

FILM
PRODUCTION
EQUIPMENT

RADIO TELEVISION DAILY

AGENCIES
SPONSORS
STATIONS

The National Daily Newspaper of Commercial Radio and Television

Established February 9, 1937

VOL. 85, NO. 48

NEW YORK, FRIDAY, MARCH 13, 1959

TEN CENTS

STEREO STEERING TO TOLL BASIS

Gilmore & Carpenter Acquire CCA Control

The acquisition of controlling interest in Community Club Services, Inc., by John C. Gilmore and William M. Carpenter, executives of the firm, was announced yesterday. Gilmore has been appointed president and Carpenter executive vice president in addition to his duties as secretary-treasurer of the corporation.

Community Club Services currently has franchised affiliates conducting Community Club Awards campaigns on more than 200 broadcasting stations and newspapers in this country and

(Continued on Page 4)

Affiliate Services Are Added By ABC Radio

A general expansion of ABC Radio Network's news, special events and public affairs service to its affiliates was announced today by Edward J. DeGray, ABC vice president in charge of the network. The new ABC radio services will begin in April.

ABC radio will relay to its affiliates daily, different types of news materials for insertion in

(Continued on Page 4)

Pelzer Joins Radio Press As Administrative Dir.

Bernard H. Pelzer has joined Radio Press, Inc., the news syndicate for radio stations, and has been named administrative director. Pelzer, who has been ra-

(Continued on Page 6)

Swearingen To New Post

Appointment of George R. Swearingen Jr. as account executive in the New York office of CBS Radio Spot Sales was announced by R. H. Kremer, eastern sales manager. The appointment is effective March 15. For four years, he has been sales manager for CBS Radio Spot Sales in Atlanta.

Maine Broadcast, Ad Groups Rise Against Tax Proposal

Augusta, Me.—Representatives of the Advertising Association of America, the Association of National Advertisers, and of radio and TV stations in Maine, gathered yesterday in protest against a proposed three per cent tax on advertising that would affect virtually all media.

The Joint Taxation Committee of the State Legislature conducted an open public hearing on the proposed tax bill, which has the support of Rep. Kellem and State Senator Coffin.

The opponents of the bill charge that it is discriminatory in that it would work against advertising media in Maine and in favor of advertisers outside the state. They also state that advertising is not

(Continued on Page 31)

Lyons, Conway To Storer In Sales Exec Positions

Miami—Two sales managers on a national level have been appointed for Storer Broadcasting Company, it was announced by Maurice E. McMurray, national sales director.

Joseph T. Conway, national sales manager of WIBG in Philadelphia, will become national ra-

(Continued on Page 6)

"Juvenile Hearing" Film Series Set For Flamingo

"Juvenile Hearing" is the title of a new television series in production for release by Flamingo Television Sales. The series deals with problems of juvenile delin-

(Continued on Page 4)

Report MBS Buy Option Picked Up
The option for purchase of MBS, taken by a group of business men last week, has been picked up, it was reported by a reliable source yesterday. Negotiations for transfer of ownership appeared to be almost complete last night, and finalization of the deal may be announced today or tomorrow.

\$300,000 "Border Patrol" Sales Up In 3 Weeks

More than \$300,000 in sales for CBS Films' adventure series, "U. S. Border Patrol," have been concluded in the past three weeks, according to John F. Howell, vice president and general sales man-

(Continued on Page 35)

FCC Approves WPRO \$6,508,080 Transaction

Washington Bureau of RADIO-TV DAILY
Washington — Purchase by Lowell Thomas and Associates of WPRO-AM-FM-TV, channel 12, Providence, R.I., from Cherry & Webb for \$6,508,080, was approved by the FCC yesterday.

D.C. Court Is Seen Widening Outlet Claim Area Vs. Bids

Washington Bureau of RADIO-TV DAILY
Washington—The D.C. Appeals Court threw another curve at the FCC yesterday, apparently vastly broadening the area in which an existing station can claim that a new station will cause a drop in its business.

The court ordered the FCC to hear the complaint on these grounds lodged by Frontier Broadcasting against Grant of Alliance, Neb., TV channel 13 to Western Nebraska Television. Frontier operates a station in Scottsbluff, 40

(Continued on Page 32)

FCC Asks Comment On FM Stereocasts By Subscription

Washington Bureau of RADIO-TV DAILY

Washington — The FCC yesterday indicated it would consider subscription stereo broadcasting by FM stations. Stereo broadcasts up to now have been free, but have involved use of an AM station in connection with an FM or TV in combination with radio in order to get the two channels across. The Commission has asked for comments from the industry by April 10 on whether FM stations should be permitted to do the job by

(Continued on Page 36)

ITC Names 11 To New Sales, Legal Posts

Independent Television Corporation appointed 10 new sales representatives and an assistant to Milton Kayle, general counsel.

Named as district managers in syndicated sales are Herbert L. Miller, formerly midwest regional sales supervisor for California National Productions, for the midwest division; and Henry Profenium, previously associated with

(Continued on Page 6)

Satevepost, Supermart Push To Use Radio-TV

Anchorage — Radio and television will have a prominent role in an Alaskan promotion campaign by the Saturday Evening Post for its grocery promotion in Anchorage tied in with Piggly-Wiggly supermarkets in the area for nationally - advertised products. A

(Continued on Page 6)

Canada Radio Week Drive To Open On May 3

Toronto — Canadian Radio Week, an annual affair, will be kicked off with a tremendous promotion starting May 3. The affair will continue until May 9. The

(Continued on Page 31)

In This Issue-Salute To Community Club Awards-See Pages 7-30



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CHAS. A. ALICOATE : : Edit. & Publ.
MARVIN KIRSCH : Assoc. Publ-Gen Mgr
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WASHINGTON BUREAU

Harry Lando
 Office: 1126 National Press Building
 Executive 3-4808

WEST COAST OFFICES

William R. Weaver, News Editor
 Harriet Margulies, New York Representative
 Bud Faris, Special Representative
 6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU

Nat Green
 Room 500, Woods Bldg.,
 54 West Randolph St.
 Telephone: DEarborn 2-6757

CANADIAN BUREAU

Jules Laroche
 Room 314, Belmont St., Montreal
LONDON BUREAU

Tony Gruner
 16 Christchurch Hill, Hampstead
 London, NW 3, England

MEXICO CITY OFFICE: B. Fernandez Aldana, Av., Morelos, 58-305, Mexico, D.F.; Telephone: 21-06-24.

ROME OFFICE, John Perdicarl, 59 Via Priscilla. **PUERTO RICAN BUREAU:** Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. **FAR EAST BUREAU:** Glenn F. Iroon, Manager. Office: 58 Kamiyama-Cho, Shibuya-Ku, Tokyo; Telephone 46-4324.

Sick List

Doris Corwith, supervisor of NBC public affairs programs, at home recuperating from a recent illness.

Old England Revisited

Recreation of typical life of the Victorian landed gentry has been realized for WBAI-FM's audiences through the station's series titled "The Claverings" by Anthony Trollope.



AT NAB CONVENTION
 RICHARD HUBBELL
 at CONRAD HILTON
 (Sunday-Monday only)

FRANK MULLEN at UNIVERSITY CLUB



50,000 WAITS OF (SUPER) MARKETING—An impressive schedule of spots and remote broadcasts on the Westinghouse Broadcasting Company's Cleveland radio station KYW brought thousands of shoppers to the grand opening of Foodtown's 23rd supermarket. Key figure in campaign was KYW's "Specs" Howard, left, shown here with J. Fred Knott, Foodtown general manager; Robert Clauson of KYW, and David Stashower of Lang, Fisher and Stashower agency. (WBC Advt.)

COMING AND GOING

DONALD H. MCGANNON, president, Westinghouse Broadcasting Company, currently in Peru, Indiana, as speaker for Indiana State Broadcasters meeting, Saturday.

PHIL FORD and **MIMI HEINES**, planning to Miami today to appear at the Hollywood Beach Hotel, Hollywood, Florida.

JERRY DANZIG, vice president in charge of NBC participating programs, returned to New York from a West Coast business trip.

PHYLLIS DOHERTY, director of advertising, publicity and audience promotion of WNAC and WNAC-TV, Boston, flies to San Juan, Puerto Rico today for a 10-day holiday.

HARRY WISMER, sportscaster, planes out today from Washington in the company of Senator Stuart Symington and Senator George Smathers. Returns Monday.

CARL VANDAGRIFT, station manager, WOWO, Fort Wayne, to Indianapolis for the Indiana Broadcasters meeting next Friday.

Sandburg Repeat

Washington Bureau of RADIO-TV DAILY
 Washington — Radio station WGMS will present a rebroadcast of Carl Sandburg's Lincoln Day tribute Saturday at 11 a. m. Sandburg's lecture on Lincoln was delivered on February 12th and originated from the Coolidge Auditorium of the Library of Congress in Washington, D. C.

WEDDING BELLS

Miss Mimi Weiss, assistant traffic manager at WQXR, will be married Mar. 14 to Robert J. Simon, insurance broker.

ROBERT LAWRENCE, president, and **JERRY SCHNITZER**, executive vice president of Robert Lawrence Productions, New York, to Hollywood Monday for production of a series of television commercials.

ALLEN LUDDEN, **LAMAR CASELLI**, **SHIRLEY LAVINE** and **JACK CLEARLY**, of "G-E College Bowl," to Sound Bend, Indiana.

OLIVER UNGER, president of NTA, currently in Los Angeles on business.

Wordy Puzzlement

WNTA-TV has brought the crossword puzzle to television for the benefit of its adherents here with a show titled "Double Cross," whose format involves two seven letter words that form a cross in the vertical and horizontal center with a letter common to each word. An electronics device is used in the program which Allyn Edwards emcee's nightly, Monday through Friday, from 7 to 7:30 p. m.

FINANCIAL

(Mar. 12)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	20 1/4	20 7/8	20 7/8	- 5/8
AB-PT	23 3/4	23	23 1/8
Am. Optical	47	46 3/4	46 3/4	- 5/8
A. T. & T.	240 1/2	240	240 1/4	- 5/8
Ampex	76 7/8	74	76 3/4	+ 2 1/8
Avco Mfg.	13 5/8	12 7/8	13 5/8	+ 1/4
Avco Pfd.	81	75	81
Bell & Howell	90 3/8	88 1/2	88 1/2	- 1
CBS	38 5/8	38 3/8	38 3/8	- 1/4
Decca	19	18 7/8	19
Disney	53 1/8	50 1/4	52 3/8	+ 2 3/8
East. Kodak	153 7/8	152 3/4	153 3/8	+ 7/8
E. Kodak Pfd.	182	182	182	- 1
Gen. Prec. Eq.	41 7/8	39 3/8	41 7/8	+ 1 7/8
Gen. Prec. Pfd	60	59 3/4	60
Loew's	22 3/8	22	22 1/4	- 1/8
Magnavox	56 7/8	56 1/4	56 3/4	+ 5/8
Nat. Theatres	10 5/8	10 1/2	10 1/2
Paramount	50 1/2	50	50 1/8
Philco	31 7/8	31 1/8	31 3/4	+ 1/2
Philco Pfd.	71	71	71	+ 1
RCA Common	53 7/8	52 1/4	52 1/4	- 1 3/4
RCA 1st Pfd.	74	74	74	+ 1/2
Stew-Warner	45	45	45	+ 3/8
Storer Co.	33	32 1/2	33	+ 1/2
20th-Fox	38 1/4	37 5/8	37 3/4	+ 1/8
United Artists	29 3/8	28 3/4	28 3/4	- 1/2
Warner Bros.	36 1/2	34 5/8	35 1/4	+ 1/2
Westinghouse	80 1/8	79	79 1/2	- 3/8
Westghse. Pfd.	85 3/4	85 1/2	85 3/4	+ 1/4
Zenith Radio	269 1/2	253	269 1/2	+ 28

AMERICAN STOCK EXCHANGE

Buckeye	10 7/8	10 5/8	10 7/8
DuMont Labs.	7 5/8	7 1/4	7 3/8
Guild Films	2 3/4	2 5/8	2 3/4	+ 1/8
Hazeltine Corp	64 1/2	64	64	- 3/8
Nat. Telefilm	10 1/8	10	10
Skiatron	7	6 5/8	6 3/4	- 1/4
Teleprompter	17 3/8	17	17 1/8	+ 1/8
TV Industries	6	5 3/4	6

*** OVER THE COUNTER**

	Bid	Asked
Capital Cities TV	9 1/2	10
Desilu Prods.	25 3/4	6 3/4
Meredith Pub. Co.	41 1/2	43 1/2
Met. Broadcasting	14 1/4	14 5/8
Official Films	1 1/4	1 3/8
Reeves Soundcraft	7 3/8	7 5/8
Scranton Corp.	10	10 3/4
Telebroadcasting	1 1/8	1 3/8

* Courtesy of Ira Haupt & Co.

Wins Ad Club Honors

Birmingham — The Advertising Club of Birmingham honored WSGN with its awards for the best disc jockey program, best public service promotion and best station promotion.

THE JINGLE MILL

Proudly Presents

"THE MARK J SERIES"

The Ultimate in the Big Sound

A free jingle for your station if you don't agree the Mark J Series has the biggest sound around.

Visit Mort Van Brink in our Hospitality Suite—
 Suite 1320, Sheraton-Blackstone

Free Door Prize—10 Jingles for Your Station



Exciting Production — Interesting Results

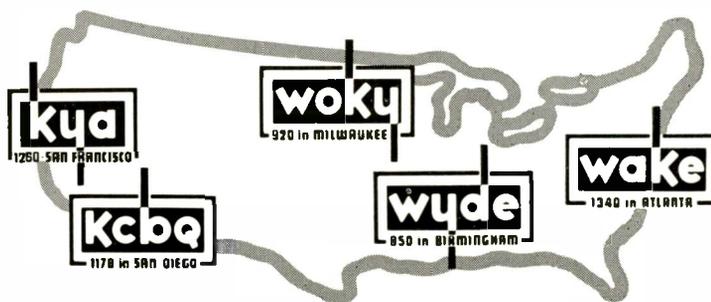
BARTELL FAMILY RADIO places a firm accent on audience attention. A wide range of service features, attractively produced, gives to each advertising message deeper impact, more definite response, greater **RESULTS**.

Audience dominance in each of our markets is only part of the Bartell Family Radio results story. Habitual audience reliance

upon Bartell Family Radio for entertaining, honest program material — performed with a touch of excitement — makes for **RESULTS** of interest to an advertiser.

That's why products that depend upon volume sales depend upon Bartell Family Radio.

Bartell it . . . and sell it!



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

Gilmore & Carpenter Acquire CCA Control

(Continued from Page 1)

in Hawaii and Canada. The firm's awards are based on the competitive purchasing power of members and friends of women's civic, religious and fraternal organizations who participate in the plan by the accumulation of "proof-of-purchase" (box tops, bottle caps, labels, etc.) to earn money for their respective club treasuries.

In CCA's five years of operation, with the aid and cooperation of affiliated stations, more than \$2.5-million has been made available to non-profit women's groups and auxiliaries, Carpenter said.

More than five million women and their families will be participating in Community Club Awards this year, collecting and turning in better than \$100-million worth of "proof-of-purchase," Carpenter estimated. Last year, CCA grossed nearly half-million dollars. This year, nearly 5,000 local and national advertisers and their agencies will spend approximately \$15-million with radio and TV stations participating in Community Club Awards this year, Carpenter estimated.

Gilmore, a vice president of the company since its inception has been identified with broadcasting since 1935 and is a member of the local chapter of Radio Pioneers. He has worked for WMCA and was associated with the Vic Diehm Radio Group as national sales manager for awhile. Gilmore has also written and produced broadcasts.

Active in radio since 1939, Carpenter has also been associated with station management since 1946. He has been identified with WRAL, Raleigh, N. C., WGKV in Charleston, W. Va., WLOV in Norfolk and WTOV-TV in the Tidewater area of Virginia. Until recently he managed the company's office in Norfolk until the firm's operations were consolidated with new headquarters in New York.

Feist To AMP Post

Appointment of Leonard Feist, vice president of Associated Music Publishers, Inc., to the post of general manager has been announced by the firm's board of directors.

STORK NEWS

Boston — Matthew Courtney Mullaney is the name given to the 5-lb, 12-oz. baby born to Mrs. John K. Mullaney last week. The father is a member of WEEL's Sales Promotion Department. The Mullaney's make their home in West Concord, Mass. The new arrival is their second child.



By TED GREEN

● ● ● Bobby Scott, whose latest Verve LP is "Bobby Scott Sings The Best of Lerner & Loewe," will discuss the origins of jazz and classical music and will perform on the NBC "Monitor" show Saturday. . . . Pier Angeli's divorce against Vic Damone wasn't the only separation involving the crooner, who's had almost as many managers as Manville has had wives, also divorced his latest manager, Milton Rubin. . . . Carlton Records signed Dewey Bergman, Jr., to a long-term pact as album A & R director. . . . A Question: Does a TV show die when its Pulse stops???? . . . How about an International Humor Year????

☆ ☆ ☆ ☆

● ● ● Bert Knapp, WMCA newscaster-D.J., will be master of ceremonies for the annual teen-age dance to be held at Levittown Hall, Levittown, Long Island, on March 20. The dance is being sponsored by the Long Island division of the City of Hope cancer drive and all proceeds go to the City of Hope. Bert will introduce a line-up of record stars in person at the affair. . . . Don Morrow and Lowell Thomas seen at the exotic "A Bit of Bali" and discussing one of the future travels for CBS-TV.

☆ ☆ ☆ ☆

● ● ● MEET: Sonny Fox (born in Brooklyn, June 17, 1925, attended New York University, receiving a B.A. degree in 1947. He was host and guide on CBS's "Let's Take a Trip" from 1955 to 1958. Prior to coming to New York he had been host and associate producer of "The Finder" on KETC in St. Louis. From Apr. '51, to Oct. '53, Sonny worked with the Voice of America, first as special events officer and then as special correspondent in Korea. In 1950, he was a member of the production staff of Allen Funt's popular "Candid Microphone," series on CBS radio. He also "hunted" for gags when he wrote for Herb Sheldon. Sonny assisted in producing the record albums, "Candid Microphone," and "Ike From Abilene," the latter narrated by Henry Fonda. A veteran of World War II, Sonny spent two years and three months in the infantry, during which period he was awarded three battle stars



FOX

and the Purple Heart. He was a prisoner of war in Germany for three and a half months. He has appeared as host on such shows as "The Price is Right" and "Beat the Clock." He was married in Tokyo, May 1, 1953, to the former Gloria Benson of Rochester, N. Y.

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● ● ● Bob Howard, the Hotel Edison executive, trying to cook up a TV show to emanate from the famous Green Room there. He's been huddling with packager Walt Frammer. . . . Les Stanford of the "Top Dollar" staff moving into same apartment building which refused to let the "Person To Person" interview of Mrs. Babe Ruth. . . . Tip to TV shows: In connection with opening of the Bob Hope film, "Alias Jesse James," Rudy Turilli, manager of Meramec Caverns, Stanton, Mo., where Jesse used to hide out, is in town with guns, handcuffs and other items which Jesse left behind in a cave. . . . Larry Elgart and his orchestra are at the Hotel Roosevelt for an extended run.

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● ● ● Art Ford, disc jockey and radio program director of WNTA, was this week selected by directors of The Hadassah Medical Relief Association Inc. to act as master of ceremonies for the March 19 Benefit showing of the motion picture "The Diary of Ann Frank."

☆ ☆ ☆ ☆

● ● ● See you all at the NAB Convention in Chicago.

Affiliate Services Are Added By ABC Radio

(Continued from Page 1)

local news programs. Spot reports, interviews and actualities will be sent to the local stations in order to provide them with additional background material on the day's major news events.

Confidential reports from ABC radio newsmen to its affiliates will come from overseas news centers, as well as Washington and other domestic sources.

Third Area

A third area of ABC Radio's attention to affiliates will be in the development of public affairs programs especially designed for local stations. Five programs of this type are being readied for March and April programming.

These new shows include a daily medical report by Don Goddard, and "Project Tomorrow," a twice-weekly dramatic presentation of late developments in health, scientific, educational and other fields of public concern. In addition, ABC Radio will feature a weekly 25-minute discussion between congressmen representing opposite viewpoints on a current controversial subject. ABC has also prepared an interview program featuring the wives of top Washington officials.

"Juvenile Hearing" Film Series Set For Flamingo

(Continued from Page 1)

quency and is being produced in cooperation with the Volunteers of America, a Red Feather organization.

Dave Wolper is executive producer of the series in which Art Baker will act as interviewer of actual teen age criminals. These, the Flamingo announcement states, will include potential killers, arsonists, dope peddlers and prostitutes. There will be a psychiatrist giving his comments regarding the problems of the confused young people, it is said.

Brenner And Berkson New CNP Sales Force Members

California National Productions has appointed Robert Brenner and Jay Berkson to its expanding sales force.

Brenner, long associated with the Lewin, Williams & Saylor agency, has been assigned to the New England territory.

Berkson, who joined CNP from station WDSM-TV in Duluth, is to cover the Minnesota-Wisconsin area.

CNP's vice president and general manager Jake Keever said expansion of the sales operation is necessitated by the company's current inventory of 31 series and that "service beyond the point of sale is becoming increasingly important among buyers of syndicated programs."



SOMETHING EXTRA

**...has been added to
the old due bill**

AT THE NAB CONVENTION learn how the WORLD TRAVELERS' CLUB has brought the due bill idea up to date by adding a **new dimension** which makes sense for both station owner and advertiser.

FIND OUT just how the WORLD TRAVELERS' CLUB Pooled Advertising Exchange Plan provides:

... **BUSINESS AND PERSONAL TRAVEL ACCOMMODATIONS** in leading hotels and resorts ... as well as airline transportation and the choice of high quality products.

... **A BIG SELECTION OF PRIZES** for listener and viewer contests

... **SALES INCENTIVE CONTEST PRIZES** for time salesmen

LEARN how leading radio and television stations throughout the country are now enjoying the benefits of this unique due bill plan.

DROP IN TO SEE US during the NAB convention in:

Suite 1604-5 in the **SHERATON BLACKSTONE HOTEL**

At the NAB: Robin Moore — Gene Fitts — Hal Wagner



THE WORLD TRAVELERS' CLUB, INC.

655 Madison Avenue, New York 21, N. Y. — TEmpleton 8-4600

TO WORLD TRAVELERS' CLUB MEMBERS:

We look forward to welcoming you at our suite.

ITC Names 11 To New Sales, Legal Posts

(Continued from Page 1)

Interstate Television Corporation, for the Southeastern division.

Ralph Baron and Charles F. Whipple are the new regional sales representatives for the eastern and midwest divisions. Baron was formerly with Bernard L. Schubert, and Whipple was associated with Screen Gems in Chicago.

New account executives are Thomas Gallagher, Detroit; Tony Wysocki, Memphis; Peter Harkins, New Orleans; Kenneth Johnson, Indianapolis; Ray Barnett, Los Angeles; and Z. E. Marvin, Texas.

Girard Jacobi, formerly of the Stanley Warner legal department, becomes assistant to Kayle, general counsel of ITC.

Lyons, Conway To Storer In Sales Exec Positions

(Continued from Page 1)

radio sales and merchandising manager effective Monday. George U. Lyons, account executive with WJBK-TV in Detroit, has been named midwest sales manager of both radio and TV effective March 30.

Conway, who entered broadcasting as a sales representative with WKDN in Camden, N. J., in 1953, joined Storer's WIBG in 1955 as an account exec. Last year, he became national sales manager for the station.

Lyons has been with Storer since May, 1956, when he joined WJBK-TV as an account executive. Before that, he had worked with CBS-TV Films Sales in Chicago in 1952 and was transferred to the Detroit office two years later.

Satevepost, Supermart Push To Use Radio-TV

(Continued from Page 1)

helicopter dropped thousands of stars on Anchorage yesterday hailing the promotion's theme, "49th Star Bonanza," which announced the promotion and a contest. Commercials will be used on radio and TV.

Pelzer Joins Radio Press As Administrative Dir.

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radio account executive for the past six years with ABC, was with Benton & Bowles as an account executive for nine years prior to that. He held a similar post with NBC.

Lassie Awards

West Coast Bureau of RADIO TV DAILY

Hollywood — Lassie, recently revealed as donor of some 60 gold awards to dogs distinguished for courageous deeds, will present an additional award in 1959 to the human who has done the most for dog welfare during the year.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

By BUD FARIS

● ● ● Dick Powell, president of Four Star Productions Inc., whose corporate partners are David Niven and Charles Boyer, says that besides being an actor he is a frustrated businessman. Under his guidance Four Star has become one of the most successful TV operations in Hollywood. In seven years it has only three unsold pilots which is a remarkable record in itself. Besides "Dick Powell's Zane Grey Theater," Four Star has such shows as "Wanted—Dead or Alive," "Trackdown," "The Rifleman," "Richard Diamond," "Black Saddle," and has sold "The David Niven Show," and the "Robert Taylor Show." Some time soon, Powell expects to announce the sale of the "Judy Canova Show." In preparation is "Indian Marshall," starring Mike Ansara. Also, Four Star has just obtained the rights to the Michael Shayne, Detective, stories by Bret Halliday, which will be filmed in Miami.

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● ● ● MEET: Hal Hudson, executive producer of the new TV series "Black Saddle," and executive v.p. and producer of the "Zane Grey Theater." From 1933 to 1937, he was director, writing department, CBS, Chicago, where he scripted the original Scattergood Baines series for the Wringley Company. In 1940 he became West Coast commercial program director, CBS Radio, supervising all West Coast sponsored programs. Three years later he became west coast program director for CBS Radio, where he remained until 1948, when he joined KTTV as this station's first program director. One year later Hudson became manager of the CBS Television Department in Hollywood. Under Harry Ackerman, he supervised productions of the Ed Wynn Show, Alan Young, "My Friend Irma" and many more. In 1952 he became general manager, CBS Television Program Department, in Hollywood, and was the executive in charge of many programs. Hudson left CBS in 1955 to become executive vice president of Zane Grey Productions. He lives with his wife, Helen, in Brentwood. They have three children, Jill, 16, Corey, 14, and Lindsey 12.



HUDSON

☆ ☆ ☆ ☆

● ● ● Julian Lesser, who with Jack Douglas, has helped to send the ratings soaring on "Bold Journey," is waiting determination of the availability of more adventure films by U. S. travelers who photograph their tours, before continuing "Bold Journey." Meanwhile, Julian Lesser has purchased the rights to "The Unexplained," written by Queenie Smith, Bruce Knox and Elizabeth Talbot-Martin, which deals with unexplainable phenomena. Lesser believes that TV has reached a maturity where this type of format will be widely accepted. Since its fantastic plots will be based on fact this gives it a basis for plausibility. Lesser is also at work on an hour-long special production, "The Man Who Sank The Royal Oak." This is the story of a German sailor who single handedly sank a battleship at Scappa Flow.

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● ● ● Dave Haft and Mike Mesheko, producers of "Steve Canyon" with Dean Fredericks starred, have been invited to Washington by the Air Force to assist in breaking down the present system of script approval for TV inherited from motion pictures. The "Steve Canyon" producers explain that the method of script approval for motion pictures, shooting a 90-minute film over a period of several weeks, can not be applied to TV where they shoot 800 minutes of TV entertainment as opposed to 90. If too much time is consumed on script approval they could very well miss on air date. Dave and Mike are looking forward to ironing out a lot of their problems in Washington. "Steve Canyon" will continue, the sponsor is happy and the Air Force realizes that the end result has placed it in an attractive light.

Says TV Welcomes Constructive Views

St. Louis — Audience surveys, letters and press comments which offer constructive appraisal of TV product are welcomed by and responded to quickly by the industry, according to Merle S. Jones, president of CBS television stations, before the St. Louis Rotary Club.

Jones was appearing on the first anniversary of KMOX-TV, CBS-owned TV outlet in St. Louis.

Jones also said, however, that "some of the attacks seem to be levelled simply because they represent good, juicy, circulation-building copy, while still others reflect a built-in bias against a medium which is competing so successfully for the leisure time of the general public and advertising budgets of the business community."

As he also pointed out that these attacks are in sharp contrast to the public's opinion of television, in that today "45 million families—87 per cent of the nation's total — own television sets. Ad within these homes, the average viewer is now watching television more than ever before—2½ hours a day—more time than is spent on all other leisure time activity combined."

And in the case of the St. Louis outlet, Jones referred to the paradox in the fact that "although the average person watches TV 2½ hours a day, the three St. Louis television stations are on the air for a combined total of 55 hours a day, which means that the average viewer actually sees less than 5 per cent of the 55 hours that is available to him on St. Louis television."

This would mean, he said, that the average viewer is bound to be influenced not only by what he sees himself, but also what he reads about the programs he has not seen, which comes to 95 per cent of the total.

Jones then went into the variety of entertainment programs presented in St. Louis and mentioned the strong line-up of public affairs programs, available on network and also St. Louis-originated to serve particular community needs.

Eye Surgery Shown

Detroit — One of the most thoroughly planned telecasts of an actual surgical operation was presented by WWJ-TV here when cameras focussed on the doctors who removed a cataract from the eye of a patient at Detroit's Providence Hospital. There was a running commentary by one of the hospital's surgeons and professional comments explaining the surgery and the complex eye mechanism through the use of models and charts.

“Never
Underestimate
the Buying
Power
of a
Woman...”



Community
Club
Awards

5th

Anniversary



One of KCOP's Community Club Awards' Coffees at the famous Coconut Grove

C.C.A. BIG IN L.A. TOO!

Community Club Awards is now nearing the completion of its first cycle in Los Angeles — a resounding success for both national and local sponsors.

Requests for the first edition of our L.A. Buyer's Guide soared to more than 500,000!

With such enthusiastic support from the Clubwomen of Los Angeles and Orange Counties is it any wonder we're looking forward to a booming second cycle? C.C.A. — a *guaranteed* best-buy in L.A.!

KCOP

13

LOS ANGELES' MOST POWERFUL TELEVISION STATION

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



RADIO TELEVISION DAILY



VOL. 85, NO. 48

NEW YORK, FRIDAY, MARCH 13, 1959

TEN CENTS

CCA '59 GROSS TO TOP \$1 MILLION

All Radio-TV Needs Wider Merchandising

In order to obtain greater billings and a greater variety of clients, it has become necessary for a radio or television station to adopt a wide variety of merchandising programs. Radio stations throughout the country have been adopting shopper plans in-store display plans, and other types of merchandising programs. Today, the average sponsor is searching for more for his dollar than just straight time.

Today's client wants sales in ad-
(Continued on Page 25)

Broadcasters Zeroing In On Slack Periods

With steady advancement in the tempo of our everyday life and the keener awareness of economics on the part of purchasers, slack periods needing added stimulus of merchandising and promotion are now coming into stronger focus. Shrewd radio and television station operators are

(Continued on Page 25)

Max Factor Latest To Sign for CCA Plan

Max Factor has completed arrangements for CCA series on the West Coast and has taken options on other markets.

CCA To Develop Foreign Markets

Plans were recently announced by William M. Carpenter, executive vice president of CCA, to develop foreign markets where CCA franchises are given to radio and TV stations. Currently in the works are several radio and TV properties in Puerto Rico, Australia and Spain. It is estimated that by the close of 1959 CCA will have at least 10 stations in foreign countries that will carry a CCA franchise. At present, CCA has franchised stations in 48 of the 49 states and Hawaii.

Women Buying Is Big Factor In Successful Promotion Plan

Station Exploitation A Must, Says Gilmore

In the constant battle for more effective recognition of sponsors products, radio and television station operators have come to realize that additional sales-exploitation on the local level is becoming more important, according to John C. Gilmore, president of Community Club Awards.

"In multi-station markets," Gilmore said, "sponsors are aware of those outlets that now offer additional showmanship merchandising and promotion services for
(Continued on Page 21)

Runnels Coordinating CCA For Balaban Outlets

Irene Runnels was recently appointed Director of Market Research and Community Club Awards Director for all the Balaban stations. Her appointment was announced by John F. Box, Jr., executive vice president of the Balaban Radio Stations, KBOX, Dallas, Texas; WRIT, Milwaukee,

(Continued on Page 25)

Organizations Aiding Community Development

There is hardly a radio or television station operator who has not at one time or another sought the support of his local civic, re-
(Continued on Page 15)

More Than 200 Key Stations in Community Club Award Plan

Just 16 months ago Community Club Services, Inc. opened its New York office at 527 Madison Avenue. At that time CCA campaigns were being conducted in 50 markets. In the past 16 months CCA expansion has marked a growth to over 200 radio and TV stations.

This has been the most rapid period of growth in the com-

pany's 5 year history. Not only has CCA over 150 new stations, but CCA's growth and expansion has been rapid in other fields. CCSI has added a newspaper division as well as the sales and distribution of several new merchandising ideas.

Most of the major advertisers recognize the need to capture this vast buying market. A sense of styles and attractive color schemes
(Continued on Page 21)

Wide Variety Of Bonuses Big Incentive To Women

Variety being the spice of life it cannot be denied that a variety of clients is a most successful method of providing an incentive to different types of listeners who can then be motivated to make a directed purchase. The bonus system used in Community Club Awards
(Continued on Page 15)

No Losers In CCA Merchandising Plan

Organized five years ago by Joe Matthews, John Gilmore, and Bill Carpenter, CCA is based on the purchasing power of women's civic, religious, fraternal, social and
(Continued on Page 21)

More Franchises, Expansions Spark Increased Growth

According to figures announced by John C. Gilmore, president of Community Club Services, Inc.,



GILMORE

CARPENTER

his firm expects to gross over one million dollars in 1959. Last year, the biggest in the company's five year history, Community Club Services, Inc. through its copyrighted merchandising plan,

(Continued on Page 15)

Repeating Promotion Necessary Technique

With the wide range of product tied in with radio-TV merchandising and promotion campaigns, the best indicator for success of such a program depends upon its eventual repeat performance. And

(Continued on Page 15)

Over \$2½ Million Given In Awards

With the aid and cooperation of the more than 200 franchised stations CCA has presented over 2½ million dollars to non-profit women's organizations and auxiliaries. It was recently estimated by John C. Gilmore, president of CCA, that "over 5 million women and their families will participate in CCA campaigns this year, collecting and turning in better than 100 million dollars worth of 'proof-of-purchase'".

first in philadelphia

...YET KNOWN THROUGHOUT THE NATION

The Liberty Bell . . . symbol of an Independent America . . . first officially rang in Philadelphia in May of 1753. Today Philadelphia proclaims a symbol of Independent Radio—WIBG • RADIO 99, first with Philadelphians.

In the coming weeks, the sound of the Liberty Bell will ring on RADIO 99 . . . reaching more people, more powerfully . . . as it heralds 50,000 watts for WIBG!

HERALDS

50,000 WATTS

WIBG • RADIO 99



Storer Radio

WIBG
Philadelphia

WWVA
Wheeling

WAGA
Atlanta

WGBS
Miami

WSPD
Toledo

WJW
Cleveland

WJBK
Detroit



Roster Of Men Who Shape The Future Of CCA

Len Hornsby, Manager of Sales Development, is responsible for coordinating Community Club Award activities with national accounts, advertising agencies, and clients. He is a graduate of the University of Missouri, and Emerson College in Boston, Mass.

Hornsby was in the advertising business in Boston, and later with radio station WNAC in Boston. In 1953, Hornsby joined WVDA, Boston, as station manager. In 1957 he became Grocery Sales Manager at the Radio Advertising Bureau, where he headed a group of national account representatives selling the concept of radio advertising to the food industry. He remained at RAB until January of this year when he joined CCSI.

Thomas P. Duggan, Inter-Mountain Sales Manager, is a graduate of Iona Prep School in New Rochelle, N. Y. Following a brief career in the Navy, Duggan spent 7 years with WOR in New York

In March of 1954 Duggan joined MBS as the western manager for station relations. In the fall of 1957 he left Mutual and joined CBS Radio Stations Relations Department. In the fall of 1958 Duggan joined CCSI in his current position.

Martin White, South Eastern Sales Manager, attended the University of Chicago and DePaul Law School where he received an LLB degree.

During the war White was a special assistant in the offices of the Secretary of War. Following the war, he was the owner-manager of the Hodges Candy Company.

In 1948 White became commercial manager of WGAC where he remained until the summer of 1958, when he joined Community Club Services in his present capacity.



HORNSBY



GILMORE

John C. Gilmore, president is a native of Chicago and was raised on Long Island, N. Y. He is married and has two sons and resides in Westport, Conn. A vice president of Community Club Services, Inc. since its inception, Gilmore headed the Sales Development office in the company.

A veteran broadcaster since 1935 and member of the New York Chapter "Radio Pioneers," Gilmore, during his early years in broadcasting, was an actor on WMCA. In the years before World War II he appeared on all of the major network soap operas and dramatic programs.

During the war Gilmore served in the PRO office of Army Air Force in Macon, Ga. He wrote and produced broadcasts heard locally as well as nationally during the war; shows such as "Run Away to Victory," and "The Air Service Command."

In 1944, Gilmore joined the Sales Department of the Yankee Network, where he remained for several years before resigning to form the New England School of Radio Broadcasting in Bridgeport, Conn., in partnership with Bess Peterson, who later became Mrs. Gilmore.

Philip G. Peterson, Eastern Sales Manager, is a graduate of Wisconsin University. He began his career at Bridgeport, Connecticut, as a radio announcer and sports commentator. Following these assignments, he became station manager at WISP, Kinston, N. C. Prior to joining CCA in the summer of 1958, Peterson was station manager at WWCS, Sanford, N. C.



PETERSON



CARPENTER

William M. Carpenter, executive vice president, a native of Rahway, N. J., is married and the father of 2 daughters and a son. Carpenter recently moved from Norfolk, Va., to Cos Cob, Conn.

He has been active in radio since 1939, and in station management since 1946, spending his entire broadcasting career in the south. Carpenter started in the copy department at WRAL in Raleigh, N. C. During the war, he served for four years as engineering officer with the 78th Infantry Division in Europe and was discharged in 1946, with the rank of Captain. Returning to broadcasting, he was sales manager with both WGKV in Charleston, W. Va., WDNC in Durham, N. C., before joining WLOW, in Norfolk, Va., as station manager.

As a vice president of the Commonwealth Broadcasting Corp., he built, staffed, and managed, the now defunct, WTOV-TV, a UHF station covering the Tidewater Region. Returning to WLOW, as general manager, he helped create and launch the first CCA campaign in 1953. Until March of this year, Carpenter, serving as a vice president of the company, has managed Community Club Services, Inc.'s main office in Norfolk, Va.

John E. Karr, South-Central Sales Manager is a graduate of Frederick Spear School of Radio, Hollywood, Calif. He joined CCSI, after serving as commercial manager at W M A K in Nashville, Tenn. for one year.

Prior to that, Karr was general manager at WAYS, Charlotte, North Carolina, and WLFH, in Little Falls, N. Y. He has spent over 18 years in the broadcasting industry.



KARR

Boyd W. Lawlor, National Sales Manager, attended the University of Pennsylvania, and the Pierce School of Journalism. He was associated with radio station WLOL, Minneapolis, Minn., a year and a half.

Later, he became manager of the Chicago office of the William G. Rameau Co., where he remained for two years. Lawlor then became station manager of WWCA, in Gary, Indiana, and two years later was station manager of WSRS, Cleveland, Ohio. He left WSRS February of 1958 to join Community Club Services as Mid-West Manager. This past February Lawlor was appointed to his present position.

Gerald M. Hauser, South-Western Sales Manager, became assistant manager of the Standard Clothing Company, Ladysmith, Wis. in 1948.

In 1951, he joined WLDY Ladysmith, Wis. as commercial manager and in 1954 he became sales manager of KATP of Petaluma, Calif. Hauser joined KGMS of Sacramento, Calif. in 1958.

He left the station in March 1958 and joined Community Club Services, Inc.

Richard N. Robbins, Public & Client Relations Director, is a resident of Bloomfield, N.J. He received his education at Hebron Academy, Brandeis University, and Boston University School of Public Relations.

Prior to a tour of duty with the U. S. Army Robbins directed his own firm in Boston, Mass., specializing in the entertainment field. Later he became public relations director for Roy Hamilton, in New York City. Robbins again formed his own public relations firm and then became associated with Community Club Services, Inc. in March of 1958. He assumed his present position in the Fall of 1958.



LAWLOR



HAUSER



ROBBINS

(Continued on Page 20)



PROGRESS

At WIL - WRIT - KBOX is a continuing story. Over 1,000 clubs with 640,000 housewives and their friends (buyers all) taking part 52 weeks a year in the greatest CCA campaign ever staged . . . The Balaban Stations have accounted for \$150,000,000 in proof-of-purchase. For the community, for the listener, for the advertiser—

This is CCA . . .

This is Progress . . .

This is BALABAN RADIO . . .

Merchandising at its best!

WIL

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

WIL **KBOX** **WRIT**
St. Louis Dallas Milwaukee

THE BALABAN STATIONS
In tempo with the times

JOHN F. BOX, JR., Managing Director
Sold Nationally by Robert E. Eastman

More Than 200 Key Stations In Community Club Plan

(Continued from Page 1)

but three men in the field and two administrators. At the present time CCSI employs 25 people, all servicing the more than 200 stations carrying CCA franchises. There is a CCA franchised radio or TV station in 48 of the 49 states and Hawaii. The following stations have CCA franchises.

ALABAMA

WALA Mobile
 WJRD Tuscaloosa
 WYDE Birmingham

ARIZONA

KCNA Tucson
 KTAR Phoenix
 KPIN Casa Grande
 KYUM Yuma

CALIFORNIA

KSTN Stockton
 KSBW Salinas
 KINS Eureka
 KHSL Chico
 KVCV Redding
 KYNO Fresno
 KYOS Merced
 KGMS Sacramento
 KSON San Diego
 KCOP-TV Hollywood
 KITO San Bernardino
 KRDU Dinuba
 KEY-T Santa Barbara

COLORADO

KOLR Sterling
 KYOU Greeley
 KGMC Denver
 KYSN Colorado Springs
 KGHF Pueblo
 KBNZ La Junta
 KREX Grand Junction

CONNECTICUT

WTOR Torrington
 WADS Ansonia
 WATR Waterbury
 WLIS Old Saybrook
 WMMW Meriden
 WPCT Putnam

FLORIDA

WMYR Fort Myers
 WHEW Riviera Beach
 WARN Fort Pierce
 WALT Tampa
 WMMB Melbourne
 WTYS Marianna
 WTAL Tallahassee
 WBRD Bradenton
 WCOA Pensacola
 WDLF Panama City

GEORGIA

WGAC Augusta
 WGST Atlanta
 WDUN Gainesville
 WRBL Columbus
 WTRP La Grange
 WBMK West Point

HAWAII

KGU Honolulu

IDAHO

KIFI Idaho Falls
 KIDO Boise
 KFXD Nampa



Two of the grand prize winners in the CCA WXEX-TV, Richmond, Va. campaign. Awards were presented by Thomas McCollum, merchandising manager of Station WXEX-TV.

ILLINOIS

WCVS Springfield
 WSIV Pekin
 WKRS Waukegan

INDIANA

WWCA Gary
 WGBF Evansville
 WIOU Kokomo
 WJVA South Bend
 WBOW Terre Haute
 WFBM Indianapolis

IOWA

KXEL Waterloo
 WDBQ Dubuque
 KCRG Cedar Rapids

KANSAS

KTOP Topeka
 KANS Wichita
 KBTO El Dorado

KENTUCKY

WFUL Fulton
 WKYW Louisville

LOUISIANA

WDSU New Orleans
 WJBO Baton Rouge
 KMLB Monroe
 KSYL Alexandria

MARYLAND

WITH Baltimore
 WTBO Cumberland

MICHIGAN

WIBM Jackson
 WTRU Muskegon
 WKMI Kalamazoo
 WTHH Port Huron
 WWBC Bay City
 WABJ Adrian
 WNEM-TV Flint

MINNESOTA

KROC Rochester
 KATE Albert Lea

MISSISSIPPI

WABG Greenwood
 WJQS Jackson
 WOOK Meridan

MISSOURI

WIL St. Louis

MONTANA

KMON Great Falls
 KOPR Butte
 KBMY Billings

NEBRASKA

KNEB Scottsbluff
 KOIL Omaha
 KSID Sidney

NEW HAMPSHIRE

WKNE Keene

NEW MEXICO

KOBE Las Cruces
 KZUM Framington
 KOB Albuquerque

NEW YORK

WELM Elmira
 WHDL Olean
 WNDR Syracuse
 WBTA Batavia
 WGVA Geneva
 WWSC Glens Falls
 WSPN Saratoga Springs
 WPDM Potsdam
 WUSJ Lockport
 WJTN Jamestown

NORTH CAROLINA

WIST Charlotte
 WISP Kinston
 WFLB Fayetteville
 WLOS Asheville
 WRNB New Bern

NORTH DAKOTA

KBOM Bismarck

OHIO

WHOT Youngstown
 WCMW Canton
 WJW Cleveland
 WHIO Dayton
 WSPD Toledo
 WATH Athens
 WMOA Marietta

OKLAHOMA

KTUL Tulsa
 KTOW Oklahoma City

OREGON

KORE Eugene
 KSLM Salem
 KPOJ Portland
 KWIN Ashland
 KWIL Albany

KFIR North Bend
 KODL The Dalles
 KWRC Pendleton

PENNSYLVANIA

WBRE Wilkes-Barre
 WRTA Altoona
 WAKU Latrobe
 WWPA Williamsport
 WIBG Philadelphia
 WMGW Meadville
 WAMP Pittsburgh
 WCMB Harrisburg
 WJAC Johnstown
 WFRC Erie
 WSCR Scranton

RHODE ISLAND

WNRI Woonsocket

SOUTH CAROLINA

WESC Greenville
 WCOS Columbia
 WAIM Anderson
 WSSC Sumter
 WSNW Seneca
 WORD Spartanburg

TENNESSEE

WJZM Clarksville
 WMAK Nashville
 WKRM Columbia
 WMPJ Memphis
 WTJS Jackson

TEXAS

KOKE Austin
 KCMC Texarkana
 KENS San Antonio
 KSEL Lubbock
 KRIC Beaumont
 KOGT Orange
 KTRN Wichita Falls
 KZEY Tyler
 KRIG Odessa
 KTXL San Angelo
 KATR Corpus Christi
 KBOX Dallas
 KJIM Fort Worth
 KFLD Polydada
 KTXD Sherman

UTAH

KDYL Salt Lake City
 KLO Ogden

VIRGINIA

WLEE Richmond
 WXEX-TV } Danville
 WDVA Danville
 WBOF Virginia Beach
 WWOD Lynchburg
 WCYB Bristol

WASHINGTON

KXA Seattle
 KGA Spokane
 KITI Centralia-Chehalis
 KPKW Pasco

WISCONSIN

WLIP Kenosha
 WRIT Milwaukee
 WAUX Waukesha
 WLCX La Cross
 WHBL Sheboygan

WYOMING

KOWB Laramie
 KFBC Cheyenne
 KVOC Casper



How **WDSU** advertisers **SEE** radio

(they also like what they hear)

They **SEE** the WDSU picture window studio on the Rue Royale

They **SEE** the WDSU mobile studio at the point of sale

They **SEE** the WDSU merchandising program—complete, effective

They **SEE** the happy results of WDSU's balanced musical format,
authoritative news coverage, thought-provoking editorials—
programming aimed straight at the great "able-to-buy" market

*And many **SEE** Community Club Awards pay extra in sales results.*



WDSU RADIO
NEW ORLEANS

Community Club '59 Gross To Top The \$1 Million Mark

(Continued from Page 9)

Community Club Awards, grossed over one-half million dollars. This year, as a result of a general expansion program currently underway at Community Club Services, Inc. the predicated gross is 1.1 million dollars.

Community Club Awards, it is anticipated, will increase its franchises in the eastern region to 62 stations, the south-central area is expected to yield 25 stations, the south-eastern 62 franchised stations, the south-western area 60 franchised stations, the west coast 59, the inter-mountain area 40, and the mid-west area 78 stations. This will mean that by January of 1960 there will be 386 Community Club Awards franchised stations in the continental U. S.

Foreign Expansions

This projection does not include foreign expansion nor expansion in the form of other merchandising programs. At the present time Community Club Services, Inc. is developing an active Newspaper Division. Currently, there are 3 newspapers holding Community Club Awards franchises — The Williamantic Daily Chronicle, Williamantic, Conn.; The Daily Corinthian, Corinth, Miss.; and the Elizabeth Daily Journal, Elizabeth, N. J. In addition, this projection does not include other merchandising programs and properties currently under development and exploitation by Community Club Services, Inc. These new properties deal with both radio, television, newspapers and supermarkets.

New Headquarters

As part of its general expansion program, Community Club Services, Inc. recently moved to 20 East 46th Street, New York 17. In order to better serve clients Community Club Services, Inc. consolidated its Norfolk, Va. office, administrative headquarters for the firm for the past 4 years, with its New York sales office. In this way Community Club Services will be able to develop and offer new services for its clients.

The promotion department of Community Club Services, Inc. has currently made special Community Club Awards jingles available to franchised stations. New sales aids are currently being developed to aid the stations in selling directly to the sponsor, as well as to aid Community Club Services, Inc. in interesting additional national business. A National Sales Development Department was launched at Community Club Services, Inc. for the express purpose of developing more national accounts of the caliber of the cigarette company currently purchas-

ing participation in Community Club Awards in 3 out of every 4 Community Club Awards markets. This department, under the helm of Len Hornsby, former grocery sales manager at RAB, will concentrate on making presentations on behalf of Community Club Awards to national advertisers, and, in turn, attempt to interest them in Community Club Awards as a major national merchandising vehicle.

Increased Field Staff

Boyd Lawlor, newly appointed sales manager of Community Club Services, Inc., pointed out that "the field staff at CCSI will be increased this year from the current seven to 15 to cover seven regions of the U. S. This will enable a Community Club Awards field staffer to maintain a closer working relationship between the national client, the station, and the participating club.

In commenting on the company's phenomenal growth during the past year, John C. Gilmore, president, noted that this growth has been stimulated to a great extent by women's increased participation and leadership in civic betterment and the national trend of increased social consciousness as well as a return to religion.

Millions Participate

William Carpenter, executive vice president of CCSI, estimated that "over 5 million women and their families" a figure equal to that of the past five years of the company's history, "will be participating in Community Club Awards this year alone, collecting and turning in better than 100 million dollars worth of 'proofs of purchase.' Throughout the country this year, almost 5,000 local and national advertisers and their agencies will spend in the neighborhood of 15 million dollars with radio and television stations participating in Community Club Awards."

Bonus Is Best Sales Stimulator

The bonus is an essential element in any successful merchandising plan. It is necessary to stimulate the interest of the main stream of consumers within the community, all who have the variant tastes.

Wide Variety Of Bonuses Big Incentive To Women

(Continued from Page 9)

serves to attract a great variety of clients who desire to take advantage of the mass buying power afforded by CCA. This, in turn, makes a better Community Club Awards campaign, since, as in any merchandising campaign, the consumer is better attracted by a variety. It is hard to conceive a merchandising campaign for a funeral parlor; however, in Virginia a new Funeral Chapel bought a participation in Community Club Awards and offered a bonus for a visit to their new chapel.

Bonus Systems

One of the great problems for a diaper service is in obtaining the names and addresses of expectant mothers. Insurance brokers only ask for an opportunity to review the consumers' existing insurance policies. CCA opens the door for him. A moving and storage company needs the names of those persons planning to move in the near future. In addition to direct sales, an automobile dealer attempts to get the consumer into his showroom for a demonstration ride. All of these goals are conceived merely to reach a prospective customer, and then attempt a sale. Few merchandising programs can offer to solve these problems as well as produce direct sales. Community Club Awards has developed the bonus system in order to direct its participating women's organizations toward these difficult "goals."

Since Community Club Awards deals with a large percentage of the female population in any given community, it is necessary that CCA offer a variety of bonus credits.

Repeating Promotion Necessary Technique

(Continued from Page 9)

where a product promotion once inaugurated becomes an annual or semi-annual feature, that campaign is a winner for both the sponsor and station, William M. Carpenter, vice president of Community Club Awards, states.

In outlining his company's merchandising program, Carpenter revealed, that one of the outstanding features of CCA is that in over 85 per cent of the markets where the program has been sold it has become an annual or semi-annual feature, according to Carpenter.

CCA campaigns, Carpenter, indicated, are generally conducted for a number of non-competing sponsors. As an example, in a 13-week program for one station the following types of sponsors were in on the promotion: automobiles, bicycles, bread and baked foods, cigarettes, dairy products, drugs, dry cleaner, floor covering, gasoline and oil, meats, men's wear, moving and storage, photographic supplies, poultry, soft drinks, super-market, tire and appliances and window needs.

Organizations Aiding Community Welfare

(Continued from Page 9)

religious, social, charitable or fraternal organizations in his campaign to better local community conditions.

Today, with women organizations numbering in millions and all philanthropical inclined, the lure of money in form of cash awards has resulted in the best means of engaging their support.

These organizations are always in need of finances. And where a station's promotional campaign will enable them to increase their limited funds, literally thousands of women could be recruited for missionary work on the community level.

Community Club Awards, through its merchandising system of planned campaigns, enlists women's organizations to compete locally for cash awards which aid in bettering local community conditions.

Community Club Awards, carry their station-sponsor merchandising and promotional program a step further. Not only do their campaigns aid community organizations through cash awards, but the purchasing power of these women demonstrated by returned box tops, coupons, etc. also prove the station's pulling power for any and all types of sponsors.

Headquarters of CCA Personnel

Key personnel and offices of CCA in key areas throughout the country are now located in the following cities:

Chicago—Todd Branson, 360 N. Michigan Avenue, Room 615, phone: Dearborn 2-2097, Chicago, Ill.

San Francisco—Russell O. Hudson, Hearst Bldg., Suite 1204, San Francisco, Calif. phone: Exbrook 7-3891

Boston—Phil Peterson, 80 Boylston Street, phone: Hubbard 2-3638, Boston, Mass.

Augusta—Martin White, P.O. Box 3291, Augusta, Ga. phone: Park 2-2692.

Denver—Thomas Duggan, 10375 West 18th Street, Lakewood, Colo. phone: Belmont 7-4966.

Nashville—John Karr, 544 Northcrest Drive, Nashville, Tenn. phone: Vernon 2-2939.

Dallas—Gerald Hauser, 5106 Live Oak Street, Dallas. phone: Taylor 1-2132.

As pioneers in

COCA

*we are pleased
to associate our
initials with theirs*

WLEE

Radio, Richmond

WXEX-TV

Serving Richmond, Petersburg & Central Va.

**5,888,686 proofs of purchase
turned in during last 13-week cycle!**

National Representatives:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington

Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans

McGavren-Quinn in Chicago, Detroit and on West Coast

Ohio Stations Representatives in the state of Ohio

TIME BUYERS REFERENCE ON A FEW CCA STATIONS

KATE

Albert Lea, Minnesota

Representative Meeker
Population 15,000
Est Buy Guide 10,000
On The Air From 3-3 to 5-2
Natl Pkg—No of Spots
Cost Per Week see Meeker

KBMY

Billings, Montana

Representative Avery-Knodel
Population 75,000
Est Buy Guide 7,500
On The Air From 3-9 to 5-1
Natl Pkg—No of Spots 10
Cost Per Week \$70

KCOP-TV

Los Angeles, California

Population 6,395,000
Est Buy Guide 400,000
On The Air From 4-13 to 7-12
Natl Pkg—No of Spots 5 & 10
Cost Per Week \$1,250 & \$1,875

KGMC

Denver, Colorado

Representative Radio-TV Reps
Population 850,000
Est Buy Guide 70,000
On the Air From 9-14 to 12-3
(3rd Campaign)
Natl Pkg—No of Spots 260
Cost Per Week \$200

KGMS

Sacramento, California

Representative Forjoe & Co.
Population 200,000
Est Buy Guide 25,000
Cost Per Week see Forjoe

KGU

Honolulu, Hawaii

Representative ... NBC Spot Sales
Population 446,400
Est Buy Guide 30,000
On The Air From 3-23 to 13 weeks
Natl Pkg—No of Spots 20
Cost Per Week \$300

K-JIM

Fort Worth, Texas

Representative
O'Connell, Reilly, Brown
Population 565,648
Est Buy Guide 25,000
On The Air From 4-20 to 6-20
(2nd Cycle)
Natl Pkg—No of Spots 15
Cost Per Week \$125

KLO

Ogden, Utah

Representative Avery-Knodel
Population 130,000
Est Buy Guide 25,000
On The Air From 9-13 to 12-12
Natl Pkg—No of Spots 12
Cost Per Week \$78

KSYL

Alexandria, Louisiana

Representative .Everett McKinney
Population 125,000
Est Buy Guide 10,000
On The Air From 4-13 to 7-10
Natl Pkg—No of Spots 30
Cost Per Week \$120

KTAR

Phoenix, Arizona

Representative Avery-Knodel
Population 1,200,000
Est Buy Guide 40,000
On The Air From 9-15 to 11-15
Natl Pkg—No of Spots 14
Cost Per Week \$140

KYNO

Fresno, California

Representative Headley-Reed
Population 380,000
Est Buy Guide 25,000
Natl Pkg—No of Spots 10
Cost Per Week \$120

WBOF

Norfolk, Virginia

Representative Bob Dore
Population 600,000
Est Buy Guide 10,000
On The Air From 4-23 to 7-23
Natl Pkg—No of Spots 18
Cost Per Week \$100

WDBQ

Dubuque, Iowa

Representative Devney
Population 60,000
Est Buy Guide 10,000
Natl Pkg—No of Spots 25
Cost Per Week \$93.75

WDSU

New Orleans, Louisiana

Representative... John Blair & Co.
Population 845,000
Est Buy Guide 50,000
On The Air From 9-13 to 12-12
Natl Pkg—No of Spots 12
Cost Per Week \$200

WGAC

Augusta, Georgia

Representative Avery-Knodel
Est Buy Guide 10,000
On The Air From 3-1 to 6-1
Natl Pkg—No of Spots 20
Cost Per Week \$120

WGBF

Evansville, Indiana

Representative Weed
Population 213,800
Est Buy Guide 15,000
On The Air From 2-1 to 4-6
Natl Pkg—No of Spots 15
Cost Per Week \$135

WJQS

Jackson, Mississippi

Representative Ayers, Devney
Population 250,000
Est Buy Guide 20,000
On The Air From 9-11 to 11-1
Natl Pkg—No of Spots 15
Cost Per Week \$90

WLEE-WXEX

Richmond, Virginia

Representative Select
Population 300,000
Est Buy Guide 30,000
On The Air From 6-7 to 9-6
Natl Pkg—No of Spots 18
Cost Per Week \$180

WNRI

Woonsocket, R. I.

Representative Direct
Population 100,000
Est Buy Guide 15,000
On The Air From 4-1 to 6-1
Natl Pkg—No of Spots 30
Cost Per Week \$240

WRIT

Milwaukee, Wisconsin

Representative Eastman
Population 1,231,000
Est Buy Guide 80,000
On The Air From 3-23 to 6-20

WSIV

Pekin, Illinois

Representative Sears & Ayer
Population 25,000
Est Buy Guide 8,000
On The Air From 4-6 to 7-6
Natl Pkg—No of Spots 25
Cost Per Week \$118

WWCA

Gary, Indiana

Representative Jepco
Population 170,000
Est Buy Guide 10,000
On The Air From 9-11 to 11-1
Natl Pkg—No of Spots and
Cost Per Week see Standard
Rate & Data

WJW

Cleveland, Ohio

Representative Katz
Population 1,900,000
Est Buy Guide 100,000

WFBM

Indianapolis, Indiana

Representative Katz
Population 500,000
Est Buy Guide 50,000
Natl Pkg—No of Spots 30
Cost Per Week \$315

WIBG

Philadelphia, Pa.

Representative Katz
Population 5,706,900
Est Buy Guide 60,000
On The Air From 1-59 to 11-59
Natl Pkg—No of Spots 10 & 20
Cost Per Week \$400 & \$750

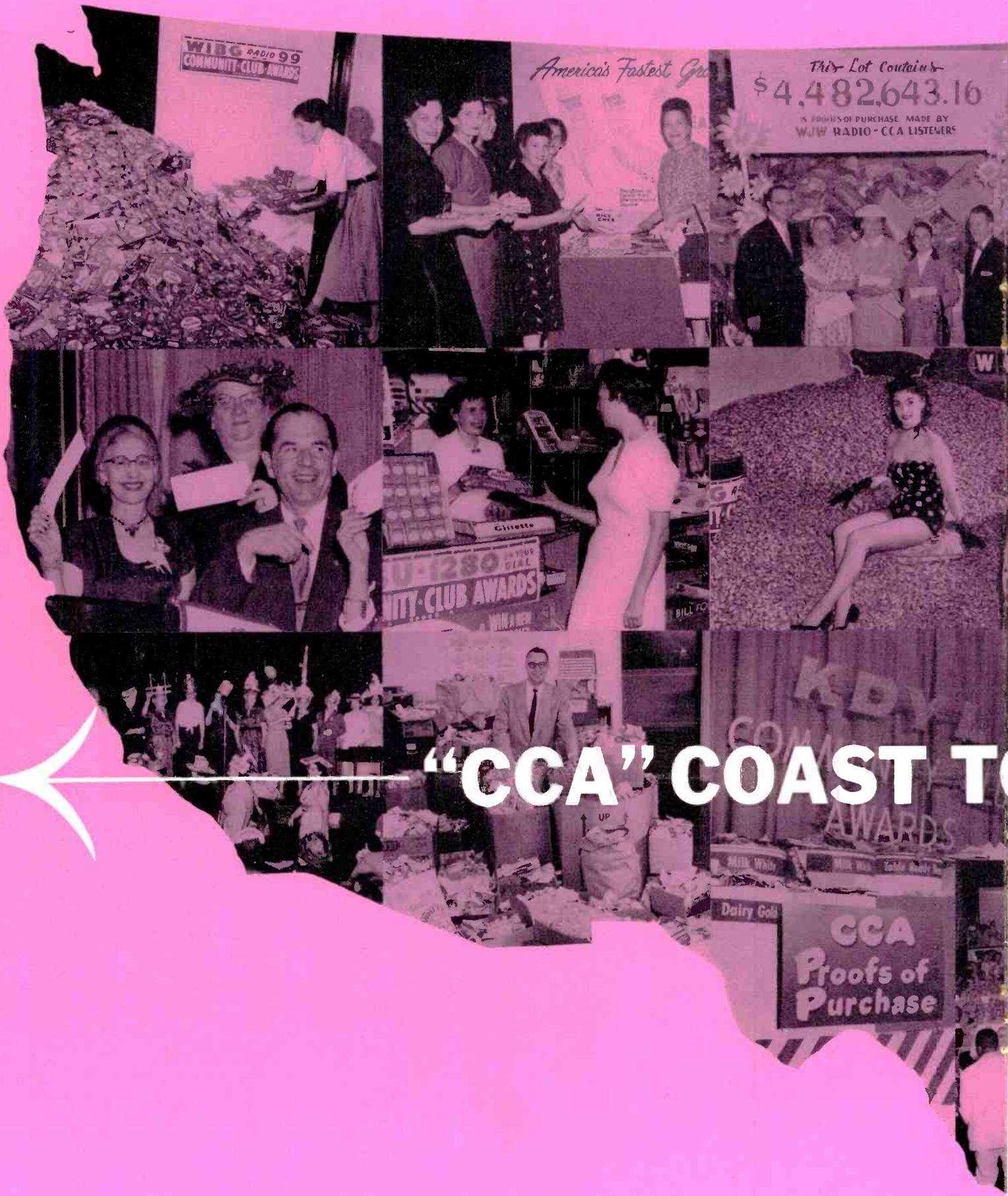
WSPD

Toledo, Ohio

Representative Katz
Population 500,000
Est Buy Guide 45,000
On The Air From 6-1 to 8-30
Natl Pkg—No of Spots 21-14-7
Cost Per Week \$375-\$250-\$150

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WIBG RADIO 99
COMMUNITY CLUB AWARDS

America's Fastest Growing

This Lot Contains
\$4,482,643.16
IN PROOFS OF PURCHASE MADE BY
WJW RADIO - CCA LISTENERS

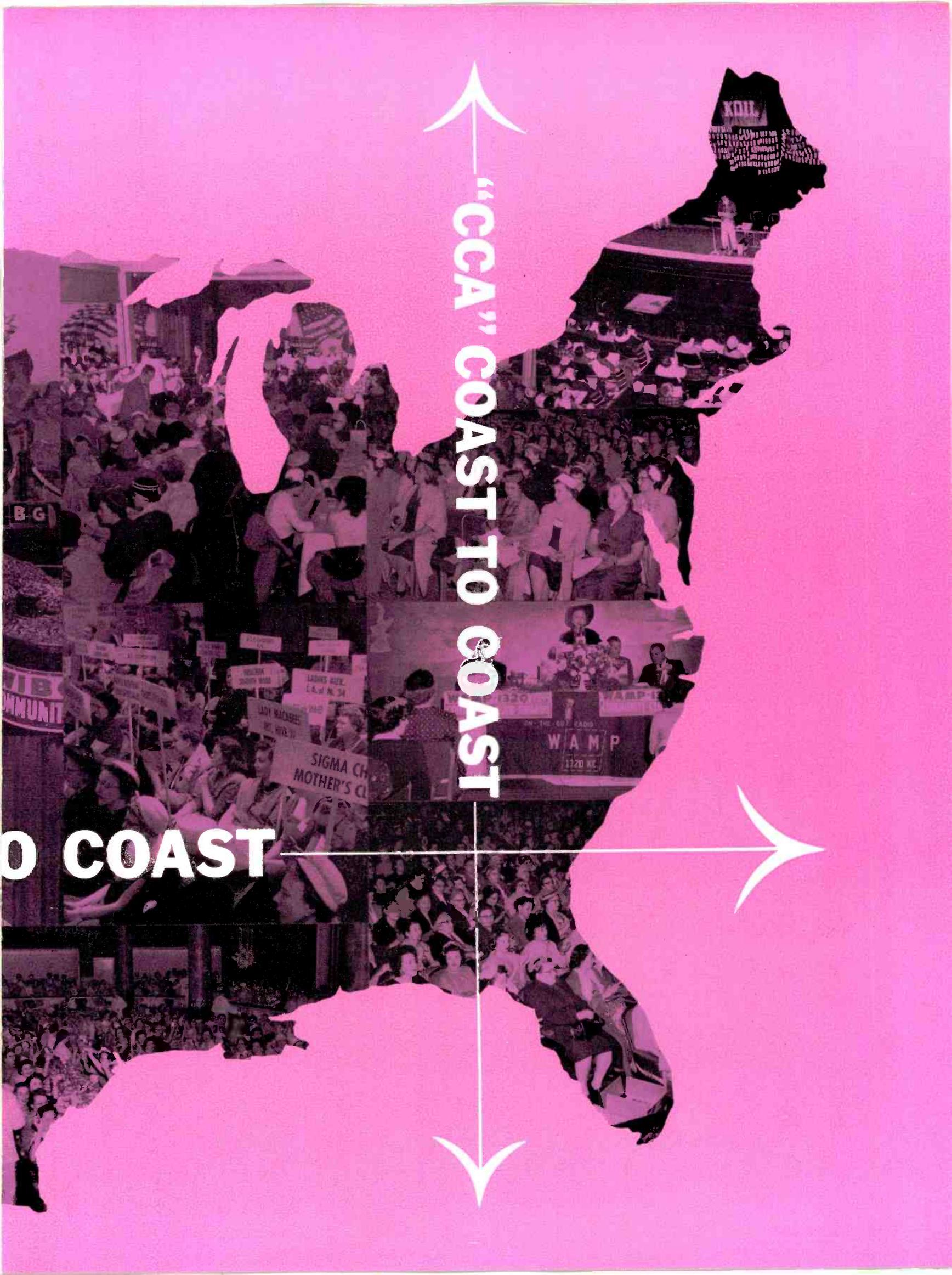
WIBG RADIO 99
COMMUNITY CLUB AWARDS

KBDV
COMMUNITY CLUB AWARDS

CCA
Proofs of
Purchase



“CCA” COAST TO



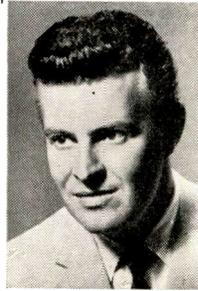
“CCA” COAST TO COAST

O COAST

Roster of Men Who Shape Future of CCA

(Continued from Page 11)

Todd Branson, Regional Representative in the Mid-West area, worked as an announcer, sportscaster, and news editor, from 1944 to 1947 at WPEN, Philadelphia; WJW, Cleveland; KMBC, Kansas City; and WTOD, Toledo.



BRANSON

In 1947 through 1949 he was program manager and sports director at KENT, Shreveport.

From 1949 to 1950 he held the same position at WSDR at Sterling, Illinois.

In 1950 Branson joined WWCA in Gary, Indiana in the same capacity where he remained through 1955. In 1955, he became account executive at the station where he remained until 1957. He became station and commercial manager at WNMD in Evanston, Ill., where he remained until joining Community Club Services in 1959.

Ralph Durham, Controller, is a graduate of Emory and Henry College, Emory, Va. Prior to attending college, Durham was in the U.S. Air Force.



DURHAM

In 1953 he joined M. Lowenstein & Sons, Inc. where he supervised industry control and cost analysis. In August 1954, he became chief accountant, office manager, and credit manager at Hockmeyer Bros., Inc. where he remained until July of 1956. At that time Durham became assistant controller at Stehli Co., Inc. One year later he left Stehli & Co., Inc. to become controller and office manager of the Radio Advertising Bureau, Inc., where he remained until joining CCSI, in December of this past year.

Russel O. Hudson, Regional Representative for the west coast area, was night traffic manager in Hollywood for the western division of NBC from 1936 through 1941. In 1941 Hudson joined ABC as sales service manager of the western division and as account executive for the Pacific Network.



HUDSON

He remained with ABC until 1948 when he was appointed sales manager and vice president in charge of sales of Audio & Video Products Corp., New York City, where he remained till 1952.

In 1952 Hudson formed his own company, Hudson & Co. in San Francisco. He later joined KJBS in San Francisco, as an account executive, and while there was named coordinator and adviser for the sales and operation of CCA. He left KJBS and joined Community Club Services, Inc. in his present position in March, 1959.

K L O

OGDEN, UTAH

1430 on the Dial
5000 Watts

CCA NO. 2 STARTING SEPTEMBER 14th

January 1959 Pulse gives
KLO 34% of the total
Ogden audience.

Representative:

EVERY-KNODEL

ABC-Mutual-Intermountain
Affiliate

WJW takes Cleveland Radio to the people . . .



WITH AMERICA'S LARGEST MOBILE STUDIO

With dramatic impact, WJW has taken one of the greatest forward steps in Cleveland radio in years — and it has captured the imagination of the buyer-rich northeastern Ohio market. The huge success of this roving studio was evident from its first appearance when 100,000 spectators applauded its introduction to Cleveland! Daily broadcasting from high-traffic locations throughout its coverage area has made WJW Radio 85 an even more vital and attention-drawing force in this market of almost 4 million people! Take advantage of the tremendous local acceptance of WJW Radio with its bold mobile studio.

"Famous on the local scene"

WJW

RADIO 85 CLEVELAND

Storer Radio

WJW Cleveland WJBK Detroit WGBS Miami WAGA Atlanta WWVA Wheeling WIBG Philadelphia WSPD Toledo

Represented nationally by the KATZ AGENCY

CCA COAST-TO-COAST



No Losers In CCA Merchandising Plan

(Continued from Page 9)

charitable organizations, working for cash awards for their club endeavors. Clubs compete by turning over to the radio or television station, weekly, accumulated "proofs of purchase" as outlined in the Buyers Guide provided by the station for clubs distribution to their members and friends. Cash awards, which are distributed weekly, culminate in grand awards at the end of the 13-week period, which are based alternately on "dollar volume" and "dollar volume per capita," thus offering both the large and small clubs equal opportunities. At the end of the campaign, the station purchases all the receipts, bottle caps and box tops turned in by non-winning clubs at one dollar per thousand dollars, making every participating club a winner in direct proportion to their effort." All winners and no losers! Cash awards range from \$1,500 in markets as small as 6,500 population to as much as \$10,000 per campaign in major market areas.

CCA is predicated on two basic assumptions; "Never underestimate the buying power of a woman" and "women's clubs always need money."

Women Buying Is Big Factor In Successful Promotion Plan

(Continued from Page 9)

have become evident in modern packaging methods. In turn, radio and television stations have been attempting to develop new and attractive color schemes in order to cultivate the female listener. New concepts in merchandising have evolved from the single in-store display to full scale merchandising campaigns such as Community Club Awards. One of the most overlooked sources of revenue and new listenership have been America's civic, religious, social, and fraternal organizations. Nearly every woman in America belongs to one of these groups. As a group, these women become mass buying power, and when properly directed with a predetermined goal, these women can and are, through CCA, proving to be a new source of revenue for radio and television. During the past five years CCA has been attempting to cultivate the buying loyalty of the women who are members of these civic, religious, social and fraternal organizations and has discovered and proven that these organizations, within a single community, can be melded to combine a mass purchasing power.

Station Exploitation A Must, Says Gilmore

(Continued from Page 9)

sponsors' product. And exploitation of that product can no longer be sloughed off with just a few newspaper ads, publicity stories and a few window displays."

On his recent trip throughout the country visiting various stations, Gilmore revealed a growing trend on the part of many stations towards stronger, local merchandising of sponsors product. More and more radio and TV stations, he indicated, were resorting towards the old-fashion 'movie' type of exploitation in selling a sponsor's product locally.

Gilmore pointed out it is not always the station getting the highest rating for a sponsor's program that also accounts for the highest sales results. The best proof of this is indicated by certain sponsors shifting their program outlets in various cities — thus testing the pulling power of one station against the other in a particular market.

1380

1380

WNRI
PRESENTS
THE
TOPS . . . IN
MUSIC
NEWS
SPORTS

YOUR BEST BUY
IS

WNRI

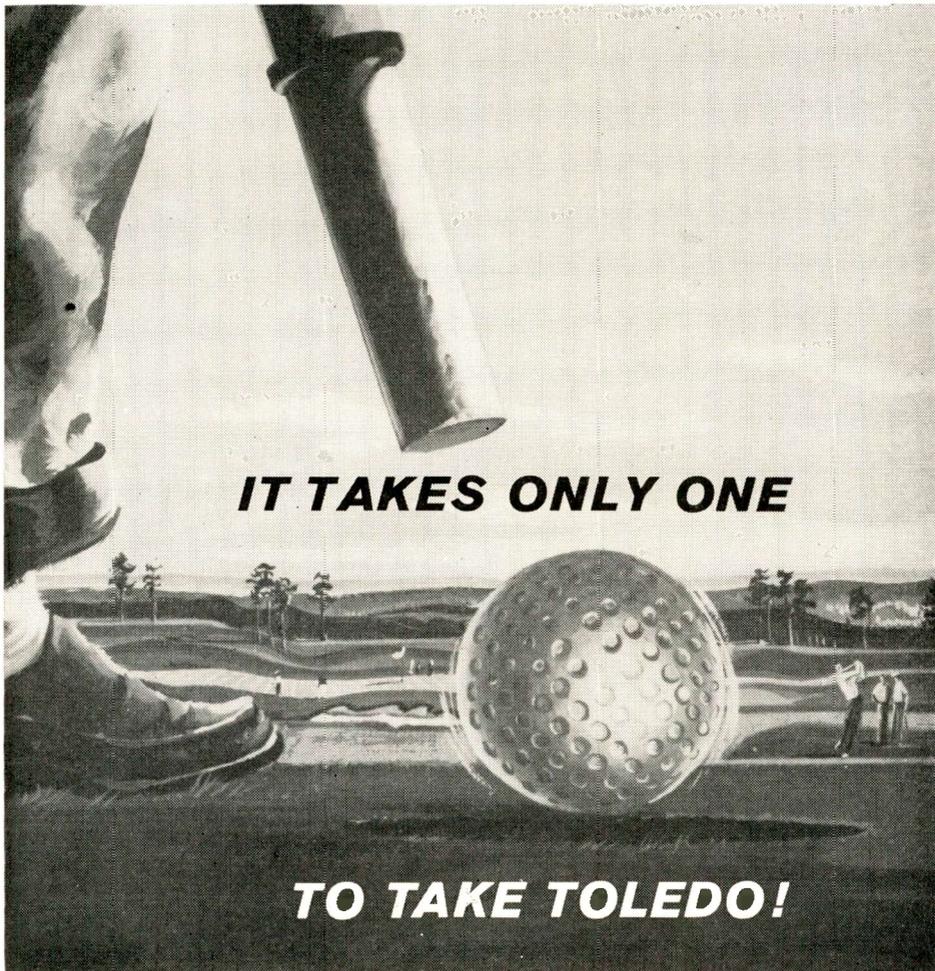
1000

WATTS

Northern Rhode Island's most powerful and popular Radio Station

Serving Northern Rhode Island —
Eastern Connecticut & Southern
Massachusetts

1380 POplar 9-0600 1380



IT TAKES ONLY ONE

TO TAKE TOLEDO!

Top listeners' acceptance coupled with an all-time high in customer acceptance reflect WSPD's forward march to give you more mileage for your dollar.

This leadership has been created through balanced programming around the clock, aggressive merchandising, continuing audience promotion, and inspired public service. By all measurements, WSPD stays on top as the one buy to take the billion-dollar Toledo market. Ask your Katz man for details.

"Famous on the local scene"

WSPD 
NBC RADIO in TOLEDO



Storer Radio

WSPD **WJW** **WJBK** **WGBS** **WAGA** **WWVA** **WIBG**
Toledo Cleveland Detroit Miami Atlanta Wheeling Philadelphia

CCA COAST-TO-COAST

Promotional Merchandising Effectively Applied



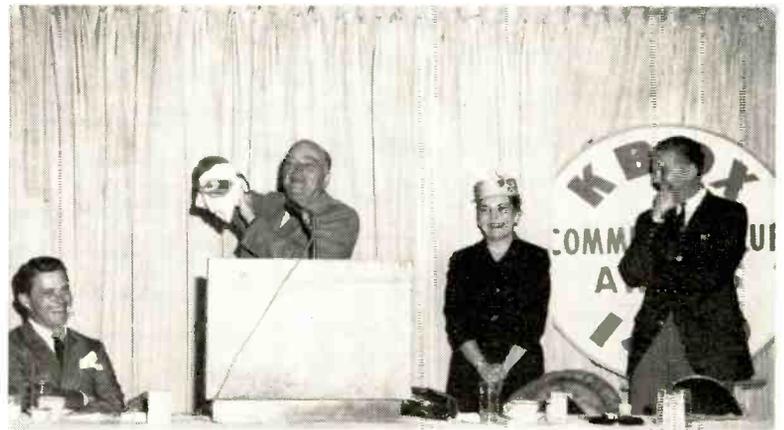
CCA arranged new carpet for City of New Orleans. L to r: Norman Turk, general merchandising mgr., Maison Blanche; William McKinley, A & M Karagheusian Co.; Hon. de Lesseps S. Morrison, Mayor, City of New Orleans; John F. Screen, manager, WDSU, CCA franchise station in New Orleans and James Slater of A & M Karagheusian Co.



Two women depositing their proof-of-purchase receipts in the campaign conducted for Station KBMY, Billings, Mont.



One of the many ways a sponsor promotes his own participation in CCA. This was tied in with the campaign for Station WOWO in Fort Wayne, Ind.



Edgar Bergen paid a surprise visit to the meeting and entertained CCA participating club members. With Bergen at the speaker's table are: E. T. Hunt, general manager KBOX; Mrs. Irene Runnels, CCA director, Balaban Stations, and Mike Secrest, d.j. at KBOX, Dallas, Tex.



A training session for A & P managers held in the studio of WALA AM & FM in Mobile, Ala. General Manager J. McNamara explains CCA to 28 A & P managers and department heads.



For its CCA campaign in conjunction with WJW, Cleveland, Ohio, CCA director shows station executive what was accomplished in dollars and cents. The sign speaks for itself.

Aids Stations, Sponsors And Local Communities



Millie Cron, CCA director, stacking the Piggly Wiggly store receipts for the KSON, San Diego, Calif. campaign.



John C. Gilmore, president of CCA, shown presenting Carl Vandagriff, Westinghouse radio official, with a plaque in behalf of the Women's clubs of Fort Wayne, Ind. where WOWO sponsored Community Club Awards.



Women from many different organizations in the district attend the kick-off meeting of the CCA program arranged in connection with Station KGMC, Denver, Colo. Upper right in photo can be seen some displays and products of various sponsors participating.



After the KBOX, Dallas, CCA organizational meeting, club representatives receive their Buyer's Guides and Tally Pads, distributed by KBOX personnel.



A carload of proof-of-purchase evidence collected by some of the girls during the WDSU-CCA campaign in New Orleans. Results — 19,007 packs; 4,051 cartons besides 25,000 more not shown in photo.



The CCA campaign for Station KEYT-TV, Santa Barbara, Calif. held this outdoor kick-off get-together with representatives from all local organizations participating. Naturally the station used the event on the air to aid the promotion.

WBOF

Virginia Beach, Virginia

“CCA IS TOPS IN TIDEWATER”.....

Just Completed—The biggest CCA campaign ever held in the Norfolk area.
New Campaign starts April 23rd !

That's why we're a proud CCA station. And, from Tidewater's Adult Station covering America's 26th Market —

Best Wishes to CCA on your 25th Anniversary !

MUSIC • NEWS • SPORTS

REPRESENTED BY HIL F. BEST

WBOF

Virginia Beach, Virginia

W G A C

Augusta, Georgia

Represented nationally by

Avery-Knodel

Now starting its fourth annual
Community Club Awards Campaign

CONGRATULATES

Community Club Services

upon its successful operation with some
two hundred U. S. Radio Stations

All Radio-Television Needs Wide Array of Merchandising

(Continued from Page 9)

dition to product identification. Modern competitive conditions require a closer contact with the consumer. Merchandising coupled with advertising, offers a station's client the opportunity to get into the home via the air waves as well as physically. A radio or television station supplements its service to the sponsor by forcing distribution of a product and also by getting the sponsor's product into the home so that the family will at least try the product. Merchandising programs such as Community Club Awards afford the station just such an opportunity.

Through the use of petitions the Community Club Awards program has been able to force distribution on such items as cigarettes, soft drinks, ice cream, milk, potato chips, and others. Sampling methods as well as large bonuses on slow-moving consumer items have made it possible for CCA to force products into the home. Every sponsor is confident that once the consumer tries the product or service, the consumer will become a permanent customer. Effective merchandising programs offer the client these opportunities.

By instituting such merchandising programs, stations can invite

new clients, clients that don't ordinarily use radio or television, to buy time. A good example of this is the funeral parlor in Virginia; that bought a Community Club Awards participation; or, a shoe repair equipment manufacturers in Memphis who bought participation in CCA for all shoe repair shops using his equipment; or, the Union Pacific Railroad who bought time in order to promote its tours.

Merchandising plans not only serve to attract new business, but allow the station to get higher rates, thus increasing the billing of the station. Compared to the increase in billings the cost of such merchandising plans as CCA are only minor. In addition, through merchandising plans the station merchandises its own call letters; thus increasing listenership.

Runnels Coordinating CCA For Balaban Outlets

(Continued from Page 9)

Wis.; and WIL, St. Louis, Mo.

In announcing Mrs. Runnels' appointment, Box stated that, "the Community Club Awards Director is one of the most important and fundamental roles in the CCA campaign. The CCA director is the

CCA Means New Business, Says Box

"In addition to public service factor, CCA enables a station to bring clients into radio who have not previously had radio on their budgets," John F. Box, Jr. of the Balaban stations, said.

backbone of the campaign, and must be an extremely dynamic person in order to stimulate and maintain the interest of the women within the community. Mrs. Runnels, as the CCA director in St. Louis during our first CCA campaign, demonstrated her ability to stimulate and to mobilize the women, and to maintain an exciting and interesting campaign." Mrs. Runnels, who has been serving in her capacity as CCA director for the Balaban stations for the past few months, has been directing all phases of Market Research as well as Community Club Awards for the Balaban Stations.

She is the first woman ever to be appointed to the post of National Community Club Awards Director for any radio or television group. Mrs. Runnel was born in Guthrie, Oklahoma, and graduated from Guthrie High School in 1937. She attended Oklahoma Catholic College for Women and was a member of the class of 1941 at Kentucky State College.

Broadcasters Zeroing In On Slack Periods

(Continued from Page 9)

definitely sold on the values of these "tools of industry" and are using them more effectively.

Merchandising and promotion effectively carried out has enhanced many a station's value to its community aside from its obligations to its sponsors. From the renewed co-operation now being extended by sponsors, it is the opinion of station owners that a return to more point-of-sale results for the sponsor will play a major role in station's forthcoming time billings.

During the past few years specialists in merchandising have been hammering stations with "idea promotions," which, while they did prove their value locally, failed to make the grade on a national level.

She moved to St. Louis 14 years ago to take a position with American Fixture Inc. In April of 1958 she joined WIL as Community Club Awards Director. Prior to that she had been a member of the Parent Teacher's Association Counsel of St. Louis and had been active in the Club Scouts. At the present time the Balaban Stations have CCA Directors at each of the 3 stations with Mrs. Runnels as co-ordinator.

Make your Biggest Impact on the **BIG DENVER MARKET** for the Least Advertising Expenditure . . . join up with CCA for the fall campaign on Radio Station KGMC . . .

KGMC's first campaign, in the Fall of 1958, moved well over a million dollars of goods and services for a blue ribbon list of regional and national advertisers. The second KGMC campaign is now under way.

Our big autumn campaign will begin September 14th and continue for 13 weeks through December 13, 1959. It will continue the all star lineup of KGMC's adult programming of Wonderful Music, News and Features, with CCA Coordinator Ginny MacLee, and a long list of merchandising helps, including a weekly ad in a Denver daily newspaper, a weekly television show, Buyer's Guides and point of sale merchandising. A number of non-competitive categories are still open for the fall.

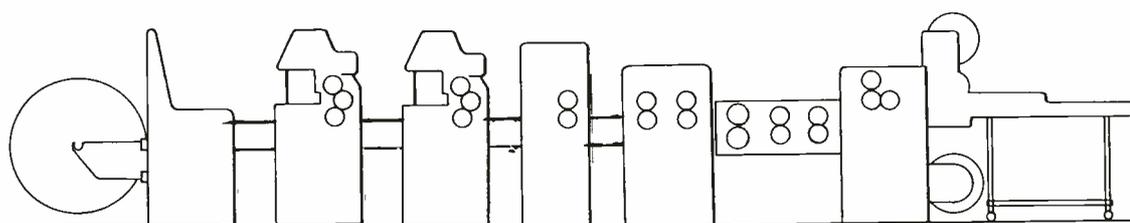
Call KGMC Radio, Radio-TV Reps, or your nearest CCA office for complete details.

KGMC RADIO SERVING GREATER **DENVER**

CCA COAST-TO-COAST

Automation hits

CCA *Buyer's Guide* **PRINTING**



LINOTYPE COMPOSED

PRECISION STYLED

ROTARY PRINTED

at speeds 4 times faster
than sheet-fed presses.

**N P C at Sacramento, California, adds
NEW HI-SPEED ROTARY OFFSET PRESS**



**2 COLORS FOR
THE PRICE OF 1**

Be sure to check with us before every CCA cycle.

Ask for our special prices on quantity runs of ALL kinds of Printing.

NEWS PUBLISHING CO., INC.

Advertising Printing



Specialists - Since 1891

P. O. BOX 551 — 1213 H ST., SACRAMENTO 3, CALIFORNIA — PHONE Gilbert 1-5392

Exclusive Western Distributors

Community Club Awards Material

CONGRATULATIONS CCA *on* NO. 5!

As Printers for hundreds of thousands of buyers guides for successful CCA campaigns all over the country, we say "Hats Off to CCA!" We're proud to be a part of one of advertising's greatest promotions.

We're proud, too, of our record with CCA. We've never missed a deadline.



horst *Advertising* **service**

DIRECT MAIL OFFSET PRINTING

ADDRESSING

DOOR-TO-DOOR DISTRIBUTION

916 MAIN STREET

NORFOLK, VIRGINIA

CCA KICKS OFF AT KSYL



KSYL Alexandria, Virginia

**970 on the dial
NBC Affiliate**

Clark Brown Southern Rep.
Everett McKinney-National Rep.

Campaign Number 4 begins September 1st

on

W J R D

"Radio West Alabama"

Tuscaloosa, Alabama

Alabama's 4th Market

We're a Triple-A Station!

(Adult Audience Appeal)

YOU GET MORE FROM THE BIG FOUR



Chuck Breece



Ann Wagner



Bob Hardwick

More listeners, more action, more sales are yours when you use Indiana's BIG FOUR WFBM disk jockeys!



Jay Arlan

Ask your KATZ man for details.



JUST COMPLETED THE FIRST CCA CAMPAIGN IN
THE STATE OF MISSISSIPPI

FANTASTICALLY SUCCESSFUL FOR 16 SPONSORS
WITH \$4,000 IN CASH AWARDS!

NOW IN THE WORKS — CCA No. 2

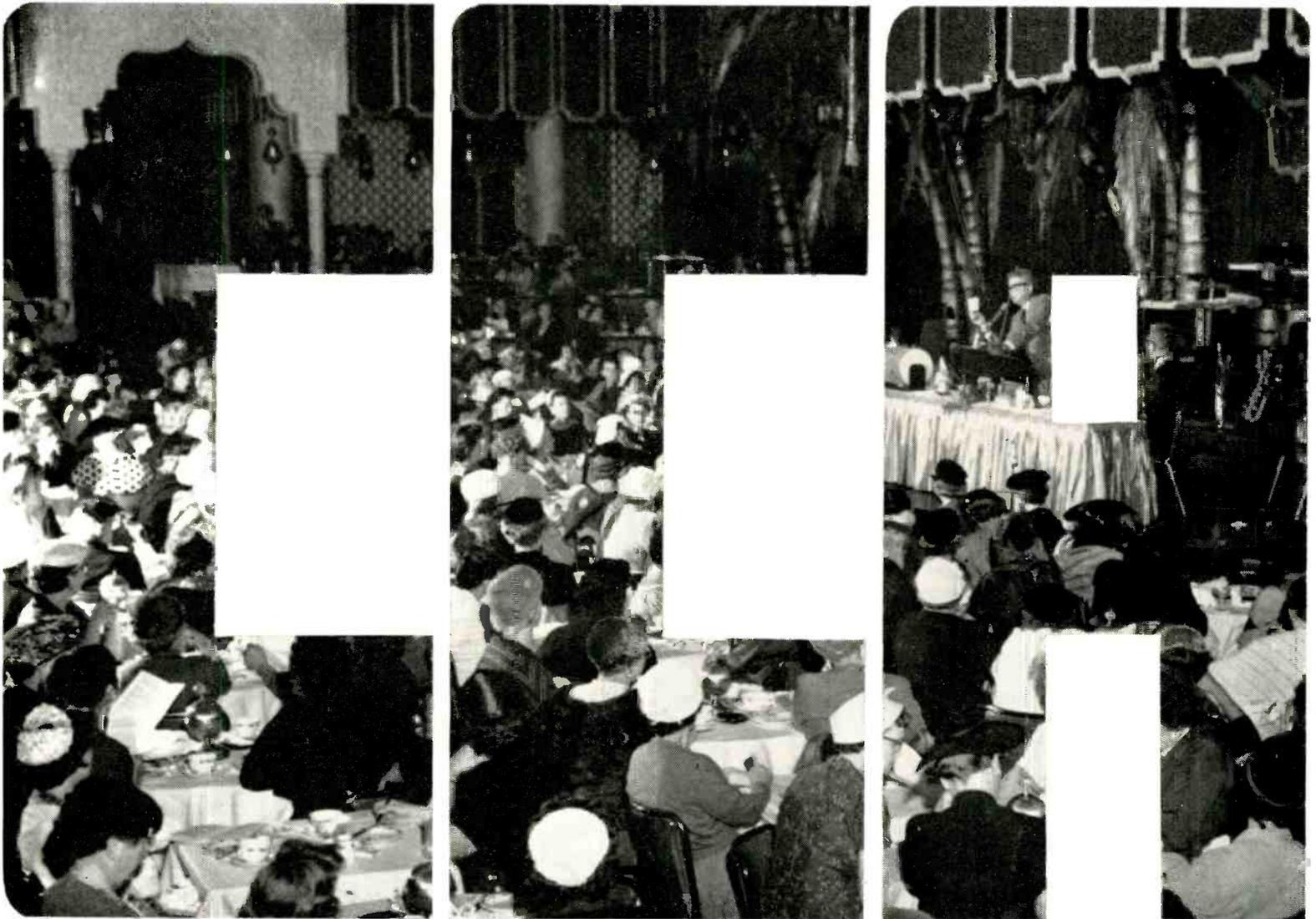
Starting in September

**GET ON BOARD WITH YOUR PRODUCT ON
JACKSON, MISSISSIPPI'S, GOOD MUSIC STATION**

WJQS

Contact: LEW HEILBRONER,
General Manager

**JACKSON LEADS THE NATION PERCENTAGEWISE
IN BUSINESS AND IN GROWTH**



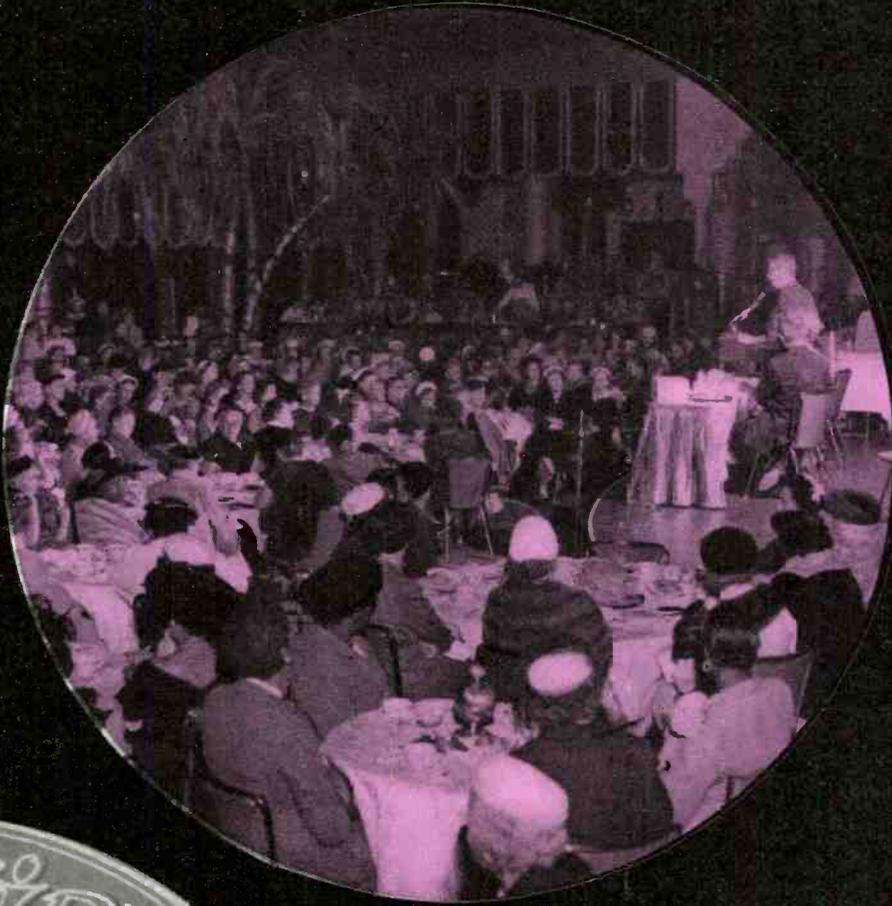
SCORES HIGH

with local sponsors, regional sponsors and national sponsors! Scores high too, with nearly a half million Southern California Clubwomen, their families, friends and neighbors. We're really pretty new in Community Club Awards as we're just now completing our first cycle, but we'll bet every bottle cap we own CCA will be *biggest* in BIG L.A. the fastest growing market *anywhere!*

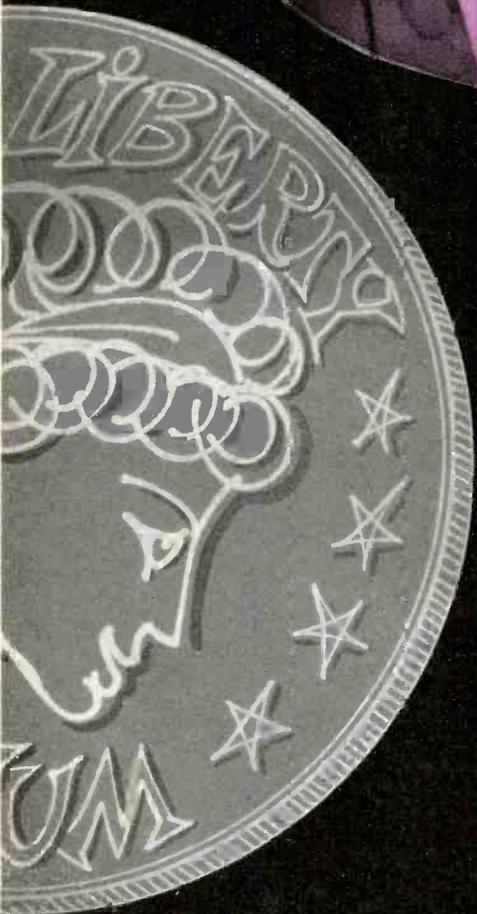
KCOP

13

Community Club Services Inc., 20 East 46th Street, New York 17, N.Y.



"Women's Clubs always need money!"





By NAT GREEN

● Norm Barry of NBC will be the luncheon speaker at the all-day closed circuit conference of the AWRT March 21. One of the four panel sessions will be conducted by Fred Niles in a media session with radio, TV and newspaper reps speaking. Alex Drier will sit as director of comments by Robert Anderson of the Tribune; Paul Molloy, radio-TV editor of the Sun-Times; Marcia Roland of TV Guide, and Terry Turner, radio-TV editor of the Daily News, about columns and critics.

☆ ☆ ☆
● Parley Baer, of the "Ozzie and Harriet" and other TV shows, is in Chicago handling radio and TV publicity for the Polack Bros. Shrine Circus, now playing here.

☆ ☆ ☆
● Bruce Powell and Earl Crotchett, NBC Chicago news cameramen, were among the seven who won 10 out of 25 individual honors in the 1958 "News Pictures of the Year" news-film competition. Powell received honorable mention in the general news division, and Crotchett won second prize in sports for his coverage of the 14-car pileup at the Indianapolis speed classic race.

☆ ☆ ☆
● George W. Colburn, of the Colburn laboratories, Chicago, was elected president of the Association of Cinema Laboratories at the annual meeting.

☆ ☆ ☆
● WBBM's Sunday program of religious music and song, "And There Was Music," is being broadcast on a new monthly basis to give various denominations monthly programs.

☆ ☆ ☆
● Chet Huntley, NBC newsman, will make an industrial documentary film directed by Ernie Lukas at the Fenton McHugh plant here. Huntley's Chicago visit was arranged by Ed Harrel of the Vance Talent Agency.

Set Invitation Showings For "Jamboree" Musicals

"Your Musical Jamboree," Bernard L. Schubert television series starring Eddy Arnold, Jimmy Dean and "Tennessee" Ernie Ford, will be screened for prominent musicians, music critics and music teachers at a series of invitational showings in key cities.

The musical series will comprise 39 half-hour films, in which star support will be furnished by prominent bands, solo and group singers.

Maine Broadcast, Ad Groups Rise Against Tax Proposal

(Continued from Page 1)

a commodity but a service, and no other service in Maine is taxed. It was also cited that a tax on advertising would likely have the affect of reducing sales of virtually all merchandise in the state, which would in turn cut Maine's sales tax revenue.

Maine is the third state in the past month where broadcasting and advertising interests have risen in opposition against legislative proposals to tax advertising. Michigan and Texas legislatures are presently studying such tax laws. Four other states have similar proposals in varying stages.

Tax Categories

The Maine tax would be on outdoor, publication media and radio-TV stations.

Morton J. Simon of Philadelphia, counsel for the AFA, told RADIO-TELEVISION DAILY yesterday in a telephone interview, that the proponents of the tax law in Maine are basing their case largely on an effort "to do something for education." The bill's backers say revenue from the taxes would go towards setting up one-year scholarships at the state's colleges. Simon stated the proponents of the tax claim, erroneously, that advertising presently pays no tax. They do, however, admit to a question about the constitutionality of the law, he said.

Among the opponents of the bill are representatives of the Maine Radio and TV Broadcasters Association, several press and publishers groups, Douglas Anello, counsel for the National Association of Broadcasters; Alfred Lee of New York, counsel for the ANA; Richard V. Fletcher, advertising manager of the Propane Gas Company of Portland and president of the Advertisers Associates of Maine, an AFA affiliate, and by Richard Sanborn, Augusta attorney, who is legal representative for some of the Maine groups.

Oregon TV Asks FCC For Salem TV Channel Three

Washington Bureau of RADIO-TV DAILY
Washington—Oregon Television has asked the FCC for Salem, Ore., TV Channel 3. The company wants to put a satellite of it: KPTV, Portland, on the channel, and explains that Salem is overshadowed by the Portland stations in any event.

Oregon Radio had originally won the channel, but the FCC refused to give that company, which operates KSLM Radio in Salem, an extension of time to construct.

TvB Readying Reply To Ad Criticisms

A reply to criticism of some outlets in their scheduling of commercials was in the works from TvB, it was reported last night. The criticisms were contained in a study released by Broadcasting Advertisers Reports, Inc., and criticisms of the same type had also been made by William E. Matthews, a v.p. and media director of Young & Rubicam, Inc., at a press conference on Wednesday. It was said the reply might be ready by Monday from TvB.

Canada Radio Week Drive Opens May 3

(Continued from Page 1)

affair is sponsored by the Canadian radio manufacturers and radio stations, both CBC and private.

The purpose of the ordeal is to make the following objectives:

- 1) To increase radio set sales.
- 2) To increase radio's listening audiences.
- 3) To develop a greater awareness of the importance and value of radio in the lives of all Canadians.

WAGM Now Broadcasting On Its New Frequency

Presque Isle, Me.—WAGM, owned and operated by the Aroostook Broadcasting Co. is now broadcasting on its new frequency of 950 kilocycles with 5,000 watts.

FCC tests show that the new signal can be heard as far north as the St. Lawrence River, and as far south as the Atlantic Ocean. Station has been on the air for the past 20 years and is reported to be the only radio station serving the entire county day and night.

Doubles Ad Schedule

Dallas—Texoma Sporting Goods this year increased its sponsorship of WFAA's "Little Willie's Fishin' Forecast" from a three-day-per-week schedule to a six-day schedule. The company specializes in "Texoma Brand" fishing equipment.

WWVA Wins Ad Award

Wheeling, W. Va.—The Wheeling Advertising Club's Award for outstanding contributions in advertising was won by WWVA here. This year's competition was judged by the Columbus Advertising Club, Columbus, Ohio.

GREETINGS AND FELIX-ITATIONS!



A hearty welcome to the NAB Convention from **FELIX THE CAT**, Television's newest and brightest star. You can see a special audition reel of FELIX at our offices, just four blocks from the hotel. Screenings will be held at your own convenience. No obligation—call now for an appointment.



"In Chicago ask for Murray Oken"
© F. T. C. C.

TRANS-LUX TELEVISION CORPORATION
1314 So. Wabash Ave. • Chicago • WEster 9-0628-9

NEW YORK • LOS ANGELES



NEW BUSINESS

WMAQ, Chicago: General Cigar Co. (White Owl), through Young & Rubicam, Inc., the 5-min. Henry Cooke "Sports Desk," Mon. through Fri. mornings for six weeks, effective March 2. Sears, Roebuck & Co., through George H. Hartman Co., a total of six 5-min. weekend newscasts for 29 weeks, effective March 6. Bell Savings & Loan Assn., through M. M. Fisher & Assoc., renewal of the 5-min. John Holtman newscasts, Mon. through Fri. mornings, for 52 weeks, effective March 2.

WABC-TV, N.Y.: Arnold Clark on behalf of Silly Putty has signed a 52-week contract with WABC-TV for station spots and daily participations in "Time for Fun." The advertiser is represented by Marketing Incorporated.

See D. C. Court Widening Claim Area Vs. Grants

(Continued from Page 1)

miles away, on channel 10. It had applied for the Alliance channel, but had withdrawn when it was permitted to improve its Scotts-bluff coverage.

After Frontier withdrew from the channel contest, it sought to protest against grant to Western Nebraska on the grounds of economic injury, but the FCC said the two stations would not be competitive. The Appeals Court ordered the FCC to hear the complaint on these grounds, and also ordered the Commission to probe Frontier's claim of stock sale irregularities by Western Nebraska.



Attending this week's presentation in New York by the ABC-TV network were, left to right, George Laboda, radio-TV director of the Colgate-Palmolive Company; George Frey, vice president of Sullivan, Stauffer, Colwell & Bayles; William P. Mullen, ABC vice president in charge of TV sales; Oliver Treyz, ABC-TV president, and Wally Jordan of William Morris Agency.

"Anne Frank" Debut Will Be Covered By Networks

News teams from the three major broadcasting webs, CBS, NBC and ABC, will cover the gala charity-world premiere of "The Diary of Anne Frank" at the RKO Palace next Wednesday night, it was announced yesterday by 20th-Fox. They will function outside the theater to interview arriving stars and guests.

In addition, the Mutual Broadcasting Network will be represented by Fred Robbins via his "Assignment Hollywood" program, and Alfred Davidson's "World of Fashion" show.

The Voice of America will beam its interview broadcast throughout Europe and the Far East as will the Armed Forces Radio Service to servicemen overseas.

Sees Radio Service Jeopardizing Medium

Boston — Sameness in radio programming is jeopardizing the future of radio as a medium, according to Wallace Dunlap, general manager of WTOB and WXHR here, who spoke before a student workshop at Emerson College.

"Every station can't be Number One in its market," Dunlap said. "Imitating the programming, production gimmicks and promotional ideas of other stations can only lead to a watering-down of listener interest. And you can't reach all the audience on any one radio station."

Service Niche

Dunlap advocated the public can be properly served only when station operators realize that each one must find its own particular niche through the kind of broadcast service he offers. He will then have a very real and sensible reason for people to listen to his station and the advertisers who use it.

Dunlap also pointed out that these problems are not the same in small or medium size markets where one or two stations can operate in an atmosphere of community interest and therefore find no need for the imitative 'follow the leader' attitude.

Frankie Avalon To Make Debut On ABC Radio

An ABC Radio program labeled "The Frankie Avalon Show," will make its debut Saturday, Apr. 11, from 7-7:30 p.m. The show will be sponsored by Chas. Pfizer & Co.

The new series will feature songs, music, guest stars and interviews with teen-agers in the news.

Avalon won tremendous recognition for his recording of "Cupid."

TV Reviews

Playhouse 90

"For Whom The Bell Tolls"
CBS-TV, Thursday, March 12.
9:30-11 p.m.

(First of two parts)

Producer — Fred Coe; director — John Frankenheimer; writer — A. E. Hotchner.

● That movie they made of this story, starring Gary Cooper and Ingrid Bergman, was not very good but it could have been much worse. Unfortunately, Playhouse 90 proved this point last night, and it is only half-way through the script. The play moved slowly and awkwardly, and developed the theme tediously. Perhaps the most disconcerting use of videotape, on which this was recorded, was in the shots of the bridge, the focal point of the story. Every time a shot of the bridge was flashed on the screen, you expected to see a Lionel train run over it. Another unfortunate circumstance, that of timeliness, militated against the credibility of this program. For instance, the crop-headed haircut of Maria, an abomination when the story took place, has become *de rigueur* in the interim. Perhaps this minute point best characterizes the weaknesses of this bit of programming.

— J. M. M.

Birthday Spruce-Up

Birmingham, Ala. — WSGN celebrated its 33rd anniversary by completely redecorating the entire studio here — including an Egyptian mural in the lobby entitled "The Festival of the Nile." Incidentally, Alabama's senators John Sparkman and Lister Hill, also Congressman George Hudleston were among those who sent congratulations.

Proves Versatility

Hartford, Conn. — WCCC's music director, Ivor Hugh, gives graphic proof of his versatility by turning clown to entertain kids on a local television station after conducting WCCC's "Music Room" show five afternoons a week.

OBITUARY

Harold K. Carpenter

West Coast Bureau of RADIO TV DAILY

Hollywood — Funeral services will be held today for Harold K. Carpenter 58, account executive for KNX and the CBS Radio Pacific Network, who died Tuesday following a cerebral hemorrhage. Carpenter, who had been with KNX 13 years, is survived by his widow and a daughter.

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Tape Orders 'Trickle' Now; Rise Indicated

Orders for video tape recorder installations at TV stations are "still in the trickle stage," according to trade circles, but signs of mounting trend both in production of syndication shows and station use of tapes have convinced many in the field that NTA's Mike Sillerman wasn't just using talky-talk when he recently said that the growth of taped shows this year "will surprise the industry."

Still Has Backlog

Ampex, which is practically alone in the U. S. field in supplying tape recorders, pending full production by RCA of its newly developed recorder, still has a backlog of orders, though the company has caught up quite a little on the delayed-deliveries it made to customers during its peak sales last year. This condition is due to a sharp step-up in production of recorders at the Ampex plant.

The RCA recorder that will be shown at the NAB convention in Chicago next week, is working in prototype models in use at several NBC television stations.

The latest list of Ampex station installations shows 75 outlets with machines for tape telecasting. The company's recorders are in use at several studios for tape productions in New York and on the West Coast. RCA tape equipment is being used at the NBC Tape Center here and in Hollywood.

NTA, whose plunge into taping for new syndication shows is being credited with giving a big boost to the process, has five series in work and has plans for added production on its "Living Videotape" system.

Robert Herridge, producer of a series of 13 for syndication by CBS Films, is scheduled to start production of the "Theatre for a Story" series in mid-April. Goulding-Elliott-Graham in association with Pat Weaver have completed the first of a projected series of "The Bob and Ray Show" on tape at the Teleradio studios here.

Commercials produced on tape also are in a growth trend. The recent production-facilities alliance between Warner Bros-TV and Filmways has put the former in a favorable position in tape recording for commercials because of the extensive tape facilities at Filmways' New York plant.

Bolen's New Post

Birmingham, Ala. — Bill Bolen has taken over as production manager of WSGN here. He was news director of the station, and succeeded to his new post when Horace Pumphrey resigned.

AGENCY NEWSCAST

... personnel, sponsors and notes

• • • **VICTOR J. CEVASCE**, a senior vice president and director of Albert-Frank-Guenther Law, Inc., joined the agency in 1901 as a combination office boy, newspaper checker, messenger, stenographer and general office assistant. This week, the executive is celebrating his 58th anniversary of service to the advertising agency. During his 58 years on the job he has seen personnel and offices expand from one room to a point where the main office in New York now occupies four buildings and the agency owns the entire blockfront employing some 200 people. Cevascce is a life member of the Downtown Athletic Club, a member of the Bankers Club and the New York Athletic Club. His hobby is citrus groves in Fort Pierce, Florida.



CEVASCE

SUDLER & HENNESSEY, New York, has been appointed North American agent for Rover Motor Co., and will operate with Pritchard, Wood and Partners of London, England, who handle advertising for The Rover Company, Ltd., of England in all world markets.

TO CARRY OUT the pet schemes of an advertising manager or to make an agency look good in its ability to get a plethora of "free goods" is not the mission of effective media merchandising, Robert K. Farrand, marketing manager of the Saturday Evening Post stated to members of the Chicago Media Buyers Group in Chicago yesterday.

THE EIGHTH ANNUAL convention of American Women in Radio and Television will be held at the Waldorf Astoria Thursday, Apr. 30, through Sunday, May 3, according to an announcement by Nena Badenoch, president. Chairman for the convention will be Doris Corwith. The theme of this year's convention is "Our Changing Industry."

EDGAR HATCHER, formerly an account executive with G. M. Basford, has joined Benton & Bowles as an account executive. Before joining the Basford agency in 1952, Hatcher was director of research and merchandising for Deutsch & Shea.

ADVERTISING for the Industrial Chemical Division of the American Cyanamid Company has been awarded to Erwin Wasey, Ruthrauff & Ryan. The appointment is effective May 1.

M. M. FISHER ASSOCIATES, Chicago, has been named representative for Spaulding Industries, Inc., manufacturers of plastic dinnerware, and an intensive promotional campaign is being planned.

JACQUES WAJSFELNER has been named an account executive at the James Thomas Chirurg ad shop in Boston. He formerly was associated with Paris & Peart.

JOE PROBST, formerly production and service manager for Henri, Hurst & McDonald, has joined Gordon Best Co., Inc., Chicago, as production manager.

RICHARD R. STROME has joined Ted Bates as a copywriter, according to an announcement by Jeremy Gury, senior vice president in charge of creative operations. Strome formerly was a copy supervisor at Doherty, Clifford, Steers & Shenfield.

Max Factor Accepting TV Ad Consent Decree

Washington Bureau of RADIO-TV DAILY

Washington—Max Factor has accepted a consent under which it will no longer claim in television commercials and other advertising that its "natural wave" hair spray will change naturally straight hair to naturally curly. The order also forbids claims that the natural wave will change the structure of the hair.

350 Attendance Due For CBS-TV Meeting

A pre-registration count at mid-week showed that more than 350 network and station executives will attend the Annual General Conference of the CBS Television Network Affiliates at the WBBM-TV studios in Chicago tomorrow and Sunday.

Opening Speakers

C. Howard Lane, vice president and managing director of KOIN-TV, Portland, Ore., and Louis G. Cowan, president of CBS Television Network, will be the opening speakers at the session to open at 9:30 a.m. Saturday. Hubbell Robinson Jr., executive vice president in charge of network programs; William H. Hylan, sales administration vice president and Richard Golden, director sales presentations are other speakers at the morning session.

Columbia Broadcasting System President Dr. Frank Stanton will deliver a talk at luncheon during the first day's meetings; after which Lane will preside at a closed meeting for affiliates only.

At later sessions of the conference, delegates will be addressed by George Bristol, operations director of sales promotion and advertising; Charles S. Steinberg, director of information services; Richard Salant and Sig Mickelson, vice presidents of CBS, and William B. Lodge, vice president affiliate relations and engineering.

Saturday Event

A banquet will be held Saturday evening in the Gold Coast Room of the Drake Hotel with a variety show starring Red Skelton, Dorothy Collins, David Rose's orchestra and the Red Skelton dancers.

The conference will conclude with a panel discussion involving the aforementioned executives in addition to Carl Ward, vice president affiliate relations; Thomas Fisher, vice president and general attorney, and Jay Eliasberg, director research.

THE JINGLE MILL

Proudly Presents

"THE MARK J SERIES"

The Ultimate in the Big Sound

A free jingle for your station if you don't agree the Mark J Series has the biggest sound around.

Visit Mort Van Brink in our Hospitality Suite—
Suite 1320, Sheraton-Blackstone

Free Door Prize — 10 Jingles for Your Station

SOUTHWEST

Soil temperature reports, for the benefit of cotton farmers, will be broadcast twice daily over KTRH, Houston, beginning March 2. L. O. Tiedt, farm reporter has organized the project in cooperation with county agricultural agents in 12 Gulf Coast cotton growing counties. Tiedt said that conditions favorable to cotton seed germination occur only when soil temperature is above 62 degrees at 8 a. m. on three successive days. Special soil thermometers have been obtained by KTRH and will be placed on cotton farms. The farmers so designated as soil temperature reporters will file daily reports with the KTRH department of which Dewey Compton is director.

Addisons Ltd. Opens New Canadian Plant

Montreal—R. J. M. Allan, president of Addisons Ltd. and Addison Industries Ltd. announced the opening of a new plant in Toronto for the production of radios, television and stereophonic hi-fi recording equipment.

Tape Demonstration

A group of British Broadcasting Corporation's officials were given a special demonstration and inspection of NBC's videotape facilities at the network's Tape Central in the RCA Building here. They included Gerald Beadle, director of BBC's television service, visiting from London; Steve Toby, chief engineer of BBC's New York office and Barrie Thorne, North American representative.

Breakfast In Bed

Cleveland—It was a day to remember for WGAR's morning man, Tom Armstrong, when he was served breakfast in bed by, of all persons, a TV magazine reporter. Tom's red letter day occurred when Ellen Ungerann, Cleveland magazine writer, dropped in on him at 5:30 a. m., just as he was going on the air.

A Special Report

Phoenix—Sen. Barry Goldwater and Reps. John J. Rhodes and Stewart Udall recently participated in a KOOL-TV, report to Arizona from Washington. The public service program was the first of a series planned by the station during the present session of Congress.

Science Competition

Boston—Five eighth grade students from Worcester County competed in the "Science Count-Down 1959" program on WBZ-TV. The contest decided the champion of the county.

SPECIAL WEEKEND CONVENTION FEATURES

(Not a Part of the Official Program)

FRIDAY, MARCH 13

Time	Event	Location
6:00 p.m.	Assn. for Professional Broadcasting Education, Dinner Meeting	Room 18
6:30 p.m.	Assn. of Maximum Service Telecasters, Dinner Meeting	Room 9
7:00 p.m.	FM Development Assn. meeting	Lower Tower

SATURDAY, MARCH 14

Time	Event	Location
9:00 a.m. to 6:00 p.m.	Assn. for Professional Broadcasting Education, membership meeting	Room 18
9:00 a.m. to 5:00 p.m.	FM Development Assn. meeting	Lower Tower

SUNDAY, MARCH 15

9:00 a.m. to 5:00 p.m.	FM Development Assn. meeting	Room 19
9:15 a.m.	Buses leave South Entrance of Conrad Hilton for the Broadcasting Golf Tournament	Midwest Country Club, Hinsdale, Ill.
9:30 a.m. to 12:30 p.m.	Assn. of Maximum Service Telecasters membership meeting	Bel Air Room
12:30 p.m. to 3:00 p.m.	Assn. of Maximum Service Telecasters luncheon meeting	Room 9
12:30 p.m. to 4:00 p.m.	MBS Advisory Committee, Luncheon and Meeting	Room 18
2:00 p.m.	ABC-TV Affiliates meeting	Blackstone Hotel
3:00 p.m.	Daytime Broadcasters Assn. meeting	Room 12
4:00 p.m.	MBS Affiliates meeting	Waldorf Room
4:00 p.m.	Clear Channel Broadcasting Service Meeting	Room 13
5:00 p.m.	ABC Reception	Williford Room
5:30 p.m.	MBS Reception	Waldorf Room



Chicago—ABC-TV Affiliated station executives meet here this weekend at the Sheraton-Blackstone Hotel to hear reports on growth and progress of the network. The ABC-TV affiliates Association Board of Governors met recently in Las Vegas to discuss problems which will be taken up at the general meeting here. Shown above at the board meeting in Las Vegas are: (Standing, L to R), Oliver Treyz, president ABC-TV; Selig Seligman, general manager, KABC-TV, Los Angeles; Don Shaw, ABC, New York; Robert Kinkley, ABC-TV, Washington; Paul Peltason, KTVI, St. Louis; Leonard Goldenson, president, AB-PT; Joe Herold, general manager, KBTB, Denver; Joe Bernard, general manager, KTVI, St. Louis; Joe Hladky, general manager, KCRG, Cedar Rapids.

(Seated, L to R), Steve Riddleberger, ABC-TV, New York; Al Backman, ABC-TV, New York; James Riddell, ABC-TV, Los Angeles; Fred Houwink, general manager, WMAL, Washington; Joe Drilling, general manager, KJEO-TV, Fresno, president-Board of Governors; Don Davis, KMBC, Kansas City; Tom Moore, ABC-TV, New York.



STATIONS

"Sunday at Stonehenge" Victor Gilbert's celebrity interview program on WLAD, Danbury, Conn., originating from the inn at nearby U. S. 7, has whopping metropolitan area radio program audiences on Sundays between 3:30 and 4:30 p. m. in the face of several New York-originated web shows airing at the same time. "Career Planning" was discussed by teen-agers from the Washington area on WRC-TV's "Teen Talk" from 1:30-2:00 p. m. In Boston, WBZ-TV's educational series, "Dimensions" was devoted to an explanation of the progress being made in the prevention and treatment of heart disease.

PEOPLE

Bob Larkin, of WSUN-TV, St. Petersburg, Fla., recently spent three days in Havana, Cuba, on "Operation Truth" at the invitation of Fidel Castro, and got a sound-film message from the leader in which he sent a personal message to the big colony of Latins in Tampa's neighboring Ybor City. H. W. (Hank) Shepard, general manager of WAMP, Pittsburgh, will head up the 1959 broadcasting activity in the Tri-State Area for the Truth Broadcaster project developed by the Advertising Council for the Crusade for Freedom, Inc.

Lightfoot Names Kaye KATR Program Director

Corpus Christi—Appointment of Jimmy Kaye as program director of KATR here was announced by W. M. Lightfoot, general manager. Kaye was formerly associated with KXYZ, Houston, where he handled d. j. chores.

Mental Health Drive

Springfield, Mass. — The Massachusetts Association for Mental Health cooperated with three radio stations of the Springfield Television Broadcasting Corporation's efforts in behalf of better mental health. The organization's WWLP, here; WRLP, Brattleboro; and WWOR, Worcester featured a series of interviews on the "At Home With Kitty" program with interviews with representatives of the Association.

"Marshall" Gun Toys

National Television Associates has licensed Leslie-Henry Company to manufacture and market toy gun and holster sets patterned after those used by John Bromfield in his "U. S. Marshal" TV series.

\$300,000 "Patrol" Sales Up In 3 Weeks

(Continued from Page 1)

ager. The programs will be available in mid-April.

Included in the recent sales are purchases by nine sponsors for selected regional markets and 22 stations.

Sponsor purchasers include Genessee Brewing, Amoco, Pepsi-Cola, Blue Plate Foods, Sealy Mattress, Milner Chevy, Royal Castle, Pac-A-Sac and Schmidt Brewing.

The 22 station sales, on a 52-week firm basis, include: KOAT-TV, Albuquerque; KVII, Amarillo; WBRZ, Baton Rouge; KOOK-TV, Billings, Mont.; KIDO-TV, Boise, Idaho; WGN-TV, Chicago; WCYB-TV, Bristol, Va.; KHSL-TV, Chico-Redding, Cal.; WCPO-TV, Cincinnati; KKTU, Colorado Springs; WLW-C, Columbus, O.; KTSM-TV, El Paso; WKJG-TV, Fort Wayne; KJEO, Fresno, Cal.; KGMB-TV, Honolulu; KVKM-TV, Monahans, Tex.; KPHO-TV, Phoenix; KTVT, Salt Lake City; KONO-TV, San Antonio; KFSD-TV, San Diego, Cal.; KTNT-TV, Seattle-Tacoma; KVOA-TV, Tucson.

"Omnibus Day"

George Vergara, Mayor of New Rochelle, N. Y. has proclaimed Sunday, March 15, "Omnibus Day" in honor of the "Omnibus" Program's telecast of "Forty-five minutes From Broadway" on that day. (NBC-TV Network, 5-6 p.m., EST). At the time the George M. Cohan Musical Comedy opened on Jan. 1, 1906 the city council of New Rochelle was called into special session to protest the musical's reference to the suburb as a "hick town."

German Tour Set

Charlotte, N. C. — A tour of U. S. Military installations in Germany by members of the Chamber of Commerce here has been arranged by Charles H. Crutchfield, executive vice president and general manager of WBT-WBTV and WBTW, Florence, S. C. The tour will include Frankfurt and Berlin.

★ RECORDING DAILY ★

By AL GARVIN

● ● ● The 45th annual membership meeting and dinner of the American Society of Composers, Authors and Publishers will be held on Monday, March 30, at the Hotel Astor in New York City. . . Miles Davis, the internationally celebrated trumpet player and composer, has become affiliated with Broadcast Music, Inc. (BMI), licensing the public performance of his compositions through that organization.

★ ★ ★ ★

● ● ● Recent releases to hit the national commercial chart are: "Moonlight Serenade"—TOMMY LEONETTI—Victor. . . SKYLINERS with "Since I Don't Have You"—Calico. . . "Guitar Boggie Shuffle"—VIRTUES—Hunt. . . "As Time Goes By"—JOHNNY NASH—ABC. . . "Star Love"—THE PLAYMATES—Roulette. . . KERRadio on "For You My Lover, That's My Gal,". . . MARTIN DENNY now at the Roundtable N. Y. getting action on his release of "Quiet Village"—Liberty. . . Strong national reaction breaking on "Record Hop Blues" by THE QUARTER NOTES on the Wizz label. . . ETHEL SMITH out with a new Decca release "Rico Vacilon, and The Spanish Marching Song" either side makes smart programming. . . Pert JANET KING, who has toured with the TOMMY DORSEY ORCHESTRA under the direction of WARREN COVINGTON and worked with KAI WINDING and MAYNARD FERGUSON is in the running for top radio and TV commercials.

★ ★ ★ ★

● ● ● Norman Granz began his career in the early 1940's where he ran jam sessions without payment at a small night club. Granz gave his first full-scale concert in July 1944 at the Philharmonic Auditorium, previously used solely by symphony orchestras. A decade later, Jazz at the Philharmonic Inc., grossed \$4,000,000 in a single year. Granz today runs the highly successful Verve record label, and has expanded his activities to include such popular record stars as Bing Crosby, Fred Astaire and Spike Jones. He has also functioned as a personal manager for Ella Fitzgerald. Aside from the JATP concert tours, Norman Granz has also pioneered in adjacent fields.



GRANZ

● ● ● With close to \$3,000,000 in sales, Alan Jay Lerner and Frederick Loewe's "Gigi" album, released by MGM and including the title song nominated for an Academy Oscar, is the greatest selling original motion picture score in the history of the record industry. . . Neal Hefti is back from a highly successful engagement at the Fontainebleau Hotel, Miami Beach, where he conducted for Judy Garland. . . Nat King Cole's great new album, "Welcome To The Club," is the swingin'est LP he's ever cut. Due to record label commitments, Count Basie's band, featured on the album, can't be listed. . . George De Witt, emcee-comic of CBS-TV's "Name That Tune," proves he can really sing in a new Epic album, "George De Witt Sings That Tune." . . Berlin, Germany, a political island between the East and West, has become the home and office of the American music publisher, Paul Siegel, prexy of Symphony House Music Publishers Corporation in New York City. Siegel just signed long term contracts as English Artists & Repertoire and American and British representative for the German record firm Ariola Records Inc., which has the most modern pressing and recording plant in Europe.

★ ★ ★ ★

To GMM&B Posts: Happ, Maine, Wasko

The election of three vice presidents at Geyer, Morey, Madden & Ballard, Inc., advertising agency, was announced. They are Lewis H. Happ, Frederic C. Maine and David J. Wasko. All three have had executive tenure prior to the merging of the two agencies — Geyer Advertising and Morey, Humm & Warwick—last Jan. 1.

Joined in '54

Happ, a media specialist for 20 years, joined Geyer in 1954, becoming media director two years later. He also had been associated with Federal Advertising, Brown and Tarcher, Pedlar & Ryan, BBDO and Lynn Baker.

Maine began his advertising career with Federal, moving later to John O. Powers and the former Newell-Emmett firm. At Morey, Humm & Warwick Maine, he was active in copy and contact on most of that agency's accounts.

Before joining Morey, Humm & Warwick, Wasko spent 19 years with Donahue & Coe, Inc., where he was all-media buyer until he became media director in 1948. He has twice served as president of the Media Buyer's Association of New York. He is a founder and a present member of the executive committee of the New York Advertising Media Planners.

"Better Home" Campaign

The Aluminum Company of America will sponsor the NBC Radio network's eight-week campaign, "Better Homes For A Better America." Throughout the campaign from March 20 to May 10 NBC Radio will present features on housing and interviews with Civic, State and National officials, architects, home builders and others active in housing.

WRCV's A Winner

Philadelphia — The Freedom Foundation Gold Medal was presented to Raymond W. Welpott, NBC vice president and general manager of WRCV - WRCV - TV here recently by Admiral Arthur Radford, former chairman of the joint chiefs of staff and Dr. Kenneth Welles. The presentation was given for WRCV's "Creative Mind" and "Freedom Must Move Forward" program series. It was also given for NBC's "Eternal Light" series.

ATTENTION!
Music Publishers and Record Companies Songs Available
(Copyrighted but Unpublished)
"Los Angeles March & Song,"
"Sweetheart Joey,"
"I'm Crying My Darling,"
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LEO FEIST, INC.

Coming Events

MARCH

- March 13-14: Arkansas Broadcasters Association, spring meeting, Hotel Marion, Little Rock.
- March 13-15: FM Development Assn., Conrad Hilton Hotel, Chicago.
- March 14-15: CBS-TV affiliates annual meet, Chicago, Ill.
- Mar. 15: ABC Annual Affiliates meet, Sheraton-Blackstone Hotel, Chicago, Ill.
- March 15: Mutual Affiliates Advisory Committee, Conrad Hilton Hotel, Chicago.
- March 15: Daytime Broadcasters Assn., Conrad Hilton Hotel, Chicago.
- March 15: Assn. of Maximum Service Telecasters, annual membership meeting, Conrad Hilton Hotel, Chicago, Ill.
- March 15-18: NAB, annual convention, Conrad Hilton Hotel, Chicago.
- March 15-19: NAB, broadcast engineering conference. Conrad Hilton Hotel, Chicago.
- March 16: NAB TV Code Review Board, Conrad Hilton Hotel, Chicago, Ill.
- March 16-18: Canadian Board of Broadcast Governors, public hearings, Tariff Board Hearing Room, Ottawa, Canada.
- March 18: Symposium of social and economic forces of advertising co-sponsored by St. Louis Council of American Assn. of Adv. Agencies and U. of Missouri School of Journalism, Sheraton-Jefferson Hotel, St. Louis, Mo.
- March 18-20: Quarterly conference, Electronic Industries Assn., Statler-Hilton Hotel, Washington.
- March 21: American Women in Radio and Television, Chicago chapter, second annual conference, Ambassador East Hotel, Chicago.
- March 23-26: Annual convention, Canadian Assn., of Radio & TV Broadcasters, Royal York Hotel, Toronto, Ont.
- March 23-26: IRE, national convention, Waldorf-Astoria Hotel, New York.
- March 30: Du Pont Awards Dinner, Mayflower Hotel, Washington.

APRIL

- April 1: ABC Radio web expansion of Affils. service.
- April 1: Association of National Advertisers, Hotel Pierre, New York.
- April 3-5: Mississippi Broadcasters Assn. annual meeting, Buena Vista Hotel, Biloxi, Miss.
- April 3-4: Oregon Assn. of Broadcasters, U. of Oregon, Eugene.
- April 4: United Press International Broadcasters of Minnesota Assn., spring meeting, Radisson Hotel, Minn.
- April 5-8: National Retail Merchants Association, sales promotion division, Eden Roc Hotel, Miami Beach, Fla.
- April 6-9: National Premium Buyers, 26th annual exposition, Navy Pier, Chicago.
- April 7: Premium Adv. Assn. of America, conference, Navy Pier, Chicago.
- April 10-11: West Virginia Broadcasters Assn., spring meeting, Press Club Charleston.
- April 12-13: Spring meeting, Texas Assn. of Broadcasters, Commodore Perry Hotel, Austin.
- April 12-14: ANA, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.
- April 16-19: Advertising Federation of America, fourth district annual convention, Desert Ranch and Colonial Inn, St. Petersburg, Fla.
- April 20-23: American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.
- April 23-25: Western States Advertising Agencies Assn., ninth annual conference, Oasis Hotel, Palm Springs, California.
- April 23-25: American Assn. of Advertising Agencies, annual meeting, Greenbrier, White Sulphur Springs, W. Va.
- April 24: Ohio Assn. of Broadcasters, Terrace-Hilton Hotel, Cincinnati.
- April 24-25: New Mexico Broadcasters Assn., Bishop's Lodge, Santa Fe.
- April 26-29: National Assn of Transportation Advertising Convention, Green Brier Hotel, White Sulphur Springs, W. Va.
- April 29-30: International Advertising Assn. convention, Hotel Roosevelt, New York.
- April 30-May 2: Alabama Broadcasters Assn., Buena Vista Hotel, Biloxi, Miss.
- April 30-May 3: Assn. of Women in Radio & Television, annual national convention, Waldorf-Astoria Hotel, New York.

Stereo Steering To Toll Basis; FCC Asks For Comment

(Continued from Page 1)

themselves and, if so, by what methods.

The Commission noted that it had started proceedings last July 8 on additional money-earning uses of FM multiplexing beyond the "store-casting" and like services now performed for a fee on subcarrier frequencies.

Stereo programming had been mentioned in that proceeding and "a preliminary analysis of the comments already received reveals a keen awareness of, and widespread interest in, FM stereophonic programming among the broadcasters, equipment manufacturers, trade associations and listening groups."

Earlier Proceedings

Therefore, the Commission added, it wants to spin off the stereo aspects of the earlier proceedings so as to give this one form of broadcasting a proceeding of its own.

The Commission listed the following questions to which it wanted industry answers:

Should stereo broadcasting by FM stations on a multiplex basis be permitted as a regular thing? If so, should such broadcasting take the form of a broadcast service to the general public or should it be available only on a subscription basis under subsidiary communications authorizations? Or both?

What quality standards and performance standards, if any, should be applied to a multiplex sub-channel used for stereo? Should a specific sub-carrier frequency or frequencies be allocated for stereo?

Should the quality and performance standards applicable to the main channel be further relaxed, beyond the point already permitted for SCA operations, to

Easter Sunrise Service

The 39th annual Hollywood Bowl Easter Sunrise Service will again be broadcast by the CBS Radio Network Sunday, March 29, 8-9 a.m. direct from the world famous amphitheatre.

This year's service will be highlighted by a special Easter message to be read by Secretary of Agriculture Ezra Taft Benson.

Aids Town Planners

Fort Worth, Texas—WBAP station here did its bit for the nearby town of Plano, whose citizens are conducting a program to rebuild the entire town in a pioneer day motif. The station staged a special program titled "Plano Day," with news and interviews with Plano citizens featured on three daytime programs.

accommodate stereo? If so, how much?

What transmission standards regarding cross-walk between the main and stereo channels should be adopted? Should FM stations broadcasting stereo be required to use a "compatible" system which allows listeners tuned only to the main channel to hear an aurally balanced program?

Pay-TV Effort Scheduled For Galveston Location

Galveston — This territory has become the site of a new move by the forces of toll television to go into operation before Congress has a chance to act on the issue.

This came to light yesterday with the disclosure that an application for permission to install a cable television system has been filed with the city by an outfit called Closed Circuit of Galveston, Inc., headed by a Lee Cook.

A 50-year franchise is being sought of the city by applicant.

It was learned that the mayor, the Board of Commissioners and the city attorney have had talks with representatives of Closed Circuit of Galveston on its proposal to operate a closed-circuit TV system in the community.

The Board of Commissioners has set a public hearing on the application for March 26.

It was understood that exhibitors in the Galveston area will appear in force at the hearing to oppose the application. Expectations were that exhibitors from Houston, where an attempt was made six months ago to win approval of a cable television system, will be among those who will appear at the hearing to protest the application.

This represents the third strong bid to be made in Texas by the toll TV proponents to gain approval for the installation of a cable system. The other two attempts were in Houston and Austin.

In the Houston case the application was referred to the city counsel for study. There the matter stands at the moment. The Austin attempt was made two years ago. In that instance the city council voted to table the application indefinitely.

WRTF-TV Adds Two

Wheeling, W. Va.—The appointments of Bud Schenck and Irene Kreachbaum to new posts with WRTF-TV here, have been announced. Schenck, who was formerly with the station has returned to join the announcing staff and Miss Kreachbaum has been named head of the traffic department.