exercise a "veto" in two areas—in matters of taste (as it affects the public) and in corporate policy (how subject matter may affect the interests of the client).

But, he explained, the agency's function in the programming field in practice is broader than that spelled out in the formal contract with the producer. Mr. Clyne and his agency colleagues repeatedly emphasized that the professional producers have by experience learned what is acceptable to advertisers, and when differences arise, the parties involved reach an understanding on their solution. He gave as examples of agency imposed limitations on subject matter:

A story which would tend to depress viewers, treat extremes such as misery or desolation which are not the norm, or instances which are isolated from actuality. The taboos regarding client policy remain the same in multiple sponsored shows, he explained, though influence here is not as "extreme" as in cases of full sponsorship.

Mr. Clyne was led into a discussion of the compatibility of product and program. He said Buick Div. of General Motors Corp., a McCann client, found Wells Fargo (NBC-TV) provided not so good an atmosphere for a commercial about a modern automobile as the climate generated by Bob Hope in his shows.

Result: Buick has dropped Wells Fargo and contracted for Hope programs again next season.

On Specials • They cost in total about 50% more than the regular series' episode in that time spot. On the average they don't reach as many homes, they cost 25% more for time (no discount) and 2¼ times more for production but are justified for certain advertisers because of the image presented for the client.

Mr. Clyne feels the networks have authority over programming. In 1957-58 and before, he said it was a case of "to hell with advertising," a take it or leave it programming policy on advertisers. But in 1958-59, ABC-TV emerged as a "national network," with improved facilities and strides in programming, giving the advertisers an opportunity to reach almost as many people as on CBS or NBC.

On top of this, said Mr. Clyne, the loosening economy combined to make the networks far more amenable on program matters. McCann-Erickson, he testified, could better implement both the selection and placement of programs. He continued: The average of time used then was 20%.

For the upcoming season, however, networks have reasserted a strong authority in programming, the schedules are sold out 90-95%.

Mr. Clyne agreed that there is a trend to hour-long programming which is for the most part network financed or network licensed (from independent producers) and that 60-65% of all nighttime programming is produced by the networks or consists of shows acquired by them from independent producers. He denied that networks exercise excessive control of programming, however.

Mr. Clyne, and others after him, said news was not a salable item in general because it would not attract so high a circulation as entertainment programs. But, he pointed out, public affairs programming has "somewhat" more advertising support than news shows.

He said next season would see real promise in tv network programs and that the ultimate responsibility in programming both in the selection and scheduling must remain with the networks.

Next Day, New Witness • Robert L. Foreman, BBDO executive vice president for creative agencies, on Wednesday ran through BBDO's procedures in mapping a tv campaign, which he described as being in general an approximation of those outlined by Mr. Clyne for McCann. He placed BBDO's U.S. billings at about $200 million.

Mr. Foreman thought it possible to conduct a national network tv campaign with less than Mr. Clyne's estimate of $1 million, by using daytime and other less expensive periods. And $300,000, he said, can do a "very efficient" job in prime time on a "scatter" or seasonal basis. But for a network nighttime alternate-week half-hour, year-round, he put the price at $2.5 million—and pointed out that most campaigns use other media as well as television.

Mr. Foreman also observed that program pickers are not infallible.

"When Louis Cowan [then a packager, now president of CBS-TV network] came to me with the idea for $64,000 Question on two sheets of paper," he volunteered, "I said it wouldn't work." He concludes that often "the idea is not so important as the execution of it."

He said BBDO research showed some types of show worked better than others for a specific product. For example, Lastie, a family show, does a sounder job for Campbell soup than, say a western would.

Armstrong Circle Theatre, conceived by BBDO, was cited as a program which doesn't have the highest ratings but nevertheless reaches millions and has a format that "we think is ideal for Armstrong Cork." The show he said, is designed to reflect the sponsor's image.

What They Won't Buy • Discussing agency limitations on subject matter, and asked specifically about controversial material, Mr. Foreman pointed out that most advertisers do not want to stir up controversy which may hurt their own business. "It's just bad business to do this."

When problems arise involving sponsor's policies in programming, Mr. Foreman said, they are worked out in conferences with representatives of network and producers. There are relatively few disagreements of this sort, "certainly on a successful show," he asserted.

In the case of a sponsored newscast, he said in answer to another question, the agency would have "no control whatsoever" over the program.

Lessening Product halls • The BBDO executive acknowledged that agencies produce fewer programs in tv then they did in radio. But he thought it was basically because tv programming requires so many more people that production is economically less feasible for agencies.

On the question of network willingness to accept "outside" packages, he agreed with Mr. Clyne that the national economic situation is a strong determinant. A year ago, with the recession economy and also with ABC-TV coming up as a competitive force, there were more open spots in network schedules and it was easier to get shows accepted.

But all this, Mr. Foreman maintained, is less important now because the com-

36 (BROADCAST ADVERTISING)

First on the stand • C. Terence Clyne, McCann-Erickson senior vp, sums up the agency's role in programming: development of material, little production but a lot of liaison in the client's interest. M-E looked at 225-250 show pilots in the last three months, fulfilling the development function, he said.
Can McLendon Pull Off in Frisco
What Hasn’t Been Done in Decade?

By BILL STEIF
Oakland, Calif., May 19.
Gordon McLendon’s acquisition of an old-line pop station, KROW, from Sheldon Backett and his announced “good music” policy for this outlet has given rise to a critical question in the Frisco radio in-

Wednesday, May 20, 1959

VARIETY... WE DONE DID IT!

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

(1147 PM JUN28 59) D2004
0 LLC7?? NL PD MF DALLAS TEX 26
ROBERT LANADY
VARIETY
154 W 46 ST NEW YORK NEW YORK
IN RESPONSE TO YOUR VARIETY STORY MAY 20 ISSUE, KABL MUSIC
HAS DONE DID IT IN SAN FRANCISCO STOP JUNE 10-16 HOOPER
SHOWS OUR NEW KABL MUSIC IN JUST THIRTY DAYS HAS JUMPED TO
10.5 PERCENT SHARE OF AUDIENCE* ONLY KSFO LEADS US BY ANY
REAL MARGIN. KABL ALREADY HIGHEST RATED GOOD MUSIC STATION IN
HISTORY TO BE IN FIRST PLACE IN METROPOLITAN AREA* AND,
BY THE WAY, DON’T CALL IT FRISCO. REGARDS*

GORDON B MCLENDON PRESIDENT KABL

KABL HAS SAN FRANCISCO OFF ITS TROLLEY!

Represented nationally by the Daren F. McGavren Co.

KLIF
Dallas-Ft. Worth

KILT
Houston

WAKY
Louisville

KTSA
San Antonio

KEEL
Shreveport
plexion of programming has changed. With some sponsors going into specials and the number of hour-long shows increasing, he explained, network selling has taken on new flexibility.

He revealed that B.F. Goodrich, a BBDO client, is negotiating for co-sponsorship with Bell & Howell, a McCann-Erickson account, of a public affairs series of specials, Face of Our Times, on CBS-TV next season. (Mr. Clyne mentioned this series to illustrate advertiser support of public affairs programming in prime time.)

For the upcoming season, Mr. Foreman said, three of BBDO's regular series are from network sources and six from independents; three of its specials come from networks and 23 from independents.

He stated firmly that selection and scheduling of network programs must rest with the networks and that for local stations to exercise program authority in today's world was not realistic. The economics of the business, he said, were against this.

Bates Witness • Richard A.R. Pinkham, former NBC-TV program vice president and now Ted Bates Inc. senior vice president in charge of radio and television, estimated Bates' total billing at "slightly over $100 million," with broadcast billing about $80 million, $72 million of which was in tv and broken down 50-50 between network and spot.

Marketing decisions at Bates, he said, did not follow the routine of plans boards but took the route of account supervisors and staff meetings with agency management.

Mr. Pinkham testified that he usually entrusts programming to, or chooses series from, producers who have shown themselves to be professionals. Some producers, he said, may spend $65,000 for a pilot and take three months to produce it carefully, but then, once the series has been sold, turn out episodes at $5,000 a piece and take three days to produce them. Only the professionals can be permitted to go ahead on that basis, he felt.

Asked by Mr. Bryant if this would be a factor making it more difficult for the independent producer who is not so well known, Mr. Pinkham replied: "Thank goodness, that's not my problem."

Filter Showdown • As for advertiser policy taboos, he cited a filter cigarette advertiser who he said demanded that villains smoke only non-filters—and a reverse policy by a non-filter cigarette advertiser.

Yet, Mr. Pinkham continued, there are not as many restrictions by advertisers as people think. He denied the idea that advertising people are in a "strait-jacket."

As to agency suggestions for script improvements, Mr. Pinkham said some producers welcome the advice and others spurn it, but in any event that the agency tries to keep second-guessing to a minimum. Though a producer is not contractually obligated to accept agency suggestions, he said, usually a conference will bring an understanding.

Mr. Pinkham said he wanted to avoid giving any impression that advertisers are blocking or asserting pressure against "good writing." He conceded, however, that advertisers are businessmen and are not in business to antagonize potential customers. Actually, he said, a "minuscule" percentage of script is turned down by Bates.

Of 15 shows sponsored by Bates' clients, 13 were bought from the networks, a situation which has persisted for the past two years. It is "stiffer" this year to place shows in network schedules, Mr. Pinkham said, and noted too that hour shows were placed in schedules in advance of actual sale.

Network control, Mr. Pinkham said, is a long-term benefit for tv and contributes to progress. Lack of that control, he cautioned, could lead to stagnation.

JWT's Seymour and Economics • The economics of tv were evaluated by Dan Seymour, radio-television vice president at J. Walter Thompson Co., top tv billing agency in the U.S.

Mr. Seymour discussed at length each of the tv seasons beginning with 1956-57. He stressed that the degree of flexibility or tightness in schedules and time periods depended almost entirely on the "climate of times." By this, Mr. Seymourn said, he referred to the ABC-TV emergence starting in the '57-58 season at a time when the economic status of the country loosened tv sales.

This trend continued through the '58-59 season, he said, when it was easier to do business with the networks and more time was available.

Mr. Seymour said it was more difficult for the small-budget advertiser to buy into a network schedule in '56-57, a situation which has returned in the coming season. But, he asserted, JWT did not meet this with "resistance."

While Mr. Seymour conceded a seller's market in networking meant the networks could place programs in certain time periods well in advance and sell most of them quickly, he defended their right to control much of the scheduling. He said networks can show valid cause because of competition.

52-Week Push Is Past • Mr. Seymour volunteered that in '56-57, the networks busily attempted to sell programs on a 52-week contract basis but said now, a few seasons later, "short and flexible" contracts are accepted.

Mr. Seymour testified also:

Billings at the agency are in excess of $300 million world-wide, $200 million in the U.S., of which about 50% is in tv with network accounting about 70-80% of this total.

The networks in the past four years have become more willing to give the agency more voice in program selection, placement and influence over subject matter and the program itself.

He cited Markham which will be sponsored by Schlitz Brewing, JWT client, on CBS-TV next fall (Saturday
ATTENTION MEDIA BUYERS: THERE'S A NEW SALES CLIMATE!

A breath of
FRESH AIR
for Southern California radio

On Independence Day, KBIG instituted a crisp format of hour and half-hour musical programs, each featuring one top orchestra balanced by a leading vocalist. Music ranges from the scores of hit shows to Dixieland...from jazz to symphonic pop.

The concept is from radio's happy yesterday. But the richness of popular music embraces yesterday, today and tomorrow...Percy Faith, Ray Anthony, Mantovani, Ted Heath; Frank Sinatra, Patti Page, Perry Como, Peggy Lee, and a full range of other headliners. In addition, KBIG maintains its established features in the field of news, sports and weather.

Listeners are learning of the new programming through KBIG itself, and newspaper and outdoor advertising. A "fresh air" slogan contest for listeners offers a trip for two to Paris, plus twenty merchandise prizes.

KBIG's great coverage of all eight Southern California counties now receives added impact with this new programming philosophy.

You need the right sales climate for your advertising...and KBIG has it!

Radio Catalina...740kc/10,000 watts

JOHN POOLE BROADCASTING COMPANY, INC. 6540 Sunset Blvd., Los Angeles 28, Calif. • H0lywood 3-3205
NATIONAL REPRESENTATIVE: WOOD RADIO CORPORATION
BROADCASTING, July 13, 1959
The WGAL-TV audience is greater than the combined audience of all other stations in the Channel 8 area.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

Representative: The MEEKER Company, Inc. · New York · Chicago · Los Angeles · San Francisco
at 10:30 p.m.) as an example of a show turned over to the network for sale of the alternate week. Schlitz agreed to sponsor the whole program at a favorable or reduced rate for the second alternate week providing CBS-TV could not sell the other half and with a proviso that the show can be dropped after 26 weeks if still not sold outright.

JWT has not been turned down by any network for any of its shows nor had trouble in moving programs.

They Hang Onto News • Mr. Seymour disclosed he had asked all three TV networks to consider preempting programs for special news events that would be sponsored. The networks, he said, decline because they felt such programming is in the network domain and did not desire sponsorship.

He stressed that the ultimate responsibility for programming must remain with the networks. They have assumed public responsibility and are “doing it well,” he said.

John F. Divine, vice president and administrator of the radio-TV department of J. Walter Thompson, took the stand briefly to start the Thursday afternoon session. He said he agreed with, and had nothing to add to the concepts Mr. Seymour had expressed. He, too, thought ultimate responsibility for scheduling network programs should belong to networks.

Y & R Executive • Peter G. Levathes, vice president in charge of Young and Rubicam’s program department, estimated Y&R’s gross billings at more than $220 million, with about $100 million of this in broadcasting. He put the agency’s network TV billings at about $70 million.

Mr. Levathes said he would be reluctant to recommend for client sponsorship a program that raised political or similar controversial issues. He acknowledged that pleasing as many people as possible probably was the objective of client and agency, and in answer to another question, indicated that the possibility of a program alienating “even a small portion of the public” would be something to take into consideration.

He said flatly it was difficult to place programs in prime network time in 1956-57. He could not recall specific instances of inability to buy desired periods, but he was sure there were some.

Mr. Bryant raised the question of Kaiser Aluminum Hour on NBC-TV a few years ago. Had Kaiser been satisfied with it? Mr. Levathes thought so. Was Y&R satisfied? The program was opposite $64,000 Question, Mr. Levathes replied, and at the outset there had been some problems, but there came a time when the agency was satisfied. Under further questioning, Mr. Levathes testified that in the fall of 1957 Kaiser and Y&R wanted to continue the program in the Monday 9:30-10:30 spot, but for competitive reasons, NBC wanted to move it to Mondays 10-11. Y&R thought the 9:30 period was “more productive” and placed an order for that spot but NBC did not accept it. Mr. Levathes asserted. Eventually, he recalled, Suspicion, an NBC show, went into the 9:30 period. He maintained, however, that this was the only such instance he could recall, and he declined to describe it as “illuminative” of the networks’ attitude during those years. He considered it a case of “honest disagreement,” though he acknowledged feeling that NBC was “arbitrary” about it.

Mr. Bryant wanted to know the effect of many hour and half hour programs controlled by the networks, upon agencies’ ability to place programs this season. Mr. Levathes replied that Y&R had been able to find the times and the shows it wanted. But he thought the hour trend could go too far.

Mr. Bryant also asked, as with other witnesses, where ultimate responsi-
Our awards are
your rewards!

Constant quality programming pays off in audience growth and loyalty!

Peabody Award
Won by WGN-TV's Blue Fairy as the best children's program of the year.

Alfred P. Sloan Award
Presented to WGN Radio "Signal 10" for public service in promoting traffic safety. "Signal 10" documents the work of the state police of Indiana with on-the-spot recordings of actual traffic violations and instructive comments on their dangers. This popular, 25-minute feature has been made available to 17 other midwestern radio stations.

Ohio State 1958 TV Award
Presented by Ohio State University to WGN-TV for its documentary program "The Cardinal's Two Hats," based on the life of the late Samuel Cardinal Stritch.

3 Emmy Awards and 10 Plaques
WGN-TV's Fran Allison was awarded two Emmys. She was chosen best actress of the year and best saleswoman of the year.
WGN-TV's cameraman, Wilmer Butler was awarded the behind-the-camera Emmy for "best creator with material elements."
The ten plaques awarded to WGN-TV were shared by these seven WGN-TV staffers: Fran Allison, Frazier Thomas, Jack Brickhouse, Sheldon Cooper, Frances Horwich, Bob Trendler, and Bob Stebbins.

Quality programming, presented with integrity, produces award winners. It also produces rewards for advertisers who can depend on WGN and WGN-TV to deliver loyal audiences day after day, year-in, year-out.

WGN and WGN-TV
Serving all Chicagoland
441 N. Michigan Avenue, Chicago 11, Ill.
No. 1 LEADERSHIP

NEWS

U. P. I. AWARD
for BEST NEWS STORY
Contributed 1958-59!

Advance Engineering
Now... ET commercials reproduced on sealed tape—never touched by human hands... for the finest Hi-Fi quality... automatic cueing... and full, rich reproduction!

HOOPER
MAY-JUNE, 1959
NIelsen
JAN.-FEB., 1959
Pulse
JAN.-FEB., 1959

All Agree
K-NUZ is No. 1
in total rated time periods
Still the lowest cost per thousand listeners in the Houston market!

National Reps.:
The Katz Agency, Inc.
• New York • St. Louis
• Chicago • San Francisco
• Detroit • Los Angeles
• Atlanta • Dallas

In Houston,
Call Dave Morris
Jackson 3-2581

Kay-NewS
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

bility for scheduling network programs should be placed. "I would say the networks," Mr. Levathes replied.

Cohen on Stand • Philip H. Cohen, tv vice president of Sullivan, Stauffer, Colwell & Bayles, estimated SSC&B's gross billings at $45 million, with about 60% ($27 million) of this in broadcasting. Of the broadcast billings, he said, about 80% ($21.6 million) is in network television.

Like other agencies, Mr. Cohen said, SSC&B keeps tabs on clients' programs throughout development and production, and also keeps abreast of new programming via pilots, review of scripts and ideas, etc.

The advent of one-hour shows, he said, has not prevented SSC&B's finding network slots for its clients. He agreed with Mr. Levathes that the hour programs open the way for smaller advertisers, but did not agree that the trend toward the longer shows should go no further.

Mr. Cohen said that in 1956-57, even though a seller's market existed, SSC&B got all the programs it wanted, with one exception. The agency wanted Screen Gems' The Man Who Came to Dinner but CBS-TV thought this could not be sustained as a series and put in Joe and Mabel instead, he said, noting that SSC&B then gave up the time period.

But he didn't consider CBS "arbitrary" in this action. Rather, he thought CBS was sincere in its reasoning and "very well may have been right."

Like other witnesses, Mr. Cohen said he would avoid program material that would be offensive or controversial to a substantial segment of the public.

Where did he think final responsibility for selecting and exhibiting programs should rest? In its area, he said, the local station has the responsibility it should have, but for the network type of shows, the responsibility must rest with the networks.

Now it's all in a book

What are the basics of tv advertising from the agency point of view?

The answers were coming thick and fast last week in an FCC hearing record in New York showing testimony of a representative number of radio-tv advertising agency executives.


Even a quick thumb-through of its
Now... low-cost punched card system pinpoints “available for sale” time, provides accounting control

The new IBM Series/50, a complete punched card system, offers television and radio stations the following advantages of low-cost data processing:

TRAFFIC CONTROL
- enables you to know what time is available for sale
- permits automatic scheduling of programs—daily
- has sufficient flexibility to allow for last-minute changes
- automatically prepares the program log to meet FCC requirements

ACCOUNTING
- automatically prepares invoices
- enables you to project revenue
- facilitates preparation of salesmen’s and announcers’ commission statements

Like all IBM data processing equipment, Series/50 may be purchased or leased. For more information, call your local IBM representative.
Commercial efficacy cited by Atlanta reps

The Atlanta Radio & Television Representatives Asso. has made its first annual awards for sales effectiveness of commercials placed through an Atlanta representative. Winners and categories:

- Tucker Wayne & Co., Atlanta (for a Sealtest ice cream commercial), first prize—radio; Chaffee, Atlanta, second prize—radio; Still, Atlanta, third prize—radio.
- LNB&L, Atlanta (potato chips), first prize—television.
- LNB&L also won an award of excellence for a Lay's radio commercial.

Other radio and television excellence awards: Noble-Dury & Assoc., Nashville (for Chatanoogaa Medicine Co.'s Solite); Marshall & Pratt, Miami (National Airlines); Cargill, Wilson & Acree, Richmond, Va. (Holiday tobacco); Harry Gianaris Adv., Charleston (Mayola).


TV MONEY IN SALES BUDGETS

Katz out to broaden sponsor allocations

The Katz Agency, New York, is recommending that American companies allot 10% or more of their sales budgets to spot TV, in addition to regular TV advertising budgets. The suggestion is embodied in a presentation made at a news conference in New York by Halsey V. Barrett, manager, TV sales development, for Katz. Starting on Wednesday (July 15) in Chicago, Mr. Barrett will make the pitch to leading corporate sales managers and their advertising agencies in cities throughout the country.

The presentation urges companies to use national spot TV as "the right arm of their sales department" because of the status of marketing and diminished at-the-counter selling today. In this context, it offers these statistics and trends:

- U.S. production efficiency has improved almost three times as much as distribution efficiency since 1946.
- In product sales (manufacturer to middleman), there has been a 61% increase in cost per salesman's contact.
- In retail sales, supermarkets, discount houses and vending machines account for the rapid disappearance of over-the-counter salesmanship.

These factors, the presentation asserts, amount to "a revolution in American sales and distribution, placing greater pressures than ever on the sales manager." National spot television is proposed as "the best answer to the sales manager's two-fold selling need": (1) sales efficiency to distributors of products and services, and support at the retail level where he has no direct control.

The presentation details the advantages of national spot TV as the "modern day salesman's" dealer's favorite advertising because it creates consumer demand and forces distribution; retailers regard the spot TV commercial as today's person-to-person demonstration salesman because it sells the product in impersonal supermarkets, discount houses, vending machines, order-taking showrooms and retail establishments.

"The well-known flexibility of spot TV allows the sales manager to capitalize on stronger markets and to bolster weaker ones, providing sales impact where needed," the presentation states. "Since few products have truly national distribution, the market-by-market approach eliminates wasted salespower."

In support of this contention, the presentation cites the success of such heavy spot TV advertisers who operate with minimal sales forces: Bristol-Myers, Adell Chemical Co. (Lestoil), Super-Anahist and various automobile dealers.

Mr. Barrett said during the news conference that, to his knowledge, this is the first time that this approach has been planned to sell the TV medium.

Shop centers in radio to lure customers

Suburban shopping centers use radio as a magnet to draw customers from downtown competitors, according to a new radio-activity report released by Radio Advertising Bureau, New York. RAB's study of 14 shopping centers represents a cross-section of U.S. markets.

Two major observations emerged from the survey: (1) most merchant associations in the centers employ a two-stage radio strategy in which heavy seasonal and special radio promotions supplement regular week-in-week-out schedules; (2) frequently, sales volume increases were traceable directly to radio campaigns.

Radio's advertising magnetism was exemplified in the case of Southern Shopping Center, Norfolk, Va. According to RAB, Southern bought a daily disc jockey show to wedge its way into a market which offered strongly entrenched competition from downtown stores. Using five 15-minute d. j. shows and 70 additional spots weekly, this center registered a 33% increase in dollar volume during its second year of operation.

BROADCASTING, July 13, 1959
YOU ARE BUYING BLUE SKY if you are buying WJAC-TV. Latest and most complete area survey ever made explodes WJAC-TV’s blue sky claim of more than 1 million TV homes; proves WJAC-TV delivers less than 300,000 TV homes, compared with WFBG-TV’s 290,600°.

YOU ARE BUYING THE NUMBER ONE AUDIENCE if you are buying WFBG-TV, Altoona-Johnstown, Pa. WFBG-TV delivers 71% greater audience than WJAC-TV and at lower cost per 1000. Latest ARB proves that WFBG-TV delivers the area’s NUMBER ONE AUDIENCE°.

Talk to the research department of your advertising agency. They have sifted out the facts from the blue sky claims.

PRODUCTION RACE
Ads must keep pace, Gribbin says in West

Advertising must run faster to keep up with its products, the keynote speaker told some 400 delegates at the 56th annual meeting of the Advertising Assn. of the West in Tahoe City, Calif.

George Gribbin, president of Young & Rubicam, New York, delivered the keynote speech on the convention theme, "How Advertising Is Building the West." Awards to radio and tv advertisers highlighted earlier sessions (Broadcasting, July 6).

"Advertising," argued Mr. Gribbin, "isn't keeping pace with the rapid improvements" in productivity. He warned his audience that agencies must prepare advertising "that runs fast and runs in the right direction ... advertising that keeps up with the products of the industry."

The Y&R president also discussed the need for research which may or may not give useful facts every time but which is important to be neglected. He asked agencies to share in their research, adding, "Advertising research has been held back because discoveries have been hoarded."

On the Agenda • Among the other speakers were Robert Murray, executive vice president, Pacific-Alaska Div., Pan American World Airways; James S. Fish, vice president of advertising, General Motors; Washington; Forrest Arthur, president, Buttery's department store, Great Falls, Mont.; Paul Willis, vice president of advertising, Carnation Co., Los Angeles; Franklin H. Graf, executive vice president, A.C. Nielsen Co., Chicago, and Don Thomas, managing director, All-Year Club of Southern California.

Officers for the coming year had been elected earlier (see Fates & Fortunes, p. 86).

Subjects of these speakers ranged far and wide but each recognized that advertising has brought about profits and prosperity.

Mr. Murray, speaking on the subject, "How Transportation Advertising Is Helping Build the West," said that the jet age is opening up new challenges to advertising. Whereas 100 years ago, the West was nearly inaccessible, it is now but 4½ hours from New York by jet, he pointed out.

"Badvertising" • Mr. Arthur, in his talk entitled, "Your Acre of Diamonds—as Viewed by a Merchant," told the convention that merchants should consider advertising an investment—not an expense. But, he warned, "An ad may be pretty, it may be arty, it may even be beautiful to the eye, but if it doesn't sell it's waste—it's Badvertising."

Speaking on the subject, "How Advertising Is Helping to Sell the Western Food Industry to the West and to the World," Mr. Willis said there were 212 western food advertisers last year (excluding beer and wine) with an average annual ad budget of $585,000. The 1960 convention will be in Mexico City.

WORLD MARKET
Bates expands in London merger

Founded almost 20 years ago, Ted Bates & Co., New York, last week debuted in international advertising.

An agreement signed Tuesday (July 7) in London between the Bates agency and John Hobson & Partners Ltd., a leading London agency, brings their combined billings to more than $130 million. The cross-Atlantic merger was announced by Rosser Reeves, board chairman of Bates. He signed the pact with John W. Hobson, who was elected a board member of Bates.

Bates will be operating in London under the name of Hobson, Bates & Partners Ltd., with offices at 36-38 Fitzroy Sq.

With Mr. Reeves at the signing was James C. Douglass, executive vice president of Bates & Co. Both were elected board members of the new Hobson, Bates firm.

Reasons for Expansion • The entry of Bates into the English market was accounted for by Mr. Reeves this way: Since the war England has become revitalized, it's a bridgehead to the European common market and Bates' clients have international expansion plans. "Like us," Mr. Reeves said, "the London agency is primarily a package goods agency. In our view, it is the best outside the U.S. This was another factor that made the idea attractive."

The Hobson agency was formed Oct. 1, 1955, and in four years has grown from an initial team of 15 people to a staff of 160, handling current billings of more than 3.5 million pounds or $9.8 million.

Ted Bates & Co., which reportedly ranks third in all U.S. broadcast billings and first in spot tv, opened in December 1940 with two clients and total billings of $2.9 million.

SPOT PRACTICE
Tv station policies surveyed in new book

The buying habits of the typical local spot advertiser and the typical national spot advertiser are explored in a 1958 study made public for the first time today (Monday) by BBDO, New York.

The results of the study among tv station managers is incorporated in a new book, Tv Advertising, A Handbook of Modern Practice, by Arthur Bellaire, vice president in charge of tv-radio copy for BBDO. The study has been shown to some advertisers but was not made available for general release until today.

The survey was conducted in the summer of 1958 via questionnaire to 484 tv station managers, of whom 331 (68%) responded. It sought information on classification data, facilities and services, commercial practices, types of advertisers and their schedules and programming trends.

Asked how many announcements per week are purchased by the typical local spot advertiser, 42% of the station managers reported one to five spots per week; 47% said six to ten; 14% answered more than ten and 5% gave "no answer." The breakdown on the typical national spot advertiser emerged in this way: 54% of station managers classified him in the one to five spots per week; 38%, six to ten; 7% more than ten and 5% "no answer." The percentage of station managers adds to more than 100% because of multiple mentions by some officials.

Most Have Local Rate • The study reveals that 63% of the stations have a local rate as distinct from national; 36% said they did not and 1% did not answer. Those with a local rate reported that this charge was lower, ranging from 61% to 89% of the national rate.

Other data emerging from the survey: 58% of the stations own or have access to remote equipment, including mobile units; more than two-thirds of the outlets produce commercials for local advertisers; 86% of the stations regularly prepare advertising copy for advertisers; 63% of the stations replied that "the high cost of time and production" is the reason given by non-advertisers for not using tv; most stations derive less than half their total revenue from local business but reported that the percentage of local business is increasing steadily.

TO REACH AND SELL...
THE GREATER SAN FRANCISCO-OAKLAND MARKET

Superior area coverage
through imaginative, unduplicated programming
...live sports, news, special events, local personalities;
plus syndicated and feature film.

GET THE ENTIRE PICTURE!
call KTVU or H-R Television, Inc.

San Francisco-Oakland Television, Inc.
ONE JACK LONDON SQUARE - OAKLAND, CALIFORNIA
Opération World Series • The Gillette Safety Razor Co., Boston, which revealed plans last week to capture the teen-age male audience via spot radio and disc jockeys, (Broadcasting, July 6) held annual World Series sales meetings in Denver and Washington, D.C. Seen above are (1 to r) Mel Allen and Frank Frisch, sportscasters, featured in the meetings’ program, and Gillette officials William G. Salatich, general sales manager, A. Craig Smith, vice president in charge of advertising, and Vincent C. Ziegler, president. This year will mark the 21st consecutive World Series coverage Gillette has sponsored.

Even swap, no barter offered by new agency

The establishment of Media Services Advertising Agency, New York, to specialize in providing feature films and half-hour tv film programs to stations on a reciprocal trade basis was announced last week. Offices are at 655 Madison Ave., New York 21. Telephone is Templeton 2-9225.

The agency will accept time in lieu of cash for films it will supply but states it will not barter or resell this time on a discount basis. Instead the agency will receive cash credits from the stations, and these will be used by the agency’s clients at published rates.

Stanley Grayson and Allen C. Kaye-Martin, previously with Regal Adv. Assoc., New York, which specialized in bartering time for product, are executive vice president and vice president in charge of sales respectively for Media Services Advertising Agency.

BBDO media shuffle

BBDO has reorganized its media department.

The move has been expected for several weeks (Broadcasting, June 8). Its effect: group buying by account systems with associate media directors and media supervisors.

This places BBDO alongside other large radio-tv billing agencies which employ a similar practice.

New associate media directors: Michael J. Donovan who came to BBDO from Benton & Bowles, where he was vice president and assistant media director. The others are William E. Beste, Joseph Harris, Herbert D. Mane- loveg, Theodore R. Meredith and Richard C. Wright. Each will report to Mr. Barrett.

The new plans board will include Mr. Barrett, Kent D’Alessandro (plans and media analysis), Edward C. Fleri Jr. (spot broadcast), Charles R. McKeever (network), among others, all with the designation of media supervisor.

Gert Scanlon has been transferred from client contact to media liaison. Her duties will consist of counseling, buying and publicizing availability in broadcast, as previously reported.

Alabama Legislature considers tax on ads

Alabama broadcasters and other media executives were awaiting legislative action at the weekend on a bill to place a 3% gross receipts tax on advertising. The Legislature’s special session is to end this week in Montgomery.

A Ways & Means Committee hearing brought out that estimates of revenue from the ad tax ranged all the way from $8 million to $18 million. John C. Cooper Jr., of WRD Tuscaloosa, president of Alabama Assn. of Broadcasters, testified the proposed levy would place an unreasonable burden on radio-tv stations.

The proposed new tax is designed to raise $42 million for a state educational program. Newspaper, outdoor advertising and other media witnesses joined in describing the ad tax as unfair and discriminatory. The bill was introduced by Rep. Emory Solomon.

* Business briefly

Time sales

Hoffman Electronics Corp.’s consumer products division, L.A., will launch the “most comprehensive advertising program” in its history in August, William Baldwin, advertising manager of the division, said last week. Television (one-minute filmed commercials “in at least 10 major markets”), newspapers, outdoor, consumer and trade magazines will be used to introduce Hoffman’s new tv, stereophonic hi-fi and radio lines. Agency for Hoffman is Honig-Cooper, Harrington & Miner, L.A.

Massey-Ferguson (farm equipment), Racine, Wis., renews Jubilee, USA on ABC-TV for 52 weeks effective Nov. 1. The series is to move to 10 p.m. EST Saturdays, with M-F sponsoring the first half hour. Agency: Needham, Louis & Brorby, Chicago.

Magnus Organ Corp., Livingston, N.J., plans a $2.6 million advertising campaign lasting until Jan. 31, 1960, to promote its portable electric chord organs, it was announced by E.A. Tracey, executive vice president. He noted there are about 14,000 Magnus dealers throughout the country. The company previously had participations on the NBC-TV Jack Paar Show. Agency for Magnus: Rothberd & Haas Adv., Chicago.

Luden’s Inc., Reading, Pa., (Luden’s mouth cough drops & Luden’s 5th Avenue bars) has completed sponsorship agreements for five ABC-TV programs in the 1959-60 season, according to William P. Mullen, ABC vice president in charge of tv network sales. Purchases include co-sponsorships of four new one-hour action and adventure series and Dick Clark’s daytime American Bandstand. Hour-long series are:

Broadcasting, July 13, 1959
TV COMMERCIAL PREVIEW

Smoked glasses & bacon • In the vicinity of Nowhere there's a sleepy community called Ferrisville, inhabited by hill-country characters who are becoming quite familiar to tv audiences in the New York area. The latest resident to receive tv recognition is the town's "beatnik", who combines his appreciation for Ferris bacon with his artistic talent.

Stahl-Meyer Inc., New York meat packing firm, which featured the Ferrisville folk in previous spot tv campaigns, on July 5 started a 30-spot per week schedule using this beatnik commercial for its Ferris bacon product.

Complete with beret, dark glasses and cool, cool beard, the beatnik is brought before the local judge, chief character in the Ferrisville series (top photo) for "attempting to forge a masterpiece." Examining the evidence, Judge Affable T. Ferris sees the Mona Lisa clutching a package of his favorite brand of bacon (middle). He explains (bottom) to the beatnik that the product is far leaner than it is depicted and the 20-second spot continues with scenes of Mona Lisa enjoying the smell of the hickory-smoked bacon, the judge displaying his ever-present package of Ferris brand, a plate of fried bacon and a closing with a view of the package and the slogan. "Costs a little more . . . worth much more."

According to Hicks & Greist Inc., New York, agency for Stahl-Meyer, the commercial is not only catchy and entertaining, but also directed to the sophisticated level of Ferris bacon purchasers. Lex Hoedt, ad manager of Stahl-Meyer, supervised the commercial which was filmed by Pintoiff Productions, New York.
MBS' OFFER: 10c ON DOLLARS

That's Hurleigh's overture to creditors; Affiliate group endorses reorganization

Mutual officials met last week with two groups vitally concerned with the network's uncertain future—representatives of its creditors and members of the Mutual Affiliates Advisory Committee (Broadcasting, July 6).

MBS last Wednesday (July 8) offered creditors, owed $3,195,607, a settlement of 10 cents on the dollar. A network spokesman later said that a consensus of creditors indicated the proposal would be accepted.

Network officials met earlier that day with 10 members of MAAC, who had journeyed to New York at their own expense, and briefed them on MBS' petition for voluntary bankruptcy under Chapter 11 of the Bankruptcy Act and on the network's plans for the future. In turn, MAAC adopted a resolution, endorsing the network's reorganization plans and the new management and expressing "gratification" that MBS new president is a "veteran broadcaster".

Robert F. Hurleigh was elected MBS president 11 days ago.

A meeting with the network's 10 principal creditors and U.S. bankruptcy referee Asa Herzog will be held in New York today (July 13).

Mr. Hurleigh made the offer of 10 cents a dollar at a meeting in New York on Wednesday, during which a creditors' committee was formed. Fulton Lewis Jr., Mutual news commentator, was elected chairman of the 15-man committee, which includes several MBS-affiliated station executives, various suppliers of office equipment and, curiously, a CBS official. The latter was identified as George B. Stadtmuller, general credit manager of CBS, and it was said that money owed to CBS resulted from sharing line facilities on certain occasions. An AT&T representative attended the session.

Mutual's 10-cent-on-the-dollar proposal is contingent on its acceptance within a month. It was believed that the offer will be repeated today during the meeting with the referee, along with Mutual's other plans for reorganization.

During the MAAC meeting, Albert G. McCarthy Jr., a Tampa realtor-industrialist and a new MBS board member, was introduced. Mr. McCarthy and Chester Ferguson, also of Tampa, were revealed 11 days ago as the latest financial angels of MBS and are paying for day-to-day operations of the network during the period of petition for bankruptcy. Mr. Hurleigh is the "owner" of Mutual during this interim period, but Messrs. McCarthy and Ferguson are scheduled to assume formal ownership, once the creditors are satisfied.

Mr. McCarthy is reported to have told MAAC members in the closed-door session that he is prepared to support the network and has confidence in the future of MBS.

Radios made in Japan boost U.S. sales sum

Estimates of radio set sales in the U.S. last year were 17.4% too low because they didn't take into account the influx of Japanese models, Radio Advertising Bureau asserted last week.

The 1958 sales figures should be raised from the generally reported 12,- 577,000 to a new total of 14,777,- 000 to reflect U.S. purchases of 2.2 million Japanese sets, most of them small transistor models, RAB maintained. It said its figures were documented from U.S. industry sources and official Japanese trade statistics.

RAB also estimated that a total of 12 million portable sets are currently in use in this country. These millions, it added, "are growing by the month as heavy shipments of Japanese sets arrive in the U.S. to amplify the record domestic radio set production of recent years."

Transistor Sets • The figures on Japanese set sales in the U.S. are contained in an RAB brochure, Made in Japan—Played in U.S.A. It estimates that 1.7 million of the Japanese imports were transistor portables. It also maintains that the updated 1958 sales total is "fully three times greater than the sale of tv sets in the same period."

Describing the growth prospects for Japanese transistor sets as "tremendous," the brochure says sales of the imported models during the first quarter of 1959 were "quadruple those for the same period last year." RAB continued:

"Two new Japanese products are already on the market, with more coming. These include a portable transistor phono-radio and a battery-operated am-fi transistor portable. Also due soon is a wrist-watch radio, developed by an American manufacturer and already in use by the armed forces."

Voice of Democracy: No. 13 ready to roll

State broadcaster associations in cooperation with Electronic Industries Assn. and Veterans of Foreign Wars will direct local and state competition in the 13th annual Voice of Democracy broadcast scriptwriting contest for high school students. The competition will be held during the fall school term, with 10th, 11th and 12th grade students eligible. The subject is "I Speak for Democracy."

A $1,500 scholarship will be awarded the top national winner. Four finalists will receive gold recordings of their scripts and the top winner in each state will receive an all-expense trip to Washington in February 1960. Kits of materials to aid local committees will be sent out Aug. 1 to all radio and tv stations and VFW posts. The VFW and stations direct local contests. U.S. Office of Education and National Assn. of Secondary School Principals endorse the contests and activities.

State contest directors follow:

10,000 Loaves

in 12 hours with 20 spots on Atlanta’s WSB Radio

Winn Dixie Stores, operating four super markets in the Atlanta area, planned a special sale of their own Dixie Darling Bread. Came last minute change of plans. All advertising had been cancelled ... but the bread was in the oven ... 10,000 extra loaves!

It had to be sold. So, acting quickly, Damon Swann, of House of Ideas, Atlanta agency for Winn Dixie, called in WSB radio. Within two hours the first of twenty one-minute spots was on the air. Others followed Wednesday afternoon and all day Thursday. By Thursday night two stores were sold out ... stock in the other two below normal. With no other advertising, and with just 20 announcements on WSB Radio, 10,000 loaves of bread were sold in twelve hours by Winn Dixie’s four Atlanta stores.

It is results such as these that day in, day out reveal the loyalty and responsiveness of WSB Radio listeners. Evidence that WSB Radio out-produces and out-sells competitive media in Georgia.

WSB radio

The Voice of the South - ATLANTA

Represented by Petry • NBC
Affiliated with The Atlanta Journal and Constitution
Associated with WSOC-WSOC-TV, Charlotte
WHIO-WHIO-TV, Dayton
Lawrence; Kentucky, Donald J. Horton, WVLK-AM-TV Lexington; Louisiana, Clarence E. Faulk Jr., KXUS Ruston.

Maine, Talie Dutch, WLAM Lewiston; Maryland, Arnold Wilkes, WBAL-AM-TV Baltimore; Massachusetts, Earl G. Clement, WBEZ-Brooklyn; Michigan, Robert J. Coleman, Michigan Assn. of Broadcasters; Minnesota, Wayne Williams, WLSI Minneapolis; Mississippi, Joseph W. Carson, WOKK Meridian, Miss.; Missouri, Bruce Barrington, WEM St. Louis; Montana, Robert H. Warner, KMON Great Falls; Nebraska, Richard W. Chapin, KFDX Lincoln; Nevada, Glen Thorne, Las Vegas; New Hampshire, Merrill Smith, WDTW Nashua; New Jersey, Jack Gart-land, WNTT Trenton; New Mexico, Richard H. Hargrove, KQUE Albuquerque.

New York, Max E. Buc, WRC-A TV New York; North Carolina, C. C. Starner, WFTS Burlington; North Dakota, Charles L. Scofield, KEYZ Williston; Ohio, Curtis M. Jewell, WFW, Thomas A. Rogers, WCQ Newport; Oklahoma, Hugh M. Mix, WNAD Norman; Oregon, Roy Johnson, KMKD Medford; Pennsylvania, Roy E. Morgan, WJLL Wilkes-Barre; Rhode Island, Zel Levin, WWON Woonsocket; South Carolina, J. Davenport, WNAD Norman; South Dakota, William E. Johnson, KYNT Yankton; Tennessee, Kenneth D. Wright, WUDT-FM Knoxville; Texas, Charles Jordan, Fort Worth; Utah, Reed Bullen, KUUV Logan; Vermont, Lawrence Shaw, WSKY Barre; Virginia, Thomas P. Chisman, WVEC-AM-TV Hampton; Washington, Robert H. McCarroll, Washington State Assn. of Broadcasters; West Virginia, George R. Andrick, WSAZ Huntington; Wisconsin, Carl V. Kolata, WTTW Waterdown; Wyoming, William F. Shutt, KVOC Casper.

U.S. broadcasters plan tv in Caribbean

Two leading U.S. radio and television ownership groups have organized a new company, Hemisphere Television Corp., with plans to operate a series of tv outlets in the Caribbean area. announced Thursday (July 8) was an on-air target date of Nov. 1 for a vhf station in Haiti.

Hemisphere's organizers are Mike Rosenberg, Haitian industrialist; Gerald A. Bartell, president of Bartell Family Radio, and J. Elroy McCaw, president of Gotham Broadcasting Co.

The Haiti tv franchise, Tele-Haiti as the station will be known, will be installed by Bartell engineers and operated under a programming arrangement to include network programming, shows, feature films, local news and educational programs. The island's population is estimated at four million.


Bay fms organize

First steps to form the San Francisco Fm Broadcasters Assn. were taken at a June 22 meeting of stations in the Bay Area. It is designed to promote the medium throughout Northern California, calling attention to recent fm progress and emphasizing its listener advantages. Officers will be elected at a second meeting to be held early this month.

NBC AFFILIATIONS
KOMA cuts networks; WVET replaces WHAM

NBC Radio got the air from one affiliate last week and gave it to another.

KOMA Oklahoma City, a Todd Storz station whose affiliation with the network last winter made a big splash because of Mr. Storz' standing as a leading independent operator (Broadcasting, Dec. 1, 1958), gave notice it was cutting network programming down, if not out.

In a separate development NBC Radio cancelled its affiliation with WHAM Rochester, according to network officials, and announced that WVET would occupy outlet in the market effective Aug. 1 (see picture). The move was attributed to a network desire for more program clearances in Rochester. WVET officials were quoted by NBC spokesmen as saying they intended to clear all NBC programs. WVET is on 1280 kw, with 5 kw; WHAM is on 1180 kw with 50 kw.

The Storz move in Oklahoma City caught NBC by surprise. Matthew J. Culligan, executive vice president in charge of the radio network, said he received a letter from Mr. Storz last Tuesday (July 7), a day after KOMA's cutback in NBC programming occurred. He quoted Mr. Storz' letter as saying the KOMA operation as network affiliation had been "unsuccessful by any measure," though not necessarily through NBC's fault.

The letter didn't cancel the NBC affiliation, Mr. Culligan said. Rather, he explained, it served notice of the decision to cut back NBC programming and suggested that "you [NBC] may wish to terminate the affiliation agreement." This seemed a likely result, although as of last Thursday Mr. Culligan was still waiting to speak to Mr. Storz. No decision had been reached on a possible replacement in the NBC lineup, but observers felt the station might be some significance in the fact that NBC Radio's coverage of the All-Star baseball game last Tuesday was carried in Oklahoma City by KTKO (1000 ke, 5 kw).

Tv in Florida court

Tv coverage of a northern Florida courtroom by WFGA-TV Jacksonville brought comments of approval last week from Criminal Court Judge Lloyd A. Layton.

"I can't say it hampered or delayed or took any dignity away from the court at all," Judge Layton said. "It was not distracting and I don't think the majority of persons in the courtroom noticed it."

One sequence used on the air showed the breakdown of a 16-year-old boy sentenced to 20 years for a fatal stabbing. "I thought it might serve as a deterrent to crime," Judge Layton observed.

No lights were used in the filming. The sound camera microphone was placed before Judge Layton but out of view of others in the courtroom. WFGA-TV reported one Circuit Court Judge accused Judge Layton of trying to run a circus sideshow.

Tv in Alabama capital

Tv news cameras have been granted access to the House of Representatives in Alabama. A resolution (HR 46) authorizes, if there is no member objection, "proceedings of the House to be fully televised, or photographed for television" and also permits "sound recordings for use on telecasts."

Burt Lydic, WSFA-TV Montgomery, said cooperation with House Speaker Charles Adams allows cameramen to film proceedings unobtrusively by picking up the sound directly from the chamber public address system. A similar arrangement with the Senate permits sound-on-film cameras on the floor "provided authorization of the members present has been received."
the story of
Dynamic Radio
in
Dynamic Markets
Dynamic Radio
Star Broadcasting Co. was formed 5 years ago to serve listeners the kind of entertainment they seek and to offer advertisers better advertising buys. Star Broadcasting—1959—is fulfilling its mission.

KOIL - OMAHA
KOIL’s 46.3% share of audience in greater Omaha (June, 1959 Hooper) is 326% greater than the next best station.

KICN - DENVER (formerly KMYR)
KICN’s dominant position in the greater Denver market is now unchallenged. KICN’s booming 5000 watts at 710 make KICN the Number 1 Pastime in the Rocky Mountain West.

KISN - PORTLAND, ORE.
KISN, the newest of the Star Stations, has brought modern radio to the greater Portland-Vancouver market. Already in first place in the afternoon (HOOPER, April-June, 1959), KISN’s leadership is assured.

...and there’ll be more!

Dynamic Markets
The Star Stations reach markets that are dynamic and alive—the kind of markets that make for dynamic sales campaigns.

OMAHA
World’s largest livestock market and meat-packing center, greater Omaha’s 1958 population was 436,000. At the crossroads of the nation, Omaha is its area’s prime distribution and trading center.

DENVER
America’s third fastest growing metropolitan area, Denver’s 1958 population was 858,000, up almost 50% from 1950. The mile high city’s business activity is booming with bank clearings up 5 billion dollars over 1950.

PORTLAND, ORE.
845,000 population—up 18.5% over 1950. Portland, one of the world’s largest fresh water ports, represents a truly dynamic market. Business activity and new construction are at an all-time high with bank clearings up over two and a quarter billions over 1950.
Dynamic Radio in Dynamic Markets

Norman & Norman, Inc., is proud to have had a small part in the creation of the “Star Stations.” We have helped many other broadcasters in the sale and purchase of radio properties, and are very proud to have assisted many of our customers for the second and third time.

Recent Sales Brokered by Norman & Norman, Inc.:

Dynamic Radio in Dynamic Markets

KISN, Portland, Ore., represents modern radio at its most efficient, and Adam Young represents KISN. Here is dramatic testimony to the power of a well-managed, controlled sound to attract audience, hold audience, sell audience.

And look what KISN opens up for you: Primary coverage includes 16 counties in the greater Portland-Vancouver area—the only major shopping center between San Francisco and Seattle. Primary coverage embraces 1,253,700 people—(America's 14th largest market) . . . and retail sales equivalent to those of America's 16th largest market.

Get the right-now details from the man who represents all that's modern and efficient in radio today . . . the man from . . .

ADAM YOUNG INC.
Dynamic Radio in Dynamic Markets

KICN, Denver is the new name of KMYR—the station that brought modern radio to America's 24th market. And Adam Young Inc. is the old name of the company that helps advertisers buy best in Denver. Modern station programming has revised the whole pattern of radio listening in this Gateway to the West. Here's another instance of a dramatic change in fortunes—from last place in mid-1957 to the rarefied air of the upper atmosphere. Hooper shows it. So does a metro Pulse. So does a 17-county Area Pulse—revealing the listening preferences of 1,189,000 people, with an effective buying income of 2.1 billions of dollars annually.

Get the documentation of the change . . . get documentation of KICN's ability to win listeners . . . and to sell them . . . with cost efficiency equalled by no other leading Denver station. Who's got the word? Naturally, the man who represents all that's modern and efficient in radio today . . . the man from . . .

ADAM YOUNG INC.

New York Chicago St. Louis Los Angeles San Francisco Detroit Atlanta

BROADCASTING, July 13, 1959
In the mushrooming Omaha market—the nation's 49th ranking Metropolitan area . . . with an added $100 million in retail sales during the past five years—only dynamic radio can do the selling job you want done.

KOIL has been represented nationally by Avery-Knodel, Inc., for more than four years. When you want fast, accurate availabilities . . . when you need detailed programming, coverage and market information . . . you'll find your Avery-Knodel representative prompt and thorough in helping you tailor a successful KOIL spot radio campaign.
in such Dynamic Markets
Radio is Dynamic because

BIG SOUND
(Radio's New Revolutionary Concept)
furnishes
Stars from Hollywood
and
Star Ratings to...

WIRE OR WRITE: Richard H. Ullman, Inc.
295 Delaware Avenue
Buffalo 2, New York
A Stars International Production of Hollywood
Dynamic Radio in Dynamic Markets

PAMS salutes the Star Stations

The leading jingle maker for the leading stations, PAMS is proud of the part it has played in pushing the Star Stations to the top.
Dynamic Men Man Dynamic Radio

BILL STEWART
Vice President
and
Assistant to the President

• 3 years with McLendon
• 3½ years with Storz
• NOW and the Future...

the Star stations

BROADCASTING, July 13, 1959
Dynamic Men Man Dynamic Radio

Steve Shepard
KOIL—Omaha

Charles Vais
KISN—Portland

"Chic" Crabtree
KICN—Denver

We at Star Broadcasting are grateful to our listeners, our advertisers, and our associates—all of whom contributed to the success of Dynamic Radio in Dynamic Markets.

Don W. Burden

Don W. Burden — President

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BROADCASTING, July 13, 1959
RADIO HAND IN MARKET TILL

RAB stations get sales presentation to help soften even more supermarkets

A campaign by Radio Advertising Bureau member stations designed to win for radio an even bigger share of the $375 million advertising outlay of the nation's supermarkets is being announced today (July 13) by RAB.

The bureau said its 1,000 member stations would go armed with a special package containing such sales tools as a full-scale radio presentation, case histories of supermarket success with radio, background on supermarket operations, and contest and other promotional ideas which the stores can use in radio campaigns. To carry out the supermarket theme, RAB attached a miniature shopping bag to the material—and suggested the stations enclose a proposal or contract for the stores they visit (see cut).

"Supermarkets spend an estimated $375 million annually for advertising and are already one of the biggest sources of local revenue for most stations," RAB President Kevin B. Sweeney told member stations. "The sales tools in this kit contain everything you need to win either new supermarket business or additional radio expenditures from existing clients."

The success stories tell how Kroger's nine stores in Roanoke, Va., used radio personality programs in becoming, according to the ad manager, the No. 1 food chain in the market; how M.C. Headrick, owner of two supermarkets in Cleveland, Tenn., parlayed a $2,500 into a $1.8 million business via radio; why McDaniel's, a southern California chain, credits radio with stimulating sales gains at the rate of half a million dollars a month, and similar radio success stories from Syracuse, N.Y., and Titusville, Pa.

The supermarket sales package is one of a series produced by RAB to help members sell local radio to specific categories or retailers.

RAB has reached 1,000-station goal

The Radio Advertising Bureau now is 1,000 radio station members strong.

RAB President Kevin B. Sweeney no sooner announced this milestone than he followed up last week by setting a new goal: 1,150 station members and a budget exceeding $1.1 million by the end of the year. The 1960 year-end goal is 1,400 members and over $1.2 million budget.

The bureau reached a million-dollar budget several months ago. That income figure and the 1,000 station membership mark were two aims of the original incorporators of RAB when they organized it eight years ago.

The 1,000th station to join was KCSJ Pueblo, Colo., in June, the third highest month on record, with 42 stations signing up. The score now shows station members in 49 out of 50 states, in more than 620 communities and doing over 60% of all radio advertising volume in the U.S. There are three radio networks and 19 station representative and associate members not included in the 1,000 figure. California ranks highest with 68 station members, Texas has 55, New York, 54 and Ohio, 49.

New Cleveland fm

A full-time independent fm station goes on the air in Cleveland tomorrow (July 14) when WNOS-FM begins operations. With 135 kw, at 107.9 mc, the station will be on the air daily from 6:30 a.m. to 12 midnight. It is licensed to the Northern Ohio Broadcasting Co., Fred Austin, president and general manager. Station headquarters are at 1510 Williamson Bldg., Cleveland.
Changing hands

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

- WKNB New Britain, Conn.: Sold by recent purchaser Connecticut Television Inc. (Herbert Schefel, president) (Broadcasting, June 29) to Beacon Broadcasting Co. (Sheldon Smerling, president) for $255,000. Mr. Smerling and family own WICO Salisbury, Md. The sale was handled by Daniel Jaret & Co., Brooklyn, N.Y. WKNB is on 840 kc with 1 kw, day.

- KSPR Casper, Wyo.: Sold by Donald L. Hathaway (original owner) to Burt L. Harris and Assoc. for $150,000. Mr. Harris is president of Rocky Mountain Tele Station, which operates KTWO-TV Casper and KTWX-TV Sheridan, Wyo. and is a substantial stockholder in the enterprise. Mr. Hathaway is sole owner and manager of KSPR-TV Casper (ch. 6). KSPR is the pioneer radio station in Wyoming, going on the air in 1930. It is affiliated with CBS Radio and operates on 1470 kc with 5 kw, day and 1 kw, night. The sale was negotiated by Hamilton, Landis & Assoc.

- KMBY Monterey, Calif.: Sold to John L. Burroughs, Chicago manufac-
turer, by B.P. Timothy for $130,000. The sale was handled by Edwin Tornberg & Co. KMBY is on 1240 kc with 250 w.

- WSTL Eminence, Ky.: Sold to Victor M. Bellamy, general manager and 30% owner of WHBN Harrodsburg, Ky., by J.W. Dunavent for $70,000. The sale was handled by Paul H. Chapman Co. WSTL is on 1600 kc with 500 w.

- WGGO Salamanca, N.Y.: Sold by Alfred B. Smith, majority owner of WCBC Anderson, Ind. to Jamestown Broadcasting Co. (Si Goldman) for $40,750. Jamestown Broadcasting Co. owns WJTN-AM-FM Jamestown and WDOE Dunkirk, both New York. Sale was handled by Edwin Tornberg & Co. WGGO is on 1590 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 106):

- KROY-AM-FM Sacramento, Calif.: Sold to John T. Carey Inc. by Robert W. Dunn and others for $390,000, subject to adjustments and a one-year option to purchase land and transmitter for $4,000. KROY is on 1240 kc with 250 w and is affiliated with CBS. KROY-FM is on 102.5 mc with 18 kw.

- WEEP Pittsburgh, Pa.: Sold to Golden Triangle Broadcasting Inc. by Pittsburgh Broadcasting Co. for $319,000. Myron Jones, president and majority stockholder in assignee, has interest in WJET Erie and WTVI Titusville, both Pennsylvania, and owns WHOT Youngstown, Ohio. R. C. Crisler Co. handled the sale. WEEP is on 1080 kc with 1 kw, day.

- WDMJ-TV Marquette, Mich.: Merger stock transaction of Lake Superior Broadcasting Co., 48%, and M&M Broadcasting 52%, into North Central Broadcasting Co., to be headed by Frank J. Russell, president of Marquette Mining Daily Journal, (99% owner) which presently owns Lake Superior Broadcasting. M&M Broadcasting (WMAM and WMBV-TV Marquette, Wis.) is owned 55% by Superior (Wis.) Evening Telegram (Morgan Murphy). Transaction involves overall consideration of more than $250,000: the assumption by North Central of obligations totaling $102,000; the securing by M&M of a $160,000 Mining Journal note. Mr. Russell retains ownership of WDMJ Marquette, among other interests. Conn. Robert Bartley dissented. WDMJ is on ch. 6 and is affiliated with CBS-TV.

Taft Broadcasting stock offer all sold

In the first public offering of stock in Taft Broadcasting Co. on Tuesday (July 7), all 483,322 shares, priced at $15 each, were sold on subscription, according to Harriman Ripley & Co., New York underwriters.

The stock offered to the public represents one-third of the total number of shares outstanding. It was sold by holders of the shares, with none of the proceeds going to the company.

Taft Broadcasting owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-TV Columbus, WBRC-AM-FM-TV Birmingham, and WKYT (TV) Lexington, Ky., and has a 30% interest in WBIR-AM-FM-TV Knoxville, Tenn.

Directors of the company have declared a dividend of 10 cents a share on the common stock, payable Sept. 1, 1959, to holders of record on Aug. 15 and also have declared a 2 1/4% stock dividend to holders on Feb. 15, 1960.

$6 million for etv

Television as a teacher’s tool will receive additional study as the result of a second round of grants to universities and colleges by the Ford Foundation, New York. Contributions totaling $6,-
PLEASE NOTE! As shown below, WKZO-TV delivers 94.9% more homes than Station "B," Sunday through Saturday, 9 p.m. to midnight!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(Jan. 25-Feb. 21, 1959)
STATION TOTALS FOR AVERAGE WEEK

<table>
<thead>
<tr>
<th>Time</th>
<th>Homes Delivered</th>
<th>PERCENT OF TOTAL</th>
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<tbody>
<tr>
<td></td>
<td>WKZO-TV STATION B</td>
<td>WKZO-TV STATION B</td>
</tr>
<tr>
<td>Mon. thru Fri.</td>
<td>17,600</td>
<td>50.4%</td>
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<tr>
<td>6 a.m.-9 a.m.</td>
<td>17,300</td>
<td>49.6%</td>
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<tr>
<td>9 a.m.-Noon</td>
<td>55,500</td>
<td>63.2%</td>
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<tr>
<td>Noon-3 p.m.</td>
<td>69,400</td>
<td>66.3%</td>
</tr>
<tr>
<td>3 p.m.-6 p.m.</td>
<td>68,000</td>
<td>55.5%</td>
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<tr>
<td>Sun. thru Sat.</td>
<td>148,700</td>
<td>60.8%</td>
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<tr>
<td>6 p.m.-9 p.m.</td>
<td>95,500</td>
<td>60.8%</td>
</tr>
<tr>
<td>9 p.m.-Midnight</td>
<td>68,900</td>
<td>66%</td>
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</table>

BUT... The WKZO-TV Coverage Map Will Give You "The Picture" Around Kalamazoo-Grand Rapids!

NSI, ARB, NCS No. 3—all three give WKZO-TV a big edge as Western Michigan's best television buy!

And here's proof of WKZO-TV superiority:

- Latest NSI survey gives WKZO-TV more homes in six times as many quarter hours as Station B!
- WKZO-TV is out front in 60.6% of all quarter hours in the Kalamazoo-Grand Rapids ARB 9-county survey (Jan. 12-Feb. 8, 1959).
- NCS No. 3 gives WKZO-TV far more homes—monthly, weekly, daily—than any other Michigan station outside of Detroit!

Add WWTV, Cadillac, to your WKZO-TV schedule for all the rest of outstate Michigan worth having.

*World's oldest map (c. 2,200 B.C.) is a cadastral clay tablet used for land taxation, now in Istanbul Museum, Turkey.
Everything for the studio...

INCLUDING THE SYNC!

General Electric television studio equipment is designed for ease of operation, economy, adaptability and simple maintenance.

A good example is G.E.’s new synchronizing generator.

Much smaller than previous units, it takes only 14 inches of rack space — requires far less power. Computer-type circuits using industrial-grade transistors assure maximum reliability at minimum cost. Only two operating controls are necessary because of the extremely stable design. The built-in power supply operates from a 90 to 135 volt input and convenient test jacks simplify servicing.

Cost-conscious TV stations across the country are turning to G-E video equipment for easier, more economical operation. For the full story, call your Broadcast Equipment representative or write Broadcast Sales Manager, Technical Products Dept., Electronics Park, Syracuse, N. Y. In Canada: Canadian General Electric Company, Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario. Elsewhere: International General Electric, 150 E. 42nd Street, New York, N. Y.

WSYR’s efficient new radio and television center in Syracuse, N. Y. employs G-E “Customer-Oriented” audio and video amplifiers, cameras, controls, monitors, power supplies, pick-up devices, synchronizing equipment, speakers, accessories, power supplies, and other rack-mounted equipment.

G.E.’s new transistorized sync generator
the Type PG-4-B, features low power consumption, high stability and low heat output. Takes only 14 inches of rack space; built-in power supply operates from a 90 to 135 volt input.

The G-E “flying spot” scanner channel Type PE-12-C handles film and slides in monochrome and color with equal operating ease. No registration or variable density problems—low operating and maintenance costs. New AGC system makes it unnecessary for the operator to ride gain under most conditions. Automatic shrinkage compensator, automatic focusing produce an undistorted, clear picture at all times.
The versatile G-E video AGC amplifier Type TV-95-A improves any vidicon's picture quality by supplying a constant signal level without continuous manual gain riding.

General Electric's compact transistorized color television camera Type PC-10-A is shorter, smaller, lighter, more maneuverable, more reliable than any of its predecessors in the industry.
“Me an’ J.K.

is just like this!” WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between “acts”, Jay interviews visiting celebrities, and leaders of local and national civic groups. “The Jay Kroll Show” — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

10th Anniversary of CHANNEL 10

WJAR-TV

Cock-of-the-walk in the PROVIDENCE MARKET

NBC · ABC · Represented by Edward Petry & Co., Inc.
317,000 will be shared by 10 schools which offer programs to advance teacher education. Last April 1 the foundation distributed $9.1 million in similar grants.

Schools which include tv teaching methods in their training plans and the overall grant for each are: Cornell U. ($830,850), teaching internship program includes experiments in closed-circuit tv; Michigan State U. ($585,000), particular emphasis on educational tv through cooperation with community colleges in Michigan; U. of North Carolina, ($326,500), North Carolina In-School Television Program; Vanderbilt U. ($615,300), training in the use of tv for teaching classes of varying sizes.

Other groups and associations receiving funds to pursue etv include: Chicago Education Television Assn. ($1,000), to evaluate Continental Classroom's (NBC-TV) physics course; U. of Florida ($52,000) for released time of faculty for etv programming, and Office of the Sacramento (Calif.) Superintendent of Schools ($156,000), for expanded in-school telecast service in the surrounding 15-county area.

- Rep appointments
  - WBAY-AM-TV Green Bay, Wis., appoints the Katz Agency, N.Y.
  - WTX-AM-FM Springfield, Ill., appoints Gill-Perna Inc., N.Y.
  - WALT Tampa, Fla., appoints Gill-Perna Inc.
  - WTUG Tuscaloosa, Ala., 100% Negro-programmed station, appoints National Time Sales.

- Media reports
  - Assn. of Maximum Service Telecasters, Washington, D.C., announces the addition of two new members, WIS-TV Columbia, S.C., and WSOC-TV Charlotte, N.C.
  - KXTV (TV) Sacramento has presented an $8,000 check to KVIE (TV) there as part of the commercial station's support of educational ch. 6. Richard P. Hogue, vice president and general manager of KXTV, who made the presentation to John Crabbe, KVIE general manager, said his station feels "an educational station has an equally vital part in the community and we wish to support it." KXTV also shares its antenna site and tower with KVIE and has provided a tv camera at tube cost.
  - WPLM Plymouth, Mass., has opened new studios. They overlook Plymouth Harbor on a 33-acre tract on the Route 3 by-pass. WPLM also boosted power from 1 kw to 5 kw. The station is on 1390 kc.
GOVERNMENT

SENATE GROUP CONSIDERS NARBA

Treaty with Mexico also argued before Morse subcommittee

Two international broadcasting agreements were the subject of a one- day Senate hearing last Thursday (July 9) with the plea of daytime stations for more time on the air remaining the chief stumbling block to Senate ratification.

The special 5-man ad hoc subcommittee of the Senate Foreign Relations Committee is headed by Sen. Wayne Morse (D-Ore.). Topics of the hearings were the North American Regional Broadcasting Agreement, signed by five countries Nov. 15, 1950, and the Mexican-U.S. treaty, finalized Jan. 29, 1937.

Parties to the NARBA agreement, in addition to the U.S., are Canada, Cuba, Dominican Republic, Bahamas, Islands and Jamaica. The treaties set up guarantees that one country will not interfere with the internal broadcasts of another country. They reserve 25 clear channels for U.S. use, seven in Mexico and six in Canada. Canada and Cuba have ratified the NARBA agreement, while all countries have been operating through a "gentlemen's agreement" embracing its terms in the nine years since the agreement was reached.

Champions for Treaties • FCC
Comr. Rosel Hyde and W.T.M. Beale Jr., deputy assistant Secretary of State for economic affairs, led eight witnesses testifying in favor of immediate Senate ratification of the treaties. Two witnesses, including a congressman and Daytime Broadcasters Assn.'s J.R. Livesay, opposed ratification of the Mexican treaty only.

Comr. Hyde, chairman of the U.S. delegation in the negotiation of both treaties, was questioned closely on provisions of the treaties relating to daytime stations. He said that Mexico already has given the U.S. an "emphatic no" on requests to boost power and hours of U.S. daytimers operating on the seven reserved Mexican clear channels.

Sen. Morse read a letter from C.E. Franklin, president of WCEF Parkersburg, W.Va., which accused Comr. Hyde of protecting only the interests of the large stations in the Mexican negotiations.

"I have never taken a position as being for the high-powered stations and against low power at all," Comr. Hyde stated. He further said the record would show this to be true.

He said all interests were frequently consulted during the negotiations and that the daytime spokesman gave his somewhat reluctant approval to the Mexican treaty. Comr. Hyde pointed out that the overall interest of broadcasting had to be protected over the interest of a particular group.

The commissioner pointed out, as did following witnesses, that utter chaos would result if the treaties are not ratified. Comr. Hyde pointed to fms as one course open to daytime stations, and the Mexican treaty. The commissioner explained that U.S. stations are permitted to operate nighttime on Canadian clears when they are located more than 650 miles from the border. The same stipulation applies to Canadian operation of the 25 U.S. clear channels, while under the Mexican agreement no such nighttime operation on the two countries clear channel reservations would be permitted.

Comr. Hyde maintained the two different situations could not be compared and that both are extremely fair to the U.S.

Mr. Beale said that the effect of continued delay in Senate approval of the two international broadcast treaties "will be the same as outright refusal to permit ratification. . . Those concerned are convinced that they have negotiated the best possible agreements under the circumstances."

He said that major issues which held up prior approval of the treaties now have been resolved and that a favorable decision can now be made. All parties to NARBA have endeavored to follow its terms during the nine years it has been pending, he said, but in certain instances borderline deviations have been permitted for which there is no legal remedy in the absence of a treaty. "The longer these deviations remain uncorrected, the more others are encouraged to attempt further deviations," Mr. Beale said.

Effect on Daytimers • Mr. Livesay, president of WLBH Mattoon, III., and board chairman of DBA, was the principal spokesman against ratification of the Mexican treaty. DBA's objection, he said, centers around that portion of the treaty which prevents the U.S. from authorizing nighttime operation on the seven Mexican clears.

"The effect of ratification of this agreement, with this provision in it, will be to declare as the supreme law of the land that the existing 250 U.S. daytime broadcasting stations now operating on these channels [Mexican clears] . . . must operate with severely restricted hours without regard to urgent public need for longer hours of operation in the communities in which these stations operate," Mr. Livesay said.

"It is our belief that the situation which is created by these restrictions
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RADIO STATION OF The Newark News national rep: Broadcast Time Sales • New York, N. Y. • MU 46740

WVNJ
Newark, N. J.— covering New York and New Jersey

BROADCASTING, July 13, 1959
is unjust, inequitable, discriminatory and contrary to the best interests of this country. It is further our position that these restrictions are completely unnecessary for the protection of any legitimate interest of Mexico...

The only conceivable purpose of these restrictions is to enable Mexico to provide broadcast service on these channels over extensive areas of the U.S. far beyond the confines of its own border.

In a 31-page statement, Mr. Livesay pointed out that there are over 30 full-time U.S. stations operating on Canadian clear channels, yet no such operation is permitted on Mexican clear(s). He said that 60% of the spectrum is used in the U.S. by only 5% of the stations, while the remaining outlets are crowded into the rest of the am spectrum and "restricted to far more limited operations." These figures indicate that something is "radically wrong" with the U.S. broadcast structure, the DBA spokesman said.

He charged that in negotiating the Mexican treaty, the U.S. spokesmen at no time formally asked that this country's daytimers be permitted a more liberal broadcast schedule on Mexican clear(s). Mr. Livesay said stations in Canada, Cuba, Dominican Republic, Jamaica and the Bahamas, signers of NARBA, are permitted to operate full-time on Mexican L-A frequencies.

"In the final analysis, therefore, ratification of this agreement can only mean that the U.S. would yield to Mexico a very substantial portion of its own sovereign rights by agreeing that Mexican stations on these frequencies are entitled to render broadcast service to extensive areas of the U.S., and by the same token would forfeit the right of its own citizens to receive service on those frequencies from its own broadcast stations," Mr. Livesay stated.

He also maintained that approval of the Mexican treaty at this time would "prejudice" two bills currently pending before the House (see below) which would make uniform the hours of daytime stations.

He emphasized that DBA has no objection to the ratification of the NARBA treaty.

Shipley Attacks • Rep. George Shipley (D-III.), in urging Senate rejection of the Mexican treaty, said that daytime stations are not getting fair treatment. Rep. Shipley is the author of a bill (HR 6676) which would authorize the daytimers to operate from 6 a.m. to 6 p.m. or local sunrise to sunset.

He said that ratification of the Mexican treaty would prevent the 260 U.S. stations operating on Mexican clear(s) from improving their service with extended hours during the winter months. Rep. Morgan Moulder (D-Mo.) is the author of a bill identical to Rep. Shipley's. "I believe that this piece of legislation has been long overlooked," the congressman said, "and in all fairness to the daytime stations...hearings should be held by the House Commerce Committee."

Comr. John S. Cross said that the benefits of the two treaties "greatly exceed the restrictions which they, at the same time, necessarily impose." At the time the two treaties were negotiated, Comr. Cross was assistant chief of the telecommunications division of the State Dept. and represented that body in the talks.

He pointed out that each new treaty in the communications field is exceedingly harder to negotiate because of the increasing number of radio stations. "Accordingly, the U.S.-Mexican agreement, and more particularly NARBA...are more favorable from the U.S. standpoint than it would be possible to negotiate today," he said.

Until the NARBA treaty is ratified, Comr. Cross maintained, "the United States receives most of the limitations imposed by the treaty but enjoys few, if any, of the considerable benefits which would redound to it under the treaty...Substantial harm has occurred and will continue to occur in increasing degree to the overall broadcast service in the U.S. unless these agreements are ratified."

Elliot M. Sanger, executive vice president of WQXR New York, told of his station's difficulties with Cuban interference while the "gentlemen's agreement" preceding ratification of NARBA was not in effect. With the NARBA agreement in 1950, the objectionable interference from Cuba on WQXR's 1560 kc (Class I-B) was removed, he said.

"We are, therefore, in a position to testify as to the chaos which existed during the period when there was no agreement and the improvement which took place immediately after agreement was reached," Mr. Sanger said. If the treaties are not ratified, there will be no guarantee against the recurrence of such destructive interference, he stated.

Clears' Stand • John H. DeWitt Jr., speaking for the Clear Channel Broadcasting Service, urged joint approval of the two treaties although "NARBA contains unwarranted concessions," particularly to Cuba. Mr. DeWitt, president of WSM Nashville (650 kc clear channel), said CCBS would object to ratification of NARBA without Senate approval also of the Mexican treaty.

He urged that all possible steps be taken to improve nighttime service to the "white areas" of the U.S., compromising he said 57% of this country's land area and 25% of the population. "We think the daytimers are taking a very narrow attitude...in opposing the Mexican treaty, he said, which is fair to both countries.

Hollis M. Seavey, president of WCUM Cumberland, Md., and formerly executive director of CCBS, urged immediate ratification of the two agreements. He charged that any segment of the broadcast industry opposed to Senate approval either is not informed or is moved by "strictly selfish motives." Mr. Seavey said that he was speaking as the owner of a local radio station and not for CCBS.

Attorney's Support • Andrew G. Haley, Washington attorney, "strongly" urged ratification of both agreements. He complimented the U.S. delegation for the result of the conferences, noted that "for the first time the United States would have complete control over U.S. clear channels," if the treaties were ratified. He said that the treaties would benefit all of U.S. radio, including "many daytimers who would have a chance to increase their power to 5 kw." This is a provision in the U.S.-Mexican agreement. He also maintained that the "least opposition" should come from daytimers; that overall all the two treaties are the "best and most orderly arrangements."

Glen H. Wilkinson, Washington attorney for KSL Salt Lake City, also
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supported the agreements. If the Senate fails to ratify the treaties, Mr. Wilkinson said, chaos might result to radio service in the United States—with the most immediate sufferers the rural listeners. Mr. Wilkinson also stated that the daytimers' opposition "confused" domestic policy with international agreements.

Sen. Morse read a statement by Sen. John Carroll (D-Colo.) urging ratification of the treaties. Sen. Carroll said that clear channels must be maintained to protect nighttime service to the public. Some 30 communications from stations favoring ratification were entered into the record, along with approximately 10 statements from broadcasters who opposed ratification.

The chairman ordered the record kept open until Thursday (July 16) for the submission of additional statements requested of several witnesses. Sen. Morse said the subcommittee probably would act "within two weeks" after the record is closed.

**Swedish suggestion would change am band**

A suggestion that the radio standard broadcast band be cut back to 1495 kc—and extended at the other end to 415 kc—has been made by Sweden.

In proposals submitted to the nations of the International Telecommunications Union, preparing for the Aug. 17 Geneva conference, Sweden recommended that a study be made as to the feasibility of assigning 1495-1605 kc to the marine band, in exchange for 415-525 kc to the standard broadcast band. The standard broadcast band runs 535-1605 kc, although in Europe the broadcast band begins at 525 kc.

The Swedish proposal is not a new suggestion, it was learned, but actually has been discussed—even by the FCC—as far back as the 1938 ship power hearing.

In other proposals by foreign governments on broadcast bands, Japan has asked that 216-222 mc be added to Region III (Far East) for use in television broadcasting. At the present time, 216 mc is the limit for television in Region III as it is in the United States.

Various proposals by other countries are being studied by U.S. government officials as they prepare for the conference. Directing this work is FCC Commr. T.A.M. Craven, who is expected to be chairman of the U.S. delegation.

**California 'likes' tv**

Gov. Edmund G. (Pat) Brown of California, has "clarified" his position and that of California in regard to two-year experimental operation on longer hours. At the present daytime stations are limited by regulation to local sunrise-sunset.

In its decision last week the Commission concluded: "... the losses of standard broadcast radio service, both groundwave and skywave in the various areas affected, which would result from an extension of the hours of operation of stations licensed for daytime operation must be determinative herein." The Commission early this month instructed its staff to prepare the document turning down the second DBA petition (AT DEADLINE, July 6).

**Senate bill favored for FCC continuity**

The Senate Interstate & Foreign Commerce Committee last week reported favorably a bill (S 1965) which would require a member of the FCC or the Federal Power Commission to continue to serve, upon expiration of his term of office, until his successor has been appointed and confirmed (by the Senate).

The report of the committee, which is headed by Sen. Warren G. Magnuson (D-Wash.), said the legislation is designed to prevent vacancies on the FCC or FPC while newly-appointed succeeding members qualify. By having the commissioner remain in office, the Senate would not be forced to rush to name his successor, the report said.

The committee struck from the original bill (introduced last May 15) a provision which would give the President power to remove members of the FCC or FPC from office for inefficiency, neglect of duty or malfeasance in office.

The bill as drafted would make the Communications Act and the Federal Power Act uniform with acts creating the Federal Trade Commission, Interstate Commerce Commission and Civil Aeronautics Board. Laws creating these last three agencies give the President power to dismiss members. But the committee said last week this provision of the original S 1965 "should be the subject of further study" in view of recent decisions of the federal courts.

**Crowell-Collier stock**

Crowell-Collier Publishing Co. has filed a statement with the Securities & Exchange Commission seeking to register 200,000 outstanding shares of common stock for sale to the public through an underwriting group headed by Carl M. Loeb, Rhoades & Co. The offering price will be related to the current market price of the stock on the American Stock Exchange prior to
"Doubling as an announcer and salesman is no problem with the GATES Nite Watch. Gives me a chance to get better acquainted with my sponsors, too..."

Progressive broadcasters across the nation look to the Gates Nite Watch as the better way...

"We like all phases of the Nite Watch. It has given our staff a morale boost, caused them to become more program conscious, given better control over our selection of music, and more efficient use of time."

Radio Station KRNO  San Bernardino, California

"Nite Watch is a big help to my station. It relieves the Disc Jockey from board time which can be taken over by the Chief Engineer or other personnel, allowing the DJ to spend more time in contacting the public and makes for closer relations between the man who acts as master of ceremonies of the show and the sponsor."

Radio Station KJRN  Fallon, Nevada

"I like the Nite Watch because it kills any human errors. I am very happy with it and I am thinking of adding to it another record cabinet. In fact, if the time comes I may add another complete machine to my operation."

Radio Station KIUN  Pecos, Texas

"Our listeners are unable to distinguish any difference in live operation and 'Auto-mar' operation. It has completely fulfilled our expectations."

Radio Station WJRD  Tuscaloosa, Alabama

"There is no question but that Nite Watch has been a great benefit to our operation and we feel that it is one of the best investments we have ever made in equipment."

Radio Station KFEO  St. Joseph, Missouri

The Gates Nite Watch automatic programming system provides up to 7 1/2 hours of continuous programming. Three basic requirements are supplied as a complete package with Nite Watch: (1) production console, (2) tape control unit—a top grade tape recorder/playback mechanism of advanced design, and (3) the 100 record—up to 200 plays, both sides—45 RPM automatic cueing transcription changer.

Write today for the 8-page brochure describing each outstanding feature of this new automatic programming system—yours for the asking.

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offering (it closed at 20 Thursday evening).

The company bought what is now
KFWB Los Angeles in 1956 and last
month consummated its purchase of
KEWB San Francisco. Late last month
it contracted to buy WISK St. Paul for
$625,000 (Broadcasting, May 25).

There are outstanding 2,425,299
common shares at $1 par value. Sellers
include the following: Publication
Corp., proposing to sell 96,834 out of
196,834 held; Knapp Securities Corp.,
44,342 out of 66,018; Claire K. Dixon,
all of her holdings totaling 38,824; Mrs.
Giles Whiting, 10,000 out of 43,378,
and Louis E. McFadden, 10,000 out of
40,218.

Montana Microwave stays FCC stop order

A federal court has issued a prelimi-
nary injunction against the FCC, re-
sulting in the continuance of a micro-
wave relay system feeding Spokane,
Wash., tv programs to Helena, Mont.,
community antenna system.

The injunction was issued by a three-
judge panel of the Ninth Circuit ap-
peals court last Wednesday (July 8)
on request of Montana Microwave. It
stayed an FCC order which would have
caused the microwave system to shut
down its service pending Commission
determination of a protest against the
microwave system. The latest court rul-
ing set Aug. 4 as the date for argu-
ment on Montana Microwave's request
for a temporary injunction.

The protest was filed by KXLI-TV
Helena. It originally was denied by the
Commission on the ground it did
not meet the requirements of Sec.
309(c), the protest provision of the Com-
munications Act. KXLI-TV appeal-
ed and last May the U.S. Court of Ap-
peals in Washington ruled that the
FCC erred. Last month, the Com-
mission set this case, along with several
similar ones, for oral argument on July
24 (Broadcasting, July 6).

More election funds proposed in new bill

An elections reform bill which would
raise the present $3 million ceiling on
contributions and expenditures for po-
litical committees operating in two or
more states was approved unanimously
by the Senate Rules & Administration
Committee last week. A bill carrying
out the committee's proposals will be
introduced this week. It would estab-
lish instead a total ceiling based on mul-
tiplying the total number of votes cast
in any one of the last three presidential
elections by 20 cents.

The bill raises (up to $50,000) the
amount a candidate for the Senate or
for representative-at-large may spend
in an election campaign. The present
$12,500 election expenditures limit for
a candidate for representative from a
congressional district would be retained,
but he would have the option of spend-
ing more under a sliding scale formula
based on the number of votes in past
elections or registrations for the current
election.

The present limit of $5,000 on one
person's donation to a candidate or
committee would be retained, but there
would be no limit on the number of
candidates or committees to which he
might contribute.

Chairman of the rules group is Sen.
Thomas C. Hennings Jr. (D-Mo.).
Other members include Sen. Thruston
B. Morton (R-Ky.), Republican Na-
tional Committee chairman, and Sen.
Mike Mansfield (D-Mont.), the Sen-
ate's No. 2 Democratic leader.

WINR-TV seeks vhf

WINR-TV, uhf station in Bingham-
ton, N.Y., has asked the FCC to drop
in ch. 4 or 9, or both, at that city,
citing the strong odds it has struggled
against competing with the vhf sta-
tion in that city (Triangle Publications'
WNBF-TV, ch. 12) since going on the
air in late 1957. WINR-TV said it has
spent heavily on promotion, good
equipment and on experiments with
boosters and translators, but has con-
cluded its ch. 4 can't compete ef-
effectively against ch. 12. "Sheer effort
must give way to economic reality,"
WINR-TV said, and the only alterna-
tive will be to cease operation. The sta-
tion said the nearest co-channels to
Binghamton are (ch. 4) WRCA-TV
New York and WBTN-TV Buffalo,
both about 136 miles away, and (ch.
9) WOR-TV New York, all below Zone
1's minimum power of 170 miles. An
engineering statement said precise offset
carrier operation would prevent any interference up to
135 miles without reducing the service
areas of the Buffalo or New York City
stations.

NLRB certifies two

Results of the election in which tech-
nicians of KTHS Hot Springs, Ark.,
voted 5-2 against the International
Brotherhood of Electrical Workers have
been certified by the National Labor
Relations Board, which dismissed objec-
tions filed by IBEW. NLRB also certi-
fied National Assn. of Broadcast Em-
ployees & Technicians (NABET) as bar-
gaining unit for employees of KETV
(TV) Omaha, Neb. (excluding main-
tenance, clerical employees, guards and su-
upervisors). NABET received all nine of
the valid votes cast.
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As a group, the Beeline stations give you more radio homes than any combination of competitors... at by far the lowest cost per thousand. (Nielsen & SR&D)

*Sales Management's 1959 Survey of Buying Power

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

BROADCASTING, July 13, 1959

Static firing test of a rocket engine at Aerojet-General plant in Sacramento

McClatchy Broadcasting Company
NEW THREATS TO TALL TOWERS

Broadcasters who want to go up now face double trouble from federal aviation czar and multiplying state laws

Two new developments are threatening to make it a lot tougher in the future for broadcasters to build tall radio and TV towers.

The first is the apparent intention of the newly-created Federal Aviation Agency to do away with the Washington Airspace Division, a government inter-departmental group on which sit representatives of civil and military aviation and the FCC, and to transfer its duties to the FAA.

Not only broadcasting, but also aviation interests—both in and out of government—feel the latest moves by FAA Administrator E.R. Quesada are high-handed, and not only may wreck the cordial relations worked out between broadcasting and aviation in the airspace group’s 2½ years of operation, but also endanger the hard-won criteria and an agreement recognizing mutual problems and areas of compromise for tall towers worked out for the unit’s use by a joint industry-government committee.

The second, which has resulted from concern over hazards to aircraft from tall towers since the advent of television, is the increasing number of states which have enacted or are considering legislation which regulates the height, location and lighting and marking of radio and TV towers. Practically all states have laws which require special lighting and marking of towers and which require a permit from local zoning authorities for building a tower, but many states in the past few years have passed laws specifying maximum tower heights and minimum distances from airports.

States as Obstacles • These state laws or legislation usually have been recommended by aviation interests working through the various state aviation commissions, which in turn have co-ordinated their efforts through the National Assn. of State Aviation Officials in Washington. That these state laws can become restrictive, time-consuming and expensive is reflected in the words of one Washington consulting engineer, who said he had to carry one tower application through state hearings seven times and through court once before getting approval.

Broadcasters feel that since they have to meet criteria on the federal level, they are unduly harassed by state laws which sometimes conflict. Some state aviation commissions take such restrictive and narrow-minded attitudes, one broadcast representative feels, that potential air hazards are distorted all out of proportion to the real facts. He feels the broadcasters’ only answer is vigorous opposition to such laws and legislation on the state and local level.

Broadcasters first began to become alarmed at the new FAA on April 24, when Administrator Quesada, a retired Air Force lieutenant general and former White House aide, told NAB President Harold Pellows that the FAA Act authorizes the abolition of the Washington Airspace Division, an arm of the independent Air Co-ordinating Committee, of which Gen. Quesada also is chairman.

He said the Airspace Division’s function would be replaced by the FAA’s own Airspace Utilization Division, both in Washington and in the FAA regional offices where FAA men have staffed six regional panels of the Airspace Division.

At the same time, however, the FAA said it would continue to use the criteria worked out by the Joint Industry-Government Tall Structures Committee, whose co-chairmen are FCC Commr. Robert E. Lee and FAA Deputy Administrator James T. Pyle. JIGTSC also said the criteria would be continued until they were modified by JIGTSC itself or other competent authority.

On May 18, the FAA backed down from its earlier position on abolishing the Washington Airspace Division. The FAA said the Airspace Division would continue to handle tall tower cases until “permanent” arrangements were made to handle them. The FAA statement did not elaborate on this. At the same time it was promised that a meeting of the Air Co-ordinating Committee would be called to hear the views of the FAA and Civil Aeronautics Board, the FCC and the armed forces on the continuance of the Washington Airspace Division.

Coup in the Making • But Gen. Quesada apparently “reneged” on these concessions on June 13, according to spokesmen in both the broadcast and aviation camps, when he issued verbal
orders to transfer three of four Airspace Division staff people to FAA's Airspace Utilization Division. The remaining staff since has voluntarily transferred to the FAA unit, it was learned. Gen. Quesada then left to attend a month-long International Civil Aviation Organizations assembly in California and has been there ever since.

Meanwhile, it is reported, top FAA executives are saying that the question of jurisdiction between the FAA and the FCC on utilization of airspace other than by aircraft (i.e., tall-towers and other structures) will be settled within 30 days. FCC people who should know of such an impending action say this is "news" to them.

There have been no court tests of the jurisdiction given under the new (1959) FAA Act. Legal experts agree the FAA is given authority explicitly over airspace utilization by aircraft, but its authority over utilization by radio and tv towers, for instance, is not defined. Legal experts, on the other hand, feel sure the Communications Act gives the FCC jurisdiction over towers.

The FCC has seldom reversed the recommendations of the Washington Airspace Division (an advisory group only). But if the FAA assumes this power to recommend, both broadcast and aviation interests feel they may lose their voice in administering the JIGTSC criteria. The NAB and various aviation associations now attend Airspace Division meetings as non-voting members. The FCC is a voting member, but habitually abstains because of the "pre-judgment" issue.

Temporary Authority • Meanwhile, Jim McCrary, secretary of the Air Co-ordinating Committee, said last week that the Airspace Division will continue to process tall tower cases "the best we can," until someone issues orders to the contrary.

The increasing number of state laws enacted affecting radio and tv towers in the past two or three years, or legislation being considered, have been cause for concern among broadcasters. So much so, that NAB on May 29 completed a survey of 48 states to determine their extent by contacting the various state aviation commissions.

Although nine states do not have aviation commissions and were not contacted and 10 states did not reply, NAB found that of the 29 which replied all have an airport zoning act which controls use of around airports, in height of structures near airports, requires special lighting and marking for structures considered as undue hazards or built-in violation of local airport zoning criteria and which requires construction permits when within such zoning authority.

The State Laws • The NAB survey and other sources show that other states have laws as follows:

**Indiana**—General control of airspace and tall structures act which prohibits a radio-tower of more than 1,000 feet and requires a permit for any structure of more than 500 feet.

**Minnesota**—General control of airspace and tall structures act which requires a permit for any structure of more than 200 feet above average terrain.

**Montana**—Requires a permit to erect a structure of more than 150 feet within state or federal airways.

**Wisconsin**—General control of airspace and tall structures act which requires a permit for any structure higher than 500 feet above ground.

**Idaho**—Requires lighting and marking of any structure more than 150 feet high when determined to be an air hazard.

**Minnesota**—Requires notification to state department of aeronautics when a structure is planned of 200 feet or higher.

States which have pending legislation affecting radio and tv towers:

**California**—Control of airspace and tall structures which would require a permit for any structure of more than 500 feet above ground.

**Massachusetts**—Same as California (foregoing).

**Nebraska**—Control of airspace and tall structures which would require a permit for all structures more than 400 feet above ground.

**North Dakota**—Control of airspace and tall structures which would require a permit for all structures more than 200 feet above ground.

**South Dakota**—Control of airspace and tall structures which would require a permit for all structures of more than 150 feet above ground.

**Michigan**—Legislation being considered would prohibit radio and tv towers above 1,000 feet and would prohibit maintenance of existing thousand-foot towers, according to E. Harold Munn Jr., consulting engineer of Coldwater, Mich., who testified against the bill.

(Mr. Munn said the Iowa Aeronautics Commission has issued a map "warning of forests of towers springing up all over the state." "This map," he said, "seriously distorts the scale of such towers and shows them covering a broad area across each airplane.")

Mr. Munn said he feels radio and tv towers, which are subjected to federal criteria, should be exempt from state laws. He said broadcasters should be alerted to the threats in such state legislation so they may appear at state hearings and testify against proposed legislation and ask for repeal of present restrictive laws.

**TRIMMING WINGS OF SEC. 315**

**House group okayed amended Harris bill, Congressmen fail to agree completely**

An arm of Congress Thursday (July 9) took a positive step toward amending Sec. 315 of the Communications Act.

And, as predicted (Broadcasting, July 6), the proposed relief from equal time provisions as reported by the Communications Subcommittee to the House Commerce Committee does not approach what broadcasters had asked for.

The subcommittee, following five hours of deliberation, approved an amended version of HR 7985, introduced by Chairman Oren Harris (D-Ark.). The favored language would exempt "appearance by a legally qualified candidate on any newscast (including new interviews) or any on-the-spot coverage of newsworthy events."

Deleted from the bill was language which would also have exempted "... panel discussions, or similar type programs where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network . . . ."

Six of the eight subcommittee men participated in the action, with some of the six giving only a qualified approval. They felt that the terms "news interviews" and "on-the-spot coverage" are too broad.

Rep. Harris made it clear, however, that last week's action does not preclude the possibility that broader relief from Sec. 315 will eventually be approved by the committee. He said the pending measures are being taken up in two sections, with consideration of efforts to define legally qualified candidates yet to come. Such proposals are contained in three "Fair Political Broadcasting Bills of 1959" now pending.

No sooner had the subcommittee action of Thursday been announced than speculation began on just what type of programs would be exempted under the bill's approved language. It also was obvious there was little agreement within the subcommittee itself.

If a program such as *Face the Nation*
is considered a news interview, Rep. Harris said, he supposed it would be exempt from Sec. 315 although specific language covering “panel shows” was removed from HR 7985. He also cited committee indecision as to what “on-the-spot” coverage meant. One phase of political campaigning that would be exempt is nominating conventions, all agreed.

Rep. John Bennett (R-Mich.) said that it would be impossible to write language that would not lead to controversy in its interpretation. Rep. Bennett said HR 7985 is “too broad to suit me” in its amended version but that he may go along with it because he has nothing better to propose.

In addition to Reps. Harris and Bennett, Reps. John E. Moss (D-Calif.), Walter Rogers (D-Tex.), J. Arthur Younger (R-Calif.) and William H. Avery (R-Kan.) participated in Thursday’s deliberations.

Rep. Harris’ committee received two additional equal time amendments last week, raising the total to 11 such bills introduced this session. Sponsored by Reps. Kenneth Hechler (D-W.Va.), HR 8032, and Hamer H. Budge (R-Idaho), HR 8092, both are identical to HR 7985 in its original version.

Sen. John Pastore’s (D-R.I.) Senate Communications Subcommittee has not taken any action on the four Sec. 315 amendments before that body since hearings closed three weeks ago (Broadcasting, June 29). Sen. Pastore announced plans to work out with the FCC and other interested parties a compromise proposal which would stand a good chance of favorable Senate action.

There was one development in the upper house last week, however, when Sen. Clifford Case (R-N.J.) announced his support for the exemption of newscasts under the control of broadcasters. A member of Sen. Pastore’s subcommittee, Sen. Case said: “I feel that the need for keeping our citizenry informed outweighs the dangers of going back to the old interpretation of the statute. Our form of government rests on an informed citizenry.”

Skywave bid denied

FCC got around to acting on a five-year-old petition when it denied requests from Clear Channel Broadcasting Service, KXLA Pasadena, Calif., and NBC for reconsideration of a March 11, 1954, FCC decision. This deleted an engineering provision that intensity of skywave broadcast signals could be computed on the basis of prescribed individual measurements.

Community antenna advocates come up to bat tomorrow (July 14) when the Senate Commerce communications subcommittee resumes its hearings on cable antenna systems and vhf boosters.

Antenna advocates will be led by former Sen. Ernest W. McFarland (D-Ariz.), past chairman of the Senate Commerce Committee, who will presumably counter the leadership of pro-booster and anti-catv forces by former Sen. Edwin C. Johnson (D-Colo.), also a past chairman of the Senate Commerce Committee. Both are also former governors of their respective states.

Catv proponents are expected to plump for S-2303, introduced several weeks ago by Sen. A. S. (Mike) Moroney (D-Okl.). This would put community tv systems under the jurisdiction of the FCC—but without three controversial provisions.

These are: (1) that antenna companies be required to get permission of the originating station before using its signal on the cable; (2) that antenna systems be required to carry the local station if so requested, and (3) that before granting a catv permit the FCC must find that it would not adversely affect an existing or potential local tv broadcast station.

Previous Urgings. These requirements were urged by western broadcasters two weeks ago when the Senate committee hearings on this subject began (Broadcasting, July 6). They are contained in S-1886, sponsored by Sen. Frank E. Moss (D-Utah) and James E. Murray (D-Mont.).

Four broadcasters appeared before the Senate committee last week. They were Lawrence Berger, KTWO-TV Casper, Wyo.; Barclay Craighead, KKJL Helena, Mont.; Fred Weber, WSTV-TV Steubenville, Ohio, and WBOY-TV Clarksburg, W.Va., and David Gentling, KROC-TV Rochester, Minn.


Rep. Thomson told the committee that he had heard that the Casper, Wyo., cable company was buying one of the local tv stations and would shut it down (See Closed Circuit, page 5).

The committee also heard Tex Olsen, Richfield, Utah.

On the Stand. The hearings this week will run for three days. The first two witnesses on July 14 will be Sen. George D. Aiken (R-Vt.) and Harold E. Fellows, NAB.

The catv witnesses in addition to Mr. McFarland are:


FCC Chairman John C. Doerfler will

**CATV TEAM ENTERS FRAY**

**Ex-Sen. McFarland leads antenna forces before Senate Commerce group tomorrow**

**FORMER SEN. MCFARLAND**

Takes cable case before old colleagues
Among the costs you pay for travel and transportation on the Nation's railroads is a hidden charge of $500,000,000 for which you get nothing.

This is the cost of work paid for but not performed or not needed. This is what is known as Featherbedding.

Featherbedding arises from old and useless work rules which restrict the advancement of employees, increase the cost of service to the public and impair the efficiency of railroads. It is confined to a minority of employees, many of whom were not born when these rules were made.

"Make Work" does not make jobs — it destroys them

Everyone loses by Featherbedding, most of all railroad employees. These "make work" rules do not make jobs.

Approximately 1000 railroad jobs a week have disappeared in the past decade, and an even greater loss is inevitable if the rules are not modernized to provide the public with better service.

For a generation, railroad management has sought the cooperation of the rail operating unions to end these wasteful and costly practices — but without meaningful results. Four months ago, management suggested that the matter be submitted to an impartial commission for an objective study in the public interest.

The operating unions not only refused to join in this step but warned that they would oppose any move by management to establish such a commission.

Refusal to cooperate — does not solve the problem

The callous disregard of the public's interest and this continued refusal to admit that there is anything wrong in charging the public $500,000,000 for work not performed or not needed leave the railroads no alternative but to seek a solution by some other means.

Accordingly, the management of America's railroad industry pledge that they will continue to strive, by whatever means are proper and hopeful of success, to obtain some correction in these inflation-producing, job-destroying, outmoded work rules, so that the country may have the modern and efficient railroad service to which the public is entitled.

$200,000,000 to stoke non-existent fires

Unlike steam locomotives, Diesels require no fires of any kind. Yet the public still must pay more than $200,000,000 a year for the obsolete job of fireman.

—this is Featherbedding!

9 days' pay for a 16-hour run

Fast New York-Chicago trains make the run in 16 hours, yet the railroads pay 9 basic days' pay for each engine crew position on the trip.

—this is Featherbedding!

A day's pay for one switch operation

A "road" engineer pulled a freight train into a yard but had to back it up the length of 40 cars. For this he was able to claim an extra day's pay as a "yard" engineer.

—this is Featherbedding!
appear before the committee on July 16.

For the second time (the first was two weeks ago), Sen. Pastore seemingly outweighed against the idea of penalizing catv operators for the ostensible benefit of broadcasters.

**Question Raised** In discussing one provision of the Moss-Murray bill—requiring catv systems to secure the permission of the originating station to use its signal—the Rhode Island Democrat observed:

"The thing that's bothering me is this: you've got to go back to NBC in New York and get their consent. And NBC in New York might say, 'Well, yes, we will give you our consent but we want $1,000 a day,' or 'We want $10 a day.' Where does that put the man who has already invested in equipment to tie into catv? We have to think of him too.

"What I am trying to do here is to preserve the opportunity and the right of the greatest number of people to enjoy tv." At another point, Sen. Pastore asked:

"Why must catv go back and get permission of a broadcasting station before they can take that signal? Why are you trying to make it harder for him?"

Witnesses stressed that they were interested in seeing that catv systems operate under the same rules that apply to broadcasters. Broadcasters must secure permission before they can rebroadcast another station's signals, it was pointed out. They must also provide public service programs for their community; cable operators do not have this responsibility.

Highlights of last week's testimony follows:

Mr. Craighead attacked the FCC for its opposition to some of the provisions of the Moss-Murray bill—particularly its objections to the requirement that it find affirmatively that a catv system would not adversely affect a local tv station.

**Commission on Target** He also assailed the Commission for its opposition to boosters and for its long delay in authorizing local tv stations to build and operate their own microwave relay systems.

KXLJ-TV in Helena was forced to suspend operation when the local cable system brought in outside tv signals, Mr. Craighead stated.

Mr. Burger, who filed his statement with the committee, estimated that there are 35,000 tv receivers in his coverage area which receive his signal via uhf booster. He said there are about 50 boosters in his market. He also declared that uhf translators cannot be made to work properly in

Wyoming's mountainous terrain. He estimated that it would cost about $35 to convert each television receiver for uhf, which would cost the public about $1.2 million.

- Mr. Weber told of the problems of WBOY-TV Clarksburg, W.Va., in competition with a catv system that brings in tv signals from Pittsburgh, Wheeling and Steubenville, duplicating everything that WBOY-TV carries. Since WBOY-TV is owned by the same interests that own the Steubenville station, this is almost a case of the mother eating its young, he observed.

- Mr. Gentling told how the local cable company planned to bring into Rochester a St. Paul, Minn., station. Since the St. Paul station is the NBC affiliate there and since KROC-TV is the NBC affiliate in Rochester, this would make it virtually impossible to exist, Mr. Gentling said. So far this action has not taken place, he said, because of his protests to the cable company, NBC and the St. Paul station.

- Mr. Olsen, representing the Utah Telev. Repeater Assn., told the committee that there had been no cases of interference to broadcasting or other services by boosters. He also reported that 19 out of Utah's 29 counties have tv repeaters operating.

- The senators and congressmen urged that boosters be legitimized. Sen. Allott also declared that uhf translators could not work properly in the rugged terrain of Colorado, and expressed his opposition to catv systems.

**Yakima tv decision**

Realtor Ralph Tronsrud's Yakima Valley Television Co. won an initial decision from FCC Hearing Examiner H. Gifford Irion for ch. 23 Yakima, Wash., last week. Yakima Television Corp., owned by the same interests that own KXXL-AM-TV Spokane and KELP-AM-TV El Paso, last month was granted its petition to have its application for ch. 23 Yakima dismissed following agreement with Yakima Valley for reimbursement of $7,511 out-of-pocket expenses. The hearing began with four applicants but two dropped out earlier.

**Government notes**

- Television Shares Management Corp., Chicago, last week filed with the Securities & Exchange Commission a registration to sell 206,500 shares now privately held through White, Weld & Co. Offering price and underwriting terms will be supplied later, with the price estimated at $28. Company is sales agent for Television-Electronics Fund

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**How about ALASKA?**

*How will your message come through in those faraway spots beyond the suburbs? An ivory tower is a sure road to nowhere! Pre-testing becomes more and more vital as costs grow.*

And film makes pre-testing easy... lets you use impartial audiences where and when you want... lets you test to your heart's content... economically!

Actually, film does three things for you... 3 big important things:

1. Gives you the high-polish commercials you've come to expect... fluff-free... sure.
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- **West Coast Division**
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  - Hollywood 38, Calif.

- **W. J. German, Inc.**
  - Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.
Always shoot it on EASTMAN FILM... You'll be glad you did!
Inc., open end investment company, with 1,060,000 common shares outstanding. The management firm officials own 415,000 shares (39.15%), and members of their families own an additional 5,000 shares. Prospectus filed with SEC lists 21 selling stockholders who own an aggregate 760,000 shares—among them Townsend Investment Co. (50,000 shares), Irving Florsheim (25,000 shares), Elizabeth W. Hinman, Mervyn LeRoy and Robert D. Nichels (20,000 shares each).

- FCC last week directed preparation of a document which would deny a ch. 20 WICS (TV) Springfield, Ill., petition for rule making to substitute ch. 7 for ch. 5 at Mitchell, S.D., and assign ch. 5 to Sioux Falls, S.D. Comr. Robert Bartley abstained from voting.
- WLBT (TV) Jackson, Miss., was granted its application by the FCC last week, to move its ch. 3 transmitter from about 3.4 miles southeast of Jackson to 4 miles southeast of Raymond and 12 miles southwest of Jackson. At the same time the Commission granted the WLBT (TV) request for an antenna height increase from 680 to 1580 ft., a change in antenna system and other equipment changes. The Commission denied that portion of a joint petition by Coastal Television Co., and Supreme Broadcasting Co., (applicants for ch. 12 New Orleans which, on grounds of possible injury to the location of a ch. 12 transmitter in New Orleans, had asked the FCC to defer action on the WLBT (TV) transmitter application. Comr. Frederick Ford dissented in the Commission decision and Comr. T.A.M. Craven was absent.
- An Ohio law providing that broadcasters need not disclose news sources becomes effective Aug. 26 following signature by Gov. Mike Di Salle.

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**FATES & FORTUNES**

- **John P. C. McMurray**, formerly

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**Advertisers**

- **K. E. Staley**, executive assistant general sales manager of Chevrolet Motor Div., General Motors, Detroit, named general sales manager, succeeding W. E. Fish, who retires Aug. 1.
- **Andrew L. Bavas**, formerly advertising manager of Emporium World Millinery, Chicago, to Cribben & Sexton, that city, in similar capacity.
- **Samuel Gabow**, formerly brand advertising manager of International Latex Corp., N.Y., named sales promotion manager of A-S-R Products Corp. (Germ razors), that city.
- **Charles S. Strickler**, vp, charge of new product planning and acquisitions, Bordens Foods Co., N.Y., retired last week after 40 years service. He will continue to serve Bordens in advisory capacity.

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**Agencies**

- **Charles E. Claggett**, president of Gardner Adv., St. Louis, also elected chairman of board, succeeding Elmer G. Marshutz, named honorary chairman. John Rehm re-elected vice-chairman. Other Gardner appointments: LEROY PORTER, Jr., named account executive on Pet Evaporated Milk and EARL B. HOTZE to similar position on Pet Instant Non-

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**SOUTHERN CALIFORNIA FULLTIMER—Independent OP for increase power—grows in excess of $500,000. Price $750,000—two-thirds down.**

**NEW YORK STATE FULLTIMER—$500,000 plus volume. $300,000 down payment. Total consideration $925,000.**
fat Dry Milk. William B. Fisher named St. Louis radio and tv program director.

**Charles A. Pooler**, senior vp in charge of administration of Benton & Bowles Inc., N.Y., assigned additional responsibility of agency's international operations. Mr. Pooler will be liaison officer between B&B's New York office and Lambe & Robinson-Benton & Bowles, London, and with all other offices outside U.S.

**Clifford Spiller**, senior vp in charge of Pall Mall cigarettes account and member of plans board of Sullivan, Stauffer, Colwell & Bayles N.Y., elected vice chairman, board of directors.

**L. F. Ohliger**, vp and account executive on Wesson Oil account with Fitzgerald Adv. Agency, New Orleans rejoins Leo Burnett Co., Chicago, as vp and marketing supervisor. He previously was account executive and brand supervisor for Burnett from 1954 to 1956.

**Reggie Schuebel**, director of network relations of Guild, Bascom & Bonfigli, S.F., elected vp, with headquarters at GB&B's New York office. Miss Schuebel has been with GB&B for three years and earlier was vp of Norman, Craig & Kummel, N.Y., head of her own tv consultancy firm for agencies and director of radio-tv for the now-defunct Duane Jones Co., New York.

**Harry B. Bressler**, formerly vp and copy director, Doherty, Clifford, Steers & Shenfeld, N.Y., to Ted Bates, that City, as vp and creative supervisor, copy department.


**Channing M. Hadlock**, director of radio and tv with Rose-Martin, N.Y., to James Thomas Chirurg Co., Boston, in similar capacity.

**William B. Bunn**, formerly vp of Cunningham & Walsh, N.Y., to St. Regis Paper Co., that city, as advertis-
and Paul and straw hats Paul handling the morning broadcasts and count broadcasts. The bright red mer! We've WCKY and straw hats, Tom WCKY get going in Cincinnati (FATES horns, on 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 Welstead 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

Three newly elected vps of Broadcast Pioneers are: Roger W. Clipp, vp in charge of radio and television of Triangle Publications; J. Leonard Reinsch, executive director of James M. Cox stations, and Howard Lane, vp Gamble-Lane stations.

W. Thomas Dawson, director of sales promotion, CBS-TV Spot Sales, adds duties of director of research. He succeeds Robert F. Davis, who moves to new post of research director of CBS-TV Stations Div. Mr. Davis will work with network-owned tv stations, CBS Films and CBS-TV Spot Sales.

Blanche Stein, station relations director of Keystone Broadcasting System since 1952, resigns effective July 20.

Robert Alan Aurther, writer, script editor, and producer, NBC-TV's Philco-Goodyear Playhouse, signed as executive producer of new NBC Sunday Showcase, dramatic specials.

Paul Gale, 62, manager of traffic operations for NBC, died at his Holly-wood, Calif., home July 6.

**Stations**

- Leon Goldstein, vp in charge of public affairs of WMCA New York and station executive since 1957, has resigned, effective Wednesday (July 15). He will be president of company filing soon for radio station license in New York suburban area. He will also open offices as radio consultant, with WMCA one of his first clients.

- George R. Oliviere, formerly executive director of WGST Atlanta, appointed commercial manager of WOL-AM-FM Washington. Mr. Oliviere was previously sales manager of WXEX-TV Richmond, Va.

- Ed Winton, general manager of KITE San Antonio, Tex., adds duties of assistant to president-board chairman of Connie B. Gay Enterprises, Washington. Kelly Wofford, com-

**Networks**

- Merle S. Jones, president of CBS-TV Stations Div., elected president of The Broadcast Pioneers for 1959-60. Sol. Taishoff, editor and publisher of Broadcasting, was chosen first vp.

**Profiles**

- Mr. Dawson
- Mr. Davis
- Mr. Gale
- Mr. Goldstein
- Mr. Oliviere
- Mr. Winton
JAMES H. MOORE, executive vp of WSLS-AM-FM-TV Roanoke, Va., promoted to president. Appointment was announced by PAUL C. BUFORD, recently elected president of Shenandoah Life Insurance Co., stations' owner, upon resignation of BLAKE T. NEWTON JR., who formerly headed both company and stations. Other new appointments: JOE MOFFATT named news director, succeeding TOM WRIGHT, who has joined WTIV (TV) Tampa. ED THOMAS, sports director and news editor, to assistant news director. SM SHAW, formerly news director of WCTV (TV) Savannah, Ga., to tv news staff. HORACE S. FITZPATRICK continues as station manager of WSLS-AM-FM-TV.

EDWIN V. SHULZ, executive vp, general manager and part-owner of KJAY Topeka, Kans., appointed general manager of KXLA Pasadena, Calif.

RAY A. FURR, formerly vp, programming, named vp, administration of WAPI-AM-TV Birmingham, Ala. JOHNNY JOHN-SON, WAPI-TV production director, promoted to program director. NOD NELSON, production staff member, succeeds him.

JAMES ARTHUR YERGIN, formerly research, promotion and advertising director, WOR-AM-FM-TV New York, to Westinghouse Broadcasting Co. as assistant director of research. He succeeds DAVID SMITH, who joins AM Radio Sales as director of research.

BENNETT O. SCOTT, local sales manager of WIND Chicago, named station's general sales manager.

JOE CONSTANTINO Jr., formerly publicity, promotion and merchandising director of KEYT (TV) Santa Barbara, Calif., named sales promotion and merchandising director of KTVU (TV) San Francisco-Oakland. He succeeds A. RICHARD ROBERTSON who joins KRON-TV, San Francisco in similar capacity. GEORGE LUM, producer-director with

The April '59 Area ARB again proves you get a bigger, more receptive audience on 6.

Our News Journal (6:30-7:00 p.m., Mon.-Fri.) is the highest rated news show on any area station. It reaches an average of 47,380 homes daily, while Station "B's" news averages 14,000.

Ask your Weed TV man about SIX's share of quarter-hour firsts, too.

And remember a matching spot schedule on Channel 2 in Bangor saves an extra 5%.
"POLICE 90"

Is A Typical Example of WHEC'S SERVICE To The Rochester Community!

Many times daily, seven days a week over WHEC, direct from the Rochester Police Department and Department of Public Safety, come the latest police reports on traffic and road conditions and all emergency information relative to Rochester and the surrounding areas.

Thirty-four years of leadership in Rochester has taught WHEC the value of consistent public service as an adjunct to the best in programs and radio personalities. Another reason why your sales message is sure to be heard by thousands when it's placed via . . .

WHEC

BASIC CBS AM-TV ROCHESTER

REPRESENTATIVES: EVERETT MCKINNEY, INC.
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KPIX (TV), that city, joins KTVU as director.

- L. WALTON SMITH, promotion manager of WROC-TV Rochester, N.Y., as well as Transcontinent Television Corporation's WGR-AM-FM-TV Buffalo, N.Y., WSWA-AM-TV Harrisonburg, Va. and WNEP-TV Scranton-Wilkes Barre, Pa., adds duties of director of public relations for first-named station.

- MRS. THEOLA SANDERS, formerly assistant to Robert M. Purcell, president of the broadcast division of Crowell-Collier Publishing Co., appointed director of operations of KFWB Los Angeles.

- ALBERT CORMIER, 74, director of sales with WCAU Philadelphia, died June 27 after long illness. Mr. Cormier, with WCAU since 1950, entered radio in 1939 as salesman for KYW Philadelphia, was associated with NBC Spot Sales, N.Y., and KDKA Pittsburgh where he was sales manager.

- EARL F. REILLY JR., account executive with KING-TV Seattle, has been appointed station manager of KING Radio. He succeeds Giaas LINCOLN, who has resigned.

- CHARLES R. GREGG, assistant manager, promoted to general manager of WVLN-AM-FM Olney, Ill. He succeeds EUGENE C. DORSEY, appointed general manager of the East St. Louis, Ill. Evening and Sunday Journal, owned by Lindsay-Schaub Newspapers Inc., which also owns station.

- LESLIE H. PEARD JR., formerly vp and manager of WBAL-AM-TV Baltimore, named director of regional sales development of Triangle stations, with headquarters in Baltimore.

- WILLIAM H. DUSTIN, formerly tv account executive, promoted to regional sales manager of WAVY-AM-TV Portsmouth-Norfolk, Va. In newly created position, he will represent these stations in Atlanta, Baltimore, Richmond, Washington and other cities.

- ROBERT F. NIMS, sales manager of
WNEB Worcester, Mass., appointed station manager.

- **Lee Fondren**, station manager and sales director of KLZ Denver, named coordinator of Advertising Federation of America and Advertising Assn. of the West with the Advertising Club of Denver. Mr. Fondren is vp of the first-named organization and radio representative on board of second.


- **Skip Gassensmith** promoted from tv director to promotion manager of WSBT-TV South Bend, Ind. He succeeds Jim Halpin, who resigns, going to promotion manager of Evening News, Perth Amboy, N.J.

- **Tom Emerson**, formerly vp in charge of sales of Eversharp, named vp in charge of managing KMAE McKinney, Tex., and to the board of parent company, McKinney Air Enterprises Inc.

- **Fred Hobbs**, program director of KTUE Thermopolis, Wyo., promoted to general manager. Paul Stadius, announcer, succeeds him. Sue Gebhart, sales staff, named sales manager, Charles Plesaain joins station's announcing staff.

- **Roy Marsh**, manager of KASL New- castle, to similar position with KRAL Rawlins, both Wyoming.

- **A. M. (Mitch) Gordon**, formerly station manager of WSIM St. Joseph, to WCBY Sheboygan, both Michigan, in similar capacity.


- **Jack Kavanagh**, formerly promotion manager of WLWC (TV) Columbus, Ohio, to WPRO-TV Providence, R.I., in similar capacity.

- **Roger M. Baker**, formerly sports- caster with WGR Buffalo, named commercial manager of WINE Kenmore, both New York.

- **Julius Talton**, account executive with WAPI Birmingham, Ala., promoted to local sales manager.

- **Lewis C. Jamieson** appointed local sales manager of WQAM Miami, Fla. WQAM named organization and radio the West with the Advertising of America and Advertising coordinator of station manager.

- **WNEB Worcester**, to WCBY Sheboygan, station announcing, charge of Perth succeeds WSBT-TV -TV Kalamazoo, Mich., as sports editor and sportscaster.

- **Ed Black**, program director of KGVO Missoula, to same position at KOOK Billings, both Montana.

- **Bob Gregory**, news director of KTUL Tulsa, to program manager. Lester Parsons, former program manager, succeeds him.

- **Gordon Anderson** promoted from newscaster to director of news, sports and special events of WKZO-AM-TV Kalamazoo, Mich. He succeeds Len Colby, who resigns to devote full time to duties as editor and publisher of Vorge Herald newspaper. Mr. Anderson also assumes duties of production assistant for radio.

- **Dene Voigt**, formerly timebuyer with Grant Adv., Chicago, appointed general office manager of WEAW-AM-FM Evanston, Ill.


- **Dave Murray**, program director of WTAE (TV) Pittsburgh, named news director. He will be featured with Ray Scott on Telecom News.

- **Jack Gregson** joins WPST-TV Miami, Fl. as news editor.

- **Ed Herp**, formerly program manager of WJW-TV, to WQED (TV) Pittsburgh in similar capacity, succeeding Malcolm MacGregor, who resigns.

- **Bud Wendell**, host of Program PM on KYW-AM-FM Cleveland, appointed program manager. He succeeds Mark Oles, who joins WNEW-AM-FM New York in similar capacity.

- **Sam Albright**, sales manager of KSEY Seymour, to KWFT Wichita Falls, both Texas, as associate news director.

- **Paul Schuett**, music director of KPUG Bellingham, Wash., to KENY, that city, as program director.

- **Bob French**, formerly sales manager of KOPN Port Angeles, to KOMO-TV Seattle, both Washington, as account executive.

- **Robert Clauson**, formerly with sales department of KYW-AM-FM Cleveland, to sales office of Crosley Broadcasting Corp. in that city as WLW Cincinnati sales executive.

- **Fred Hohl**, air personality with WAME Miami, Fla., named program director.

- **Mike Casele**, program manager of WGVA Geneva, to news staff of sister station WBBF Rochester, both New York.


- **Bert Allen**, formerly with WGT-? Greenville, to WITN (TV) Washington, both North Carolina, as announcer and newscaster. Allen Godbee, announcer with WBMA Beaufort, N.C., to WITN as weatherman.

- **Danny Dark**, air personality of KAKC Tulsa, joins WERE-AM-FM Cleveland in similar capacity. Resigning from WERE following programing change: Louise Winslow, women's director, Bud Wattles, music director, Ernie Simon and Tommy Edwards, air personalities, and Don Bean, newscaster.

- **Dale Eyman** joins KRIZ Phoenix, Ariz., as account executive.

- **Dick Barrett**, formerly pr director of Nebraska Clothing Co., Omaha, joins KMTV (TV), that city, as account executive.

- **Jim Adams** rejoins WSTF-AM-FM Steubenville, Ohio, as air personality, having completed two-year Army tour of duty.

- **Harry W. McMahan**, consultant to agencies and advertisers on commercials, to assist KTTV (TV) Los Angeles on Cavalcade of Spots series.

- **Bill Longman**, formerly with KCLN Clinton, to KMAQ Maquoketa, both Iowa, as air personality.

- **Frank Brookhouser** resigns as WIP-AM-FM Philadelphia commentator to devote full time to writing.

- **Clayton Edwards** returns to WTH Norfolk, Va., after nine months' study at Columbia U., N.Y., under CBS Foundation fellowship.

- **L.W. (Larry) Jones Jr.,** station manager of WDEW Westfield, Mass., to WKBR-AM-FM Manchester, N.H., as air personality.

- **Marvin Levey**, WFDP, elected presi-
• Ray Koeppen, formerly with WRAM Monmouth, Ill., to production staff of WFDF Flint, Mich. Peter Borgeit joins news department of WFDF.

• Tom Lambert, air personality with WISN Milwaukee, adds duties of program director. Bill Taylor joins announcing staff, will be host of Big Sound.

• (Sheriff) Sid Perry, air personality and director with WCIA (TV) Champaign, Ill., to KBAT-TV Bakersfield, Calif.

• Bill Peck, formerly commercial artist with United Film Co., Kansas City, named art director of KCMO-AM-FM-TV that city.

• Robert Herrmann, air personality of WAYE Baltimore, to WWJB Brooksville, Fla., in similar capacity.

• Robert E. Bupp, formerly owner of advertising agency in Piqua, joins sales staff of WLWD Dayton, both Ohio.

• Jim Brand, formerly with KOKE Austin, Tex., and Arch Andrews, formerly with KOWH Omaha, air personal-

• waye 

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• KICA Clovis, N.M., as salesman.

Representatives

• John Stella, Detroit manager of Adam Young companies, named manager of Chicago office of Young Television Corp. Richard J. Kellihier continues as general manager of Chicago office, in charge of radio activities there. Clinton O'Dell, account executive with Young's San Francisco office, appointed manager of St. Louis office.

• Frank M. Reed, formerly media director of Hill Blackett Co., Chicago, to Weed Radio Corp., that city, as account executive.

• Kenneth F. Campbell, formerly with sales department of WINS New York, to The Branham Co., that city, as radio staff account executive.

• Cornelius Pugh Jr. to tv sales staff of George P. Hollingbery, N.Y.

Programming


• Kenneth S. Copod elected president and board chairman of Kenco Films Inc., N.Y. Other officers elected: Benjamin (Denny) DeSio, vp, operations and director; Arthur Copod, vp, sales and director; Leonard Kaplan, treasurer and director; Mrs. Viola E. Copod, secretary and director; Leslie F. Wilmark, formerly assistant to president of Alloy Steel Products Co., Linden, N.J., management advisor and director.

• James Arness has signed new long-term contract with CBS-TV which permits his own producing company to produce Gunsmoke in association with network, while he continues in role of Marshal Matt Dillon. Arness' company will also develop and produce new programs for network.

• Len Kornblum, Independent Television Corp. controller, named 1959-60 chairman of Tel-Film Credit Group, (exchanges credit information on film buyers, and represents film firms active in tv syndication field), which is sponsored by New York Credit & Financial Management Assn.

• Elmer C. Rhoden Jr., 37, died following a heart attack in Kansas City on July 5. With his brother, Clark Rhoden, he held controlling interest in Premier Productions, tv film producers.

• Jon Epstein, formerly assistant to production head of Ziv Television Productions Inc., L.A., named executive associate to producer Ivan Tors, who is currently producing Sea Hunt and Challenge series.

• Robert G. Dalchau, formerly account executive and assistant to division manager of Texas, Oklahoma, Arkansas and New Mexico sales for CBS Films Inc., to United Artists Television Inc., as southwest division sales manager, Dallas headquarters.

• Frederick de Cordova named producer-director of George Gobel show which moves to CBS-TV Oct. 11.

• Howard Koch is on loan from United Artists' Koch-Schenck Co. to direct first six segments of Four Star-Fane Grey's Johnny Ringo series, which begins production July 15 at Republic.

• Greg Garrison signed as director, Sidney Miller as co-writer, and Jeff Alexander as musical director for first of three Pontiac Star Parade specials of Kerry Productions, L.A., for NBC-TV.

• Hugh Wedlock and Howard Snyder, veteran (30 years) writing team, signed as writers for NBC-TV's Fibber McGee and Molly series for 1959-60 season. They will work with Bill Davenport.

Equipment & Engineering

• J. Frank Price, plant manager of Pleasantville Instrument Corp., Pleasantville, N.Y., subsidiary of General Precision Labs, elected vp of operations and to board. Join Squires named western regional manager of industrial products division of GPL.

• Charles A. Runyon named head of microwave and communications activities of Lohnes & Culver, Washington consulting engineer firm. Mr. Runyon previously served in administrative and engineering capacity with RCA's broadcast division, specializing in television broadcast station antenna systems, planning systems, and supervising installations and field engineering in tv microwave systems as well as selection and sales of equipment.

• Alfred J. Waxman, formerly senior field engineer with Philco Corp., Phila., named manager of new west coast office and display room of Radio Engi-
neering Labs., Long Island City, N.Y. Address: 2786 B St., San Diego. Telephone: Belmont 2-0610.

- **Dr. Raymond M. Wilmotte**, research consultant and authority in antenna theory, radar and communications fields, to staff of advanced military systems, RCA Defense Electronic Products, Princeton, N.J. He was member of ad hoc committee on television allocation and Radio Propagation Advisory Committee of FCC.

- **Rod Kershenstein**, formerly marketing executive with Compton Adv., N.Y., appointed director of marketing, professional products, Telelectro Industries Corp., Long Island City, N.Y.

- **Ir. T. Newton Jr.,** 35, head of antenna design department of Smith Electronics Inc., Cleveland, died July 4 in that city. Mr. Newton was previously consulting engineer and manager of broadcast and tv antennas and towers section of RCA broadcasting division.


- **E. Nevin Kather** promoted from assistant manager to manager of microwave and power tube division of Raytheon Co., Waltham, Mass.

- **George E. Hagerty**, engineering manager, Westinghouse Broadcasting Co., N.Y., elected chairman of Institute of Radio Engineers’ professional group on broadcasting.


**Allied Fields**


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EQUIPMENT

**CECO** Vidicon

**SUPPORT EQUIPMENT**

gives top performance—indoors or outdoors

Expressly designed for the ever increasing TV field, this equipment consists of a pan and tilt Tripod Head with internal Balancing spring. Vidicon Cameras with electronic viewfinder can be easily mounted and operated. The head mounts on the CECO Professional Tripod (or any other standard mounting flange) and the CECO Pro Senior Collapsible Three Wheel Dolly makes this a complete versatile package.

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[Image of CECO Vidicon equipment]
who remains a committee member and on the association's board of directors.

- William N. Kirshner, formerly sales promotion director of Pilot Productions, Evanston, Ill., establishes own firm, W.N. Kirshner & Assoc., sales promotion, pr and sales training. He maintains headquarters in Chicago's Board of Trade Bldg.

- John Groller, secretary for religious broadcasting for Board of National Missions, named associate director of radio and tv department of The United Presbyterian Church, U.S.A.

- Richard M. Bradshaw, commercial music supervisor of Benton & Bowles, N.Y., joins Forrell, Thomas & Polack Assoc., that city, creator of lyrics and music for radio and tv advertising, as director of sales and production.

- C.F. (Chuck) Pendleton, formerly program, production and assistant manager of KJBS San Francisco, joins Frank DiMarco & Assoc., pr firm, that city, as account supervisor and commercial manager.

- Eugene F. McFarvey, Harold S. LeDuc and Edwin A. Peeples named assistant heads of public relations department of Gray & Rogers, Philadelphia advertising and pr agency.


Government


- James T. Barker, with National Labor Relations Board since 1955, named legal assistant to Comr. Rosel Hyde. Mr. Barker succeeds Dee Pincock, who was appointed an assistant general counsel of Commission in March (Broadcasting, March 30).

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**EQUIPMENT & ENGINEERING**

Set production, sales up for Jan.-May '59

Factory production of radio sets is up 31% for the first five months of 1959 and tv output is up 22%, according to Electronic Industries Assn.

January-May radios totaled 5,677,421 (2,262,390 auto sets) for five months compared to 3,876,737 (1,229,086 auto sets) in the same 1958 period. May output of radios totaled 1,039,562 sets (476,222 auto sets) compared to 620,899 (185,616 auto sets) in the same 1958 month. May 1959 fm output was 48,841 sets; no data available for 1958.

Tv output totaled 2,211,712 sets in January-May period compared to 1,790,840 in same 1958 months. May tv production totaled 431,911 sets (28,247 uhf models) compared to 266,982 sets (29,406 uhf models) in May 1958.

EIA reported radio retail sales (auto sets not included) totaled 2,480,686 in first five months of 1959 compared to 2,084,937 in same 1958 period; 400,882 last May compared to 385,383 in May 1958. Tv sales totaled 1,919,162 sets for first five months of 1959 compared to 1,927,290 year ago; 279,536 sets in May 1959 compared to 237,189 in same 1958 month.

German film gear

The Steenbeck line of editing, viewing and rewinding machines, made in Germany and used in tv around the world, has been introduced into the American market by the Gaston Johnston Corp., Long Island City, N.Y.

The line includes 2-, 4- and 6-plate film editors, machines for 16 mm, 35 mm and Cinemascope film, motorized rewinding tables for 16 mm, 35 mm and combination 16/35 mm film. Steenbeck also makes a special tv studio machine called Kobiton, on which the film editor can view 16 mm or 35 mm picture track with or without sound, discard unwanted film, inspect film rapidly for damage, etc., and splice in new film.

Gaston Johnston is at 24-64 46th St., Long Island City 3, N.Y.

- Technical topics

General Electric Co., Syracuse, N.Y., announces a further reduction in the price of its lines of silicon controlled rectifiers. The average price of 16-ampere line is reported down 25% to $60 each and the 10-ampere line down 14% to $40 each.

- Filmline Corp., Milford, Conn., announces the production of a new daylight-operation, reversal and negative/positive 16 mm film processor for tv stations and motion picture film labs. Filmline model RT-S is semi-portable, has a dry to dry time of less than three minutes on reversal emulsions operating at 85 fpm at 90 degree temperature, and allows an increase of the ASA index by 1,000% on Eastman or du
**Little but long-lived** • The first production unit of a magnetic disc recording system developed by Radio Corp. of America has been installed at WDAS-AM-FM Philadelphia (Broadcasting, June 15). The discs, same size as 45 rpm records, have been erased and re-recorded 10,000 times, RCA reports, without detectable wear or loss of quality. Standing around the new RCA recorder above are (l to r) Jerry Grove, WDAS program director; George Weilenmann, RCA; Paul Wildow, RCA engineer, and Frank Unterberger, WDAS chief engineer. James Reese of WDAS is seated at the recorder. Mr. Grove holds one of the larger records formerly used by the station for its commercials and other program material.

Pont reversal films. Other features include: tachometer, 1,200-foot film magazine, spray-wash after each chemical solution, temperature control system and type 316 stainless steel tanks. Price: $6,450.

- Minnesota Mining & Mfg. Co., St. Paul, announces a quantity price reduction of $33.95 per standard hour-long reel of Scotch brand video tape. The reduction is the second within a year and trims the net price of the tape reel from $282.90 to $248.95 when bought in lots of 48 or more.


- An industrial design competition has been inaugurated by Western Electronic Show & Convention as an annual event, with 30 top items, chosen by a jury of industrial designers from a field of 140 entries, to be exhibited at this year's WESCON, Aug. 18-21 at San Francisco's Cow Palace. Of the 30 items, 10 will receive WESCON awards of excellence, 20 will be given awards of merit. Robert M. Emerson, of Emerson, Johnson, MacKay, Los Angeles, secretary of the L.A. chapter of Industrial Designers Institute, is chairman of the judging committee, which met in Los Angeles over the weekend (July 11-12) to select the winners.

- The Society of Motion Picture & Television Engineers’ East Coast Subcommittee for the Education of Sound Technicians, N.Y., has announced plans for a fall series of high level lectures on magnetic recording, designed primarily for persons in the recording industry. Subscription to the series of six lectures is expected to be approximately $30, according to SMPTE.

- RCA Electron Tube Div., Harrison, N.J., is offering the RCA developmental Nuvistor small-signal triode tubes (Broadcasting, March 16) to electronic equipment manufacturers on a limited sampling basis. Nuvistors are pointed toward eventual use in various products, including am and fm radios, tv receivers, closed-circuit tv equipment and high-fidelity radio equipment, and promise improvements in quality, performance, reliability and flexibility of installation.

- Magnecord Div., Midwestern Instruments Inc., Tulsa, Okla., has introduced a new professional tape recorder, model 728. The recorder has full-track, half-track or split stereo heads at the customer’s option and may be operated at 7 1/2 inches or 15 inches per second. For further information write Magnecord Div., Midwestern Instruments, P.O. Box 7186, Tulsa, Okla.

- Raytheon Co., Waltham, Mass., will build a transistor plant in Lewiston, Me., President Charles F. Adams has announced. The plant eventually will employ more than 2,000 persons and will bring to the area an annual payroll of $7 to $8 million. The 140,000 sq. ft. production plant will be operated by the firm’s semiconductor division. Construction will be started this fall and will be completed by mid-1960.

- Dynair Electronics Inc., El Cajon, Calif., has announced a new closed-circuit tv transmitter, model TX-1A. The transmitter features vestigial-single-sideband transmission, separate visual and aural output controls and crystal-controlled carriers. The TX-1A is available on any channel between 2 and 13. For further information write Dynair Electronics, P.O. Box 1103, El Cajon, Calif.

Looking for terrific time sales in your town? Bill Whitworth, Commercial Manager of KTBB, Tyler, Texas, writes about how the RCA Thesaurus Commercial Library Service helps him sell local merchants:

"ThreeThesaurus'Sell-Tunes' grossed over $2,300 from three accounts who, combined, spent less than $200 in radio previously."

Beat competition! Get Thesaurus exclusively in your city. Write for complete details today.

**RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!**
DISC JOCKEYS GET SERIOUS

New organizing session set for Milwaukee

About 75-100 disc jockeys are expected to attend the "Organizing convention" of the proposed International Assn. of Disc Jockeys and Music Programmers this weekend (July 18-19) at the Milwaukee Inn in Milwaukee.

The meeting stems from the renewed efforts to organize such a group during the Second Annual Radio Programming Seminar and Pop Music Disc Jockey Convention sponsored by the Storz Stations in Miami Beach. The consensus there was that such an organization move is premature (Broadcasting, June 8, 1).

A total of 30 advance registrations were in hand as of last Wednesday (July 8) for the Milwaukee gathering. Again in the center of the organizing effort is Bill Gavin, San Francisco-based program consultant whose clients include McCan-Erickson and Lucky Lager beer. Mr. Gavin, chairman of the organizing committee, reported his group is composed of 52 disc jockeys and programmers, including those who signed during the Miami Beach convention and those who have volunteered since that time.

A California organization meeting was to be held in Hollywood Saturday (July 11) to which disc jockeys, station management and record company representatives were invited. However, there will be no record company participation during the Milwaukee meeting and major record firms in New York last week confirmed they had received no invitations and did not plan to attend, even to proffer post-business session hospitality.

Response 'Warm but Limited' • Mr. Gavin said the advance response has been "very warm, but limited in number." He said "we've received more requests for information than membership applications, but this is what we expected." Mr. Gavin reported "there is a strong feeling that the association should remain independent of record company financing."

Contributions offered by chain station operators also have been turned down so far, Mr. Gavin said. If record firms later are allowed to participate, he thought, it might be similar to the honorary membership status which they enjoy in the country music disc jockey association.

Mr. Gavin said it is the hope of the proposed association to place the disc jockey in the position of being able to deal with the record companies "as an industry," rather than on an individual basis. But he does not expect the association to go so far as to adopt a "code of ethics" or to engage in the "policing of the practices" of record firms' plugging or disc jockeys' response to this promotion pressure.

The association, however, "can work out a lot of problems," he felt. Such tough issues as the competitive record promotion problem, and the exposure of new record product can be discussed, he said.

Radio's Obligation to Record Firms • Also, "what responsibility the radio industry owes to the record industry" for providing "free of charge" the major portion of today's radio programming material can be explored, he said. This is a two-way street, he noted. The association also would help give the smaller market disc jockey "a worthwhile professional stature," he said.

In other quarters there also was hope that the association could provide the disc jockey with the public relations help needed to enhance his local stature and to avoid the "bad consumer press" which the Miami Beach convention reflected. Caution was emphasized, however, that the group must keep clear of all taint of "unionism" because "we are not out to fight management." Opinion appeared mixed whether the Milwaukee meeting will actually result in formal organization, but those going were said to be doing so with an "open mind."

SAG isn't rushing merger with AFTRA

The position of the Screen Actors Guild board on the proposed merger with American Federation of Television & Radio Artists is spelled out in the union's new monthly magazine, Screen Actor, dated August 1959.

Noting that the merger question is causing much discussion among actors, the SAG board reports that two assumptions not based on fact frequently crop up: that SAG "has endorsed the proposed merger . . . and that merger is inevitable and will be accomplished within a few months."

Stating that "the board believes that consideration of merger without a specific merger plan is meaningless," the editorial goes on to remind members that the boards of SAG and AFTRA have jointly retained David L. Cole to conduct a study on the feasibility of a merger and to develop possible merger plans.

"SAG and AFTRA are like two large, friendly families living in separate houses with members of both families constantly exchanging visits," the board states. "AFTRA and some SAG members have suggested both families could save money, be more comfortable and operate more efficiently if they both moved into a larger house—which has not yet been built. As the responsible heads of one of the two families, we are not willing to commit ourselves or even to express enthusiasm for the new house until we have seen the architect's plans, read the contractor's bids, carefully examined the comforts and conveniences and most soberly considered the costs."

"To adopt any other course would appear to us to be imprudent and would bring seriously into question our judgment in the exercise of our responsibilities," the board concludes.

The new magazine, a slick paper 24-page job, also contains a list of questions which indicate the magnitude of the merger problem.
Tv pupils out-score classroom compatriots

Televised classes in seventh grade mathematics scored 9.6% higher in a test in New York City public schools than classes taught in the traditional manner, it was announced recently by Joseph O. Loretan, associate superintendent in charge of the city's junior high schools, after a semester-long experiment.

Ten classes in ten schools viewed Math 7 lectures regularly over WPIX (TV) New York between 10:20 and 10:50 a.m. Tuesdays and Thursdays. The telecasts were part of the State Board of Regents' tv series.

Along with 20 classes forming a control group, the tv students were measured for mastery of concepts and skills in a test consisting of 50 questions. The experimental group scored 37.6 and the control group 32.8 out of 50. It was noted that these figures were equivalent to 75.2 and 65.6 out of 100, a difference of 9.6% in favor of tv classes.

A control group edged out tv classes in another recent test in the New York area. Examinations in another WPIX course called Living Together at Long Island Agricultural and Technical Institute, Farmingdale, L.I., showed the average grade of the tv students was 75.85 and of the control group 76.3, a slight advantage for orthodox methods.

A total of 546 students in their second year at the two-year institute participated in the 15-week experiment, also under the guidance of the Board of Regents.

MGA wins point

Musicians Guild of America won another decision in its continuing legal battle with American Federation of Musicians when Herman Marx, National Labor Relations Board trial examiner, ruled that the phrase "30 days after initial employment" in a labor contract means 30 calendar days and that any musician employed by any of the major motion picture studios with whom MGA has contracts must join MGA within 30 days to be eligible to subsequent employment at that studio.

AFM had contended that what was meant was 30 days of consecutive employment, a position vigorously disputed by MGA on the ground that in cases of casual employment such as scoring a motion picture there is virtually no such thing as 30 consecutive days of employment and that such a definition would be tantamount to denying a union the right to obtain memberships


Court receiver gets 'Telephone Time' films

Negatives and prints of 79 episodes of the half hour tv series, Telephone Time, have been ordered turned over to R.E. Allen as receiver by Los Angeles Superior Court Judge Ellsworth Meyer.

Mr. Allen has also been authorized to take over distribution of the tv series and to collect the payments for reruns made by stations. Guild Films, which has been in charge of distribution, has been ordered to deliver to Mr. Allen all money received for the series since March 20, when Judge Meyer issued a temporary restraining order enjoining Hal Roach Studios, Passing Parade Films, Scranton Corp. and Guild Films from disbursing any collections from the series (Broadcasting, March 30).

The restraining order and the appointment of a receiver are in connection with a $635,000 damage suit of Jerry Stagg, who produced the Telephone Time series at Hal Roach Studios, against a list of defendants that included the above listed companies and other associated organizations, as well as Hal Roach Jr. and Alexander Gunterman, who served as former president and board chairman of the studios, respectively.
Down, not out

Shots of the KOCO-TV Oklahoma City tower collapsing, taken in 1956 when the tower’s location was being changed, were resurrected to give a dramatic twist to live coverage of military maneuvers.

In the maneuvers the Eighth Rifle Co. placed explosives at the base of KOCO-TV’s present tower. As the camera panned to the top of the tower, film of the tower’s 1956 collapse was introduced. After the tower toppled KOCO-TV went dark for 15 seconds, giving the impression that the station had been knocked off the air.

NTA, SCREEN GEMS Integrate operations with parent companies

Two major television film firms last week announced plans to integrate their operations with parent companies. For one, National Telefilm Assn., it also includes a move of the NTA home office to Beverly Hills, Calif., where its functions will be worked into the activity of National Theatres Inc.

The second tv company, Screen Gems, New York, will move its entire operations on the West Coast into the overall activities of Columbia Pictures Inc.

The NTA move to Beverly Hills, will take place on Oct. 1, Ely A. Landau, board chairman of NTA, announced last Wednesday (July 8).

NTA’s home office will be consolidated with National Theatres, which recently acquired NTA. The headquarters will be a new office building in Beverly Hills, representing a chance for National Theatres, which has had its main offices in downtown Los Angeles for many years.

Top NTA executive personnel and key departments, with certain exceptions, will move to the new headquarters. In addition to Mr. Landau, the principal officers relocating to California will include Oliver A. Unger, president; Harold Goldman, president of NTA International, and David J. Melamed, vice president, administration. NTA divisions moving to Beverly Hills include NTA International, which distributes feature films, and NTA Pictures Inc., which releases features for theatrical exhibition.

All NTA departments will make the move but at least one representative from most of the units will be retained in New York.

Company divisions that will maintain headquarters in New York are NTA Program Sales, which sells syndicated programs; NTA Telestudios, which produces taped shows and commercials, and the NTA-owned and operated stations division, which operated WNTA-AM-FM-TV Newark and KMSP-AM-TV Minneapolis-St. Paul.

Screen Gems Action - The entire West Coast operation of Screen Gems Inc., New York, will be integrated into the overall activities of Columbia Pictures, Samuel J. Briskin, vice president in charge of studio operations for Columbia Pictures, said in making the announcement last week. SG is the wholly-owned tv subsidiary of the motion picture company.

The changeover will be gradual and eventually will bring the SG operation on the West Coast under the same roof with the parent company. Four major departments of Screen Gems—production, story, casting and publicity—will be the first to be integrated within the framework of the existing Columbia studio organization. Columbia department heads will supervise activities in their areas for Screen Gems.

Move by Moran fails to stop CBS-TV show

A request for an injunction to restrain CBS-TV from repeating an earlier Playhouse 90 program about Chicago’s St. Valentine’s Day massacre was denied in that city’s superior court Thursday (July 9). But the plaintiffs promised to seek legal relief looking toward a permanent injunction.

John G. Moran, son of George C. (Bugs) Moran, onetime Chicago hoodlum, filed the suit on grounds that such a presentation would cause “mental anguish, distress and humiliation.” It involved a July 9 re-showing of Playhouse 90’s Feb. 14 program, “Seven Against the Wall.” The action was filed Wednesday by the law firm of Henehan, Donovan & Isaacs.

Judge Norman Barry rejected the request but gave no opinion on the issues involved. CBS’s law firm—Arvey, Hodes & Mantynband, claimed an injunction would cause damages and pressed for dismissal of the request. Mr. Moran’s attorneys promptly reported they would seek a permanent injunction, through appellate and state supreme courts, if necessary.

Attorneys for Mr. Moran claimed that the Playhouse 90 presentation, while fictional in nature, tended to give a factual account of a personality as a central character and thus offended the “sensibilities” of the plaintiff. The issue, they held, was one of more “right of privacy” than of slander and violated a “privileged area.”

In announcing the rejection, Judge Barry did not rule on basic rights involved but merely on the specific request for a temporary injunction. He held that the right of privacy pertained only to the elder Moran. An attorney for the plaintiff said that while there is small precedent in such a case, there have been indications in previous cases in our favor.

On the Latin beat

Two tv news directors of the WKY Television System are invading the often turbulent capitals of South America to record the area’s unrest on film.

Crawford Rice of WTVT (TV) Tampa, Fla., and Bill Henry of WSFA-TV Montgomery, Ala., have obtained visas from the State Dept. to visit eight Latin American capitals. Their trip is the result of recent troubles reported below the border and the intent of WTVT and WSFA-TV to give their audiences of the inside story.

Bob Edlington, WTVT promotion
Movies find happy hunting ground on tv

A survey by NTA International on the pattern of usage of feature films by tv station shows that most stations telecast from six to 10 features a week, covering 10 to 20 hours of air time a week.

Harold Goldman, president of NTA International, which distributes feature films to which National Telefilm Assoc., New York, holds rights, reported that a total of 300 stations responded to NTA International's questionnaire. He said these represented 54.2% of all stations on the air in the U.S. and covered every market situation—from one-station to seven-station markets.

The study reveals that independent stations use more feature films than affiliated stations—21 a week for a total of 36 hours for the former and nine features a week for a total of 15 hours for the latter.

As the number of stations in a market increases, the use of feature films also rises, the study states. For instance, in New York and Los Angeles, both seven-station markets, tv outlets there devote 26.8% and 30.2% of total time respectively to features, while Fresno, Albuquerque and Tucson, three-station markets, devote 23%, 19.6% and 18.3% of their total air time to features.

scheduled to go on the air in January 1960.

• Pathe News Inc., N.Y., is exploring the possibility of reentering the tv film and theatrical motion picture field. Barnett Glassman, president of Pathe, left for Europe last week and before his departure, he announced he would attempt to negotiate co-production deals with European film producers, under which Pathe would finance motion picture and tv series for distribution by Pathe.

• KGGM-TV Albuquerque, N.M., WOW-TV Omaha, Neb., and WJKW-TV Madison, Wis., are recent subscribers to CBS Newsfilm, according to John M. Cooper, manager of the daily news service.

• Signed last week to stage and direct 13 programs of the 90-minute variety specials to be presented next season on CBS-TV by Revlon Inc. was Abe Burrows, playwright, director and former star of his own programs on CBS Radio and Television. Mr. Burrows joins a staff headed by Goodman Ace whose organization will produce and write 15 of the 20 Revlon specials scheduled to alternate with Playhouse 90.

• Morgan-Swain Inc., Sarasota, Fla., has been established to produce in-

Republic Pictures bought by L.A. group

The control of Republic Pictures Corp., New York, passed from longtime President Herbert J. Yates to a group of Los Angeles industrialists headed by Victor M. Carter on July 1.

The selling price: a reported $5 million for some 400,000 shares of Republic held by Mr. Yates and members of his family.

Republic's assets cover the firm's Hollywood lot, which is leased to outside production companies; Consolidated Film Labs and tv and feature product (all re-run). Republic ceased production and relinquished its own distribution organization several years ago. Republic has sold its post-48 features over the past few years without negotiations or payments to the talent guilds and thereby is necessarily barred from production in the U.S.

Mr. Carter was elected president of Republic Pictures at a board meeting in New York. Mr. Yates was named board chairman and will serve in "an advisory capacity."

ABC-TV Stage E set

Modernization of ABC-TV's Stage E in its Hollywood television center will be completed before its July 15 target date, allowing ample time for the July 18 telecast of Lawrence Welk's Dodge Dancing Party from that location, it was announced last week by Frank Marx, vice president in charge of engineering. All ABC-TV specials

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Each Saturday morning 35 members of Local 52, International Alliance of Theatrical Stage Employees listen attentively for 3 1/2 hours as an interior designer lectures the class on European and American period furniture, table settings and flower arrangements, textiles and wall papers, period room arrangement and window treatment.

The students are property and sound men employed at New York film studios on TV film commercials, industrial and feature films. For some time, the union and its members felt that a knowledge of interior design would be helpful to them during production sessions on TV film commercials and on some feature films. Sam Roberts, chairman of the Local 52 Prop School Committee and staff property master at MPO Television Films Inc., where the classes are held, explains it this way:

"The prop man is the one who dresses the set. We realized that with the growth of TV film commercial business in New York, we needed to know more about interior design because many commercials are highly styled and highly polished. Prior to TV, the prop man did not have to do much with the selection of styles and design as the work here was largely on industrial films and newsreels. Now, once the set designer sketched the set, it is up to the property man to follow through."

The course started May 1 for ten Saturdays. Each member pays $45 (covers instruction and textbook) and attends on his day off. John La Marre of the New York School of Interior Design conducts classes, assisted by guest lecturers.

CBS Radio has scheduled a special series of four programs analyzing world news for the 12:15 to 12:30 p.m. EDT time slot on successive Sundays, July 12, 19, 26, and Aug. 2. Anchor man for the series produced by CBS news will be correspondent Blair Clark, who will be in direct radio contact with CBS correspondents throughout the world for a review and analysis of an important story of the week.

An hour-long drama series, which will draw upon material in The Blue and the Gray, a two-volume source book of narratives of the Civil War, will be produced under the same title by NBC-TV during the 1960-61 season. Henry Steele Commager, who compiled the source book, will be consultant for the series, which will be produced on film.

WNEW New York announces that its weekly News Closeup Program, a review of the week's news featuring the voices of newsmakers, is being made available for re-broadcast throughout the world by the Voice of America.

- New heavyweight champion Inge-mar Johansson has been offered a guest star role in Tales of the Vikings, TV series being filmed by Kirk Douglas' production company, Brynaprod, for release by United Artists Television Inc. According to Mr. Douglas, the Swedish boxer is considering the offer.

- The first report issued by trustees of the American Federation of Television & Radio Artists' pension and welfare fund shows that in the three-year period ended Dec. 31, 1958, disbursements totaled $1,374,709, including $596,676 for hospitalization. Trustees reported life and accident insurance policies for each member have been boosted to $4,500. The fund is administered by trustees from union and management. It went into effect Jan. 1, 1956, as the first pension and welfare plan in the entertainment union field.

- Warner Bros., Burbank, Calif., has begun construction of a new $500,000 film editing and casting building for its TV division. The two-story structure is L-shaped and measures 138 by 81 ft. It will contain 49 film editing and cutting rooms and six casting suites.

- WOR New York on July 1 aired a special tribute to its former president and board chairman, Alfred J. McCosker, who passed away earlier that day in Miami Beach (BROADCASTING, July 6). Written by George Brown, WOR news director, and narrated by newscasters Les Smith and Lyle Van, A Tribute to Alfred McCosker outlined his pioneering role in the broadcasting industry.

- Video tape enabled KSL-TV Salt Lake City to condense a two-hour dance festival into a 30-minute highlight version aired within an hour of the festival's end. The festival, involving over 5,000 costumed dancers from 11 western states, is an annual feature of the Latter Day Saints (Mormon) Church youth program. To telescope the long event into a 30-minute TV show, KSL-TV "edited" the live program in progress, precluding cutting and splicing. To the direct video tape pickup studio technicians added transi-
tional music, slide inserts and narration for a "perfect" blend, the station reports.

• Screen Gems Inc., N.Y., reports sales on its various feature film packages to KRCA-TV Los Angeles, WWL-TV New Orleans, WXIX-TV Milwaukee, KTVR (TV) Denver, KTVK (TV) Phoenix, KRON-TV San Francisco, WCKT (TV) Miami and WRGB-TV Schenectady, N.Y.

• Movies and tv mean work for animals as well as humans, according to the Hollywood office of the American Humane Assn. The May report shows 49 days of work on 11 motion pictures and 21 days on 11 tv productions involving 1,628 animals.

• Both east and west branches of Writers Guild of America have approved a new contract with the Artists Managers Guild and the Society of Authors Representatives covering the relationship of writers and their agents. The new pact for the first time includes writers for radio and tv. Former contracts covered only screen writers.

• Minnesota Mining & Mfg. Co., St. Paul, will present a "substantial amount" of video-tape to the National Educational Television & Radio Center, N.Y., and will give tape sufficient for 30 hours of programming to each recorder-equipped educational station in which Minnesota Mining has "community interest." Announcement of the gift was made June 25 at meeting of program managers of 43 educational tv stations in St. Louis.

• Cal Tinney, humorist, columnist and radio-tv commentator, has made a distribution agreement with Harry S. Goodman Productions, N.Y., for a radio-syndicated program, Cal Tinney Time. Mr. Tinney is producing five 5-minute shows and twenty 1-minute shows per week for a year under the agreement. He has written a column for the New York Post and appeared over MBS, ABC Radio and NBC-TV.

• Independent Television Corp., N.Y., surpassed $600,000 in foreign sales during the first six months of operations of its foreign sales department, it was reported last week by Abe Mandell, director of ITC’s international sales. Sales were made in Central and South America, Japan and the Philippines. Mr. Mandell said.


• Telenews, newfilm service produced by Hearst Metrotone News Inc., N.Y., last week announced these sales: The Weekly News Review to KOTA-TV Rapid City, S.D., and Tv Continental, Rio de Janeiro; This Week in Sports, to KGO-TV San Francisco and WMWV-TV Poland Springs, Me.; The Daily Telenews to KYTV (TV) Springfield, Mo.; rights to tape for re-telecast Telenews footage carried by ABC-TV to KONO-TV San Antonio and KTRK-TV Houston.

• Ziv Television Programs, N.Y., reports that sales and renewals on its syndicated tv programs for the first six months of 1959 rose 34% above those for the comparable period of 1958. Pace-setting series were said to include Lock-Up, Bold Venture, Sea Hunt, Highway Patrol, and Mackenzie's Raiders.

• Permafilm Inc., N.Y., and Permafilm of California Inc. announce franchise contracts with Movielab Film Labs Inc. and Movielab Color Corp., both New York, and Arizona Color Film Labs, Phoenix. Franchisers for the film protection service now total 27 in the U.S. and 15 in foreign countries, it was reported.

• Archer-Barnwell International Productions has been formed by Hollywood producer-director John Barnwell and Nicholas Archer with headquarters in Manila. A-B is prepared to furnish tv producers with "complete below the line services guaranteeing completion within budget." Its area of operations includes Japan, Formosa, Thailand, Indonesia, Hong Kong and the Caroline Islands. The firm is represented in Hollywood by Dick Irving Hyland of the Frank Cooper Agency.

• KING-TV Seattle, Wash., presented a 90-minute special report in prime evening time on the crisis faced by Puget Sound port cities. Entitled Lost Cargo, the program was sponsored by the National Bank of Commerce, Seattle, in the community’s interest. The special was the first of a public service series to be presented by KING-TV and was supervised by Bob Schulman, director of special features.

• A special report by Richard Cardinal Cushing, Archbishop of Boston, over WBZ-TV Boston elicited a sharp attack by Radio Moscow and a sharp retort from the Roman Catholic prelate. Radio Moscow accused Cardinal...
Cushing of starting a “crusade against Communism” in his telecast which was repeated in response to viewer demand. The church leader retorted in a sermon: “I will [continue to] speak about Communism as it really is in an attempt to unite the Christian world against the atheism of Russia.”

- A four-color directory of program services in the Chicago area is being distributed by Fred A. Niles Productions to the communications industry. The listings include tv program packages, film distributors, labs, motion picture studios, radio and tv stations and networks, trade publications, model agencies, unions and airlines. The directory can be obtained free upon request to sales promotion manager, Fred A. Niles Productions, 1058 W. Washington Blvd., Chicago 7, Ill.

- Broadcast Music Inc. and the American Assn. for State & Local History are co-sponsoring a competition under which an award of $500 will be presented to the radio or tv station which produces the best program dealing with state or local history during 1959. An additional grant of $500 will be made to the state or local history agency which cooperates in the production of the winning broadcast. Entries may be sent to the association at 816 State St., Madison 6, Wis. Deadline: Jan. 15, 1960.

- Olmsted Sound Studios, N.Y., has purchased the recording studios of Coastal Recording Co., N.Y., and Audio-Video Recording Co., N.Y., including the Fulton Studio at 80 W. 40th St.

- The establishment of Radio-Tv Guild Awards, N.Y., a broadcast promotion organization, has been announced by Hugh D. Ricker, who recently was head of special services and promotion for C.E. Hooper Inc. Mr. Ricker said a feature will be saving stamp promotions. Temporary office of the new company is 410 E. 55th St., New York, N.Y. Telephone is Yukon 8-6814.

- Singer Bobby Darin has formed Addison Records, N.Y., with talent agents Joe Csida, Ed Burton and Mr. Darin’s business manager, Frank Barone. Mr. Csida is president of the new company, Mr. Darin artists and repertoire vice president, Mr. Burton secretary-general manager and Mr. Barone is treasurer.

- With 23 buys in the past few weeks, WPIX (TV) New York reports it has sold its station-produced documentary, “Cold War—Berlin Crisis,” to a total of 50 stations.


- Plans to produce hour-long dramatic films for television have been announced by Florida realtor-industrialist Lee Rainer. The format of the films is described as “horror tales, some with a pseudo-science fiction theme.” Mr. Rainer reported that production will begin this month on the first film, “Blood Clot,” at Charter Oaks Studios in New York. Subsequently, a second film, tentatively titled “The Razor,” will go into production at the same studio, he said.

- KTNT-TV Seattle-Tacoma has initiated a weather-and-water report for fishermen and water sportsmen. The five-minute forecasts, received from the U.S. Coast Guard Marine service, are telecast late Friday and Saturday nights plus Saturday and Sunday mornings.

- With its eye on post-Labor Day sales, CBS Radio has unveiled its plans for a new “back-to-school tie-in” promotion. Offered for sponsorship are 2½-minute program units which will be adjacent to special 30-second non-commercial announcements on the “return to the classroom” theme. The network reports it will broadcast a saturation schedule of 20 general announcements each week from Aug. 17 through Sept. 13 to remind parents of the items needed by their children for the new school year.

- Filmways Inc., N.Y., reports the start of production in Hollywood of its first tv film series, 21 Beacon Street, scheduled to run for 13 weeks on NBC-TV as a summer replacement for the Ernie Ford Show. The company has previously concentrated on film and video tape tv commercials, according to Al Simon, president.

**Weatherscript**

The first standardized weather symbols approved by the United States Weather Bureau for use on television went on the air June 29, in at least the 36 markets in the East in which the Atlantic Refining Co., Philadelphia, sponsors weathercasts.

The symbols were developed by Atlantic and its agency, N.W. Ayer & Son, Philadelphia, in cooperation with the Weather Bureau. In the past the Weather Bureau has sanctioned modified weather symbols for newspaper reporting, but until 18 months ago, scant work had been done on standardization of weather presentations on tv.

The standardized weather symbols were demonstrated during a two-day conference in Fort Lauderdale, Fla., June 25-26. Richard Borden, advertising manager for Atlantic Refining, showed tv weathermen the 16 basic symbols selected from more than 100 official weather designations. They were described as “photogenic” and “readily identifiable” on tv.

Norman Hagen, public information coordinator of the U.S. Weather Bureau, said the bureau was cooperating with Atlantic and N.W. Ayer in order to help clarify the reporting of weather to the public through television. He added:

“It is our hope that other broadcasters will adopt the standard symbols and that the public will benefit from clearer, more accurate interpretations of official U.S. weather reports.”

**Symbols on Atlantic board**

- **Top row:** clear, partly cloudy, cloudy, high pressure, showers, low pressure.

- **Middle row:** fog, thunderstorm, snow, rain, hurricane (tropical storm), direction of movement.

- **Bottom row:** stationary front, occluded front, warm front, cold front, squall line.

**BROADCASTING, July 13, 1959**
CANADIAN TV TAB
Sponsored programs supported by taxpayer

Some Canadian tv advertisers have been eating their cake and having it too, according to a report before the Parliamentary Broadcasting Committee in Ottawa.

The report showed that the Canadian taxpayer, through payments to the Canadian Broadcasting Corp. by the Canadian treasury, subsidized live tv programs.

Seventeen of 40 commercially-sponsored tv programs on the English and French networks lost money according to the report, which covered two weeks of programming in March of this year. CBC reported on costs of 102 tv programs during the fortnight, showing that 62 programs were unsponsored at a cost of $289,924.

Delayed Report • CBC had resisted for several weeks demands of the Parliamentary Broadcasting Committee that it report on the cost of live sponsored programs and the payments made by advertisers. CBC claimed such information would reveal confidential information to competitors of its sponsors.

The Committee finally prevailed and CBC executives came up with reports on live shows in the first and third weeks of March.

On the English-language network four sports telecasts were profitable. Biggest money-maker was the Imperial Oil telecast of the Saturday night hockey game from Montreal and Toronto, carried on the two language networks. On a semi-final hockey game sponsored by Imperial Oil and Molson’s Brewery CBC made $11,506, the program having cost but $2,358.

Also, General Motors of Canada, Oshawa, Ont., for GM Presents, a drama show, paid $14,813 of the cost of $28,221; Canadian General Electric Co., Toronto, for a musical Showtime paid $10,217 out of a total cost of $24,768; General Foods Ltd., Montreal, and Lever Bros. Ltd., Toronto, for the drama show The Unforeseen, jointly paid $9,146 out of a cost of $19,749; Cheseborough Pond’s Ltd., and Sunbeam Electric Ltd., both Toronto, for Music Makers ’59 paid $8,629 out of $13,663 program cost.

Imperial Tobacco Ltd., Montreal, and Texaco of Canada, Montreal, sponsored Cross Canada Hit Parade for $9,678, while the program cost $30,132. PM Party, a daily late afternoon program, cost $15,013 for three shows, sponsored by Mount Royal Rice Co., Montreal, which paid $1,990 for its commercials.

Other programs on the English-language tv network lost less money. These included Talent Connexion, sponsored by Rothman’s of Canada (cigarettes) Toronto, and Standard Brands Ltd., Montreal, $7,320 out of $11,124 cost; One of a Kind quiz show, for Colgate-Palmolive Ltd., Toronto, and Adams Chicles, Inc., $6,700 of $9,162 cost; Front Page Challenge, quiz show for Lever Bros. Ltd., Toronto, $6,622 out of a cost of $9,251.

In Sum • The 40 network shows had a total production cost of $306,981. The CBC paid $120,863 of this sum, advertisers the balance.

On the French-language network 13 of 24 sponsored shows made money, with sports the main profitable programs.

Canadian tv sets lag

Television receiver sales in Canada in May were 22,958 as compared with 20,389 that month last year. Nevertheless, total tv set sales for the first five months of this year were down slightly from 139,744 units, compared to 142,260 in the same period last year, according to figures released by the Electronic Industries Assn. of Canada.

Radio receiver sales in May also were up over last year, with 44,464 sets this May as against 43,271 in May 1958. Radio sales in the January-May period totalled 220,547 units as compared with 182,522 in the same period last year. Increases were shown in all classes of receivers.

Nielsen and Attwood merge rating services

An amalgamation of broadcast audience research has been completed in London by A.C. Nielsen Co. Ltd. and Attwood Group of Companies Ltd., providing a single service for ten foreign countries.

The two British companies have been offering audience analyses in the United Kingdom since the advent of commercial tv four years ago. Combining the services will help reduce operating expenses, according to executives of both companies.

The new single service will cover Great Britain, Ireland, Germany, France, Italy, Holland, Belgium, Luxembourg, Switzerland and Austria. The company will be owned primarily on a 50-50 basis, with Bedford Attwood

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NEMS • CLARKE
Type TRC-1
TV Color
Rebroadcast Receiver

The Type TRC-1 Color Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of black and white and color signals.

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INTERNATIONAL
as chairman and E.P.H. James and J.P. Napier, both of Nielsen, as directors. A.C. Nielsen Ltd. will disband its production facilities after delivery of the report for the week ended June 28. A subsidiary will be set up by the new organization “to investigate and launch television audience research in West Germany.”

**Abroad in brief**
- McDonald Research Ltd., Toronto, has developed and copyrighted a new system of audience surveys to give a quick visual record of listening and viewing habits of each co-operating household. Clyde H. McDonald, who was research director for a number of years of the industry-owned Bureau of Broadcast Measurement, has issued the first of his “Cumograph” reports. The reports show how each family tuned in each station during a day or a week. Three will be issued annually, in the spring, fall and winter.
- CKY Winnipeg, Man., will use a Canadian General Electric Co. Ltd., Toronto, Ont., BTC-50A transmitter, when it goes to 50 kw on 580 kc, up from present 5 kw. Transmitter will be similar to that of CKAC Montreal, Que., which went into operation about a year ago. The Canadian-designed and built transmitter will use only 16 tubes, with germanium rectifiers for high voltage power supply. The new transmitter site of CKY will be about 20 miles south of Winnipeg. The antenna array will consist of four towers, 315 feet high. A directional pattern will be used day and night.

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### Book business on tv

Pennington Press of Chicago is bringing its product to life in the New York metropolitan area. To present its fiction in three dimensions, the publisher has bought a daily quarter-hour on WNTA-TV Newark, N.J.-New York in cooperation with stores handling the books.

Taking a character, “Mister McGarity,” from its Maggie Muggins juvenile series, the publisher is presenting him in three dimensions on tv, beginning today (July 13). Val Bettin, former Chicago tv “Storyteller,” plays the title role on the WNTA-TV Mister McGarity show. Aided by electronic effects, he reads Pennington books to a live audience of children. Each child in the studio represents an individual sponsoring store where his mother shops. Pennington’s agency is William Henricks Assoc., Chicago.

### Breaking tradition in Austin

Even a ground-breaking ceremony can be different in Texas, reports KTBC-AM-TV Austin.

The Business Research Corp. of Texas, representing Theodore W. Berenson & Assoc., Boston, was instructed to plan a ground-breaking for Berenson’s $10 million Capital Plaza shopping center in Austin. The traditional first turn of the spade by the mayor was discarded as commonplace and a Texas-style ceremony outlined.

A breakfast, with city, county and state officials and business leaders as guests, was held six miles from the construction site in the air-conditioned comfort of a hotel. Plans were made to detonate an explosive at the construction site by a telephone circuit and to broadcast its sound to the hotel breakfast via radio.

Over a three-station, intra-city hook-up, listeners heard the KTBC announcer describe the breakfast and then switch to a remote control unit at the site for a pre-blast countdown. As Austin’s mayor said, “I throw this switch which will detonate an explosion heard around the city,” the sound of the explosion echoed through the hotel and thousands of Austin homes.

### Getting to KXOK on time

Two housewife listeners of KXOK St. Louis have demonstrated a never-say-die spirit more often associated with the Canadian Mounties.

KXOK is currently airing a show called the $100,000 Sweetstakes Game, which requires that the listener named return a certain serial-numbered dollar bill to the station within 24 hours of the announcement over KXOK.

Mrs. Thomas Cooper was sitting in her home in Vincennes, Ind., 180 miles from St. Louis, when KXOK announced that she had won a room air purifier if she could get to the station in time. A mother of nine and grandmother of eight children, Mrs. Cooper hopped into her car and drove the 180 miles to St. Louis to claim her prize.

A more complicated if shorter odyssey awaited Mrs. Josephine Murphy of St. Louis. KXOK’s Jack Elliot announced one morning that if Mrs. Murphy called within 60 seconds, she would receive a General Electric clock radio or 16,500 trading stamps. Mrs. Murphy called in time but suddenly realized that she had put the dollar bill in the Sunday collection plate at All Saints’ Church in University City, Mo.

Mrs. Murphy called the church, only to find that the money had been deposited at the bank. The undaunted Mrs. Murphy rushed to the bank, retrieved the bill from the still intact deposit and arrived at KXOK’s Radio Park in ample time to claim her prize.

### Sorry, folks

When it found itself sold out for the next month, WNAB Bridgeport, Conn., took a two-thirds page display ad in the local paper to apologize to clients and tell them when there would be availability again.

### Citywide birthday party

An elaborate parade Friday night (July 10) through downtown Providence, R.I., climaxd a week-long schedule of special events commemorating the 10th anniversary of WJAR-TV there. WJAR-TV’s birthday parade, led by Bill Wendell, m.c. of Tic Toc Dough on NBC-TV, was telecast from the station from 7:30 to 9 p.m.

Previous highlights of the birthday week celebration: A free circus-fair complete with animal acts, clowns, acrobats and a variety of exhibits; a televised street dance featuring name entertainers, and an hour-long telecast on July 5 of outstanding local and regional news coverage by WJAR-TV during the past 10 years. Also in birthday week the station’s Jay Kroll Show originated four days from studios in the Outlet Co., Providence department store which owns the station. WJAR-TV stars also carried the birthday message on July 2 to Raynam Park, Mass., dog races where the station presented a trophy to the owner of the winning greyhound in the first race.

In its birthday week the station hopes to point the way to an annual Providence summer fair, which would be undertaken on a civic basis. WJAR-TV’s advertising agency, Creamer-Trowbridge Co. of Providence, helped plan the birthday.

### Does it show?

The idea of a new panel show on KOA-TV Denver is to discern whether a given couple has That Married Look. Conceived by Walter Krantz, Denver adman, and broadcast through cooperation of area Rambler dealers, it is a Friday evening half hour presenting contestants of both sexes, married and single. A panel of media people guesses their marital status.

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**FANFARE**
Drumbeats

Excerpts of major news events covered by NBC Radio's Monitor during the past three years are included in a special recording prepared by NBC for exclusive distribution to Rambler automobile dealers in the U.S. Monitor newscasts have been sponsored by the Rambler Div. of American Motors Corp. since Feb. 23, 1957.

CKOM Saskatoon, Sask., has distributed 500 fans to Saskatoon hospital patients. The fans carry the message "I'm a CKOM fan," on one side, "CKOM radio, music, news, sports" on the reverse.

Listeners to the nighttime Town Crier (telephone audience participation show) on KVOR Colorado Springs, Colo., voted to hold a picnic. Sponsors seconded the motion, providing grounds and refreshments. One of them fed the crowd 1,500 pounds of beef.

KIXZ Amarillo, Tex., broadcast a week of salutes to merchants, but businessmen had to be tuned in beforehand to qualify. The station telephoned to find out if a prospective honoree was listening and if so, went on to spot salutes throughout the next hour.

It was "D-Day in Dixie" July 4 as WACL Waycross, Ga., programmed solid Dixieland music and safety messages. The 15-county district suffered no fatalities.

Stromberger, LaVene, McKenzie, Los Angeles advertising agency, entertained 250 media friends at a "Gay Nineties" party. Admen dressed up in derbies and handlebar mustaches. Their secretaries wore brief versions of turn-of-the-century finery. Guests got draft beer and "free lunch."

ID's for KIDO Boise, Idaho, are being delivered by a parakeet. In the bird's repertoire (besides the call letters): "Birds can't talk; it's preposterous."

Gov. Edmund G. (Pat) Brown sat in as a disc jockey at the microphone of KKAX Santa Rosa, Calif., spinning platters, revealing musical preferences and plugging the station's teenage safety program.

A likely sponsor has been found for radio broadcasts of finals in the Pennsylvania Lawn Tennis Championships at Merion Cricket Club, Haverford, Pa. Seaboard Lawn Products, Philadelphia, will back the two-hour programs July 25-26 over WFLN Philadelphia.

Charlie Brown of KTTO Sherman, Tex., is doing his broadcasts from a station wagon suspended 40 feet in the air. Held aloft by a crane, the wagon serves as broadcast studio and home for the disc jockey until KTTO makes its announced goal of 51% of the area radio audience. The stunt is sponsored by a bottling company.

KREX Grand Junction, Colo., celebrated its 33rd anniversary by inviting 25 long-term advertisers to participate in KREX Day contests. KREX supplied air publicity and street parades, resulting in record traffic in sponsor stores. One retailer had an equivalent of six months' normal traffic.

KVFM (FM) San Fernando, Calif., is broadcasting You Tape It (Mon.-Sat. 10:05-10:30), a program of uninterrupted music for listeners with tape recorders who wish to record their own library. The show is sponsored by IFA Electronics, Encino, Calif.

KOMO Seattle, Wash., sent 50 business leaders a list of musical numbers and asked them to select their favorites. Each day on Vanderhoof for Breakfast the station plays a number picked and dedicates it to the nominator.

Frances Farmer Presents on WFBM-TV Indianapolis has completed a 13-week cycle of high-school drama, the "Vignette Theatre," with award of a $500 scholarship for the best student actor during the series. The winner appeared with other local amateurs and Miss Farmer in a special hour-long show to climax the series, presenting two original one-act plays by Fritz Woyna, WFBM continuity director.

WBRC Birmingham placed a teaser schedule on four local radio stations to introduce its new personality, "Stan, the Giveaway Man."

Scripts of Let's Talk Business are sent daily by WRVA Richmond to executives mentioned in the five-minute newscast by Irby Hollars. A printed cover-sheet asks, "Did you hear this about you over WRVA-Radio . . . ?

WILX (TV) Jackson-Lansing-Battle Creek, Mich., through its New York station representative, Venard, Rintoul & McConnell, served up a breakfast reminder to advertisers and agencies. To announce that WILX, on ch. 10 has formally opened a studio in Battle Creek, in addition to studios in Lansing and Jackson, VR&M distributed cartons of Kellogg's packages of 10 breakfast cereals with special stickers attached. Sticker messages included: WILX (TV), serving Michigan's golden triangle—Lansing, Battle Creek and Jackson; snap up some good avails; crackle some mid-Michigan green stuff; and pop up strong with sales results.

Radio-Television Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications.
July 1 through July 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
- DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, radio frequency, class—antenna,urnal—visual, kw—kilowatts, mc—megacycles, D-day—daylight saving, no.—no modifications, trans—transmitter, watt—watt, CBA—subdivision agreement, SSA—special service authorization, W—educational.

Announced.

New TV Stations

APPLICATIONS

Grand Island, Neb.—Grand Island Telecasting Co., vhf ch. 11 (199-306 mcs), ERP 0.284 kw vis., 0.166 kw aud., ant. height above mean sea level 294 ft., location northeast of Grand Island, 2.5 miles from Grand Island. Estimated construction cost $26,000, first year operating cost $3,000. Address Box 570, Grand Island, Neb. 68801.

Bismarck, N. Dak.—KBKC, AM-FM. Address: Box 170, Bismarck, N. Dak. 58501.

Bestg.—$295,624, Ariz. …

WVNB, Buffalo, N. Y.—CP to increase daytime power from 250 kw to 1 kw, and new night time power of 2 kw; increase change in frequency from 1260 to 1260 mc, change antenna to de-emphasis and install new antenna.

WMAL, Wash.—CFN to change frequency from 1320 to 1320 mc, change antenna frequency from 1150 to 1150 mc, change antenna from new location to new antenna.

APPLICATIONS

WNIK-AM, WNIK-FM, Angola, Ind.—CP to increase ERP from 3,570 to 5,570 kw and ERP from 850 to 1,550 kw.

Carrollton, Ga.—WRCB, TV-6. Address: 6310 Lee Highway, Carrollton, Ga. 30117.

For the Record

Station Authorizations, Applications

As Compiled by Broadcasting

New FM Stations

APPLICATIONS BY FCC

WYUM-AM, Fort Worth, Tex.—CP to increase ERP from 1,500 to 3,000 kw.

WIAT-AM, Birmingham, Ala.—Change antenna location designation from DAC-D to DAC-A.

WILM-AM, Wilmington, Del.—CP to change frequency from 1380 to 1370 mc.

APPLICATIONS

WPLR-AM, New Haven, Conn.—New day and night time power of 5 kw and make new daytime antenna.

WQED, Pittsburgh, Pa.—Increase in daytime power from 250 kw to 1 kw, and new night time power of 2 kw; increase change in frequency from 1260 to 1260 mc, change antenna to de-emphasis and install new antenna.

Applications to change station location designation to San Juan, P. R.

APPLICATIONS

WMM-AM, WMM-FM, Miami, Fla.—CP to increase ERP from 3,100 to 3,200 kw.

WXXI, Rochester, N. Y.—CP to change frequency from 1210 to 1210 mc, and change antenna to de-emphasis.

APPLICATIONS

W rewarded Grant’s request for permission to reboard, on multiple basis. Am. stations change area play-by-play of baseball games and games occurred from WKBK-AM Manchester, N. H. and to engage in functional music operation on multiple basis. Application on file as of date.

WNTW-AM, WNTW-FM, Mt. Washington, N. H.—Grant’s request for permission to reboard, on multiple basis.

APPLICATIONS

WMLT-FM, Anderson, Ind.—CP to increase ERP from 3,000 to 3,500 kw.

APPLICATIONS

WAVU-AM, WVUS-AM, WVUS-FM, Houston, Tex.—CP to change frequency from 1290 to 1310 mc.

APPLICATIONS

WGR-AM, Buffalo, N. Y.—CP to increase nighttime ERP from 250 kw to 1 kw, and new night time power of 2 kw; increase change in frequency from 1260 to 1260 mc, change antenna to de-emphasis and install new antenna.

APPLICATIONS

Breathdeep FM Stations

APPLICATIONS

WYUM-AM, Fort Worth, Tex.—CP to increase ERP from 1,500 to 3,000 kw.

WIAT-AM, Birmingham, Ala.—Change antenna location designation from DAC-D to DAC-A.

WILM-AM, Wilmington, Del.—CP to change frequency from 1380 to 1370 mc.

APPLICATIONS

WPLR-AM, New Haven, Conn.—New day and night time power of 5 kw and make new daytime antenna.

WQED, Pittsburgh, Pa.—Increase in daytime power from 250 kw to 1 kw, and new night time power of 2 kw; increase change in frequency from 1260 to 1260 mc, change antenna to de-emphasis and install new antenna.

Applications to change station location designation to San Juan, P. R.

APPLICATIONS

WMM-AM, WMM-FM, Miami, Fla.—CP to increase ERP from 3,100 to 3,200 kw.

WXXI, Rochester, N. Y.—CP to change frequency from 1210 to 1210 mc, and change antenna to de-emphasis.

APPLICATIONS

W rewarded Grant’s request for permission to reboard, on multiple basis. Am. stations change area play-by-play of baseball games and games occurred from WKBK-AM Manchester, N. H. and to engage in functional music operation on multiple basis. Application on file as of date.

WNTW-AM, WNTW-FM, Mt. Washington, N. H.—Grant’s request for permission to reboard, on multiple basis.

APPLICATIONS

WMLT-FM, Anderson, Ind.—CP to increase ERP from 3,000 to 3,500 kw.

APPLICATIONS

WAVU-AM, WVUS-AM, WVUS-FM, Houston, Tex.—CP to change frequency from 1290 to 1310 mc.
**Applications**

|？WNG Aniston, Ala.,？Seeks assignment of license from Southland Best, Co. of Montgomery, Ala., to Polka Best, Inc. for approximately $94,000. Purchaser is Thomas B. Pettis. (99%), former salesman at WNEK Macon, Ga., Ann. July 8.

|？KBIF Hot Springs, Ark.?Seeks assignment of license from Hot Springs Best, Inc. to Modern Best, Inc. for $94,000. Principal purchasers are Lewis Cello, W. J. Miller, Harold Morris and Stanley Morris (25% each). Messrs. Cello and Miller are physicians. Harold Morris is real estate salesman and Stanley Morris is employee WTVN (7 Columbus, Ohio, Ann. July 8).

|KTPA Prescott, Ariz.？Seeks assignment of KTPA from Bob Holmes, Jr., to E.W. Cochran for $1,200. Mr. Cochran owns KCBN Co. and has 50% interest in KCBN Park, both Arkansas. Ann. July 8.

|？KZO El Centro, Calif.？Seeks assignment of license from Valrico Inc. to Fieldman Enterprises Inc. for $23,490. Principal purchaser is Leonard Feldman, 93.35%. Mr. Feldman is Chicago auto dealer. Ann. July 8.

|？KBIF Fresno, Calif.？Seeks transfer of control of KBIF Inc. from David T. Harris to Kahan Bernstein for $28,000. Each presently owns 50%. After transfer, Mr. Bernstein will own 51%. Ann. July 8.

|？KRNJ San Bernardino, Calif.？Seeks assignment of license from Western Empire Bests, Inc. to KBNO Inc. for $46,000. Purchasers include George W. Bolling, 47.5%; Jack C. Vaughn, 35.5% and Ceci L. Trice, 25%. Mr. Bolling owns radio TV station in town. Messrs. Vaughn and Trice have interests in ROSA-AM-Odessa and AWY (3 Waco, Texas, Ann. July 8).


|？KDB Santa Barbara, Calif.?Seeks assignment of license from Santa Barbara Best, Inc. (James W. Harford, Lucie Menard and Rube Goldwater) to KBIF Best, Co. (Lucie Menard and Rube Goldberg) for $12,000 for transfer of control. Granted assignment of license to Bcstg. Corp. to KPCC and Ruttle Best, Co. for $40,000. Purchasers are Edward J. Patrick and Charles C. Rutledge (50% each). Mr. Patrick is sales manager KWBV Colorado Springs, Ann. July 8. WKNB, WNBC-TV New Britain, Conn.?Transfer of control of New Britain Best, Co. of National Best, Co. to Connecticut Television Corporation, and assignment of license to and of New Britain Best, Co. to Connecticut Television Inc. Consideration: approximately $1,044,000. Connected Television Inc. owns 50% of WSB-TV (33 New York, N.Y.) for license to WICS (TV) Springfield, WCHU (TV) Champaign, both Illinois, H & H Ralhaan Corp. owns 50% of Placys TV and has consulting contract with both WSB-TV and WICS. WBBM (TV) Birmingham, Ala., and WMCTV-Grand Rapids, Mich., and WBLF St. Louis, Kans. and WJR Milwaukee, Springfield TV Corp. is licensee of WPLF (TV) Springfield, Mass. and Greenfield and WTVW (TV) Worcester, and owns three New England TV translator stations. Ann. July 8. WEYZ Cocoa, Fla.?Seeks assignment of license from Irving Braun to WEZY Inc. owned by Mr. Braun (50%) and Virginia Braun (50%). Total consideration for 5% interest: $10,000. WLA Clayton, Ga.?Seeks assignment of cp from Evans County Best, Co. to Evans County Best, Inc. owned by Howard C. Gilreath. No change in ownership or consideration involved. Ann. July 7. WANY East St. Louis, Ill.?Seeks assignment of license from Radio Missouri Corp. to Hess-Hawkins Co. for $300,000. Purchaser is H.M. Storms Co. (Louis Strick, president, 99.26%, and Mr. Strick, 25% and others). Ann. July 8. WGW-FM Hammond, Ind.?Transfer of control of South Shore Best, Corp. to Edward D. O'Dowd Jr. (50%), to Robert C. Adair (47%) for $10,000. After transfer, Mr. Adair will own 51.1%. Ann. July 8.

|？KBIF Ames, Iowa.?Seeks assignment of license from Story County Best, Co. (William B. and Dae F. Ray, 99%), to Story County Best, Inc. (William B. and Dae F. Ray, 50%, each) for $500,000. Purchaser is_attention to WJPL Radio Missouri Inc. to WJPL Inc. The Trigg tranfer involved. Ann. July 7. KBED Des Moines, Iowa.?Seeks assignment of license from Des Moines Best, Corp. to Marvin Watson for $200,000. Purchasers are Richard L. Flemming and James Binger, 50%. Mr. Flemming is brand manager of Pillsbury Co. Mr. Binger, Ann. July 8. |
burb is production director of WDGY Minneapolis. Mr. Binger is vp of Minne-
nesota Public Radio (MPR), a half-

WESTL Enchmen, Ky.—Seeks assign-
ment of license of WBSN, Monroe, Colo., to
MR. William B. Byrd for $1,800,000.

KCLF Bayville, La.—Seeks assign-
ment of license of KCLF, Lakeview, La., to
MR. McCord for $20,000,000.

KSMN Dallas, Tex.—Seeks assign-
ment of license of KSMN, Dallas, Texas,
for $200,000.

KLJO Forster, Calif.—Seeks assign-
ment of license of KLJO, Forster, Calif., to
Mr. and Mrs. Jerome Forster, Sr., for
$2,000,000.

KLPT Sullivan, Mo.—Seeks assign-
ment of license of KLPT, Sullivan, Mo.,
to Mr. and Mrs. John P. Brown for
$2,000,000.

KMBK Boscobel, Wisc.—Seeks assign-
ment of license of KMBK, Boscobel, Wis.,
to Mr. and Mrs. Julius L. Brandt for
$2,000,000.

KNSM Jacksonville, Fla.—Seeks assign-
ment of license of WNSM, Jacksonville, Fla.,
to Mr. and Mrs. Harry C. Brown for
$2,000,000.

KROI Dallas, Tex.—Seeks assign-
ment of license of KROI, Dallas, Texas,
to Mr. and Mrs. John C. Brown for
$2,000,000.

KRMU Saranac, N.Y.—Seeks assign-
ment of license of KRMU, Saranac, N.Y.,
to Mr. and Mrs. Frederick A. Muir for
$2,000,000.

KSPX Blackfoot, Mont.—Seeks assign-
ment of license of KSPX, Blackfoot, Mont.,
to Mr. and Mrs. H. R. Brandt for
$2,000,000.

KSBT Bally, Ind.—Seeks assign-
ment of license of KSJ, Bally, Ind., to
Mr. and Mrs. Joseph B. Brandt for
$2,000,000.

KSPA Jamestown, N.Y.—Seeks assign-
ment of license of KSJ, Jamestown, N.Y.,
to Mr. and Mrs. James E. Brandt for
$2,000,000.

KSOB Boscobel, Wis.—Seeks assign-
ment of license of KSOB, Boscobel, Wis.,
to Mr. and Mrs. Robert J. Brandt for
$2,000,000.

KSTC Redwood Falls, Minn.—Seeks assign-
ment of license of KSTC, Redwood Falls, Minn.,
to Mr. and Mrs. James R. Brandt for
$2,000,000.

KSPK Bally, Ind.—Seeks assign-
ment of license of KSPK, Bally, Ind.,
to Mr. and Mrs. Henry B. Brown for
$2,000,000.

KSPH Bally, Ind.—Seeks assign-
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KSPU Bally, Ind.—Seeks assign-
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KSPY Bally, Ind.—Seeks assign-
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KSPZ Bally, Ind.—Seeks assign-
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KSTD Bally, Ind.—Seeks assign-
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KSTK Bally, Ind.—Seeks assign-
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KSTU Bally, Ind.—Seeks assign-
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KSTV Bally, Ind.—Seeks assign-
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participating.

by Regional

rendered

remanded

field, Ill., to

argument thereon

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By

By

Applications
designated by

Total applications

CPs on

Commercial

Non-commercial

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1959

<table>
<thead>
<tr>
<th></th>
<th>CPs</th>
<th>Not on air</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,328</td>
<td>53</td>
<td>120</td>
</tr>
<tr>
<td>FM</td>
<td>578</td>
<td>46</td>
<td>148</td>
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<tr>
<td>TV</td>
<td>466</td>
<td>54</td>
<td>102</td>
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OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through July 8

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>441</td>
<td>279</td>
<td>520</td>
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</tbody>
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<table>
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<tr>
<th>COMMERCIAL STATION</th>
<th>Lic. on air</th>
<th>CPs</th>
<th>Not on air</th>
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<tbody>
<tr>
<td>AM</td>
<td>3,324</td>
<td>571</td>
<td>458</td>
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<tr>
<td>FM</td>
<td>47</td>
<td>633</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>41</td>
<td>114</td>
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</table>

<table>
<thead>
<tr>
<th>Total authorized stations</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>138</td>
<td>147</td>
<td>102</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Applications</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>for new stations (in hearing)</td>
<td>155</td>
<td>21</td>
<td>68</td>
</tr>
<tr>
<td>for new stations</td>
<td>681</td>
<td>74</td>
<td>114</td>
</tr>
<tr>
<td>for major changes (not in hearing)</td>
<td>627</td>
<td>73</td>
<td>32</td>
</tr>
<tr>
<td>License not granted</td>
<td>718</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Licenses granted</td>
<td>678</td>
<td>33</td>
<td>50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td></td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>0</td>
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</tbody>
</table>

| There are, in addition, eight tv stations which are not on the air, but retain their licenses. |
| There are, in addition, thirty seven tv cp-holders which are on the air at one time but are not participating in any operation and one which has not started operation. |
| There have been, in addition, twenty one television cp stations granted but now deleted (forty four vhf and one uhf). |
| There has been, in addition, one uhf educational tv station granted but now deleted. |

specially appointed hearing examiner to the Commission and place to be specified in subsequent order. Examiner will make findings and conclusions and submit his recommendation to the Commission, which will be subject to exceptions filed by parties and oral argument thereon if required. Thereafter Commission will issue its decision and determine what further action is warranted. It was additionally ordered that, pending Commission's action, Regional 1, Signal Hill Telecasting Corp., may continue to operate KTVI (TV) on ch. 2 at St. Louis.

Commission order and order, released March 14, 1959, deleted tv ch. 2 from Springfield, Ill., to make Springfield all-ultra, added ch. 2 to St. Louis, Mo., and Terre Haute, Ind., and moved ch. 36 from St. Louis to Springfield, Ill. by WFEA Valley Television Corp. applicant for ch. 2 in Springfield, amplified April 18, 1959, Court of Appeals affirmed Commission's decision. However, on further appeal, the case was remanded to Court of Appeals which, in turn, remanded it to Commission.


By order, Commission dismissed various pleadings in proceeding involving application of Naugatuck Valley Service Inc. for new am station to operate on 966 kc, 250 w, at Naugatuck, Conn. They were rendered moot by June 3 dismissal of conflicting application by WBAI, Great Barrington, Mass., to increase power. Ann. July 8.

By memorandum opinion and order, Commission denied petition by Jose R. Madrazo, applicant for new am station on 860 kc at Gwynnysay, P.R., to dismiss application of Continental Bcstg. Corp., to change operation of WHOA at San Juan from 860 to 870 kc; and (2) granted further petition by Madrazo to extent of enlarging issue. Include conclusion of Continental's financial qualifications. Ann July 8.


By memorandum opinion and order, Commission denied joint appeal by Community Telecasting Corp. and Tele-Views News Inc. of Moline Televison Corp. and Hillway Television Inc. from Feb. 28, 1959 ruling by Hearing Examiner permitting Midland Bcstg. Co. to introduce certain exhibits in proceeding involving competing applications for new tv stations to operate on ch. 8 at Moline, Ill. Ann. July 8.


By memorandum opinion and order, Commission retained in hearing status application of Radio Missouri Corp. to operate kaw at St. Louis, Ill., from 220 w to 1 kw, continuing operation on 1480 kc with 250 w-n, and after last paragraph of Dec. 8, order which designated application for consolidated hearing with application of Tri-County Bcstg. Co. for new am station to operate on 1480 kc, 500 w, at St. Louis, Ill., (since granted) which stated that, in event of favorable action on WAMY application, final action thereon would be withheld pending necessary coordination with the Public Safety Commission. Ann. July 1.

By memorandum opinion and order, Commission granted petition of Eastern Bcstg. Inc. (WDEP), Chester, Pa., and Broadcasters Inc., South Plainfield, N.J., for review of Examiner's ruling accepting amendment to application of Tri-County Bcstg. Corp., Plainfield, to substitute lease-purchase agreements concerning its trans. sites. These three applications are in consolidated hearing in am proceeding involving 1500 kc. Ann. July 1.

By memorandum opinion and order, Commission denied petition by Young People's Church of the Air Inc., to deny or dismiss competing application of WJMJ Bcstg. Corp. for new class B fm station to operate on 104.5 mc in Philadelphia, Pa. May 31 initial decision looked toward granting Young People's application and denying WJMJ. Ann. July 1.


By separate memorandum opinion and order in above proceeding, the Commission

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**SUMMARY OF COMMERCIAL BROADCASTING**

Compiled by BROADCASTING through July 8

<table>
<thead>
<tr>
<th>CPs</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>520</td>
</tr>
</tbody>
</table>

**BROADCASTING, July 13, 1959**

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**COMMERCIAL STATION BOXSCORE**

Compiled by BROADCASTING through July 8

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
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**SPECIAL FEATURES**

By memorandum opinion and order, Commission denied joint appeal by Community Telecasting Corp. and Tele-Views News Inc. of Moline Television Corp. and Hillway Television Inc. from Feb. 28, 1959 ruling by Hearing Examiner permitting Midland Bcstg. Co. to introduce certain exhibits in proceeding involving competing applications for new tv stations to operate on ch. 8 at Moline, Ill. Ann. July 8.


By memorandum opinion and order, Commission retained in hearing status application of Radio Missouri Corp. to operate kaw at St. Louis, Ill., from 220 w to 1 kw, continuing operation on 1480 kc with 250 w-n, and after last paragraph of Dec. 8, order which designated application for consolidated hearing with application of Tri-County Bcstg. Co. for new am station to operate on 1480 kc, 500 w, at St. Louis, Ill., (since granted) which stated that, in event of favorable action on WAMY application, final action thereon would be withheld pending necessary coordination with the Public Safety Commission. Ann. July 1.

By memorandum opinion and order, Commission granted petition of Eastern Bcstg. Inc. (WDEP), Chester, Pa., and Broadcasters Inc., South Plainfield, N.J., for review of Examiner's ruling accepting amendment to application of Tri-County Bcstg. Corp., Plainfield, to substitute lease-purchase agreements concerning its trans. sites. These three applications are in consolidated hearing in am proceeding involving 1500 kc. Ann. July 1.

By memorandum opinion and order, Commission denied petition by Young People's Church of the Air Inc., to deny or dismiss competing application of WJMJ Bcstg. Corp. for new class B fm station to operate on 104.5 mc in Philadelphia, Pa. May 31 initial decision looked toward granting Young People's application and denying WJMJ. Ann. July 1.


By separate memorandum opinion and order in above proceeding, the Commission

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**RCA Magnetic Disc Recorder**

**Is a Great New Tool for Broadcasters!**

It makes possible fast recording and playback of commercials and announcements. Extremely simple to operate, it minimizes the skill required to produce a professional recording. Erasable magnetic discs have a long life, equal to or greater than tape, thus production costs can be reduced. Whatever your equipment requirements, see RCA FIRST!

Write for descriptive literature to RCA, Dept. WB-32, Building 15-1, Camden, N. J.
One-hand-size unit combines the functions of a one-channel remote amplifier and a high-quality microphone.

The new Collins Remote Microphone gets you into action faster, easier. Tie into any remote line and you’re on the air, on the spot, without bulky battery boxes or botherome cables.

The Remote Microphone is entirely self-contained. It has a transistorized amplifier, mercury battery and an earplug head set. Features a 600 ohm balanced output, and a microphone response of 60-20,000 cps. Amplifier features a ± 1.5 dB frequency response from 60-15,000 cps, with less than 2% distortion at 12 dbm output, and a noise level of -119 dbm.

Get more out of your one-man, one-mike situations. Specify a Collins Remote Microphone. Contact Collins for further information. Also ask about other Collins high-fidelity radio and TV microphones.
By Hearing Examiner Isadore A. Honig
Issued order following further prehearing conference in proceeding on applications of Richard L. Delbart for new station in Mountlake Terrace, Wash., et al., and continued hearing from July 7 to July 27 (action July 23), granted motion by John W. Davis (KVJN) Portland, Ore., and designated July 28 as date for exchange of non-engineering exhibits by Davis. Action July 6.

Issued memorandum of ruling formalizing announcement of ruling at July 1 conference denying oral motions by respondent AFL-CIO and applicant KNX, Inc., and Broadcast Bureau, each requesting that application for new station in Portland, Ore., be removed from hearing and returned to presiding examiner, on latter's amendment, action July 1.


By Hearing Examiner Annie Neal Hunting
 Granted request by Kache Valley Bstg. Co. (KVNU), Logan, Utah, for continuance of hearing from July 7 to July 10 for filing proposed pleading or reply, July 10 to July 24 for reply, applicable to all parties, in proceeding on applicant's application for new station in Aurora, Ill. Action July 1.

By Hearing Examiner H. Gifford Iron

By informal request by Norman E. King (WKOH), Alhambra, Ill., and granted motion by Broadcast Bureau for indefinite extension of time to file proposed pleading or reply, scheduled to be filed on July 19 in proceeding on applications of Frank B. Drury for new stations in Gladwin, Mich. Action July 1.

Continued further hearing from July 1 to July 13, again dismissed as most required by Frank James for consolidation of hearing on alleged violations of rules of Mr. James and San Mateo Bstg. Co., for new fm stations in Bay Area of City and San Mateo, both California. Action June 30.

By Hearing Examiner Jay A. Kyle
 On oral request ofapplicant Bstg. Co. and with concurrence of other parties in proceeding on applications of new fm station in Jeannette, and that of Carnegie Bstg. Co., for new fm station in Carnegie, both Pennsylvania, changed date of time for filing of their respective submissions of evidence are due from July 1 to July 17, and replies from Aug. 1 to Aug. 17, respectively. Action July 17.

By Hearing Examiner Forest L. McClearning
 Scheduled prehearing conference for July 15 at 3:30 p.m. in proceeding on applications of Buckley-Jayceer Bstg. Corp. and WJDN, Inc., to broadcast in Providence, R.I., and Boston, Mass. Action July 6.

 Granted by Broadcast Bureau for Los Banos Bstg. Co., and time for providing other parties with transcript of broadcast of new station during the final 30 days of conference, action July 1.


By Hearing Examiner Horace Stern
 Scheduled prehearing conference for Sept. 9 at 11 a.m., in reopened proceeding on applications of Mutual Television Corp. (WCKT), East Coast Television Corp., South Florida Bstg. Corp., and Sunbeam Television Corp., for new tv stations to operate on ch. 7 in Miami, Fla. Action July 1.

PETITIONS FOR RULEMAKING FILED

Edward B. Tornberg & Company, Inc.
1472 South Michigan Avenue
Chicago 5, Illinois

DEPARTMENT OF COMMERCE, UNITED STATES,
Federal Communications Commission
Washington, D.C.

Dear Sir:

We hereby file herewith for publication in the Federal Register the following petitions for rulemaking:

EDWIN TORNBERG & COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

112 (FOR THE RECORD)

BROADCASTING, July 13, 1959

PETITIONS FOR RULEMAKING FILED

Federal Communications Commission,
Washington, D.C.

September 26, 1957

Mr. Chairman:

We, representatives of the motion picture, radio and television industry, hereby petition the Commission to adopt rules that will provide more and better educational television service in the Nation. We believe this is an opportunity to encourage the development of responsible and valuable educational television service and at the same time to prevent or minimize the development of objectionable and unprofitable station and program operations.

We request that the Commission take such action as it deems necessary to ensure that educational television will be a public service, and not merely a commercial enterprise, as the Commission's own findings indicate that public television is not a commercial enterprise. We also urge that the Commission adopt rules that will provide for the development of educational television in a manner consistent with the public interest, convenience and necessity.

This petition sets forth the reasons why the Commission should adopt rules to provide more and better educational television service in the Nation. It provides that the Commission should require each television station to maintain an educational mandate, that such mandate must be a public service obligation that is consistent with the public interest, convenience and necessity. It provides that the Commission should require each television station to maintain a record of public service programs that are either educational or provide the public with a balance of entertainment and educational programs. It provides that the Commission should adopt rules to ensure that the public may have access to the records of public service programs that are either educational or provide the public with a balance of entertainment and educational programs.

We believe this is an opportunity to encourage the development of responsible and valuable educational television service and at the same time to prevent or minimize the development of objectionable and unprofitable station and program operations.

We urge you to take action on this petition as soon as possible. We appreciate your attention to this matter and look forward to hearing from you shortly.

Sincerely,

[Signature]
[Name]
[Title]
[Company]

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Sincerely,

[Signature]
[Name]
[Title]
[Company]
**CLASSIFIED ADVERTISEMENTS**

**RADIO**

<table>
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<tr>
<th>Help Wanted—Management</th>
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<tr>
<td>Large Florida market—only now in planning stages. Key to our success will be the right manager to direct the operation and handle sales. Our organization has long, successful broadcast experience. Pay is fair, we reward those who produce. Full particulars please. Box 603M, BROADCASTING.</td>
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</table>

| Competitive manager for am station without ratings, with unsatisfactory sales in competitive market. Must have good management and sales plan and unafraid of a challenge. F.O. Box 196, Washington, D.C. |  |

| Sales manager—Experienced. Excellent opportunity. WHTG, Asbury Park, N.J. |  |

| **Sales** |
| Cembo morning man—sales for New England independent, experience needed one or other of the following. Box 478M, BROADCASTING. |

**ANNOUNCERS**

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<th>Help Wanted—(Cont'd)</th>
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<td>Announcer with well-rounded experience for middle music station. Box 575M, BROADCASTING.</td>
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| Experienced, well-educated announcer for big station. Box 579M, BROADCASTING. |  |

| Newsmen who can deliver dynamic, exciting five-minute newscast. Resume first letter. We shall ask for photo. Ohio station. Box 600M, BROADCASTING. |  |

| DJ for top 40 station. Must be versatile and experienced. You must be the man. Box 607M, BROADCASTING. |  |

**HELP WANTED—(Cont'd)**

| Announcer wanted for staff position on North Carolina daytimer. Prefer man with experience and full information. Box 618M, BROADCASTING. |  |

| Announcer-writer and wife, travel, live cities in N.Y., Penna., and Ohio to do taped interviews with civil and business leaders, write historical and commercial copy, and do office details. Ext. 14 and good salaries with national organization. Write to Box 631M, BROADCASTING. |  |

| Staff am-top opening with dynamic New England network affiliate. Excellent opportunity for superior experienced announcer. Send tape and resume. Box 657M, BROADCASTING. |  |

| Southern tv station will consider next appearing radio announcer for booth/live locality. Send tape and resume. Box 675M, BROADCASTING. |  |

| Michigan network affiliate seeking top announcer with experience to build audience in major metropolitan area. Good opportunity for advancement to right man. Also want announcer-copywriter. Send complete info, including samples of work to Box 687M, BROADCASTING. |  |

| New Jersey—Newman-announcer to organize local news operation of growing station. Send resume, tape. Box 690M, BROADCASTING. |  |

| Winter will be here before you know it then you will wish you had answered this ad. This is your opportunity to trade your overhead in for a palm tree. Florida is calling, offering a swinging dj the finest working conditions, $125 per week to start and relaxation on the beach. Location? Not Miami, but between Miami and West Palm Beach. Air mail your tape and resume now and be the wise one who realizes that opportunity knocks but once. Box 699M, BROADCASTING. |  |

| 250 watt mid-western independent, single station market, small community seeks experienced man-music, news and sports. Salary $1200.00 plus commission, please complete information before interview to: Roosevelt & Gourd, 57 Wall Street, New York City. |  |

| Experienced announcer needed by fulltime station in progressive Georgia small market, near Atlanta. Good working conditions and benefits. Above average salary to right man desiring permanent position. Write Box 700M, BROADCASTING. |  |

**Sales**

| Experienced morning man who can assist with copy. Must be sharp, bright, happy and willing to work. Northeast. Top pay for top ability. Box 583M, BROADCASTING. |  |

| Experienced announcer—salesman. Two top stations. Box 584M, BROADCASTING. |  |

| Experienced announcer needed. Fulltime, full responsibility in ideal environment. Mature? C.I. experience, path of audio production, desire to expand. Reply Box 748M, BROADCASTING. |  |

| Experienced announcer-salesman with proven record for Florida major market quality music station. Send resume, tape and photo to Art Rivera, 3000 S. Ocean Blvd., Beach, Fla. Opening exists. AM fm operation. |  |

| Experienced decay to handle all-night show. Fifty-kilowatt station in major market 30 hour week. Send resume and tape to National Program Director, Stors Stations, 650 Kilpatrick Building, Omaha, Nebraska. |  |

**BROADCASTING, July 13, 1959**

| WAWY, Norfolk, Virginia 5000 watts in nation's 5th market needs bright, fast paced, experienced woman. Will do radio show and will be available for WAVY TV talent auditions. Send tape, recent photographs and complete resume. If accepted by Program Manager or call MA 2-7245 for personal interview and audition. Kentucky. Outstanding staff announcer needed September 1st. News delivery important. Salary open. Send no tape. Give references. State past earnings. WBLG, First Federal Building, Lexington, Kentucky. |  |

| Wanted: A good solid announcer for central Pennsylvania daily newspaper station. We'll pay a worthwhile salary to the right applicant. Condolence to George Mastroon, WCFA, Clearfield, Penna. |  |

| Needed: One or two men (or girls) with 1st class ticket. Live maintenance. Be willing to help in off hours for announcements. Southern Indians—Two stations. Udell, WDDM, Florida. |  |

| Isn't it great to live in Miami WIKAT, Miami, wants top morning man from mister metropolitan area. Must be top rated. No other need apply. Opening in August for announcer-engineer. Daytimer, 900 watts. City of 15,000. Good living and working conditions. Send full details, background and employment record. WRTI, Pennsylvania, U.S.A. |  |

| Experienced announcer wanted for quality station in Westport. Full details, background and employment record. Contact Station Manager, WMMI, Westport, Connecticut. Capital Hill. |  |

| Experienced announcer—salesman with proven record for Florida major market quality music station. Send resume, tape and photo to Art Rivera, 3000 S. Ocean Blvd., Beach, Fla. Opening exists. AM fm operation. |  |

| Experienced decay to handle all-night show. Fifty-kilowatt station in major market 30 hour week. Send resume and tape to National Program Director, Stors Stations, 650 Kilpatrick Building, Omaha, Nebraska. |  |

**TECHNICAL**

| Chief Engineer—southern daytime operation. Can go to college in spare time. Last two chiefs now college graduates and hold important industrial positions. Better yourself while you work. Write Box 408M, BROADCASTING. |  |


| Sales engineer audio products. Immediate opening for broadcast engineer. Must have knowledge in all phases of audio equipment and audio systems. Responsible position in sales office of leading broadcast equipment manufacturer. Limited travel. Complete company benefits. Send complete resume and photo. Box 603M, BROADCASTING. |  |
HELP WANTED—(Cont'd)

Technical

First class ticket needed at once. Will train to announce. Write Box 615M, BROADCASTING.

First class transmitter, engineer WAMS, Winton, Mont.; engineer, retires, WCCB, Chief, for KATZ, St. Louis, Mo. Contact Tony, 670M, BROADCASTING.

Production-Programming, Others

Eastern 50 kw clear channel network sta-

ion is expanding operations. We need ex-
perienced news director. Man who now is news director at large market station, city editor of daily newspaper, or has such experience in his background. Good pay, large, modern plant. Include complete in-
formation about experience, education, salary requirements and recent photo in first letter. Box 704M, BROADCASTING.

Promotion-continuity writer for network station in Texas resort city. Box 577M, BROADCASTING.

Newman for both desk and air work, with emphasis on news. Send wanted for New York City metropolitan area station. Send resume, dates and photographs. Please write to Box 868M, BROADCASTING.

Public relations-promotion manager, radio-

tv operation Ohio area. A good man with a background of practical experience in announcing, continuity and production. Married; veteran; age 30-38; capable public speaker and writer. A steady, dependable and personable man, capable of producing sales brochures, market data, sales news, trade paper news and advertising copy, promotion materials, etc. Salary, location to suit. Box 615M, BROADCASTING.

Newwriters for 50 kw eastern network af-

filiate. Prefer young journalism graduates who want to work for one of nation's top stations under experienced news director. Pay according to experience and ability. Send full information and salary require-
ments to Box 105M, BROADCASTING.

Experienced, imaginative, fast thinking, metropolitan competitive writer you have the prerequisites, we have the pere-

sonnel and facilities to assist in the finest production possible. Contact J. M. Hall, Radio Station KWBB, Wichita, Kansas.

Top-flight broadcaster for on-the-air news.

personality and front man in community activities for clear channel eastern station. Must have at least 5 years experience and good record of past performance. The man we want is now employed in major market station. Send full information and salary require-
ments first letter. Box 107M, BROADCAST-

ING.

HELP WANTED—(Cont'd)

Production-Programming, Others

Traffic director for major market station in multiple station management. Call Jack Bliss at Glendale 6-5661, or write: WLAV-AM-FM, 6 Fountain Street, Grand Rapids, Michigan.

Two opportunities. Immediate opening for local newsman. Announcer opening soon. Community minded, no experience necessary. Send full information and salary requirements and tape to WNAS, Warren, Ohio.

News director. Must be experienced in gathering, writing and airing. Heavy on news. Send resume and photo to Ron Mires, WTH, Port Huron, Michigan.

Experienced newsmen: Immediate opening in three man news department at leading station in eastern Michigan. Must be able to gather, write and report news. Send resume and photo to Box 607M, BROADCASTING.

RADIO

Situations Wanted—Management

Manager-engineer, will sell, prefer single station market. Let's talk. Box 120M, BROADCASTING.

Completely staff your station for $5000.00 monthly plus 30% of gross. Every department manned with experienced, efficient employees. Guarantees profits for you. For details Box 517M, BROADCASTING.

In the red? Go black with a proven efficient manager. Box 518M, BROADCASTING.

Believe it or not a young aggressive radio executive exists who does not have all the answers. If you want a creative mind capable of adapting a format to meet your specific needs, please write. My forte is creative sales and my experience is primarily in sales and sales administration. Currently employed as assistant general manager in major market earning over fifteen thousand a year plus percentage of gross. (Quotes for looking ambition) Box 617M, BROADCASTING.

Proven, young, energetic sales manager earning $10,000 ready for general manager position. Top announcer, creative producer-writer, sales leader. Experienced both market and small markets. Fresh, imaginative ideas. Married, College, Civic-minded. Best refer-

ences. Prefer west. Do you have challenge for me? Box 628M, BROADCASTING.

—20 years proven sales. Manager-sales. De-

sign manager's job southeast. Box 637M, BROADCASTING.

Station manager, r/tv. Capable. Programming and sales. Proven record. Box 646M, BROADCASTING.

KQV IN PITTSBURGH

HOTTEST STATION IN THE EAST

Auditioning for all-night man. Fast pace, modern operation.

Send tape, air check, photographs and resume to:

Chuck Dougherty, Program Director

KQV

Pittsburgh 19, Pennsylvania

114

Situations Wanted—Management

Sales manager ... interested in joining in-

dustry as manager, adequately financed. Good

radio station in major and preferably highly competitive market. First opportunity to get improve-

ment and can offer remuneration commensurate with results. The man we want is one of the less than 20 stations in the country who is permitted enough to have a Listen in- sales department, with reasonable cooper-

ation. I can increase your current daytime sales $500,000.00 or more a year, depending on the market. No a high pressure, enthusiastic, hard working producer and sales selling leader with wealth of experience, initiative and imagination to achieve outstanding record of results. Exc-

ellent managerial background, but prefer to concentrate on sales. Top is on local news, about ten years. Located in Miami, Florida.

University trained, 10 years experience, 7 as program director, seeking assistant or full managemen.

Manager, sales manager. Extensive radio-
television experience. No "desk jockey", can sell, program, train, handle very solid, profitable radio. Prefer west, south-

west, fifty thousand all in or less. Mar-

ried, sober, dependable. Now employed. Box 712M, BROADCASTING.

Experienced general manager, previously ex-

pert in managing small, very competitive

commercial manager in one of top 10 markets. Capable manager, who is available to move south or southwest. Thoroughly trained in every phase. Sales, city. Prefer discri-

minately, sober, civic and church leader. Box 106M, BROADCASTING.

Manager or combination manager-sales, TD or CE. Available mid-July. Prefer northeast location in top 20 market. Moderate require-


Sales

Experience program director-salesman de-

sires full-time sales opportunity. Box 552M, BROADCASTING.

Impeccable references, background, earn-

ings demonstrate aggressiveness, intelli-

gence, character. Mature (35), choosy; yet adaptable. Brief sales background. Prefer metropolitan broadcast provide mer-

andizing, producing, national sales. Prefer-

tion-programming-sales comprehension. Prefer market or small market GM management-ownership proviso. Box 657M, BROADCASTING.

Salesman/salesman. Sales specialist. Mike pro, young, ambitious. Knowledge of station operation. Box 613M, BROADCAST-

ING.

Sales manager available. Married. Family,

college. Thirty years old. Six in radio. Ex-

cellent background. Box 646M, BROAD-

CASTING.

Announcers

Announcer—I have what it takes. If talent really tells, let this beginners tape talk. Box 538M, BROADCASTING.

Personality-41; strong commercials, gimp-

micing, operate board. Station not co-

operative. Box 538M, BROADCASTING.

Announcer, steady, versatile. Wants pro-

gressive station. Excellent references. Box 595M, BROADCASTING.

Announcer-engineer. Five years experience,

employment, upper midwest. Good refer-

ences. Box 599M, BROADCASTING.

Eastern and South preferred, announcer, op-

erate board, experienced retail sales. Box 580M, BROADCASTING.

KQV is Pittsburgh's

BROADCASTING, July 13, 1959
Situations Wanted—(Cont'd)

Announcers

Country/western music my strongest suit. Capable of handling commercials. Box 995M, BROADCASTING.

Female announcer, plus. Good background. Women's voice, plus. Versatile. Box 610M, BROADCASTING.

Gospel programs. Announcer-producer with proven record in handling commercials. Box 611M, BROADCASTING.

Negro deejay, nothing frantic, just good radio personality.キャリアの一部として実際の仕事を行うが、私は音楽に関する知識と経験を持つことください。Box 612M, BROADCASTING.

Veteran announcer out of hospital desires immediate. Box 614M, BROADCASTING.

Is your station suffering from tired blood? Do you dare to be different? Top rated country music personality. Consistently outranking top 40 looks according to nation's two major radio surveys. I'll entertain, build and maintain a mature, buying audience. I'll sell the sponsors products. I'll make your station the talk of the town. Congenial and cooperative. Best of references. Accept only top market. I need new audience. Let's talk. Box 620M, BROADCASTING.

Female announcer/deejay. College graduate. Year's experience in radio-station sales. Locate anywhere. Eager to learn. Veteran, Industrious worker. Box 622M, BROADCASTING.

Announcer-assistant program director, 11 years, all phases, permanent position in medium to large market, will consider college grad, single; employed. Box 623M, BROADCASTING.

Ready-willing-able. Ready to step in as a summer replacement, staff announcer, news-caster. A-1 two-year trained specialist. Box 624M, BROADCASTING.

Announcer-mature-sales. Light experience, sober, reliable, desires permanent work. Box 625M, BROADCASTING.

If you can offer a position with a future, I can offer 3 years radio experience with 3 years top 40 back to back according to national's two major radio surveys. Will consider married 27, married, one child. Prefer nights. Cost you $1,000 per week. Box 633M, BROADCASTING.

Young, bright, hard-sell, adlib, personable announcer. Nine months Chicago am experience. Desires opportunity radio-tv or combination. Box 640M, BROADCASTING.

Female announcer. Not old, not young, stable, mature for my job. Can sound sad, happy, crazy, tape, resume, photo available. Box 635M, BROADCASTING.

TV-AM basic network outlet in medium market desires Jock for one of its well-qualified, capable staff men. Must be above average, must produce surplus change in program policy. Good habits, best references and previous experience. Wire station for details through Box 643M, BROADCASTING.

Personality-dj. Creative, gimmicks, commercial, available. Box 644M, BROADCASTING.

Combination sports announcer. Heavy play-by-play. Radio 8 years. Box 647M, BROADCASTING.

Female announcer. Five foot two, I sure can do. Musical, women's, drama, excellent on commercials. Tape, resume, photo available. Box 636M, BROADCASTING.


Fast paced dj, hard sell, 5 years experience, family. Box 645M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, dj—with 59 months' experience and 3rd phase program at 5 kw Pennsylvania station. Handles own equipment and can run own type program you may have in mind. Want position at progressive type station. Box 652M, BROADCASTING.

Young southern man looking for opportunity as announcer. Can write copy. Have some sales experience. Prefer southeast, drafted exempt. Willing to work hard. Tape, resume, request. Box 661M, BROADCASTING.

Young college grad, draft exempt, excellent knowledge pop, jazz, classical music, desires interesting position with good music station. Box 665M, BROADCASTING.

Announcer, experienced, married, want to settle down. Top market, noство-can run own board, available immediately. Box 668M, BROADCASTING.


Announcer wants a beginning, willing to relocate. College grad, married, vet. Box 685M, BROADCASTING.

Announcer, 12 years experience disc jockey. News, remote, farm program. Can operate board. Box 687M, BROADCASTING.

Announcer, attended college broadcasting school, sells broadcasting time. Give opportunity. Tape, resume on request. Box 700M, BROADCASTING.

Available immediately—experienced morning man. Intelligent news and commercial delivery. Excellent references, handicapped, draft exempt. Prefer radio-station of small or medium size to broaden broadcast experience in live country music. Play, guitar and sing. Write Box 701M, BROADCASTING.


Announcer—7 years in broadcasting now in tv production. Would like to return to good nos (top 40 radio station), as staff or staff—east or west coast, or Chicago area. Steady, good background. Box 700M, BROADCASTING.


Announcer, dj trained well. Good resonant voice. Will travel. Hardworking, married, vet. Tape and resume upon request. Box 716M, BROADCASTING.

Willing to take a chance on announcer-dj with college experience only? Bright, single, and ambitious. Can type, write copy, operate board. Box 717M, BROADCASTING.

Announcer-dj, 23, married, vet. Light on experience, ambitious, will work hard. Strong on play-by-play. Will consider all replies, but prefer west or midwest. Box 718M, BROADCASTING.

Announcer with "real quality" voice. 23, 6 months commercial radio experience, but I can sell for you. Preferably east coast. Box 719M, BROADCASTING.

Announcer, 34, top news and commercial man; first ticket, chin, view top 40's. Box 730M, BROADCASTING.

Attention radio-tv stations: Presently big fish in small pond. Top-rated morning dj. MC fun-filled afternoon tv kid show. Record hops, theater parties, supermarket openings. Four-armed combo, personality, talent, 5 years experience all phases radio-tv. Fam- ily, vet, university grad. Like what I'm doing and people I work for. Want to move up to a large market. Box 761M, BROADCASTING.

Situation Wanted—(Cont'd)

Announcers

I don't rock and roll. Is there a large market station eager to pay a super personality with 8 years varied radio-television experience? I presently employed for good salary and a future. Available mid-August. F.O. Box 655, Daytona Beach, Florida.

Disc jockey age 23—ambitious, good debate experience. Tape record and voice. Contact Edward Bönèkamp, 1608 Walnut Avenue, Chicago, Illinois.

Newsmaker, announcer, dj, network voice, married, 32 years experience. Dependable, excellent references. Minimum $125 per week. Contact Bruce Davis, 1105 Ravina Park Road, Decatur, Ill. Decatur 9-1330.

Let's not waste time in blind letter writing... if you will pay a reasonably substantial salary for a young man and wife team with personality, musical talent and general intelligence to capture and hold late morning or early afternoon adult audience, phone Holiday Park, Pa. Owen 5-2004 or 4682 and speak to Peggy or Tom Eldridge.


Professional-col or glove or possibly top rated d.j. Experience. Use quick, interesting items, listener participation, 30, family, government and civic affairs. Call opportunity quality station. Smith, 38845 E. 9th, Palm Beach, Florida.

Major markets—Experienced, versatile an- nouncer-dj. Three years at WWDG, Wash- ington, D.C. 11 market station. College graduate, 23. Recent move to southwest a mistake. Terry Smith, P.O. Box 1942, San Antonio, Texas 78201.


Sports announcer, salesman and general staff position. Prefer large, metropolitan heavy on sports. Write Earl Williams, 623 5th Avenue No. St. Cloud, Minn.

Technical

Florida opportunity wanted. First phone. Experienced in all fields of timing, and communications. Box 579M, BROADCASTING.

Chief engineer experienced all phases studio television and radio programs and productions. Excellent $560M, BROADCASTING.

Experienced engineer, first phone, 17 years experience in radio, television construction, buildings, and operations, employed but desire change. Box 1011, BROADCASTING.

Experienced engineer-announcer, 1st phone, maintenance, directionals, degree. Box 691M, BROADCASTING.

If you need men who are well qualified in the electronics field and holders of a first class radio-license, write or call Cook's School of Electronics, 203 Duncan Avenue, Jackson, Miss.

I am an ex-air-force electronics technician, a Penn State Business graduate, a first-class phone license, highly experienced in broadcast- ing, highly marketable in tv and, looking for a position which can use my schooling. Write Ralph N. Fusco, 582 Main St, Milton, Pennsylvania or phone 5-4000.

Production-Programming, Others

Female announcer. Can really convince your listeners. Good sound voice. Look me up. Photos available. Box 654M, BROADCASTING.

Announcers—(Cont'd)

Situation Wanted—(Cont'd)

Production-Programming, Others


Newsmaker—announcer. Experienced, all phases top CBS affiliate radio/television network, sports, entertainment, college dj, etc. Prefer west coast. Box 655M, BROADCASTING.

Young, experienced newscast director desires position in middle Atlantic or Upper New England. Excellent references. Box 660M, BROADCASTING.


TELEVISION

Help Wanted—Management

Proven small market experience in sales management needed by southern full-power vhf. 5-figure annual salary. $600M, BROADCASTING.

Sales

Experienced tv salesman for Chicago repre- sentative. May 25-32. Box 190M, BROADCASTING.

Experienced tv salesman. Opportunity to become sales manager of northwest northwest market. Box 677M, BROADCASTING.

Full power vhf in medium southern market is expanding staff. Need two men to fill sales depart. Good opportunity. Good pay. Box 675M, BROADCASTING.

Local new television programming grows. Opportunity for stable executive type salesman. A little radio or tv time sales experience and much ability on your part along with my help and it's a cinch you started result in $8,000 to $10,000 commission per year soon and more in future. Salary first 6 months. Send resume and photo to Keith Oliver. Sales Manager, W2FM-TV, Lansing, Michigan.

Anouncers

Southeastern vhf interested in announcer with tv experience. Personality, voice quality, knowledge of advertising. Box 650M, BROADCASTING.

Experienced tv announcer, willing to be on city station. Must have good camera experience. Include personal reference. Write Box 646M, BROADCASTING.

Newscaster—Announcer. Send tape, photo and background. WAFQ-TV, Huntsville, Ala.

Technical

One studio and one transmission engineer for small market vhf. All RCA equipment including vidicon cameras. Multiple ownership with excellent opportunity for advan- tage, Box 665M, BROADCASTING.

Texas tropical coast living for experienced tv engineer. Established, progressive vhf network affiliate, Air mail or wire full resume and salary requirements. Box 860, Corpus Christi, Texas.

TV engineers wanted. Vacancies available in so. Florida. Write for details for trans- mission engineers. Send complete resume to Arthur Lawrence, WLAL-TV, Raleigh, N.C.

Production-Programming, Others

Producer-director position open in southeast- ern vhf. Give full details as to experience and ambitions, and salary requirements. Excellent man with vitality, originality and glamour. Box 870M, BROADCASTING.

Working news director wanted for vhf in southeast. Able to write, edit, shoot 30 min. and possibly do an-on-air job. Box 699M, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Midwest tv station needs experienced pro- gram manager. Must be capable of independently assuming all responsibility of a one-man promotion department which requires knowledge and experience in creating, planning, budgeting, performing and carrying all phases of tv promotion. Man we must have is a man of action, capable of getting the job done and be willing to work, work, work! Box 679M, BROADCASTING.

Need experienced male copy-writer with ability to service accounts and direct copy. Experience necessary. Box 655M, BROADCASTING.

If you have had experience in program/pro- duction and are looking for a position here you have full charge, you may be the man we want. This is an opportunity seldom offered. Give us details. Southern market. Box 676M, BROADCASTING.

Public relations/promotion manager, radio-television operation Ohio area. A good air man with a background of practical experience in announcing, continuity and production. Married; 25 years age. Should have public speaker and mc. A steady, dependable and personable man, capable of producing sales brochures, magnet data, sales service, trade paper news and advertising copy, promo- tional annoucements and radio commercials. Aggressive, but not high pressure. Box 660M, BROADCASTING.

Middle Atlantic vhf in major market requires television director. Must have experience on RCA experience in television lighting. Send complete resume and photo to George Gram, Manager, Box 702M, BROADCASTING.

TELEVISION

Situation Wanted—Management

Promotion manager presently with a three radio and television station operation in top 20 markets seeks large market. Eight years of proven record. 31. married. Box 681M, BROADCASTING.

Sales

Sales manager major eastern vhf desirous of locating with progressive station or chain in midwest or west. 16 years experience all phases of radio and tv sales. Would like to work with a fine station and possibly exercise some supervision. Box 916M, BROADCASTING.

Announcers

Experienced announcer, currently employed major market, seeking advancement. Prefer midwest station. 565M, BROADCASTING.

All-around television man, announce, write, produce, etc. Prefer major vhf in Television. Why hire many when one can do it better. Box 699M, BROADCASTING.

Experienced on-camera announcer looking for position demanding personality. Respon- sible individual who has worked all phases: News, weather, interviews, sales, etc. Also capable director-writer-producer. Social, industrious, intelligent. 666M, BROADCASTING.

Proven record on and off camera for eight years. Currently employed in major three station market. Sports, commercials, news, etc. You name it. Looking for that rare opportunity. Box 661M, BROADCASTING.


Technical

Broadcasting technician. Recent graduate with technical training and coordination main- tainment position or summer replacement. Good mechanical knowledge. 677M, BROADCASTING.

Transmitter engineer: 8 years experience ranging from RCA GE equipment. Excellent Fitter. Presently employed. Available 6 weeks notice. Box 679M, BROADCASTING.

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BROADCASTING, July 13, 1959
Situation Wanted—(Cont'd)

Technical

Want change to break into studio operations with experience. One year Vt. television transmitter experience where presently employed. 3 years. Permanent position with future in engineering desired. Box 711M, BROADCASTING.

Chief Engineer: Experienced administrator. 11 years in tv, 8 years supervisory, mainly in engineering. References. Box 714M, BROADCASTING.

Supervisor: 12 years am–tv all phases including construction. Harald Kasp, 494 62nd St., N.E., Cedar Rapids, lowa.

Production-Programming, Others

Production assistant, 5 years experience large market, desires relocate small market as production manager. Salary open. Family, college graduate, highest references. Box 477M, BROADCASTING.

TV newsmen, 12 years reporting, broad- casters. We supply surplus for Ohio markets. Midwest or Florida. Box 625M, BROADCASTING.

I want to make you more money, and I can do it. Exclusively employed central studio program director with outstanding operations record hidden under local budget. Will step down for change to advance in progressive station. Box 625M, BROADCASTING.

TV production man, 26 years old, vet. B.A., MA, UCLA. Desires position with a future. Box 463M, BROADCASTING.

Writer-producer-director, Practical experience, local, regional. Creative. Versatile. Box 645M, BROADCASTING.

Production manager ready for program di- rector. Have experience, 4 years, imagination, top background. Anxious to relocate, will direct, produce, college degree. Write Box 655M, BROADCASTING.

Producer, director, to move to production head. Past five years senior director. Age 36. Married, mature, experienced, personable. Presently employed. Box 678M, BROADCASTING.

My ideas come from my head and my heart. Very well young writer wants tv career. Flexible. All operational technical procedures. Graduate, broadcasting school, fn journalism, scholarship. Box 658M, BROADCASTING.

For Sale

Equipment

For Sale: 1 Presto-620 recording amplifier with 2 recording mechanisms model 6N. Box 505M, BROADCASTING.

80-8 weather radar system manufactured by Raytheon, in original packing box, complete with cable and all-weather guide. $625.00. Reply to Box 642M, BROADCASTING.


Ferris, G.R. Hewlett Packard, etc. test instru- ments. We can supply surplus image orthicons 5655, 5769, 5629, 5626. Just right for main use or that spare you need. We also buy excess equipment and tubes. Box 637M, BROADCASTING.

Gates model 31B console. Just removed from service and in good condition. KGYN, Guaynabo, Puerto Rico.

Used Gates 21 a console, with instruction book and schematic $350.00. Western Elec- tric 6A phase monitor with instruction bul- letin, used very little, excellent condition $360.00. RCA Limiter, manager KTER, Terrell, Texas.

Western Electric 310-B, mint condition, 10 sets tubes. Western Electric high level modulator, used standing Comsat, both equipped remote control. Wanted a large or excellent. Make me an offer. Fred Haney, Jr., WRAL Radio, Raleigh, N.C., phone Temple-4601.

Flashcasting Trans-Lux news sign 61 x 4 1/2. Complete remote control equip- ment. Good working condition. Reasonable. WBYM, 130 Clinton Avenue South, Rochester 4, N.Y.

Best offer buys: One G.E. type 3T-4-A 10 kw fm amplifier with several used output tubes. This unit requires a 3 kw driver. It is in good working condition. Call Washington, D.C. at ADams 4-0970, Ext. 101A.

Radio recorder Reelant 33 stereo (list $1115 with cases) as new $650. M. Bales, 3000 16th St., N.W., Washington, D.C.

Dage video monitor model 602A, 1 1/2" F/1.5 lens. 1-3" F/1.5 lens. 1-3" F/2.5 telephoto lens. Dage 529A jena and distribution ampli- fier. Dage 770 camera with F/3.5 rear moni- tor. Conv 7" industrial tele, monitor. Reply to: Paul Major, Eagle Publishing Company, 33 Eagle Street, Pittsfield, Mass.

FM, am, tv transmitters, studio consoles, cameras everything and everything in broad- cast equipment. Technical Systems Corp., 12-14 43rd Ave., Long Island City, N.Y.

WANTED TO BUY

Stations

Looking for us? We're looking for you. Small market station our goal. West pre- ferred. Consideration of reasonable your offer. Let us hear from you. Box 627M, BROADCASTING.

Equipment

1 kw fm and other fm accessories. Write Box 631M, BROADCASTING.

REL model 107 RTL or equivalent. Also Hammarlund R.F. Remote control unit. Box 729, Glendale, California.

Used studio console in good condition. State make, model and price. Reply to John L. Knoedlman, WEJY, Brooklyn, N.Y.

Used 5 kw am transmitter, must be in good condition. Jim Petty, WGAY, Silver Spring, Maryland.

Wanted am and fm transmitter 250 to 5 kw, monitors, studio equipment, towers and antennas. DSS, 2300 G Street, N.W., Wash- ington 7, D.C.

1-10 kw fm transmitters, tv transmitters any power, am transmitters 5 and 10 kw urgently needed. Cameras and studio equip- ment. Technical Systems Corp., 12-01 42nd Avenue, Long Island City, 1, N.Y.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence in recent classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gilman Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guar- anteed instruction. Elkins Radio License School of Atlanta, 1108 Spring St., N.W., Atlanta, Georgia.


Business Opportunity

Partner wanted. Midwest. Age 30 to 38. Sales experience. Minimum investment $1000. Must supply top references. Write Box 690M, BROADCASTING.

Ready for Fall! No discriminating sponsors, order custom radio spots. No jingles. M/J Productions, 3609 Templeton Road, Colum- bus, Ohio.

Qualified consulting engineer. Specializing in daily applications, frequency survey and power increases. Area west of the Mis- souri. Douglass F. Massey, 1066 East 16th Avenue, San Mateo, California.

Radio

Help Wanted—Sales

Aggressive and "major market experi- enced"

SALES MANAGER

for fast-rising and fast moving station in Top Ten Market. We've got the prod- uct— we have been obtaining tremen- dous gains in sales—so if you want to make BIG MONEY, send us a resume of your qualifications.

Box 694M, BROADCASTING

Radio

Help Wanted—Announcers

KWITX Radio Needs Top Announcer Now! Rush tape and letter to: FRANK FALCON, MANAGER

KWITX Radio

P.O. Box 7128

Waco, Texas

Boston & Washington

Immediate openings, top-flight disc jockeys. Attention—Morning man (single or teams). Send tape. Top 40 station experience.

P.D.

W M E X

Boston 15, Massachusetts

Deejay

100 game all sports play-by-play schedule, personal appearances, word hard. We need a man to do all these and more... with heavy promotion ... to be the "big" man with the teenagers in a half- million market. Two station net- work... tops in both areas. Replacing 3-year evening man. Many benefits. $500 a month to START... must be worth much more soon. Top experience essen- tial. Send tape and resume im- mediately to Gary Gragnani, WWCA, Gary, Indiana. Must be available August 1st.
Help Wanted—(Cont’d)
Production-Programming, Others

Promotion-conscious
PROGRAM DIRECTOR
for hot station in Top Ten Market
to help us remain the fastest-moving
operation in the country; program-
ming, rating and sales-wise. Major
market experience required. Send
summary of your background and
capabilities to
Box 695M, BROADCASTING.

Situations Wanted—Announcers

Nationally known Deejay
TOM EDWARDS
is now available.
Radio and/or TV.
Phone—Wife—Writes
8025 Parmenter Dr.
Cleveland 29, Ohio
Tuxedo 4-6402

Situations Wanted—Management

THE Difference is Tremendous
One key man on your management
team can make a tremendous differ-
ence in your growth in the industry
and in your community. A man with
eighteen years experience in the broad-
cast industry and an outstanding rec-
ord of community service is available.
Let the vice president of a major food
marketing firm, the vice president of
a major food chain, the mayor of his
city and the vice president of a suc-
cessful radio-tv property tell you about
him. Write Box 605M, BROADCASTING.

EMPLOYMENT SERVICE

$ WANT MORE MONEY $ LET “SAM” GET IT FOR YOU
Free registration—Confidential
• Announcers TV & Radio
• Radio Disk Jockeys
• TV & Radio Engineers
Men with 1-4 years experience
Step up to better paying jobs.
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GA.
PHONE: JA 3-4841

For Sale

The Pioneer Firm of Televis-
ion and Radio Management
Consultants
Established 1946
NEGOTIATIONS
MANAGEMENT
APPRAISALS
FINANCING
HOWARD S. FRAZIER, INC.
1750 Wisconsin Ave., N.W.
Washington 7, D.C.

RCA
BROADCAST
FIELD
ENGINEERS

Communications

Experience
For Liberal or
Maintenance schooling and
Qualified applicants

Radio

Top, Creative, Hard-Working
Radio/TV Salesmen with ex-
ceptional record. Strong manage-
rial experience. Employed NYC.
Please state assignment and terms.

Write Box 603M,
BROADCASTING

Situations Wanted—Technical

Radio

Captive market station $8,000 down.
Approximately $290.00 per month
balance. Box 493M, BROADCASTING.

EMPLOYMENT SERVICE

STATIONS

FOR SALE

Southern New Jersey
Radio Station
Well established 1000 watt full-
time station. Write Box 711M,
BROADCASTING.

Radio $60,000 to $1,000,000. TV from
$375,000 to $2,000,000. Southwest 250
w. daytime; making money; medium mar-
et, $150,000 including real estate. 29%
down easy payout. Without real estate
$110,000.

PATT MCDONALD, BOX 9266, AUS-
TIN, TEXAS. GL 3-8080.

FOR SALE

Top Ten Market
Station

Cal. Single 250w $38M terms
Vt. Single 1kw-D 50M cash
Ala. Small 250w 70M terms
Fla. Small 5kw-D 115M terms
Wash. Small 1kw-D 95M terms
Miss. Small 1kw-D 98M terms
W.Va. Small 25kw-F 35M terms
Pa. Small 1kw-D 100M terms
N.C. Small 250w 78M terms
Cal. Small 50kw 175M terms
Ky. Medium 1kw-F 175M terms
N.Y. Medium 5kw-D 250M terms
Mich. Medium 2kw-F 250M terms
Fla. Large 250w 250M terms
S.E. Major 5kw-D 225M terms
S.W. Small 4M-TV 275M terms
S.E. Small 4kw-TV 450M terms
And Others

Paul H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS
Atlanta
Chicago
New York
San Francisco
1182 W. Peachtree
Atlanta 9, Ga.

118

118
TELEVISION
GENERAL MANAGER
...SEEKING... CHALLENGE
NUMBER FOUR!

This man knows his business . . .
he is just about at the peak of his productivity . . .
In his entire career in radio and television he has been
with but three organizations . . .
His record is crystal clear . . .
he was instrumental in starting one
TV station; and took a second one
from an FCC construction permit
to a completed operation. His
experience includes every phase of
management with strong emphasis
on sales and promotion.

He is well known within the industry . . .
at national advertising agencies . . .
and by most station representatives.
He is now seeking a challenging responsibility with
an operation that needs what he has to offer.

Box 621M, BROADCASTING
WHAT MAKES A CLIENT BEAM WHEN HE PAYS HIS TV TAB?

A lower tab for a fine commercial makes any client beam. Video Tape cuts production costs 50% or more. In four hours you can get results requiring two days to a week with film. And . . .

The commercials you turn out will look “live”. They’ll be sharp, clear and “fluff-proof”. Because . . .

“SCOTCH” BRAND Video Tape allows run-throughs which can be played back at once. Top talent feels this is worth a dozen rehearsals. What’s more . . .

When your “take” is edited on “SCOTCH” BRAND Video Tape you have a commercial ready for use without processing. It costs less—and looks better.

MINNESOTA MINING AND MANUFACTURING COMPANY

WHERE RESEARCH IS THE KEY TO TOMORROW

Our Respects to...

Carl Lee

Ever since he constructed his own crystal set at the age of 12, Carl Lee has been a builder of equipment and, his associates will tell you, of confidence in people. These twin attributes have carried him forward over a score of years in which the Fetzer Broadcasting Co. organization has grown from one station property and 12 employees to three tv and two am stations, an fm outlet and several subsidiary companies which together have employees numbering more than 300.

Notwithstanding his reputation as one of the most gifted administrators in radio-tv, at the age of 40, Mr. Lee went back to school last Monday—as one of nearly 60 broadcasters attending the NAB-sponsored management seminar at the Harvard Graduate School of Business Administration in Boston.

The promise and potential of the young man became evident to John E. Fetzer, president of the Fetzer Stations, during Mr. Lee's school days in Kalamazoo. Infatuated with radio engineering as a science, the youth hung around WKZO studios there and managed to obtain a part-time job on weekends and filling vacations. He rose through the ranks of engineering, programming and production to his present position as executive vice president and general manager of the Fetzer Broadcasting Co. stations.

Born Nov. 7, 1918, in Reading, Mich., Carl E. (stands for nothing— he has no middle name) Lee has been a builder all his life. He first built things like spool tanks, scooters out of roller skates, tree houses and caves, as well as a crystal radio receiver. After graduating from Hanover High School in 1936, he moved to Kalamazoo, attending the Michigan Academy of Radio Science, and in his last year (1939), he also served as an instructor in radio theory.

Growing With WKZO • When WKZO boosted its power to 1 kw and needed extra help in building a new transmitter, it called on the then part-time Mr. Lee to help in the expansion program. He soon joined the Fetzer Broadcasting Co. as a fulltime engineer. In 1940 WKZO became a fulltime operation and in 1941 boosted its power to 5 kw day and night. Mr. Lee was promoted to the post of chief engineer in 1942.

When Fetzer received a grant in 1945 for construction of WJEF Grand Rapids, Mr. Lee went to work designing the studios and facilities in the Pantlind Hotel and supervised overall installation. It was no small chore, what with wartime shortages of materials and government restrictions. With his technical background and knowledge of radio, he got the job done, however, in good time. During the war he also served on the faculty of Western Michigan U. as a lecturer on education through radio.

Fetzer further expanded in 1948, constructing new “Radio City” studios for WKZO in Kalamazoo’s Burdick Hotel. Again, Mr. Lee supervised and directed the building program.

With the advent of television in western Michigan, Mr. Lee planned and supervised the installation of WKZO-TV in Kalamazoo and the construction of WJEF-FM in Grand Rapids—a twin program that fully commanded his time and energy.

Trouble-Shooter Role • Mr. Lee's horizons were appreciably broadened in 1951 as he took on additional responsibilities. He was appointed assistant to Mr. Fetzer and assigned to troubleshoot administrative, sales, programming and personnel problems, along with engineering.

With his pleasant smile and general affability, Carl Lee fitted nicely into those shoes, setting out to cultivate confidence and assurance among his fellow workers. With this capacity, his colleagues will tell you, he also managed to preserve the qualities of leadership and strength needed to consummate any difficult business deal. Of him one associate has said: “Carl's a very honest and ethical guy—and he can also be a hard-driver in a nice way.”

Mr. Lee explains simply, “Doggone it, on any given problem, you've got to ask yourself: 'Is this the right and honest thing to do?' Once you establish that, the goal is clear.”

In recognition of these vital company talents, Mr. Lee was appointed managing director of the Fetzer Broadcasting Co. in 1953 and elected a vice president in 1954. Last year he was elevated to executive vice president and general manager of the Fetzer Stations, with supervisory responsibility for the operations of WKZO-AM-TV, WWTV (TV) Cadillac (both Mich.), KOLN-TV Lincoln, Neb., and WJEF-AM-FM Grand Rapids, Mich.

Mr. Lee's most recent and elaborate building program was the construction of Broadcast House, a tri-level, sandstone and brick structure with modern equipment and studios of WKZO and WKZO-TV at 590 W. Maple St. in Kalamazoo. Authorities consider it one of the finest broadcast facilities in the country, a tribute to Mr. Lee as a builder. WKZO Radio and WKZO-TV are affiliated with CBS.

Industry Activities Too • Mr. Lee is conversant with many subjects and will discuss industry problems freely. He has been active in industry affairs (he is past president of the Michigan Assn. of Radio & Television Broadcasters) and currently he is treasurer of the Michigan chapter of the Broadcast Pioneers.

He is past president of the Kalamazoo Lions Club and served three terms as a board member of the local Chamber of Commerce. Mr. Lee also belongs to the Civil Defense control center in the Kalamazoo area and is a member of the board of directors of the First National Bank and Trust Co. of Kalamazoo.

When principals of Fetzer Broadcasting Co. bought into the ownership of the American League baseball Tigers, Mr. Lee was elected a member of the board of directors of the Detroit Baseball Co.

Mr. Lee is just as active hobbywise. A "do it yourselfer" by nature, he still finds time to pursue his original love, amateur radio, and recently redesigned and built his own ham transmitter operating on all bands (his ticket is W8TZJ, a license he has held since 1937). It's located at one end of his recreation room.

He also likes fishing and golf and has become an expert at color slide photography.

Mr. Lee married the former Winifred Fulton and they have a daughter, Cheryl Ann, 4½. He describes "Cheri" as his most frequent and willing subject for photography.
Agency storyboard

The FCC, after 25 years, has finally got around to trying to find out what an advertising agency has to do with programming. We reserve judgment on the legality and even the propriety of what it does with the information; but unless this new-found insight impels it into the forbidden field of program regulation, there should be beneficial results all around.

The Commission stands to learn a lot from the agency testimony, started before Chief Examiner James D. Cunningham in New York last week as part of its overall inquiry into TV network program practices. For the first time in our memory, the Commission is getting a buyer's-eye view of the complexities involved in (1) fitting the right program to the sponsoring product, (2) fitting the program into the right time period and (3) making sure that the program stays attuned to the sponsor's policies and objectives while also meeting the policies and standards set by the network.

This firsthand introduction to the business complexities of programming ought to generate more sympathetic understanding of the problem of keeping programs flowing virtually around the clock. It demonstrates that, contrary to what a lot of people seem to think, programming involves more than art and esthetics. The job of administering a $2.5 million network television budget—estimated annual cost of an alternate-week nighttime half-hour—carries much responsibility, to sponsor as well as public.

The witnesses, some of the leading practitioners in the business, didn't pretend that programming is as good as it might be. But their exposition of the basic facts of business life should make it harder for anyone who becomes aware of them, the Commission included, to pass out criticism as glibly as has frequently been the case.

A noncommercial radio station, municipally owned WNYC New York, broadcast last week's proceedings. It's a pity that television's home market is one of the few in the country could not tune in. If they listened with an open mind, they could hardly come away without a better appreciation of the programming they do get and more respect for the people—sponsors, agencies, broadcasters—who see that they get it.

Mutual's dilemma

Since Tom O'Neil bailed out of Mutual two years ago, the network has been victimized by a series of ownerships which have done nothing to elevate the stature of it or of radio networking in general.

Mutual cannot survive another ownership of that kind. If the network is to remain in existence, it must have capital and expert management. Assuming the presence of both, the network will have a difficult enough time in a contemporary climate that is not especially favorable to radio networking.

Among all the networks Mutual is unique. It is connected neither to television operations nor to owned and operated stations. It consists solely of a relatively small staff and some inexpensive office and studio equipment.

In some respects Mutual has advantages that the other radio networks lack. Because of its vastly simpler structure it can be operated at less expense. It does not suffer the ignominy of being the poor relation of an otherwise thriving corporate household. It can make a move without worrying whether the move will adversely affect other operations in the same company, because in Mutual no operations other than radio networking exist.

But Mutual, in its singleness of interest, also has conspicuous disadvantages. It is common knowledge that the radio networks of ABC, CBS and NBC have been conducted at substantial losses in recent years. The parent companies have been able to absorb those losses because of the profits from television and from owned and operated stations.

Mutual has no TV or station income to dip into when its radio network bills come due. It must live or die solely on its ability to sell radio network advertising.

The new owners of Mutual have been persuaded that it has the potential of selling enough advertising to make the grade. We hope that they are right and will supply enough capital to put their belief to a conclusive test. If they do less, they will only prolong a condition of uncertainty which, the longer it exists, will depress more and more the general market in radio advertising.

"Hollywood" McCosker's legacy

In this year of 1959 as broadcasters seek to mount a public-information program to improve their "image", old-timers mourn the passing of a broadcaster whose prowess in what is now called public relations contributed outstandingly to radio's early development. Alfred J. McCosker, 72, died July 1 in Miami, where he had lived since his retirement in 1947 as chairman of WOR and of the Mutual Broadcasting System, of which he was co-founder.

A newspaperman turned press agent, "Hollywood" McCosker was instrumental in the establishment of WOR in 1922. Four years later he became director and general manager of the nation's then leading independent. A dapper New Yorker, he had served in the motion picture field before joining WOR. He brought before the WOR microphones the outstanding stars of that era, and was responsible for such innovations as early morning set-up exercises, dinner concerts and, perhaps most important, he recognized the significance of news broadcasting.

Although he began as a press agent and showman, Al McCosker soon became one of radio's outstanding statesmen. In 1932, when the NAB was going through its first agonizing reappraisal, he was drafted for its presidency. He served two terms, and he continued active in trade affairs until his retirement a dozen years ago.

It was because there were men of the McCosker caliber willing to shoulder responsibility that broadcasting today is a reasonably free, highly competitive and remarkably successful profession.
LET YOURSELF GO KPRC-TV, HOUSTON and enter an entirely new world of advertising where every commercial is transportation to sales results you had not dreamed of. This proud insignia, the KPRC-TV channel number, is borne by every KPRC-TV advertiser. It proclaims a degree of quality, engineering and good taste unmatched on the TV sets of the world. Kings, diplomats, princes and connoisseurs have been enchanted by the graceful “2”. You will be too!

KPRC-TV availabilities include programs, minutes, chainbreaks, and 10’s. Prices range from about $90 to $1100. Ask your Edward Petry man for a demonstration.

KPRC-TV, HOUSTON, TEXAS (An Affiliate of the National Broadcasting Company)

*Courtesy of Mercedes-Benz Sales, Inc.*
LEVER BROTHERS PRODUCTS INCREASE 18.5% in 32 M & K Supermarkets located in Eastern Ohio. Average increases in 11 M & K Stores spot checked by WSTV-TV’s merchandiser were even greater. Here is the product breakdown: Breeze, up 50.2%; Rinso Blue, up 22.4%; Blue Silver Dust, up 19.8%. According to Mr. Ralph Reed, Assistant to the President of the M & K chain of supermarkets, the increase was due 100% to WSTV-TV’s Shopper Topper merchandising. Shopper Topper can do the same for you.