

...here to cover the red carpet treatment. More-
over, the town that he are ready
to deal harshly with anyone who
...in this manner.
"We saw them once, and we
want them back," says State Sen-
ator Frank S. Farley, a Kingpin in
...the resort's political forces.
Moreover, we want the Repub-
licans here in 1968. It's how the
democrats are treated which will
determine to a great extent
whether we will get them."

To make things easier for dele-
gates, 260 of the state's prettiest
girls—dubbed the "Johnson Girls"
—have been especially trained.
Each will be assigned to a visiting
delegation, and will serve as that
group's hostess.

They will be attired in uni-
formed, white shirtwaist dresses
with red, white and blue belts and
an L.B.J. monogram topped off
with a large, white straw bowler
hat trimmed with red, white and
blue ribbon. White pumps, short
white gloves and white shoulder
strap bags are accessories.

As far as the general public is
concerned, the top event of the
convention will be a huge board-
walk parade, or parades, on Thurs-
day.
(Continued on page 70)

Query for Tollsters:

How to Match Owners'

10c-a-Head Auto Leads

Minneapolis, Aug. 18.
Film industry here is remarking
that when and if tollvision arrives
locally it'll have to go some to
under-scale certain Twin Cities'
outdoor theatres in the summer-
time.

For example, at the Twin Cities'
St. Croix Drive-In Theatre you
can park your auto with eight or
even more adults and pay only \$1
to get the entire carload in for
what's called "giant dusk to dawn
shows" with triple features.
Thus, at a cost which could be
as low as a dime per person, mem-
bers of the 10c motion picture
clubs, the three feature movies on
a recent Saturday and Sunday
were "Judgment at Nuremberg"
(UA), "Fun in Acapulco" (Par) and
"Amazons of Rome" (UA).

Greeks Ban Play As Anti-Royalist; Intrigue Hinted

Athens, Aug. 18.

The recent banning by the
Greek Government of a new al-
legedly anti-royalist play, "When
the Atreides . . ." has almost as
much intrigue behind it as the an-
cient mythological characters in
the stage bit.

On Aug. 4 the Greek Govern-
ment (specifically the Prime Min-
ister's office) issued a brief an-
nouncement that the premiere
performance on Aug. 6 (plus the
two other scheduled ones on Aug.
7 and 8) of "When the Atreides . . ."
was cancelled because it claimed
disturbances would have been pre-
cipitated.

The note read in full, "After
reliable information from the po-
lice authorities that during the
performance of the play 'When
the Atreides . . .,' which has been
scheduled for Friday (Aug. 6), po-
litical demonstrations are to take
place and because of its Govern-
ment wish that the Athens Festi-
val retain its austere artistic
character, it has been decided to
cancel Friday's performance."

There was no indication whether
the alleged demonstrations would
be in favor or against the mon-
archy. There have been reports
lately of growing dissatisfaction
with the monarchy.
(Continued on page 70)

London Niteries Buy

Pirate Radio Ad Space

London, Aug. 18.

Harry Meadows, boss of Church-
ill's and "21" night spots, is to
advertise on Radio Caroline's pro-
grams. It is a new venture for
London niteries.
Meadows, as of next week, has
booked a morning and evenings
one-minute spot at a cost of \$280
a throw.

It's evident that the Fair will have
to do something to liven up that
area, and the use of names is be-
ing mulled as the answer. This
will not only enable the Fair to
make use of the Texas Pavilion,
perhaps profitably, but also bring
in visitors to the beleaguered con-
cessionaires in the Lake Area.
They feel that they have been cut
off from the Fair's mainstream
because of location and because
of the huge competition of free
shows.

Present thinking of the Fair ex-
ecutives is to utilize the Texas
Pavilion rather than the Amphithe-
atre. Both of these operations
are now in chapter XI and are un-
dergoing reorganization. The ex-
cellent theatre of the Texas build-
ing would give the show producers
there a wider latitude, whereas
the expense of water between the
stage and the audience would limit
the take, which might otherwise
have been expected.

(Continued on page 70)

Best Oscar B.O.

Payoff: Potier's

It now looks as if no best per-
formance Oscar—with the possible
exceptions of those won by Sophia
Loren for "Two Women" and Si-
mone Signoret for "Room at The
Top"—has meant as much to the
boxoffice gross of a picture as that
handed Sidney Poitier earlier this
year for "United Artists' 'Lilies of
The Field.' According to present
estimates, his Oscar has tripled
the take, which might otherwise
have been expected.

Prior to Academy Award time in
April, U.A. sales people were pro-
jecting a total domestic rental on
the film of approximately \$1,000,-
000, and that would have been
mighty good on the modestly budg-
eted pic which had received good
reviews but wasn't exactly making
for standing room only.

As of 10 days ago, pic had taken
in more than \$2,800,000 in domes-
tic rentals and is now projected
to go over the \$3,000,000 mark. So
far, the film has played something
more than 8,800 domestic dates,
but some U.A. execs expect that to
go as high as 12,000 before the
picture has finished its payoff.

Catholics Accent On 'Superior' Pix; Away From Raps

Roman Catholic Church in
America is stepping up its program
to encourage public support of
"artistically excellent films" and to
aid in the development and promo-
tion of film education programs
around the country.

This is the reported intent of the
appointment this week of the
Catholic Adult Education Center
of Chicago as the affiliate office
for film education of the Legion of
Decency. Arrangements will be
coordinated by Msgr. Thomas F.
Little, exec secretary of the
Legion, and Msgr. Daniel M. Can-
well, chaplain of the Adult Educa-
tion Center.

The Center will prepare and
publish educational material on
film appreciation, and will offer
study days, workshops and lectures
on films for general audiences. In
addition, it will establish training
programs for teachers and other
specialized groups, conduct re-
search projects on motion picture
education and serve as a clearing
house for information, ideas and
literature in the field.

Ask Film Biz Join To

Preserve U.S. Landmarks

Washington, Aug. 18.

The motion picture industry has
been invited to take part in the
American Landmarks Celebration,
sponsored by the U. S. Govern-
ment and Interior Secretary Stew-
art Udall.

Aim of the program is to pre-
serve historic buildings and sites
and prevent slapdash urban rede-
velopment and highway building
plans which would obliterate the
sights.

Government officials are now
particularly interested in garnering
support from exhibitors and this
has been accomplished by placing
them on local committees appoint-
ed by Governors and Mayors.

ing Stones at 100-1, Dusty Spring-
field at 200-1. Most fancied this
past week was the Manfred Mann
group who were quoted at 1-3.
According to Terry Bishop, man-
ager of the betshop chain, "Every-
one is interested in pop music
these days" in view of its exposure
on BBC radio, tv and the pirate
broadcasters."

Bishop claims an immediate and
large postal biz in answer to his
ad in a local sporting sheet. He's
also dickering to place ads in the
domestic musical press.

Meantime, another Eastender in
the betting trade, Stan Barrett, is
endeavoring to set up a pool—
similar to local football pools—
(Continued on page 71)

Senator Morse Evades Defining 'Pornography,' But Wants It Curbed

Washington, Aug. 18.

Sen. Wayne Morse (D-Ore.)
called on Democratic platform
writers yesterday (Monday) to
promise a crackdown on dissemi-
nation of obscene material and
pornography.

Morse told the platform commit-
tee that the curb should be applied
both to shipments within the coun-
try and abroad. Neither in his
statement before the committee
nor to reporters' questioning did
he define what should come under
the ban.

The Democrats should take a
"firm position" on the issue, he
said, since the Republican plat-
form was "obviously weak" in its
reference to it. To stop shipments
of obscene material, "we should
go beyond the obvious use of our
authority under postal laws and
regulations," he added.

Though Morse called the Re-
publican stand on the issue "weak,"
the GOP has hit out at recent
Supreme Court obscenity rulings
as part of the "moral decline" is-
sue which Sen. Barry Goldwater
folk find to be effective in certain
areas of the country.

For instance, Sen. Goldwater
last week inserted in the Congres-
sional Record a recent speech of
Francis Cardinal Spellman rapping
the court decision in "The Lovers"
film case and calling it "ominous."

Egypt's Video Fest at Alexandria; This Time: More Seminar, Less Bikini

By DAVID DU BOIS

Cairo, Aug. 18. Egypt's four-year-old television organization is preparing for its Third Annual International TV Festival, from Aug. 20 to 30, at Alexandria on the Mediterranean. Officials expect to top last year's number of participants, 24 countries and 30 stations, with nine new countries already pledged added to most of those participating in the First and Second festivals.

But, the number of tv personalities invited this year is being limited in order to place greater emphasis on screenings and the serious business of tv techniques. Too many stars and Alexandria's endless beaches were serious competition during the previous festivals.

This year's festival, again being held in Alexandria, will include for the first time a three-day seminar on tv techniques with each entrant invited to present a research paper on any one of the four categories: drama, documentary, variety and educational tv. The UAR (Egypt) is preparing a paper on "The Role of TV in Developing Countries."

"We want to make this a more scientific festival than the two past ones," explained Mahmoud Suliman, new PR Director of Egypt's tv organization. He's replacing Sherif Kamal who went off to become 20th Century-Fox Mid-East distribution general manager shortly after last year's festival.

The technical seminar is the belated idea of the big boys in the Ministry of Culture and Tourism, under whose wing Egypt's nationalized video operates. It seems some demands were raised this

(Continued on page 70)

Edinburgh's Thistle As Yearly Award To a Vet; King Vitor This Time

Longhairs' Rights Benefit

Westport, Conn., Aug. 18.

Leonard Bernstein, in pianist role; violinists Isaac Stern and Tossy Spivakovsky, violist Frank Brief and cellist Aldo Parisot will headline Mississippi project benefit at Staples High School Aug. 29.

All have homes in Connecticut. Bernstein recently gave use of his estate for stellar jazz bash for same cause.

Swedes' Sick-Sex Film, '49' OK'd;

Provokes Pious

Berlin, Aug. 11.

The sick-sex Swedish pic, "491," has finally been okayed by the West German FSK (Voluntary Self-Control) for release in this country. Decision was reached by the board members' majority after the film's distributor (Schorcht) had agreed on several cuts.

But the dispute will continue. The reps of both the Protestant and Catholic Churches, who voted against the license, have threatened to leave the FSK if the decision isn't revised. On the other hand, an appeal signed by a lineup of German writers such as Erich Kaestner, Alfred Andersch and Rolf Hochhuth has been submitted to FSK to stick to the decision and prove itself "as a guardian of artistic freedom."

Be it as it may, it can be expected that all the fuss will "help" the film tremendously. The same happened to Bergman's "Silence" which received similar "publicity" and consequently emerged as a stout money-maker in this country. But there's still a difference:

'Life' Is Just A Bunch of Boola-Boola

N. Y. World's Fair prexy Robert Moses, New Haven-born, and Yale '09, is very rahrah-minded because Henry R. Luce, Yale '20, done the Fair wrong. Moses has press-released a photostat of Life's blast, July 31, at the Fair, "If This Is Architecture, God Help Us," and editorially footnoted, "The reviewer is a professor of art history at Yale and author of several books on architecture." Then follows a memo to "To Those Listed Below: from Robert Moses."

"I send you this clipping from Life without extended comment. Time, Life, Fortune solicited and sells the Official Guide Book and Official Map on the Fair, advertises its virtues, and makes money in the process. I recognize in this Life piece nothing to remind me of the Yale I used to know."

The memo is earmarked to Executive Committee, Finance Committee, Organization Committee, Leading Exhibitors, Staff, Consultants, Directors of the Fair, Fellows at Yale, Other Papers and Magazines.

Daily's Advice to Actor George Murphy

Stop Bellyaching Because a Democrat Appoints A Democrat—Stalk Salinger For And Like Pointers up

Schaffner on 'War Lord'

Hollywood, Aug. 18.

Franklin Schaffner replaces Daniel Mann as director of "The War Lord," Charlton Heston star, for Fraser Productions and Universal release. Conflict of schedules caused Mann to withdraw from the film.

Mann currently is in Israel directing "Judith" for Paramount.

Teenage Faves' Big Influence On Paris Couture

By LUCETTE CARON

Paris, Aug. 18.

Teenage pop styles are shaking the foundations of the Paris couture. A fast-moving set of young people in the public eye—actresses, singers debutantes—making a complete breakaway from existing standards and

Albany, Aug. 18.

"Movie Actor George Murphy needn't be so fussed as he is about the appointment of Pierre Salinger, his Democratic opponent for the Senate, to fill out the unexpired term of the late Senator Clair Engle," commented the Albany Knickerbocker News in an editorial titled "Mr. Murphy and Mr. Salinger."

"The move, though perfectly proper, is so obviously political that it may help Mr. Murphy, not hurt him," the editorial continued. Instead of calling the "hardly-expected" appointment "illegal, immoral and unethical," he might "better spend his time bird-dogging Mr. Salinger's steps in the next five months," the Hearst paper observed. This is the former presidential press secretary's "chance to shine—yes—but it also is his opportunity to make mistakes."

Knickerbocker News dubbed "petulant," Murphy's description. (Continued on page 67)

Brush Up on Native Slang

Edinburgh, Aug. 18. In recognition of long career in filmmaking, King Vidor, the U.S. director, is to receive the first Golden Thistle Award at the Edinburgh Film Festival this month. Award hereafter is to be made annually for outstanding achievement in the art of cinematography. The festival is in association with the Film Festivals Association.

In contrast to awards at other film festivals, it is related not to a film being shown but to work over a period.

The Edinburgh Festival is also presenting a series of King Vidor's films at the Cameo Cinema here from Aug. 22 to 26. These are: "Hallelujah," "Street Scene," "The Citadel," "Northwest Passage," "Duel in the Sun" and "War and Peace."

While the Bergman film (released in recent version in W-Germany) has generally been considered as (Continued on page 70)

Living Brown Wants To Become Al Jolson Jr.

Tucson, Aug. 18. A man who claims he is the son of the late great Al Jolson wants to change his name to that of his famous "father."

Irving Brown filed a request in Maricopa Co. (Phoenix) Superior Court to change his name to Al Jolson Jr.

Brown said he was born July 1910, in Brooklyn, N.Y., a son of Asa (Al) Jolson. A hearing on the request is slated for Thurs. (20). Other details were not divulged.



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her party stepped on the out-town yard of oil executive and Mrs. Charles Wristman here to visit the town, his old fortification walls and the maritime Museum. There was considerable speculation if she would visit the concert scheduled that night by the Festival in which the Negro soprano Martina Arroyo was soloist with the Belgrad Symphony. But the Mayor of the City of Dubrovnik, responsible for the "Protocol," had made other plans for the party which included Princess Radziwill (Mrs. Kennedy's sister) and Lord and Lady Harlech, British Ambassador in Washington among others. The yacht is cruising down the Dalmatian coast and headed for Sveti Stefan, the fishing village which has been converted into a hotel without altering a single stone or step.

Rumors had it that Mrs. Kennedy had chosen Yugoslavia for her first trip abroad since she became a widow because President Kennedy had promised Marshal Tito that he would visit his country this (Continued on page 69)

THAT IRISH ECHO

President's Escape Tale Not Signed —Is It O'Connell?

Dublin, Aug. 18. Government Information Bureau here formerly denied Variety report that John F. Dugan has signed an agreement with President Eamon de Valera to use his 1919 escape from an English jail for either a play or film. Bureau said, "There is no truth whatever that the President has entered into such a contract with this or any other agency."

Denial was published in Irish daily newspapers and referred to the New York report and quoted Variety.

Didn't Imagine It

John F. Dugan says here he never intended to convey impression of a signed agreement, only the tentative blessings of Pres. Eamon de Valera. He quotes a letter of Aug. 4 from Marie O'Kelly, secretary to the Irish chief of state. Acknowledgment of letters on the (Continued on page 70)

setting the trends that are copied throughout France by the new generation. Hypnotized, courtiers aim their collections straight at (Continued on page 70)

Bercovici's 'Salvy' an OK Novel on Cinema Scene

The proof that Leonardo Bercovici's new novel, "The Salvy and the Saint" (Scraper's \$3.95), is one of the more intelligent and tasteful books written about the cinema milieu in some time lies perhaps in the fact that it belies most of the jacket blurbs which appear most preoccupied with pushing the notion that it is "zany," "very funny," "zany." First of all, it is (Continued on page 61)

DEVIC ILLUSTRATING JAPAN, 2
General Sifert, W. 1111
Tokyo, Aug. 18. A couple of performing siblings called Cooper Sisters have some serious thoughts on the lack of preparation of American acts who appear in Nipponese nightclubs. "There are a lot of misconceptions about the working conditions here," said Blanche, the zanier member of the comic harmonica duo who are on a three-month swing of Far Eastern dates under patronage of Eddie Sereno. Audrey added, "Even acts that have returned to the U. S. from Japan never really explain the things are here. We were told, for example, that Tokyo clubs have 80% American audiences." The (Continued on page 67)



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DAILY VARIETY
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The Harlem riots together with the tense racial situation in other Negro sections of New York have put into the attendance at the N.Y. World's Fair. Aside from the reliable hotel cancellations by those who feel that the racial incidents could spill over into mid-summer spots, the Fair has been hit by bad weather during the past few weeks, ranging from temperatures into the 90s and several days of rain, which has caused exhibitors and concessionaires to curtail privately that they'll be lucky to hit 30,000,000 attendance instead of the 40,000,000 originally projected by Fair officials.

However, Fair officials are not ready to make any such admission. In fact fair proxy Robert Moses cancelled a meeting with top exhibitors which was to have been held Tuesday (28) to discuss means of hyping attendance. Moses' reason was that the G.I. confab had been publicized. He said that the (Continued on page 29)

P Ribbing Goldwater Cardiacity Banned By WNEW as 'Poor Taste'

The current political and social climate in the U.S. has broadcast-ers on tenterhooks, not alone as to news "fairness" but also as to what's prudent in the way of entertainment.

This is reflected in the move last week by WNEW, Metromedia's New York anchor, banning a new satirical platter kidding the Goldwater candidacy. It's of particular interest in this case because of the station's liberal tone and almost anything-goes posture on election.

Album in question is titled "I'd rather Be Far Right Than Presli- (Continued on page 68)

Meg to Visit Gotham?

It's being kept very quiet, but there's a possibility that Britain's Princess Margaret might come to New York in October for the U.S. premiere of Columbia's "The Finest Hours," the Winston Churchill pic.

It would be the princess' first visit to Big Town.

L.A. Spot Check:

Enthusiasm For Toll-TV Wanes

Hollywood, July 28.

That unabashed-enthusiasm held for feevee when Subscription Television Inc. premed its operation here July 17 is receding, and some subscribers are grumbling that STV will have to upgrade the quality of its programming, to continue to hold their attention—and dollars.

This was disclosed in a spot (Continued on page 12)

Olivia de Havilland May Emote in Francals

Paris, July 28.

Olivia de Havilland may start to act in French, for the first time, both in legit and films. She is mulling two projects. Play is Paule de Beaumont's adaptation of the current Broadway legit, "Never Too Late," for which Lars Schmidt wants her. Julien Duvivier has the French film proposal. Star will decide when she returns from a Deauville vacation.

It helps dig the grave of im- petition. But in the inter- bet-ween the two political conven- tions, between the hard-and-fast ARB and Nielsen realities of San Francisco and the promise of a better tomorrow at Atlantic City, the industry is being treated to a wave of conjectures, gossiping, sniping and wishful thinking that's almost unparalleled in its needling and vindictiveness.

That some changes might ma-terialize in the wake of the Frisco performances is possible, perhaps likely, but to hear the boys tell it—and it's coming in loud and clear from a variety of quarters with an accompanying "no attri-bution, please"—this is "panic time in spades."

"Obviously it's all designed to help permit the 'second best' boys to let off steam, plus the chance that if they talk about it loud enough and long enough may-be some of it will transpire into reality, they hope, they believe. They would have you believe, for example, that Walter Cronkite (Continued on page 68)

A.C. Girds For Dem Bonanza

Atlantic City, July 28.

Nightclubs, hotels, restaurants, amusements, piers, motion picture houses and the local burlesque theatre are primed for a record breaking week when the national Democratic convention comes here Aug. 23-28.

Hotels and motels are already booked to capacity. Latecomers, whether convention bound or the usual August vacationers, are going to find it next to impossible to secure accommodations in the resort. But hotelmen say there are thousands of other rooms available (Continued on page 29)

Strouse and lyricist Lee Adams (Strada Corp.), direc-tor Peter Coe (London Co.) and Tony Walton, who's cred-ited with the costumes and projections (Theatre Projects Inc.).

The late Clifford Odeis, who adapted the book for the tuner from his play of the same title, is represented by Jefferson Pictures Inc.

Eye London Stage 'Othello' (Olivier)

As 'Hamlet' Echo

Electronovision exec v.p. Wil-liam Sargent Jr., and producer Alexander Cohen head for London on Aug. 12 to continue negotia-tions with Laurence Olivier on the Theatrofilm version of latter's "Othello." Cohen returned Mon-day (27) from preliminary negotia-tions with the producer-actor.

If pact is signed, filming in Electronovision process will be made, probably in September, prior to end of play's limited Chi-chester date. It will be in black and white and, in all technical aspects, handled the same way (Continued on page 30)

Golden Wedding Dance For Ruth St. Denis, Shawn

Walter Terry is chairmanning the Golden Wedding Committee (An-tole Chujoy, Martha Graham, Mar-tha Hill, Lydia Joel, Jose Limon and Charles Weidman) honoring Ruth St. Denis and Ted Shawn on the eve of their golden wedding. It will be celebrated at Jacob's Pillow, Lee, Mass., with an hour's Denishawn terp program that ad-temoon followed by a cocktailing.

several girls are demonstrating The Swim (dance) in topless bathing suits.

Mayor John Shelley and Police Chief Thomas Cahill are remain-ing silent on the topless topic. District Attorney Thomas Lynch will quote the law, remark, "That's pretty strong language," and, questioned about convictions, admit ruefully, "I'm afraid we haven't been very successful lately." After that he clams up.

Capt. Charles Barca, command-ing officer of the Central Police Station, in charge of the North Beach area, is more vocal. "It's difficult to obtain a conviction," he says. He points out that the indecent exposure law stipulates that there must be present "per-sons to be offended or annoyed thereby." Capt. Barca says, "The presumption is that the people going to the night clubs are adults (Continued on page 103)

Carol Channing Will Carol Hello Lyndon' At Democratic Conv.

Washington, July 28.

Carol Channing will go to At-lantic City during the Democratic National Convention to introduce "Hello, Lyndon" as an LBJ cam-paign song.

Political lyrics to the "Hello, Dolly" tune are by Jerry Herman who composed words and music of the original.

Miss Channing, a friend of Presi-dent and Mrs. Johnson for several years, will make a daytime appear-ance during the convention and not miss any performance of "Hello, Dolly."

Some unknown writer had penned "Hello, Barry" lyrics to "Hello, Dolly." Producer David Merrick threatened a \$10,000,000 suit against the Republican candidate if the song continues to be used to plug Barry Goldwater.

19th ANNUAL RADIO-TELEVISION-TV FILM REVIEW and PREVIEW

1964-1965 SEASON

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NEW YORK, WEDNESDAY, AUGUST 5, 1964

64 PAGES

MOSES LED US INTO WILDERNESS

Chicago-Produced Film, '2000 Maniacs,'
A Dixie Town Revenging Civil War

Chicago, Aug. 4.

The Chicago Motion Picture Association Board has upheld the Police Review Section in banning the picture "2000 Maniacs," a low-budget, gore-gore film produced by Chicagoans. Reason: excessive violence in a Dixiecrat plot to assassinate visiting northerners. The following is a synopsis of the plot prepared for the hearing by attorney for the city: The plot of "2000 Maniacs" deals with the vengeance of a Southern town whose inhabitants had been

GOP DDS' Campaign

Song for L. B. Johnson

The Democrats have found an unusual ally. Dr. E. L. Schaaf, a N. Y. City dentist who collaborated with Herman Silver on "All The Way with LBJ." Song will be introduced during the Democratic Convention in Atlantic City by singer Laura Lane. Dr. Schaaf is not only a lifelong Republican, but he's the first cou-

NEVER CALLED ON
'DYING' SHOWMEN

Resentment against New York World's Fair chief Robert Moses was at crescendo last week over what was described as "tactless and calloused remarks by Moses against show business, an industry that has invested over \$50,000,000 at the Fair and of which about half has already gone down the drain due to conditions imposed on us by the Fair. The Fair is being run by bookkeepers, not showmen."

Legit and Opera B.O.

Hit \$433,000,000 in 1963

A continued upward trend in boxoffice receipts for the legitimate theatre and opera has been disclosed by the U. S. Commerce Dept. The total of such receipts was reported at \$433,000,000 in 1963, a jump of \$11,000,000 more than the 1962 take.

Frisky Frisco's Latest: Cinema
Catering Exclusively to 'Gay' Set

San Francisco, Aug. 4.

The entertainment scene in San Francisco, which has been obsessed with sexy innovations lately, has added to the list a theatre with a policy of openly catering to homosexuals, with films and stage shows tailored to their interests. Copartners in the venture, Bernie Meshloff and Francis (Tony) Rizzo, are encouraged by initial reception and say they are negotiating for theatres in Los Angeles and Seattle. Meshloff predicts, with some justification, that the

...has produced three LPs

secured by northern troops in earlier during the Civil War. The town opens with two spish and acting Southern farm coming from the North. They ur two cars, one from New and the other from Illinois, their home town of Pleasant. One car contains two young couples. The other car is by a young girl who is d up by her when his car on the highway.

The six Northerners are ad- d, when they reach the town, the Mayor that the town is in process of celebrating its Cen- nial Anniversary. The six are d that they will have to spend weekend in Pleasantville and t they will be shown true uthern hospitality. They are d in the town hotel and ally held prisoner. At first the young people, although in- nced by this stay, regard the tion of the townspeople as a big (Continued on page 24)

de Mesta Dishing Up Fetes to Ease Dems' A.C. Convention Jitters

Atlantic City, Aug. 4. Marie Mesta, the hostess with the sweetest, plans a series of seven fetes to entertain delegates, candidates and newsmen here for the Democratic National Convention, to be disclosed here last week. The convention starts Aug. 24.

All but one affair will be given at a huge leased mansion located in a suburban Ventnor, only two miles from Convention Hall, site of sessions. The top soiree, which will draw President Johnson and family, official and otherwise, will be held in Hotel Claridge on the Wednesday evening of the convention (Aug. 26).

There will be a huge buffet. Two orchestras, those of Lester Lanin and River Chambers, have been booked to play continuously from 1 o'clock following the convention until the wee hours. Mrs. Mesta said that from 500 to 700 guests will be invited.

On the terrace off the Claridge's (Continued on page 43)

sin of Mamie Eisenhower.

LATSE Members' Wage Bonanza At World's Fair

Although many concessionaires are losing their shirts at the N.Y. World's Fair, not everyone complains. Between \$2,500,000 and \$3,000,000 will be paid to over 225 members of International Alliance of Theatrical Stage Employees, a projectionist local 306 employed by Fair exhibits. An additional \$350,000 to \$400,000 will be paid to the union's pension and welfare fund during the exposition's run through 1965.

Contracts, worked out by a negotiating committee headed by biz agent Harry Garfman, call for 84 hours of operation between 10 a.m. and 10 p.m. daily. Pay rate ranges from \$6 an hour for 8m, 16m and 35m projection to \$7 for 70m operation. Projectionists work five shifts a week, six hours per shift. Overtime is paid at time-and-a-half, including installation and dismantling work.

Payment of 15% is made to the organization's pension-welfare fund and vacations are set at one week for every six-month period of employment. Key men or supervisory projectionists are designated from working projectionists, and they receive \$7.50 an hour for standard ratios and \$8.50 hourly for 70m. Around 39 pavilions at the Fair employ Local 306 operators.

Russians Print The News Of La Scala; Italians Don't

Milan, Aug. 4. Western countries which tend to think of Russian as prone to "press secrecy" have to rely, in part, upon Izvestia of Moscow for hard news about the "cultural exchange" of the Bolshoi Opera and La Scala here. The Italian company has disclosed almost no information formally though its company opens in the Russian capital on Sept. 2 (Continued on page 58)

Moses had remarked in connection with the opening of the Bel-gium Village on Saturday (1). "We confess that thus far we have not been bright enough to figure ways to concentrate legitimate amuse-ments on the Lake front. One man's fun is another man's fumble. We ruled out conventional catch-penny amusement park vulgarity, we made a clean-cut decision be-tween stripteasers and Michael-angelo.

"Some of our able, reputable theatrical producers did not grasp the simple arithmetic of the aver-age visitor who, it turns out, would rather not walk quite a way and pay for his hilarity when he can get it for nothing, scattered throughout the Fair, mixed with industry, science and whatnot. "You have to dream up some-thing very intriguing to coax the dollars and quarters from those (Continued on page 43)

Show Biz Names' VIP Bit At Fair

After considerable entreaty by film company pub departments, In-herds, the N. Y. World's Fair has decided to institute a red carpet treatment for what one Fair rep called "recognizable personalities." This is an innovation since before VIP promotions were handled by individual pavilions with praisers but never by the Fair at large.

Fair officials will now work with client handlers in preparing an itinerary for their VIPs, providing 48-hour notice is provided. Serv-ices will include naming the day of the celeb visit in his or her honor, limousine service, VIP tour treatment at selected pavilions, "exposure" at certain pavilions and in certain areas of the Fair, par-ticipation in certain events, etc.

Also, the guest celeb will be the guest of the Fair at any of the many restaurants for lunch or din-ner. To help facilitate matters, the Fair has appointed two "teams": (male and female each) to see to the details and presumably assist in the day's festivities.

No Bounce From Betty Hutton As 'Fade' in B.O. Fade

What veteran legit observers think may have been the biggest star-replacement boxoffice slump in Broadway history occurred last week with Betty Hutton substitut-ing for Carol Burnett in "Fade Out—Fade In," at the Hellinger Theatre. The week's gross fell nearly 64%, from the previous week's \$79,715 to \$29,038. Miss Burnett was out to undergo minor surgery.

Indications are that the box-office pace of the musical may not have been seriously hurt, as with the return of Miss Burnett, receipts bounced back last Monday night (3) to about \$10,700, in contrast to approximately \$4,000 the previous Monday night (27), when Miss Hutton was in the cast. At the rate of \$10,700 a night, "Fade Out—Fade In" is figured likely to gross about \$80,000 on the week. Potential capacity is \$84,972.

An unusual aspect of Miss Hutton (Continued on page 61)

Sift Suitable Roles For Soraya of Iran

Roma, Aug. 4. Mauro Bolognini may replace Alberto Lattuada as director of one of the episodes starring Princess Soraya of Iran in Dino DeLauren-ti's upcoming three-partier, which is to mark the onetime Emper-ric debut.

In a statement to the Italian ANSA agency, Lattuada explained he was reluctantly forced to aban-don project for a Soraya starer—which he had previously accepted because of lack of preparation time and impossibility of studying other two items in episode to give it a uniform approach. Director also revealed that after original project ("The Secret," based on a Henry James story, "The American") was abandoned (Continued on page 24)

theatre in every major city within a year."

The operators have leased through next March the Haight, a 1,500-seat nabe which had been dark for two months, from Fair-mont Theatres Inc., a company administered by United California Theatres.

After a \$5,000 interior refurbish-ing, which included repainting, equipment repair and general cleaning as well as some garish "Greco-Roman" murals in the lobby, theatre reopened with an art film policy, two screenings nightly, accompanied by a live stage contest between film show-ings.

Opening bill was an indie pic called "Glen or Glenda" and a "Mr. San Francisco" contest. Gross was \$3,800. Second week featured "The Mark," British import, and a female impersonators' contest. Gross was in excess of \$4,500.

Theatre opened with little diffi-culty—an editorial in a neigh-bor-hood weekly and frequent police visits. Latter stopped after Rizzo (Continued on page 12)

Benefits Too Varied, Can't Merge Pensions Of SAC, AFTRA, Equity

Hollywood, Aug. 4. Boards of both Screen Actors Guild and AFTRA have rejected as not feasible a plan to merge pension and welfare plans of their unions and Equity.

SAG board accepted the verdict from the Martin Segal Co., con-sultants for the plans of several these union that any such mer-ger was completely impractica-ble.

AFTRA board told members plan is not feasible now "because of the wide disparity of benefits provided, unequal financial re-serves, lack of uniform rate of con-tribution by all employers, and last but not least, the risk of re-duc-ing benefits to members pres-ently enjoying superior benefits." SAG is still in hopes such de-velopments may occur in the fu-ture.

Inside 33-

Show Biz Lawyers Probing Historic Copyright Revision Bill; Songwriters, Pubs Back It But Diskeries Dissent

By HERM SCHOENFELD

The historic bill for a general revision of the Copyright Law, due to be considered by Congress during its 1965 session, is now meeting its first hurdle—the nation's show business and literary lawyers who are subjecting H.R. 11947 to a phrase-by-phrase study for its impact on their clients.

In general, the creators and copy-right-owners including authors, composers and publishers, are strongly in favor of the measure, while users of music, notably the disk companies, are opposed to the bill's imposition of a higher statutory rate for mechanical licenses.

One veteran music biz executive, much in favor of the measure, says the bill, introduced by Emanuel Celler (D-N.Y.), said: "The big danger to passage of the bill doesn't come from its outright opponents, but from its so-called supporters who are determined to be nit-pickers about third-rate details instead of mobilizing behind a noble achievement."

Lawyers for all the contending interests will be sounding off in New York tomorrow (Thurs.) at the Waldorf-Astoria, N.Y., at panel discussions about the new bill organized by the U.S. Copyright Office.

AGAC's 10-Year Battle

The writers of music have virtually no cavil with the measure. The American Guild of Authors & Composers has fought for the past 10 years to extend the life of U.S. copyrights from the current double term of 28 years apiece to conform with the Berne convention which fixes the length of a copyright to the life of the author plus 50 years.

The bill gives the American writers (Continued on page 47)

Fatty's Widow's Role

Minta Durfee Arbuckle, early-day Mack Sennett comedienne and widow of Roscoe "Fatty" Arbuckle, has been signed to play a society dowager. "The Vehicle Is Jerry Lewis' "Disorderly Orderly" at Paramount.

Eamon de Valera Okays Rights to His Jailbreak Out of England in '17

Agent John F. Dugan alights from a three-week European go-around with a briefcase packed with inked agreements, among them an okay from Ireland's hero-president Eamon de Valera to use his famed escape from England's Lincoln Jail in 1917 (considered a turning point in the Irish Rebellion) as basis for either a theatrical feature or a video series. Dugan, working through a contact with deValera's son-in-law, secured what he thought was to be a meeting with the President's secretary and a minister of justice at the Presidential Residence just outside of Dublin. But de Valera, now in his early 80's and nearly blind, got wind of huddle and insisted on presiding himself, and did so for a full hour. For a pure-blooded, once removed Irishman, no experience could have been sweeter for Dugan.

Dugan read the first two pages of Howard Koch's treatment to the old statesman, explained his plans for the vehicle and received a tentative go-ahead with this stipulation: it must be "honest, true and authentically" filmed. Added de Valera, "You know I can't be in it."

Groucho-on-the-Thames: A Long Con'l and a British Quiz Show

Groucho Marx left Sunday (2) by air for London and returns aboard the S.S. Queen Mary ("my wife has never been on a big boat") Aug. 13—a "three-week deal," he says, "to shoot a 30-minute commercial." It's for Players, the W.M. London brand of cigarettes which also has a cigar of the same name. The British government, a la the American cancer scare, anent cigarettes, has so inhibited smokers that tobacco brands are hypoing cigar adjuncts as an offset to the cigaret sales downbeat.

Marx also has a new commercial British tv quiz show slated for next April starting with 13 weeks, plus 39-week options. He told Associated Rediffusion's John MacMillan "why not buy our NBC show instead of doing it the hard way by bringing me over here?" but the latter's idea is to use British Commonwealth and UK contestants only, i.e., Scots, Irish, Welsh, Australians, South Africans, Canadians, etc. "For some of those dialects I'll need English subtitles myself," says Marx, "or maybe that's where the comedy will come from?" It will be a new format, not "You Bet Your Life," although presumably "some quid payoff will" (Continued on page 39)

Critic's \$1-Mil. Estate

Charles W. Collins, former Chicago Tribune drama critic-columnist, who died March 3 after a 60-year newspaper career, left an estate of more than \$1,100,000.

Collins' attorney, William C. Boyden, said that the critic had lived modestly and invested his earnings wisely over several decades. Estate went to a niece.

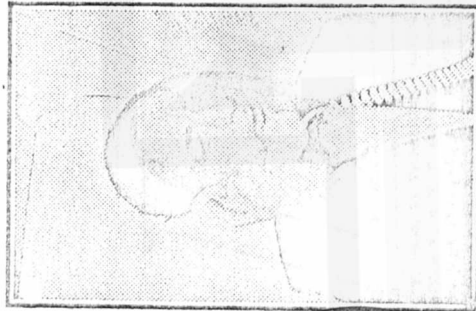
392 Verses on Death Of JFK Wins a Sicilian Top Balladeer Honors in Italy

A ballad in 392 verses on the assassination of President Kennedy this week won a Sicilian folk balladeer (actually "Cantastorie"—or "story-singer") the title of Italian champion in a national contest for a trade which is dying out rapidly. The competition was held this year in the northern Italian town of Monticelli D'Ongina.

Orazio Sirano is the winner in this unusual contest, which drew the last masters of a once-flourishing art to Monticelli for the match.

Already a two-winner in the past, Sirano was named "Master of Cantastorie," tantamount to being placed above competition, with runner-up Vito Santangelo (who placed highly with a tale about the Italian football doping "scandal") named "Italian Troubadour of 1964."

"Cantastorie" were in their glory in the middle ages, but now are mostly confined to hinterland towns, especially in the Italian South and Sicily, where this year's winner will have a more national tour.



JAMES DAVIS

"Big City Beat," New York Daily News and other papers: "PAUL ANKA'S way with a lyric and a tune is nothing short of brilliant. Whether he's writing a song or singing it, he endows it with his unique know-how and charm. PAUL'S an Artist with a capital A."

Ralph Bellamy Rebutts Harling On Television

Editor, VARIETY: Hollywood. Reference is made to your report of the statement by Philip F. Harling, chairman of the Joint Committee Against Pay TV, in the Theatre Owners' bulletin for June.

Mr. Harling is, of course, privileged to make any evaluations he wishes of Subscription TV's programming. The business of being a movie critic is one of America's favorite indoor sports and Mr. Harling has the same freedom to indulge as anyone else.

However, his evaluation of the future of Pay TV film television

'GUIDEPOSTS' DISKS TO PLUG INTERFAITH MOVE

Guideposts, a 15-year-old interfaith religious magazine, has entered the disk field with production of non-commercial albums telling the story of the Guidepost movement.

Sidney Fields, veteran syndicated newspaperman whose column, "Only Human," appears in the N.Y. Daily News, is artist & repertoire manager of the project. The disks are made exclusively available to radio outlets and are played on over 800 stations.

Fields has produced three LPs for Guideposts so far. The first

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TV: IT'S A LONG, HOT SUMMER

**Burton's 'Hamlet' Sets Records,
Including All-Time Run & Grosses**

By HOBE MORRISON

The Richard Burton edition of "Hamlet," which closed last Saturday night (8) at the Lunt-Fontanne Theatre, N.Y., was a record-breaker in several regards.

The Alexander H. Cohen production not only was the longest-run "Hamlet" in Broadway and probably North American history, but it was the highest-grossing and almost certainly the most profitable presentation of the

D.C.'s Olsen & Johnson
Washington, Aug. 11.

Re Goodman Ace's gag in VARIETY that if Johnson needs a running mate, "What's wrong with Olsen?"

The team of Olsen & Johnson already exists on the D.C. scene and has been the subject of the same joke for months. Luci Johnson's steady boy friend is named Jack Olsen.

**PALEY, KINTNER
SWITCH ROLES**

By GEORGE ROSEN

August has always marked the traditional lull for the television networks. But it represents no such thing this year. Not in over two years have the top network execs worked so hard, over so many hours; seldom have the tycoons thought so deeply, planned so thoroughly or competed so vigorously. It's a dedication focussed on changing or holding depending on the web in ques-

**Chi's '100% True Negro' Station
Asserts Leadership in Race Issue**

Chicago, Aug. 11.

WVON would have done all right even without the racial revolution, but coming on the air as it did just when the civil rights wave was beginning to crest was a fortuitous happenstance that unquestionably accelerated the "Voice of the Negro" station's progress here.

Most general stations try desperately to find some sort of meaningful role to play in the community, and they cast about for specific services to perform,

Logical

Producer Sam Goldwyn Jr. reports his 13-year-old daughter Cricket (Catherine) has been making off with his weekly copy of VARIETY.

Is she interested in the out-of-town reviews? Broadway grosses? Hollywood chatter? None of these.

VARIETY, says Cricket, has more news about The Beatles than any other publication

world, stage annals. Not entirely by coincidence, it also drew the largest number of sidewalk jawers.

The show played 136 performances with Burton in the title role, plus two with Robert Burr as understudy when the star was sidelined by a throat ailment. The record-setting Broadway engagement followed a four-week stand in Toronto and two weeks in Boston.

The Cohen revival had what's believed to have been the highest straight-play scale in Broadway history — \$8.80 weeknights and \$9.80 Friday and Saturday nights. The potential capacity in the 1,478-seat house was \$73,062 and the total gross for the 18-week run is figured to have been about \$1,250,000. (Continued on page 62)

A.C. Nightclub Ops Hope Dem Delegates Will Hypo A Disappointing Season

Atlantic City, Aug. 11. Plenty of weekend business, but not enough during the other five days is the complaint of bistro operators here with the passing of July, one of season's top months.

A check at the major clubs shows that all are dissatisfied with summer business so far. Friday and Saturday nights it's a pack-in job with most spots running three shows. Other nights, biz is sometimes so bad it hardly pays to put on one show.

Meanwhile, "Flower Drum Song" at the 500 Club folded after a month in its big Vermillion Room. Niterity will be without names and open only on weekends until Eddie Fisher comes in for a 10-day stand Aug. 21.

After hearing that the Republicans didn't do too well in booming nightclub business as they conventioned on the Coast, local cafe operators are speculating whether the Democrats will hike or hurt the trade. But because the nitery strip here is almost across the street from Convention Hall, where the Dems will meet, club owners believe they'll do much better than Frisco colleagues.

Ichikawa to Lens Tokyo Olympics On \$1-Mil Budget

Tokyo, Aug. 11. Budget for the "Tokyo Olympics" film has been set at about \$1,000,000 by the Tokyo Olympic Organizing Committee. Film is already in production with footage of road and stadium construction and preparations. Director is Kon Ichikawa, whose credits include "Harp of Burma" and "My Enemy, the Sea."

Akira Kurosawa was originally named to direct, but officials balked at his budget request of \$1,666,000. Ichikawa will make version in both color and b&w, geared for domestic and overseas showings. Working with Ichikawa on the scenario framework is his wife, Natsuo Wada, also Shuntaro Tanikawa and Yoshio Shirasaka. Critic Donald Richie will supervise the subtitled and dubbing of the English-language version. Ichikawa has said he intends to portray people from the various nations in their moments of glory and defeat. About 80 cameras will be utilized with some 114,000 meters of film expected to be shot. Ichikawa is being assisted by a staff and crew of around 200. High-speed cameras, spot meters for Cinecolor and Techniscope will be utilized. Location sound recordings will play an important part in the picture, Ichikawa said.

Plummer's Musical 'Cyrano' for Merrick

Christopher Plummer will star in a musical version of "Cyrano de Bergerac" for producer David Merrick sometime in 1965.

Plummer received critical acclaim for his performances in the straight dramatic version of the Edmond Rostand classic in Stratford, Ontario, some years ago and on TV's Hallmark Playhouse last

(Continued on page 60)

tion, the network praise of power, influence and affluence which had stabilized their relative Nielsen, billing and profit rankings.

The long, hot summer of "TV's discontent" finds its key leaders abruptly shifting from a previously fundamental position and playing a new role—in each case in response to a nettling, competitive frustration. Thus a Bob Kliner is now devoting the vast bulk of his 14-hour working day (8 a.m. to 10 p.m. office hours) to entertaining shows, not news! Over at CBS, a Bill Paley is sweating out his 37th summer as No. 1 executive, concentrating on news, not entertainment!

While nothing official has been emanating from the ABC quarters, it wouldn't surprise many if

(Continued on page 40)

Beatles' Score: 80,000,000 Disks

London, Aug. 11.

George Martin, a/c on EMI's Parlophone label, in his 14-year career with the company, has "sold" more than 100,000,000 records, of which 80,000,000 were wax-ins by The Beatles. Latter have been associated with Martin and EMI for just two years. (Three months ago RCA/Victor stated Elvis Presley sold 100,000,000 recordings in all types globally—singles, LPs and albums. It would figure 60-75% of this would be domestically.)

The dual achievement by Martin and the Liverpool foursome is expected to be announced shortly by the diskery, but at press time EMI managing director Leonard G. Wood would not officially confirm the totals. Insiders, however, are confident that LPs, EPs and singles by maestro Martin sold at home and abroad have now passed the magic 100,000,000 total.

Martin, who joined EMI in 1950, paced The Beatles in September, 1962 after their manager, Brian Epstein, had faced turndowns by Decca and other domestic waxeries. Group's first release, "Love Me Do," moved quietly in-

(Continued on page 46)

DATE JOURNAL

Summer TV's Big Writer Bonanza On Residual Coin

Hollywood, Aug. 11.

Television's summer doldrums are translated into dollars for TV scripters, who see the residuals and royalties pile up during the reruns of the summer hiatus. In July, members of the Writers Guild of America West racked up a whopping total of \$363,117 in residuals and royalties, to give TV writers a total of \$2,061,684 for the first seven months of this year.

July total came about via \$251,054 in residuals and a record \$112,063 in royalties. The month's figure compares with \$327,987 in residuals and \$23,869 in royalties for a total of \$351,856 in July of last year. A hike of 314% is repped for July of this year as against the same month last year.

WGAW exec director Michael Franklin disclosed the accumulative total this year to date comes from \$1,818,327 in residuals and \$243,357 in royalties. This figure is up 8.7% over the same period last year, when through July scripters had collected \$1,860,250 in residuals and \$36,503 in royalties, for a total of \$1,896,753.

Hinterland Zest For N.Y. Fair Grows Tepid

Cleveland, Aug. 11.

Robert Moses and the New York Hotel Assn. and the N. Y. World's Fair wishful-thinking notwithstanding, if local reaction is any barometer of the national feeling, this is why attendance is off. Many locals planning a safari with their families to Flushing Meadows are specifically booking into motels and hotels in the proximity of the Fairgrounds—or they don't go. Where formerly a whoopee week of fun, frolic and theatregoing in Manhattan was scheduled with the

(Continued on page 20)

like "back to school" campaigns. For WYON the role was ready-made when it went on the air in April 1963, the listenership a virtual set-up and the specific needs of the communities on the south and west sides of town unmistakable. In a matter of weeks the station rose from nowhere (as the former WHFC) to an outlet to be reckoned with on the AM band here.

Although white-owned by diskery owners Leonard and Phil Chess, who bought it for \$1,000,000, it is Negro staffed in the program and news areas and is genuinely ethnic in its approach. A veteran station manager from the other side of the dial describes it aptly as "100% true Negro," which is as applicable to its news reporting, editorials and public service as to its music policy. Its basic fare is what the trade used to call "race" music, mostly blues, with any form of pops absolutely excluded. Records by Harry Belafonte. (Continued on page 62)

Fan Dancer Sally Rand Fans Up a Confessional On 'Harlow' Telepanel

Chicago, Aug. 11.

Sally Rand must have shocked the viewership out of a half-sleep at 1:30 a.m. Sunday morning (9) when, during a heated but otherwise routine video discussion of Irving Shulman's book, "Harlow," she testified to having slept with the late director, Paul Bern. Not only was the intimate confessional startling in itself, it also pointedly refuted Shulman's allegation in the book that Bern committed suicide after his marriage to Jean Harlow because he was psychologically unable to consummate it.

When the point was made about Bern on WBKB's "Kup's Show," Miss Rand blurted out suddenly, "That's not so, I know, because I dated him." Then realizing what she had said, she added that she was 19 at the time, anxious for experience and deeply attached to Bern, who had been her mentor. She said that there was nothing wrong with him and that she knew that a number of

(Continued on page 62)

istic St. also chairman of the 11th district Federal Reserve Board at Dallas, and president of the Hondo Oil & Gas Co. of Roswell, New Mexico, put up the funds for the annual Aspen award. It matches the Swedish Nobel Prize in money value.

Recalling his youth, Britten told of announcing he was going to be a composer when he grew up, and of being asked, "Yes, but what else?"

Composer said British authorities were reluctant to expend money for arts even though given specific grants. "Until such a condition is changed," he observed, "musicians will continue to feel 'out of step' in our semi-welfare state."

Composition of special music for football matches, receptions, elections, and even presentations of awards was urged.

also be permitted to enter duty free. However, presents received from abroad will be subject to duties.

Foreign journalists will be allowed to bring in such equipment as typewriters, cameras and tape recorders without payment of duty.

Reeves' Posthumous Disks

London, Aug. 11. From the wealth of unreleased material recorded by the late "Gentleman" Jim Reeves, who was killed in a private plane crash two weeks ago outside Nashville, Tenn., the local RCA Victor execs have picked the following titles for a special rush release single:

"This World Is Not My Home" coupled with "Take My Hand Precious Lord."

8/12

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cently" by these slopments:

1. The Supreme Court declared unconstitutional a section of the 1950 Subversive Activities Control Act which forbade Communist Party members to apply for passports, use old ones or seek renewal of expired ones. Case had been brought by U. S. Communist Party chairman Elizabeth Gurley Flynn and "Political Affairs" editor Herbert Aptheker.

2. Court ordered lower courts to reconsider, in light of decision, cases of two other applicants—"Worker's World" N. Y. editor Vincent (Continued on page 20)

B'cast Notables, Other Show Biz Celebs Attend LBJ Dinner to U Thant

Washington, Aug. 11. The elegant banquet President and Mrs. Johnson hosted honoring U Thant, United Nations secretary general, took on aspects of "a night with broadcasters."

The guest list included NBC board chairman Robert Sarnoff, NBC's Chet Huntley and David Brinkley, CBS' Fred W. Friendly and Walter Chonkita and ABC's Howard K. Smith, Edward P. Morgan and John McVane. Their wives were also invited.

Others in show business who attended were Mr. and Mrs. Gregory Peck, Mr. and Mrs. Fredric March, United Artists prexy and Mrs. Arthur Krim and Boston Symphony conductor and Mrs. Erich Leinsdorf.

Peter, Paul & Mary provided the after-dinner entertainment. Dancing to the Devron Orchestra followed.

Jessel's Carver Award

George Jessel has been named recipient of the 1964 George Washington Carver Award for his "contribution to the betterment of racial relations and human welfare," according to an announcement by the institute's managing director Robert Dobday.

Presentation will be made at a dinner at the Friars Club, Beverly Hills, Oct. 3.

Especially in Germany By HAZEL GUILD

Frankfurt, Aug. 11. A recent U. S. Supreme Court decision—that a naturalized American cannot be deprived of U. S. citizenship because of returning to the land of birth and overstaying the five-year limit—is a big boost to show business performers, directors and producers, especially in Germany.

Many who emigrated to the U. S. in the Nazi era have resumed their careers. Former Hollywood director William Dieterle is now the general manager of the Bad Hersfeld Summer Fest, Robert Siodmak is making German films, and Fritz Lang also spends much time in Germany, among others. While for the rich and successful, (Continued on page 62)

serious trend, horrified us, including reputable Filipinos, are scandalized by the new fad. Night club hostesses and girls of sex trade have been recruited to specialize in scenes. Three particular releases have become the talk of Tinseltown. One dancer (Continued on page 60)

'WHAT ARAB BOYCOTT?' ASKS SOPHIA LOREN

Tel Aviv, Aug. 11. Sophia Loren proved herself a well-rehearsed diplomat as she faced the press upon her arrival in Israel for the shooting of "Judith," the Comolus (Paramount) production in which she stars under Daniel Mann's direction. Asked by pressmen whether she didn't con-

(Continued on page 62)

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Inside-4-

CREATIVE SALES IDEA (Art Holt, General Manager, WYSL)

Thruway Plaza of Buffalo has OK'd a variation on the "Walking Man" which WYSL is (naturally) calling "Mystery Whistler". During the sale, various staff members will be walking through the plaza softly whistling various tunes. Customers identifying the whistler will receive small prizes from the plaza. Then WYSL switches to a new staff member and continue whistling till everyone is frozen to the ground.

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PUBLIC SERVICE IDEA (Art Holt, General Manager, WYSL)

Art suggests donating toys to the Fire Department for Christmas gifts for underprivileged children.

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NEWSPAPER AD (Bill Peck, Copywriter, W-NUS)

Bill suggests this rough idea for a newspaper ad during season's first snow:

"W-NUS HANDS CHICAGO A SNOW-JOB"

The latest most accurate snow reports from the U.S. Govt. are yours 24-hours a day at 1390

###

PROMOTION (Bill Peck, Copywriter, W-NUS)

"Snow Sculpture" -- Invite people to create snow sculptures on their lawn (instead of mere snowmen) and send in pictures to the station. Best snow sculpture wins electric ice shaver, ice cube trays, etc, for making miniature snowmen...

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HOT COMERS

KLIF

No report

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HOT COMERS

KLIF

No report

rph

VALENTINE PROMOTION (J. Tyler Dunn, Program Director, WYSL)

WYSL listeners are invited to send a valentine to their favorite WYSL announcer. Announcer who receives the most valentines selects one of his at random and treats that family to an evening on the town.

###

SPEC SPOT (Art Holt, General Manager, WYSL)

Interview-type sequence of commercials in which announcer follows couple from pickup of home remodeling booklet through in-home discussion, back to loan officer at bank, and through successful completion of the home improvement.

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PROMOTION (Art Holt, General Manager, WYSL)

Art reports that the winner of WYSL's "Stamp Out WYSL" (Digest of 1/20/65) had produced letters approximately fifty feet high and two hundred feet in width. A successful promotion in every way.

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PROMOTION (Bruce Hathaway, Program Director, KTSA)

"Our Apologies" -- Enclosed you will find a copy of an article that ran in all three San Antonio newspapers at the same time. On the air during the days the article appeared in the papers, KTSA ran this statement: "Appearing in all three San Antonio papers today, is our apology for what has happened. We hope you will understand our position. Thank you." This statement not only ran once per hour on the days of the article, but KTSA also had several T. V. spots using the same statement. The phone response was fantastic, along with on the street comment.

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#

OUR APOLOGIES...

nyh
Jews -
Papers

We apologize. Because if you are among the few San Antonians who are not already daily KTSA listeners, it's our fault, not yours!

If you're not a daily KTSA listener it's because we've failed. It's because we've failed to let you know about the outstanding features you can hear daily on KTSA. Let's take KTSA'S "DUAL-NEWS" for example. "DUAL-NEWS" is heard at five minutes to each hour Monday through Friday. "DUAL-NEWS" combines the talents and knowledge of two experienced reporters on each newscast. On "DUAL-NEWS" you'll hear latest news first, more accurately, and you'll hear news in the most listenable, easy to understand and interesting manner ever devised by radio.

Particular about your music? Just for the fun of it switch your radio right now to KTSA at 550 on your radio dial. Leave it there for just a few minutes. Hear such hits as Dean Martin's "You're Nobody 'Til Somebody Loves You," "Dear Heart" by Andy Williams, Connie Francis singing "Whose Heart Are You Breaking Tonight," plus outstanding hits from Country and Western such as Buck Owens' "I've Got A Tiger By The Tail." Music? There's music for everyone of every age on KTSA!

When you get behind the wheel of your car each morning and afternoon push that button to 55 for "KTSA SAFETY BIRD REPORTS." Hear accurate and official traffic reports direct from over-the-scene reported in a personable and interesting manner by San Antonio Police Officers Sheldon Kosharek and Jesse Clements. You may even get as much fun out of these fine officers razzing the KTSA DJ's as we do. After all, Police Officers are human, too, aren't they? You'll enjoy KTSA Safety Bird Reports more and what's more you'll get to where you're going easier, quicker and safer by listening to KTSA, 550.

If you like the fun of quick and easy contests for plenty of cash and prizes, you'll love KTSA! Just now, for example, KTSA is offering \$55.00 per hour just for listening and answering with the secret word announced each hour when KTSA's Special Operator 55 calls you! And there'll be plenty of other contests and games coming along for fun and prizes for YOU!

We think you'll like the KTSA DJ's, too. George Lester and Bruce Hathaway in the morning, Bill Atkins and Ricci Ware in the afternoon and Bob (The Cynic) Sinclair each evening. These gentlemen have been with us a long time, lived in San Antonio much of their lives. They know San Antonio and San Antonians. They know what you like to hear best! Entertaining you and keeping you informed on what's going on is their job. They like it. We think you'll like them.

Nope, we aren't frantic and screaming at you every minute like some. I guess perhaps we've mellowed a bit with age. After all, KTSA has been at this business just a little bit longer with 42 years of service on 550. We ought to be just a bit better than most, don't you think?

It all adds up to this—we don't care if you're 8 or 80, rich or poor, or just average citizens like us, we think you'll have more fun, enjoy better listening, stay better and more accurately informed when your dial is on 550-KTSA, dependable now for 42 years!

KTSA 550 ON YOUR DIAL

ON YOUR DIAL

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KTSA 550 ON YOUR DIAL

CHICAGO BULLETIN

W-NUS TAKES A PAGE FROM THE NEWSPAPERS

As Chicago's newspaper of the air, W-NUS takes off its hat to the Sunday newspapers. Next to us they have the largest Sunday circulation in Chicago.*

For years they have provided Chicago retail stores with advertising space which has helped boost Monday sales, often successfully.

Why change a good thing!

On the other hand, why close your eyes to ways of modifying it slightly to get even BETTER RESULTS? Here are some interesting new facts:

The average cost of a page in a Chicago Sunday paper is _____ including art, engraving, etc. Average circulation is _____. Cost per thousand is _____.

That same amount of money will buy _____ spots on W-NUS on Sunday AND Monday with the new SUNDAY PUNCH plan. Or, as little as _____ buys _____ spots on Sunday only. For that first amount you will reach _____ adult buyers.* Your cost per thousand is _____.

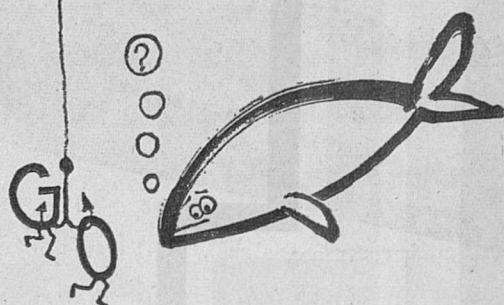
So take a page from the Sunday papers. Put it on W-NUS. We don't supply tear sheets but we do supply the customers.

*(CITE SRO RATING FIGURES HERE)

(NOTE: THIS SHOULD BE A LARGE FULL-NEWSPAPER-PAGE SIZE DIRECT-MAIL PIECE PRINTED ON A NEWSPAPER FACSIMILIE)

K
27

R.P.B.



NEWS IN DEPTH — 5 TO 7 PM

All the news you can use: Dull news. World news. Dog-bites-man news. National news. Exciting news. Local news. Man-bites-dog news. Sports news. Good news. Bad news. Serious news. Silly news. Old news. New news.

**KGO
RADIO 81**



Starring Ray Tannehill & a Cast of 11

(formerly the world's 8th dullest radio station)

2 SOLID HOURS OF THE STUFF

KOIL D.J.'s QUIT

LAST MINUTE REPLACEMENTS LISTED BELOW

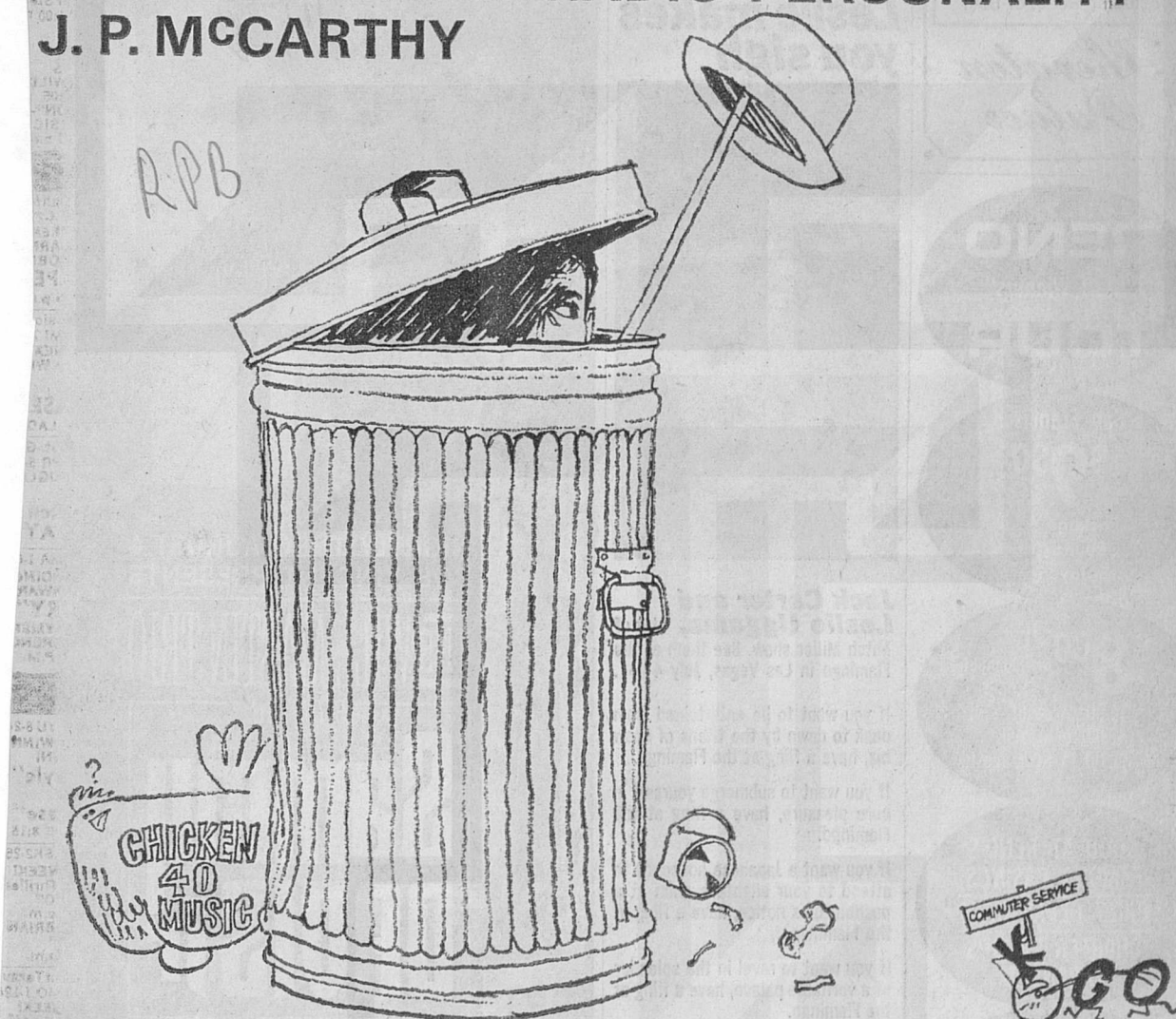
OMAHA'S NUMBER 1 BUSINESSMEN TAKE OVER MIGHTY 1290 KOIL 6 A.M. TO 6 P.M.

Replacements (clockwise from 12 o'clock):

- John McCallister, President, Omaha National Bank
- C. D. Anderson, Vice President, First National Bank
- W. H. Newman, Vice President, Omaha National Bank
- Stanley Krum, President, Killebrews
- Perry S. Francis, President, Southwest Bank
- L. K. Muller, Vice President, Alamito Dairy
- William Fitzgerald, Vice President, Commercial Savings & Loan
- Tony Roth, Vice President, Paramount Furniture & Appliances
- Bernard O'Daniel, President, O'Daniel Olds
- Morris Miller, President, Omaha National Bank
- Russ Martin, Vice President, Sargency, Inc.
- Al O'Leary, District Manager, Associateds
- Robert Feinberg, President, Pepsi Cola
- Harold Cooperman, President, Harold's Super Markets
- Dan Gorman, President, Richman-Gorman
- Robert Hilgert, General Manager, Guy's Foods, Inc.
- Ralph Leslie, President, Leslie Pontiac
- H. Lee Gendler, Vice President, Sargency Gas
- Robert C. Schropp, District Manager, Northwestern Bell
- Roger Rasmussen, President, Rasmussen Buick
- James Irvin, President, First West Side Bank
- Harry Chandler, President, Chandler Furniture & Appliances
- Jack Dewey, Secretary-Treasurer, Deery Chevrolet
- Lee Schindman, President, Briggs-Corning
- Eric Neag, President, Neag Van & Storage
- Robert Kane, President, Kane
- Howard Stickle, General Manager, Whitaker Sticks
- E. L. "Lee" Birdsong, General Sales Manager, Short Brewing Co.
- Ray E. Stanley, Executive Vice President, Center Bank
- J. D. Dising, Vice President & Secretary, J. L. Brands
- Charles Murphy, General Manager, Midwest Division, Frito-Lay
- William Chick, President, Gateway Chrysler-Plymouth
- Carlton Switzer, President, Orchard & William
- Tom O'Guara, Plant Manager, Coca Cola
- Charles Calandra, President, Calandra Camera
- William K. DeRoos, Vice President, Adm. & Sales Promotion, Nebraska
- Chuck Vorda, General Sales Manager, Falstaff Brewing Corp.
- L. A. Kavich, President, All Makes Office Equip.
- Frank Hulac, Secretary-Treasurer, Hulac Chevrolet
- Martin Sophr, Morris Paint
- Ron Brodkey, Brodkey-Edwards
- R. D. Marcotte, President, R. D. Marcotte & Assoc.
- Kermit Hansen, Vice President, U. S. National Bank
- M. R. Thurmond, President & Treasurer, Evans Laundry & Dry Cleaners
- Neil Shaver, President, Shaver's Food Markets
- R. J. Mayden, President, McFarlen Ford
- Bill Farris, President, Indian Hills Bank
- N. P. Dodge, President, N. P. Dodge Co.

**DIAL KOIL APRIL FOOL'S DAY ...
YOU'VE NEVER HEARD IT SO BAD**

INTRODUCING A POPULAR NEW RADIO PERSONALITY— J. P. MCCARTHY



Who's J. P. McCarthy? Simply the most engaging radio personality this side of Murphy's Slough! Where's Murphy's Slough?

Anyway, join his 6 or 10 fans, every morning from 6 to 10 AM. You'll hear cheerful chatter! You'll hear Chicken Forty Music (another KGO exclusive)! You'll hear Commuter Reports

direct from a helicopter (it actually flies)! You'll hear important news and things!

Read what the critics say about J. P. McCarthy!

"J. P. McWho?"

"I once had an aunt by that name."

"I think he's the most engaging radio personality this side of Murphy's Slough."

Listen to J. P. McCarthy, Monday through Saturday, 6 to 10 AM.



J. P. McCarthy. For reproduction of the above, suitable for framing, send Ten Dollars in stamps to KGO Radio, 277 Golden Gate Ave., S.F. Thank you.

KGO RADIO 81

(formerly the world's 8th dullest radio station)



JIM DUNBAR ENTERTAINS LADIES...3 TO 5 PM

All right, ladies, turn the dial to 81, settle back—and thrill to the thrilling voice of Jim Dunbar. Two hours later you'll awake rested and refreshed. And ready to try again tomorrow.

If you like talk, it may even be worth it. Jim talks. Guests talk. Experts talk. Ladies talk. *You* call

up on the phone (MA 1-9432)

and talk. About anything.

Juvenile delinquency.

World peace.

Your husband.

Green peas.

It's informative! It's fun! And afternoons do drag on so.

3-5 PM, Monday thru Saturday.

RADIO 81
KGO

(formerly the world's 8th dullest radio station)



Jim Dunbar. Look into those eyes. Now do you understand why radio doesn't have pictures?

imited Time Only

our
st sale
ars!

Buy now and
Goodyear tire
tire life in ev
Trade today

US 3-T
LESS
ER Quality

95

SIZE
7.50 x 14
BLACKWALL
Plus tax and
recappable tire

3-T

\$Christmas
in
August"



TIRES MAY BE THE DO

EATHER
mpike-Proved

95*
Size 6.00 x 16

3-T

Price

Phone 3-
1718 Sou

McClie
Oil
Comp

Shreveport
Tire and
Appliance Co.
5422 Mansfield Road
Phone ME 1-0253

BGO
Auto
Store
1838 Texas Avenue
Phone 5-3206

2000 Old Minden Road

3-4101

727 Crockett

Radio

March 10, 1959

Universal Publicizers, Inc.
936 North Michigan Avenue
Chicago 11, Illinois

Gentlemen:

We have your copy about advertising our station, and in connection with patented displays, can you quote to us a price for the units with radios that are locked to our kilocycles.

Thank you very much.

Sincerely,

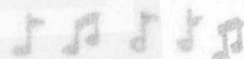
GORDON McLENDON

GM/jp

**SINGING
JINGLES**

before we begin our
selling - and most

interest - jingles



you without charge!

You Sell Advertising... BUT DO YOU ADVERTISE !!!

PATENTED DISPLAYS

To facilitate a "radio conscious" public in your market area, we have patented two displays which are symbolic of radio. A microphone and a broadcasting tower.

These patented displays prevent other stations in your market from putting out a similar unit or employing another company to do so.

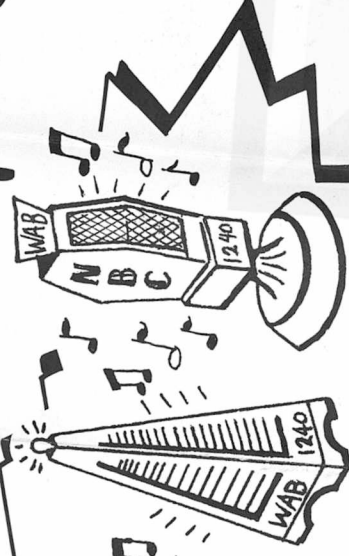
Each unit becomes a symbol of your station not only to the ear but to the eye. Each unit houses a radio-locked to your kilocycles and is manufactured to insure quality and reception by the installation of a non-directional antenna.

To insure the merchant's satisfaction with this display, we guarantee each unit for the entire year and appoint a leading service dealer within your community to maintain them.

Yes — — "a radio — to promote radio."

To advertise your station...

a campaign has been devised to acquire a larger listening audience . . . thus increasing your rating!



SINGING JINGLES

MORE PROMOTION:

Promotion to sell your station — before we begin our campaign — during the time we are selling — and most important — during the entire year! Singing jingles that will stimulate interest — jingles people will hum and talk about!

RECORDED IN HI-FI

Sent to you prior to our actual selling so that you may build suspense and curiosity! These recordings feature an all male trio — backed by vibes and drums! Recordings sent to you without charge!

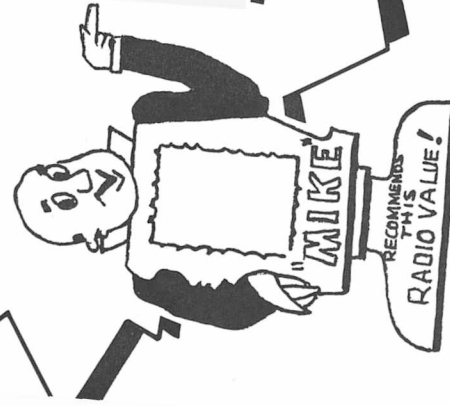


POINT OF DISPLAY SIGN

MORE PROMOTION:

For the station . . . for the business man . . . large sign coordinating the radio campaign!

A large "mike-cut-out" sign — stands two feet tall — for display on the merchant's front counter — to emphasize radio and his specials!



DECALS

MORE PROMOTION — — —

A large, attractive "mike decal" for the front door of each merchant's store.

Designed in Hollywood, California — in three colors.

Our representative places the "mike decal" on the door before he leaves the store.

This SPECIALIZED PROJECT WILL:

1. Promote your station consistently for one full year!
2. Introduce and represent your station to hundreds of accounts in your area. Accounts that your local sales staff are unable to contact because of the time element!
3. Increase listener awareness of your station and your efforts in the community!
4. Make your "prestige" accounts more aware of your efforts in the community!
5. Convert "programming gaps" into solid profits for your station!

This entire program is yours — without charge!

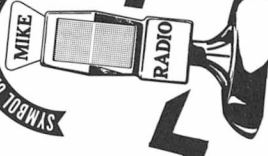
We pay you for every account we place on your station!

We sell it — prepare all copy — service each account — supply all materials — and collect it!

IN FACT: AND

WHITE MIKE

SYMBOL OF QUALITY-VALUE-SERVICE



Universal Publicizers, Inc.
936 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS
Superior 7-1924

Dun & Bradstreet Rating AA1

R.P.B.

one ~~always~~
stands
out



in Shreveport it's...

K-JOE



1480

Misc. #3

Here's a simple, practical, down-to-earth way to double a bottling company's sales (or better) in 30 days, regardless of the weather, competition or price. Introducing the SILVER DOLLAR MAN PROGRAM . . . now being made available through radio and television stations and even local bottlers . . . and other distributors of home refrigerator products.

AVAILABLE a bottler's home
in 30 days . . .
money back guarantee!

It's an rehearsed, spontaneous, "confession commercial" show, guaranteed to make its sponsor the top-selling bottler in his area, through a virtually certain top-listenership program, with sure response. It's exclusive . . . and you pay us nothing if we don't increase your home refrigerator business by as much as 100% in the first 30 days. Also wonderful for frozen foods, juices . . . any product that stays in home refrigerator or freezer, the most valuable storage space of all.

The Silver Dollar Man Program

IN HARRISONBURG, VIRGINIA, Hamilton Shea of WSWA-TV: "Tremendous success . . . draws an average of 3,000 cards a week, with a peak week of 6,000 cards." IN TULSA, OKLAHOMA, over two years ago the millionth case of Pepsi-Cola rolled out of the plant of Ronald Capps. Then Ronald was using the Silver Dollar Man and nearly three years later he is still leaning on this program to maintain his high sales volume . . . what better recommendation could we give? IN COLUMBIA, TENNESSEE, Dr. Pepper Bottler finds the Silver Dollar Man program has stimulating effect on sales throughout his territory according to Co-owner Harry Cook. IN COLUMBIA, SOUTH CAROLINA, "Canada Dry sales for September 1954 were increased 290% over sales for the same month during the previous year."

NO MORE
QUESTIONS!

Not only do you get exclusive rights to the SILVER DOLLAR MAN program . . . the creators guarantee that it can't even be imitated. The courts have upheld the copyright and other protection it enjoys. This is important because others will want to dilute this amazingly successful program.

YOUR SALES
YOUR PRODUCT
YOUR STATION
YOUR PRICE!

Simple and easy: you buy the rights to the Silver Dollar Man program . . . we produce it for you and guarantee it . . . we offer you a merchandising service to get it started in your station. We know it never fails. That's why we offer this iron-clad guarantee.

FOR FULL DETAILS, WRITE OR WIRE

R. A. (Bob) Perrott

a DOUBLE or NOTHING
offer to STATIONS
and to AGENCIES

how to DOUBLE a bottler's home
business in 30 days . . .
with a money back guarantee!

The Silver Dollar Man Program

guarantees results!

exclusive in your area . . .
protected against imitation!

DOUBLES home SALES
of any volume product . . .
or BETTER, regardless of
weather, competition, price!

Here's a simple, practical, down-to-earth way to double a bottling company's sales (or better) in 30 days, regardless of the weather, competition or price. It's the SILVER DOLLAR MAN PROGRAM . . . now being made available through radio and television stations and agencies to local bottlers . . . and other distributors of home ice-box products.

It's an unrehearsed, spontaneous, "continuous commercial" show, guaranteed to make its sponsor the top-selling bottler in his area, through a virtually certain top-listenership program, with sure response. It's exclusive . . . and you pay us nothing if we don't increase your home refrigerator business by as much as 100% in the first 30 days.

Also wonderful for frozen foods, juices . . . any product that stays in home refrigerator or freezer, the most valuable storage space of all.

IN HARRISONBURG, VIRGINIA, Hamilton Shea of WWSA-TV: "Tremendous success . . . draws an average of 3,000 cards a week, with a peak week of 6,000 cards." IN TULSA, OKLAHOMA, over two years ago the millionth case of Pepsi-Cola rolled out of the plant of Ronald Capps. Then Ronald was using the Silver Dollar Man and nearly three years later he is still leaning on this program to maintain his high sales volume . . . what better recommendation could we give? IN COLUMBIA, TENNESSEE, Dr. Pepper Bottler finds the Silver Dollar Man program has stimulating effect on sales throughout his territory according to Co-owner Harry Cook. IN COLUMBIA, SOUTH CAROLINA, "Canada Dry sales for September 1954 were increased 290% over sales for the same month during the previous year."

Not only do you get exclusive rights to the SILVER DOLLAR MAN program . . . the creators guarantee that it can't even be imitated. The courts have upheld the copyright and other protection it enjoys. This is important . . . because others will want to imitate this amazingly successful program.

Simple and easy: you buy the rights to the show . . . we produce it for you and guarantee it . . . we offer exclusive merchandising service to get it started in your area, on your station. We know it never fails. That's why we offer this iron-clad guarantee.

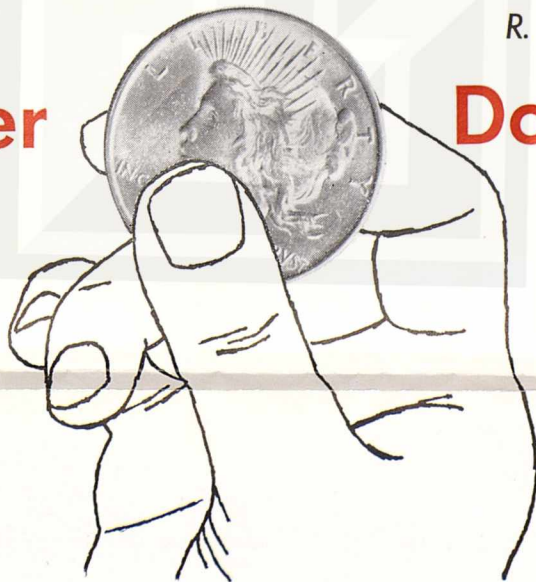
FOR FULL DETAILS, WRITE OR WIRE:

R. A. (Bob) Perrott

"The Silver

Dollar Man"

Brunswick, Georgia



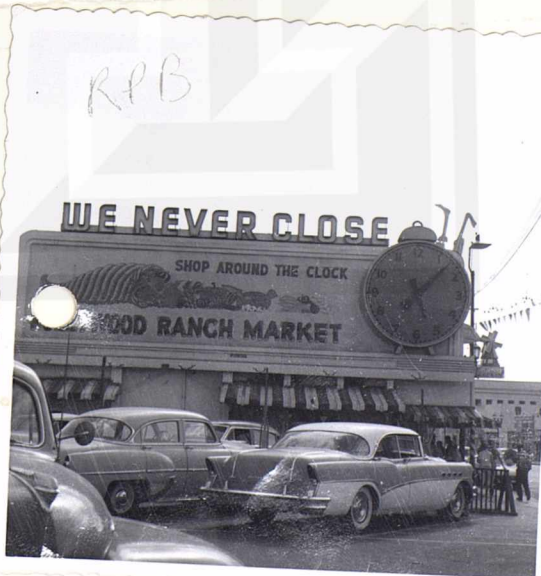
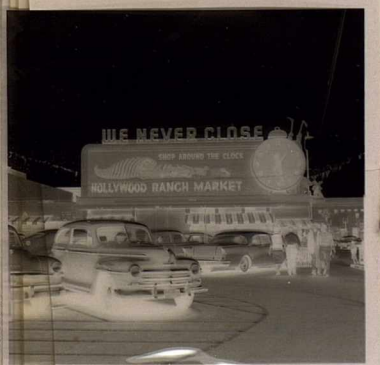
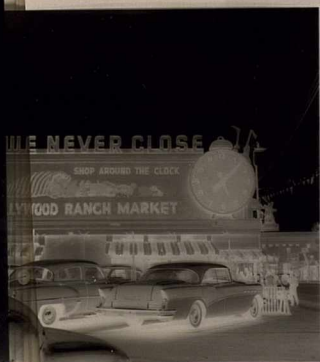
The right combination

FOR GOOD COLOR PICTURES



*Always load with Kodak color film
and let us handle the processing...*

Use this envelope to
order extra prints
and enlargements.
It is not intended
for permanent storage
of negatives
or transparencies.



KEWB Fabulous Forty Survey

•91•

FOR WEEK ENDING JUNE 25, 1960
SAN FRANCISCO - OAKLAND

•91•

This Week		Last Week	This Week		Last Week
* 1. ALLEY OOP	Hollywood Argyles—Lute	1	*21. YOUNG EMOTIONS	Ricky Nelson—Imperial	11
* 2. I'M SORRY	Brenda Lee—Decca	7	22. BANJO BOY	Jan & Kjeld—Kapp	14
3. MULE SKINNER BLUES	The Fendermen—Soma	4	*23. DON'T COME KNOCKIN'	Fats Domino—Imperial	35
4. BECAUSE THEY'RE YOUNG	Duane Eddy—Jamie	2	24. BILL BAILEY	Bobby Darin—Atco	28
5. EVERYBODY IS SOMEBODY'S FOOL	Connie Francis—MGM	3	*25. HOLD OUT YOUR HAND	Art August—TRC	40
* 6. LOOK FOR A STAR	Dean Hawley—Dore	5	*26. ANOTHER SLEEPLESS NIGHT	Jimmy Clanton—Ace	32
7. HAPPY GO LUCKY ME	Paul Evans—Guaranteed	6	27. RIVER STAY 'WAY FROM MY DOOR	Frank Sinatra—Capitol	37
* 8. CATHY'S CLOWN	Everly Bros.—Warner Bros.	8	28. WHERE ARE YOU	Frankie Avalon—Chancellor	New
* 9. IMAGE OF A GIRL	The Safaris—Eldo	21	29. FOUND LOVE	Jimmy Reed—Vee-Jay	20
10. PAPER ROSES	Anita Bryant—Carlton	9	30. PLEASE HELP ME, I'M FALLING	Hank Locklin—RCA	New
*11. MY HOME TOWN	Paul Anka—ABC	15	*31. HEY LITTLE ONE	Dorsey Burnette—Era	29
12. WHEN WILL I BE LOVED	Everly Bros.—Cadence	25	32. DO YOU MIND?	Andy Williams—Cadence	New
13. SWINGIN' SCHOOL/DING-A-LING	Bobby Rydell—Cameo	13	33. THIS BITTER EARTH	Dinah Washington—Mercury	New
*14. JOSEPHINE	Bill Black Combo—Hi	31	34. KIDS	Kirby Stone Four—Columbia	New
*15. HEARTBREAK	Little Willie John—King	27	35. QUESTION	Lloyd Price—ABC	New
*16. BAD MAN BLUNDER	Kingston Trio—Capitol	35	*36. SPUNKY ONIONS	Billy Davis—Peacock	23
*17. NIGHT	Jackie Wilson—Brunswick	12	37. ONLY THE LONELY	Roy Orbison—Monument	New
*18. MY TANI	Brothers Four—Columbia	22	38. MISSION BELL	Donnie Brooks—Era	New
*19. ADVENTURES IN PARADISE	Jerry Byrd—Monument	33	*39. DOWN YONDER	Johnny & The Hurricanes—Big Top	30
*20. ROCKIN' GOOD WAY	Dinah Washington/Brook Benton—Mercury	10	40. IS A BLUEBIRD BLUE	Conway Twitty—MGM	New

*Records Heard FIRST on KEWB

91
IS
FUN



This survey is compiled each week by radio station KEWB from reports of record sales gathered from all leading retail outlets in the Bay area. This survey is a true, accurate and unbiased account.

91
IS
FUN

Kathy and Fr

"Van

Van Horn, Texas: "Where T

SAVE NOW

Have your cake and eat it too! Everytime you make a purchase at a grocery store, **SAVE THE CASH REGISTER RECEIPT**. Then on the back of the receipt, put the name and address of the store at which you made the purchase, plus your name, address and phone number, and send to **KEWB, BOX 91, SAN FRANCISCO. YOUR** groceries could be paid for by **KEWB**. No matter how many times, or at how many different places you buy groceries, **SAVE THE CASH REGISTER RECEIPTS . . . Start Now . . . Send 'Em All.**

ENTER OUR KEWB CASH REGISTER CONTEST TODAY!



NUMBER 1 in the **BIG BAY AREA**

KEWB

COLOR

Radio Policy Book



GARY OWENS
6 - 9 a.m.



TED RANDAL
9 a.m. - Noon



CHRIS BORDEN
Noon - 3 p.m.



KEN WILLIAMS
SAT. 6 p.m. - Mid.



JIM WAYNE
Midnight - 6 a.m.



MARK FOSTER
3 - 6 p.m.



BILL WOOD
9 p.m. - Midnight



BUCK HERRING
6 - 9 p.m.

Kathy and Fr

"Van

Van Horn, Texas: "Where T

RPB.
No. 1-ado

WARNING FISHING POX

VERY CONTAGIOUS TO ADULT MALES

SYMPTOMS—Continual complaint as to need for fresh air, sunshine and relaxation. Patient has blank expression, sometimes deaf to wife and kids. Has no taste for work of any kind. Frequent checking of tackle catalogs. Hangs out in Sporting Goods Stores longer than usual. Secret night phone calls to fishing pals. Mumbles to self. Lies to everyone. **NO KNOWN CURE.**

TREATMENT—Medication is useless. Disease is not fatal. Victim should go fishing as often as possible. Victim can go fishing more often by eating at ...

Kathy and Frank's Steak House

"Van Horn's Best"

Van Horn, Texas: "Where The West Is!"

Highway 80 West

THIS "SOUNDS GOOD"

A GUARANTEE

This is your Personal Guarantee of Good Radio Listening From the Radio Pace-Setter . . .

KLYN

940 on the Dial

Amarillo, Texas

The Cost of Operating the Average Radio 18 Hours a Day For Seven Days Is Fourteen Cents!

MONEY BACK GUARANTEE

You are invited to listen to KLYN as much as you possibly can for the next seven days. If, at the end of that time you do not agree that KLYN presents the most satisfactory radio listening available in Amarillo and the Golden Spread you may cash the check, reproduced below, at KLYN Studios, 112 W. 5th, thereby getting a refund on the fourteen cents you have spent on electricity.

KLYN Selects Its Music

to Primarily Appeal to

THE ADULT

BUYING PUBLIC

KLYN GUARANTEES ITS MUSIC

- To Be Bright
 - Have a Melody—
 - As Well as a Beat
- and of such Quality so it will be
ENJOYABLE TO EVERYONE
and
OFFENSIVE TO NO ONE

RADIO IS BIG and KLYN SOUNDS BETTER! RADIO IS EVERYWHERE and KLYN SOUNDS BEST!

Only One Check Per Person Will Be Honored

RADIO STATION KLYN

I certify that I have listened to KLYN during the past seven days, that I am at least 18 years of age, and I found listening to KLYN unsatisfactory.

"THE FAMILY STATION"
K-LYN
AMARILLO'S MOST DIFFERENT RADIO STATION

PAY THE ORDER OF

FOR ELECTRICITY

THE FIRST NATIONAL BANK
OF AMARILLO
AMARILLO, TEXAS

SPECIAL 101

AMARILLO, TEXAS NOVEMBER 2 1958 88-84 1113

\$.14

DOLLARS

EXACTLY FOURTEEN CENTS *****

KLYN

Offer Expires

Nov. 30, 1958

KLYN

"The Family
Station"

KLYN Sounds Good

(P.T.O.)
FOR THE RECORD

CALL
BONNIE
AT CA 8-4950

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compared by BROADCASTING: Dec. 8 through Dec. 14. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, w—watts, mc—megacycles, D—day, N—night, LS—local sunset, mod.—modification, trans.—transmitter, unl.—unlimited hours, kc—kilocycles, SCA—subsidiary communications authorization, SSA—special service authorization, STA—special temporary authorization, SH—specified hours, *—educational, Ann.—Announced.

New tv stations

ACTIONS BY FCC

Fresno, Calif.—B. L. Golden, Elbert R. Dean & L. W. Fawns. Granted uhf ch. 53 (704-710 mc); ERP 25.2 kw vis., 13.8 kw aur.; ant. height above average terrain 222 ft., above ground 235 ft. Estimated construction cost \$57,900, first year operating cost \$77,200 revenue \$88,500. P.O. address 5226 N. Teilmann Ave., Fresno, Calif. Studio and trans. location 1401 Fulton St., Fresno. Geographic coordinates 36° 44' 36" N. Lat., 119° 47' 37" W. Long. Trans. RCA TTU-1B, ant. TFU-27DH. Mr. Golden is former owner of KEAP Fresno, Mr. Dean is radio engineer, employed by KARM-AM-FM Fresno, Mr. Fawn is physician. Each holds 1/3 interest. Ann. Dec. 8.

■ Commission granted International Telemeter Co. construction permit for new experimental tv station at Los Angeles to field test new subscription-tv system being developed by Telemeter. It will operate on ch. 5 between 1:30 A.M. and 8 A.M. when KTLA, to which that ch. is assigned, is not on air. There will be no public participation. Ann. Dec. 8.

Existing tv stations

ACTIONS BY FCC

WPSD-TV Paducah, Ky.—Granted application to change trans. location to site near Monkeys Eyebrow, Ky., approximately 23 miles northwest of Paducah, make changes in ant. system, and increase ant. height from 630 ft. to 1,600 ft.; engineering condition. Ann. Dec. 8.

TRANSLATORS

Hawaiian Bestg. System Ltd. Waimea, Kauai, Hawaii.—Granted application for new uhf tv translator station on ch. 82 to translate programs of KGMB-TV (ch. 9), Honolulu.

Gallup Assn. Gallup, N. M.—Granted cp for new uhf tv translator station on ch. 78 to translate programs of KOAT-TV (ch. 7), Albuquerque. Ann. Dec. 8.

City of Truth or Consequences, Truth or Consequences, N. M.—Granted cp for new uhf tv translator station on ch. 76 to translate programs of KOAT-TV (ch. 7), Albuquerque.

New am stations

ACTIONS BY FCC

Cherokee County Radio Station Centre, Ala.—Designated for hearing application for new am station to operate on 990 kc, 250 w, D; by letter, denied request by Scripps-Howard Radio Inc. (WNOX) Knoxville, Tenn., to be made party to proceeding. Ann. Dec. 8.

Twenty-Nine Palms, Calif.—Hi-Desert Bestg. Corp. Granted 1250 kc, 1 kw D. P. O. address 2183 Desert Palms Dr., Palm Springs, Calif. Estimated construction cost \$27,798, first year operation cost \$55,000, revenue \$65,000. Principals include Arthur E. Sipherd Jr., 90%, Frank and Charles Farinella, 5% each. Mr. Sipherd is employee of KDES Palm Springs. Frank Farinella is building contractor. Charles Farinella is medical doctor. Ann. Dec. 8.

Blackshear, Ga.—Collins Corp. of Georgia. Granted 1350 kc, 500 w D. P.O. address Box 454, Vidalia, Ga. Estimated construction cost \$16,241, first year operating cost \$36,000, revenue \$40,000. Applicants are F. K. Graham (53%), Richard C. James Jr. (30%), M. F. Brice (2.6%) and seven others. Mr. Graham is half-owner WYTH Madison, Ga., Mr. Brice is half-owner WVOP Vidalia, Ga. and Mr. James is wholesale grocer. Ann. Dec. 8.

Harry Llewellyn Bowyer Jr., Dixie Radio Inc., Brunswick, Ga.—Designated for consolidated hearing applications for new am stations to operate on 790 kc, 500 w, D. Dixie Radio with DA; made WWBD Bamburg, S. C., and WLBE Leesburg, Fla., parties to proceeding. Ann. Dec. 8.

Sawnee Bestg. Co. Cumming, Ga.—Designated for hearing application for new am station to operate on 1410 kc, 1 kw, DA-D. Comrs. Cross and King dissented. Ann. Dec. 8.

WTWB Auburndale, Fla. Sugarland Bestg. Co. Okeechobee, Fla.—Designated for consolidated hearing application of WTWB to increase power from 1 kw to 5 kw, continued operation on 1570 kc, D, and Sugarland for new am station to operate on 1570 kc, 1 kw, D. Comr. Cross dissented. Ann. Dec. 8.

Arthur A. Deters Greenfield, Mass.; College Radio Amherst, Mass.—Designated for consolidated hearing applications for new daytime am stations to operate on 1430 kc—Deters with 500 w and College Radio with 5 kw, DA; made WHIL Medford, Mass., party to proceeding. Ann. Dec. 8.

Columbia, Miss.—Fortenberry Enterprises. Granted 1600 kc, 500 w D. P.O. address Box 308. Estimated construction cost \$13,949, first year operating cost \$39,600, revenue \$47,000. Co-applicants are Jerry A. Fortenberry and William L. Fortenberry, 50% each. J. A. Fortenberry is physician. W. L. Fortenberry is druggist. Ann. Dec. 8.

Hammonton, N. J.—Hammonton Bestg. Co. Granted 1580 kc, 250 w D. P.O. address P.O. Box 351, Coatesville, Pa. Estimated construction cost \$22,000, first year operating cost \$50,000, revenue \$60,000. Equal partners William S. Halpern and Louis N. Seltzer co-own WCOJ Coatesville, Pa. Ann. Dec. 8.

Rensselaer, N. Y.—Fairview Bestrs. Granted 1300 kc, 5 kw D. P.O. address Frank Short, 234 W. Main St., Ephrata, Pa. Estimated construction cost \$39,200, first year operating cost \$72,000, revenue \$80,000. Owners are W.

Frank Short, 75%, and H. Clay Esbenschade, 25%. Mr. Short is sales manager WGSA Ephrata, Pa. Mr. Esbenschade is housing site developer and farmer. Ann. Dec. 14.

Eugene Bestrs. W. Gordon Allen Eugene, Ore.—Designated for consolidated hearing applications for new am stations to operate on 1320 kc, 1 kw, D. Ann. Dec. 8.

Yauco, P. R.—Ponce Bestg. Corp. Granted 1550 kc, 250 kw. P.O. address Box 1526, Ponce, P. R. Estimated construction cost \$17,990, first year operating cost \$30,000, revenue \$42,000. Principals include Luis F. Sala, Catalina Scarno, Jenaro Scarno, Charles Cordero, J. H. Conesa, 20% each. Drs. Sala, Scarno, and Scarno have private practices. Messrs. Cordero and Conesa have interest in WLEO Ponce. Ann. Dec. 8.

Winnsboro, S. C.—Fairfield Bestg. Co. Granted 1250 kc, 500 k D. P.O. address Box 298, Winnsboro. Estimated construction cost \$15,521, first year operating cost \$24,000, revenue \$28,000. Principals are Dr. Albert E. Cremer, Harold Kline, Sol S. Kline, Morris A. Kline and Paul H. Meyer (each 18%) and John A. Martin (10%). Messrs. Kline have interests in Kline Iron & Steel Co., Mr. Meyer is employee of Kline Iron & Steel, Dr. Cremer is surgeon and Mr. Martin is attorney. Ann. Dec. 8.

Winnsboro, S. C.—Robert H. Epperson. Granted 980 kc, 500 w DA-D. P.O. address Box 209, Mt. Airy, N. C. Estimated construction cost \$7,500, first year operating cost \$19,500, revenue \$28,000. Mr. Epperson has minority interest in WSVD Mt. Airy, N. C. Ann. Dec. 8.

Watertown, S. D.—Paul D. Bernards. Granted 1480 kc, 1 kw D. P.O. address 408 First Ave., N.E., Watertown, S. D. Estimated construction cost \$19,502, first year operating cost \$34,380, revenue \$42,000. Principal is Mr. Bernards, sole owner. He is an employee of KDLO-TV Garden City, S. D. Ann. Dec. 8.

Laredo, Tex.—Southwestern Operating Co. Granted 1300 kc, 1 kw D. P.O. address 820 Convent Ave. Estimated construction cost \$26,515, first year operating cost \$40,000, revenue \$50,000. Sole owner is Donald W. Reynolds who has controlling interest in KORK Las Vegas, KLRJ-TV Henderson, KOLO-AM-TV Reno, all Nevada; KBRS Springdale, KFSA, KNAC-TV Fort Smith, both Arkansas; KHBG Okmulgee, Okla., and KGNS-TV Laredo, Tex. Ann. Dec. 8.

Morton, Tex.—Morton Bestg. Co. Granted 1280 kc, 500 w D. P.O. address Morton, Tex. Estimated construction cost \$20,677, first year operating cost \$28,800, revenue \$36,000. Applicant is Mike Allen Barrett, Mr. Barrett owns KTFY Brownfield, Tex., and has minority interest in KHOB Hobbs, N. M. Ann. Dec. 14.

Ogden, Utah—Executive Bestg. Co. Granted 1250 kc, 1 kw D. P.O. address 155 Montgomery St., San Francisco, Calif. Estimated construction cost \$27,300, first year operating cost \$60,000, revenue \$72,000. John L. Bradley, sole owner, is attorney. Ann. Dec. 8.

John Laurino, Music Productions Inc., James J. Williams, Waynesboro, Va., Blue Ridge Bestrs., Luray, Va., WDTI Danville, Va.—Designated for consolidated hearing applications of Laurino, Music Productions, Williams and Blue Ridge Bestrs. for new am stations to operate on 970 kc, 500 w, D and WDTI to increase power from 500 w to 1 kw, continued operation on 970 kc, D; made WDBJ Roanoke, Va., party to proceeding with respect to its existing operation, and WPET Greensboro, N. C., party with respect to its proposed operation. Ann. Dec. 8.

Port Angeles, Wash.—Port Angeles Radio Inc. Granted 1260 kc, 1 kw DA-D. P.O. address 890 Rosemont, Bellevue, Wash. Estimated construction cost \$12,535, first year operating cost \$39,600, revenue \$48,000. John W. Mowbray, sole owner, is 50% partner in KASY Auburn, Wash. Ann. Dec. 8.

Spencer Bestg. Co. Community Radio Inc. Spencer, W. Va. WBOY Clarksburg, W. Va.—Designated for consolidated hearing applications of Spencer and Community for new unl. time stations on 1400 kc, Spencer with 250 w and Community with 250 w-N, 1 kw-LS, and WBOY to increase daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made WBOY party to proceeding with respect to its existing operation; made WKWK Wheeling, W. Va., and WJAC Johnstown, Pa., parties to proceeding. Ann. Dec. 8.

APPLICATIONS

Edwardsville, Ill.—Leader Bestg. Co. 1350 kc, 500 w D. P.O. address c/o Ned Webber 108 South Capital, Mt. Sterling. Estimated construction cost \$38,988, first year operation cost \$30,000, revenue \$40,000. Principals include Donald E. Condee and Ned M. Webber, equal partners. Ann. Dec. 9.

Valparaiso, Ind.—Porter County Bestg. Co.

EDWIN TORNBERG & COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND
SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475

WASHINGTON
1625 Eye Street, N.W.
DIstrict 7-8531



While the East shivered and shoveled...

This scene might have been viewed anywhere along the eastern seaboard last week, socked in as it was with up to 20 inches of snow. But the actual locale was a Montgomery Ward parking lot in sun-drenched Bakersfield, Calif. A commercial ice company produced the "snow"—eight inches of it—after KERO-TV

Bakersfield conceived the "Snow Party" for Montgomery Ward's sponsorship. With a helicopter-borne Santa Claus as the featured guest, the party attracted some 5,000 children and parents, and was presented to viewers throughout the southern San Joaquin Valley by remote telecast.

was Sonny Fox, and Sandy Becker served in 1958.

Walking on money ■ WAOK Atlanta has launched a successful promotion that has its audience convinced it is walking on money. Using shoe serial numbers, the station read sequence of three figures every half hour until someone brought in the winning shoe and claimed the money jackpot. The first three jackpots were won within three hours at which time WAOK increased the figure from three to four (described as a 10,000-1 shot). That jackpot was claimed by noon. The promotion brought so much response that the station has continued it—but has added a couple more figures, of course.

Santa postmark ■ WFBM Indianapolis is offering its listeners a Santa Claus postmark for those who mail their

Christmas cards at the station's mailbox. WFBM ships the cards twice weekly to Santa Claus, Ind., where they are postmarked and sent to their destinations.

From tv to books ■ J. B. Lippincott Co., N. Y., has signed authors John Pfeiffer and John Ely Burchard to write books based on two recent CBS News and Public Affairs programs which have been seen in CBS-TV's *Tomorrow* series. Both set for publication in 1961, Mr. Pfeiffer's book will be based on "The Thinking Machine," a program about the TX-O digital computer; while Mr. Burchard's book will be based on "Big City—1980," a program that cited the cities of Brasilia and Philadelphia as examples of how large population centers are planning for future growth.

Hail to the queen ■ WOOD-TV Grand Rapids, Mich., went all out to cover the homecoming parade of Miss America, nee Miss Michigan, in Montague, Mich., some 50 miles from Grand Rapids. The parade was covered live by remote and WOOD-TV reports that is the greatest distance it has ever attempted a remote. An 80-foot tower in Montague, a 90-foot tower in Twin Lakes and a 40-foot tower in Conklin were required to send the microwave to the WOOD-TV transmitter. Oldsmobile, Pepsi Cola and Peter Eckrich & Son Meat Co. were sponsors of the telecast.

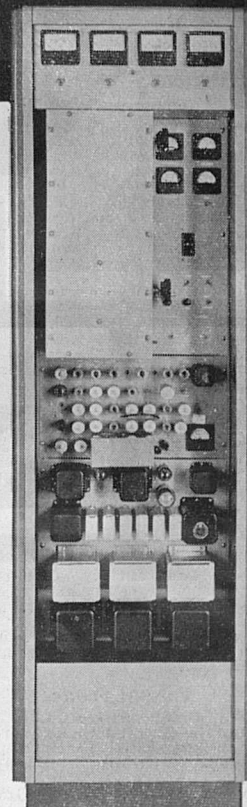


**ADVERTISING IN
BUSINESS PAPERS
MEANS BUSINESS**

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

BROADCASTING, DECEMBER 19, 1960

ITA... WORLD LEADER IN FM BROADCAST TRANSMITTERS OFFERS YOU...



ITA FM 1000 B

- **A FULL LINE OF EQUIPMENT**
transmitters from 10 W to 50 KW are available.
- **ON SITE INSTALLATION SERVICE**
on a "no charge" basis our project engineers supervise the installation and tune-up of each ITA transmitter at the site of the installation.
- **PROMPT DELIVERY**
shipment of any ITA-FM transmitter can be made in 30 days or less.
- **OUTSTANDING VALUE**
while priced competitively ITA transmitters are made with the finest quality standard components and offer these "extras"—
 - Remote control
 - Multiplexing
 - Modern Ceramic Tubes
 - Reserve RF Drive
 - Self Neutralization
 - Accessibility
 - Simplicity
 - RF Power Cutback

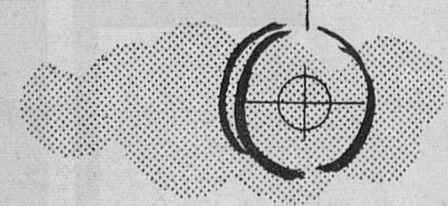
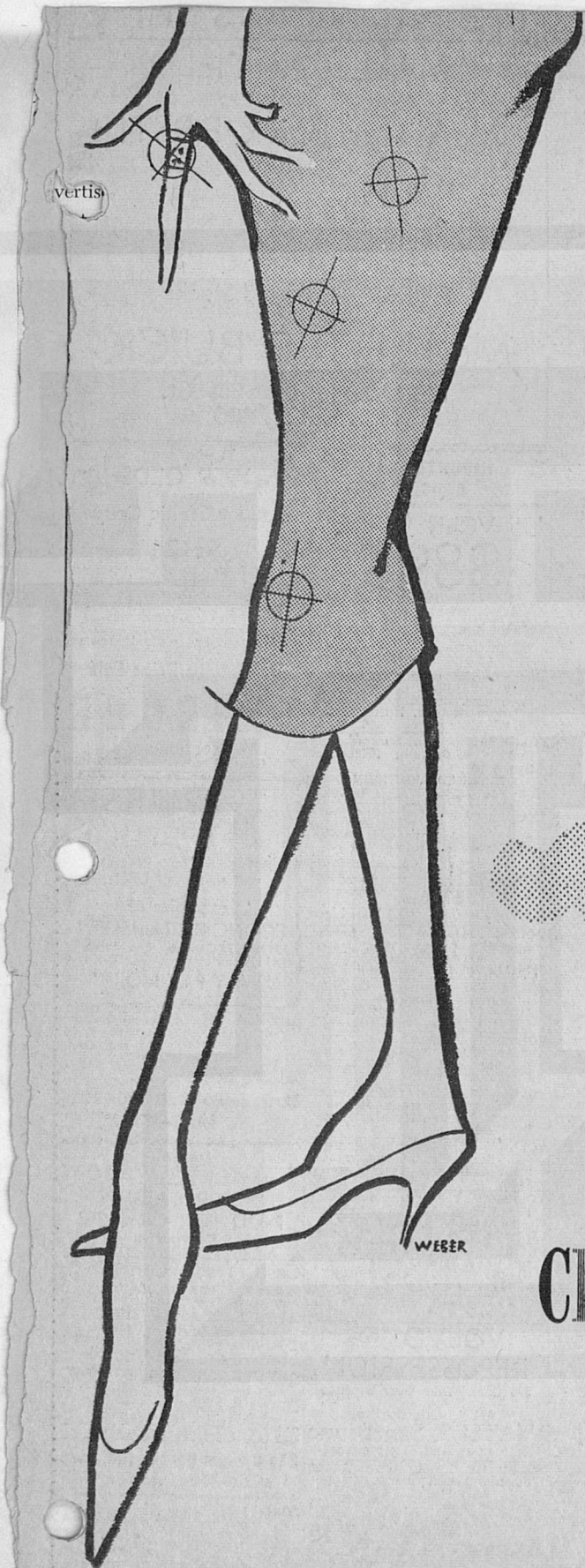
For detailed information on any of our FM transmitters call collect or write us.

**INDUSTRIAL TRANSMITTERS
AND ANTENNAS, INC.**
LANSLOWNE, PA. PHONE: CL 9-8200

"del's" - No. 1

I Dreamed
I found my yo yo ...





in
a
CHRONICLE
Want
Ad

you tell the name of the advertiser. Of the 119 queried, 91% said they'd seen the disks, and every interviewee except one identified the station as the advertiser.

Not only did the station win increased listenership with the promotion, but local advertisers were quick to realize that WBUD was attracting attention. Result was that old advertisers increased their schedules and new advertisers requested radio time. Two months after the disks appeared, station's availabilities were nonexistent. WBUD found it necessary to stay on the air an additional hour several nights to service the demands of local businessmen.



Flying saucers — advertising style

FLOATING SAUCERS turned out to be a double-barreled success for independent

radio station WBUD, Trenton. The disks, designed to fit on the front wheels of automobiles and small trucks, appear like huge hub caps. But when the vehicle moves in traffic, the disks remain stationary no matter how fast the vehicle moves.

The station equipped 20 Trenton taxicabs, 13 company vehicles and 17 panel trucks operated by a local lunch box company. The disks were silk screened in orange Day-Glo with black letters, calling attention to the station's disk jockeys and radio personalities. To sample public reaction, a week after the disks appeared people were interviewed and were asked two questions: Have you seen the disks? and: Can



TOP TV PERSONALITIES

mean

more viewer attention

WRAL-TV

**Radiating effectively from the
RALEIGH - DURHAM
AREA**

Here you see just six of the many good reasons why WRAL-TV has an unequalled rating record in the Raleigh-Durham area.

The best of the NBC network shows are supported in stellar style by popular WRAL-TV personalities and programs.

"Sports by Reeve" is one of Tarheel television's best-known features, with the "Dean of Southern Sportscasters". (Remember, too, Raleigh is the Sports Capital of the South, having the nationally known athletic teams of three large universities within 30 miles.) "Stateline" brings the Capital area news by Bill Armstrong to the urban and rural viewers. Weather shows and sales-sizzling commercials are the specialty of Bob Knapp... puppeteer and host of the popular Cap'n Five "Popeye" show is Herb Marks... pert and pretty Jo Ann Federspiel conducts the "Romper Room School"... stepping into the MC role in the variety show "Tempus Fugit" is veteran Fred Fletcher... and so it goes, through a long line-up of capable folks who make WRAL-TV tops for viewing—tops for buying!

Are you on?

4-CAMERA MOBILE UNIT • VIDEOTAPE RECORDER • LARGE NEW STUDIOS



WRAL-TV

CAROLINA'S Colorful CAPITAL STATION

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than 2 million population

Fred Fletcher,
Vice Pres. & Gen. Mgr.
Raleigh, North Carolina
REPRESENTED BY
H-R, INC.

FULL POWER CHANNEL 5
NBC AND LOCAL COLOR

KDKA-TV Exposes 'Public Enemy' In Program for Health Service

The story of the U. S. government's fight against lung cancer and other diseases attributed to industrial smoke is told in a new documentary, *Public Enemy*, produced by KDKA-TV Pittsburgh.

This 30-minute public service program, produced at the request of Dr. Leroy E. Burney, U.S. surgeon general, was broadcast live in Pittsburgh Nov. 10. KDKA-TV's previous production for the U.S. Public Health Service, *The Silent Invader* (dealing with Asian flu), received more than 300 nationwide telecasts. The National Conference on Air Pollution in Washington last Tuesday through Thursday (Nov. 18-20) saw a kinescope of *Public Enemy* before copies were made for distribution to stations by the Public Health Service.

COMPETITIVE COOPERATION • CFCF, CBM and CKVL Montreal pooled time and talent to stage a seven-hour marathon radio campaign for the Springhill Relief Fund. Hundreds of professional performers from all phases of Montreal show business performed, while a fleet of cars circulated through the city collecting telephone pledges. The bi-lingual show, in English and French, produced \$13,000.

THANKSGIVING AID • WCUE Akron, Ohio is conducting a campaign to help a needy family at Thanksgiving. The "Dimes and Dollars for Dave" project is collecting money for the family of a 17-year-old boy who has had 17 major operations in his life so far. The family has been denied help by local relief agencies reportedly because it has not lived in Akron a full year.

HOT RODS • WHB Kansas City, Mo., is putting local car thieves on the spot through a new feature called *Hot Car Report* on Eddie Clarke's morning show. Mr. Clarke broadcasts information, provided by the local police department, on stolen vehicles. The first broadcast brought fast results as an alert listener heard the report, spotted the car, and called the police department as directed. Police picked up the car and returned it to its owner within an hour after the broadcast.

PHONY CHECKS • WDGY Minneapolis-St. Paul has inaugurated *Check Alert*, a new method of combating bogus checks and forgers. Twin Cities' police officials have expressed gratitude for the new feature calling it a quick and effective way to warn and educate the public against worthless checks.

CHILDREN'S CRUSADE • WHAS Louisville, Ky., reports its "1958 Crusade for Children" set a record high of \$188,751.37 for collections, with a record low of only 7½% for expenses. The funds will be made available for use by handicapped children's agencies in Kentucky and southern Indiana.

BEHIND GLASS • WJBK Detroit conducted an entire day's programming from the show window of a downtown store to stimulate interest in the local United Foundation fund drive.

THAT RAB-ID PITCH FOR RADIO

Sweeney, Hardesty lay 'em in the aisles with breezy, but hard-hitting, radio session

The team of Sweeney & Hardesty chose St. Patrick's Day to drive the snakes out of broadcasting.

They performed at a Radio Advertising Bureau session during the NAB convention in Chicago March 17.

Kevin Sweeney, RAB president, had named it "The Meeting You Won't Enjoy but Don't Dare Miss If You Want to Stay in the Radio Business."

Assisted by RAB Vice President John F. Hardesty, Mr. Sweeney traced radio's inability to keep up with the growth of all advertising. Example: newspapers and tv each have added \$1.3 billions in billings since 1948, while radio's annual income increased a scant \$54 million in the same period. RAB declared that radio bags only 9% of the \$6.8 billion dollars annually spent for consumer advertising.

Radio last year, according to Mr. Sweeney, experienced a .6% drop in billings (local, national spot, network combined) whereas newspaper was off 5% and magazines 5.5%.

Messrs. Sweeney and Hardesty turned to paradoxical evidence of radio's growing strength. Three new RAB presentations were capsuled to demonstrate radio growth in numbers, listening habits of actual customers in product studies, the influence of radio on consumers making purchases, and the heavy concentration of adult listeners in summertime as opposed to television viewers.

The Unexpected • Any complacency that might have set in in the radio audience was doused by the ensuing Sweeney question:

"If radio's so damned good, why ain't it rich?"

The RAB president answered his own question. First, he belittled some of radio's selling habits. He took to task (1) the independent sales argument of "Yaaaa, your mother's in the numbers racket and your father is a network affiliate"; and (2) the affiliates counter sales pitch, "Help stamp out rock-and-roll stations."

Mr. Sweeney charged that "radio can shoot ahead 10% in 1959 if radio ends its own civil war." To emphasize the point, Mr. Hardesty reappeared on the platform in a Confederate uniform to the tune of "Dixie." Shortly thereafter, it was the "Battle Hymn of The Republic" with Union General Kevin Sweeney attired in the blue.

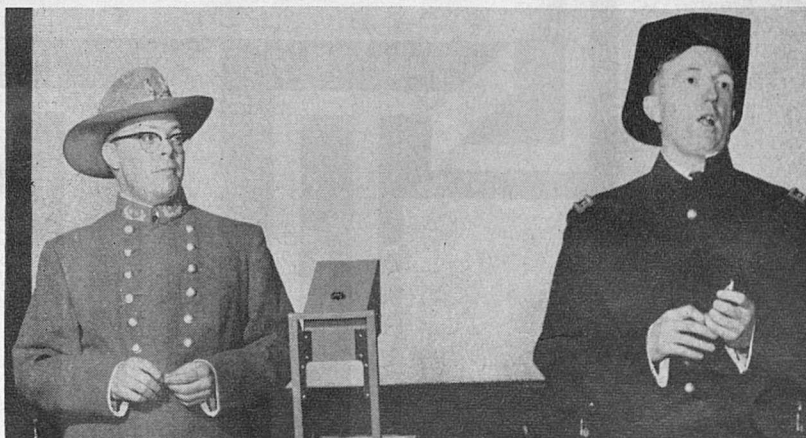
The RAB head labeled radio as "a good medium badly sold," and to docu-

ment the charge offered three just-completed studies among advertisers.

Study No. 1 is a monitored survey of advertising in two cities. In one (in the East) there were a total of 1,459 advertisers in all three media (radio, tv, newspapers) with only 224 using radio. In the other city (Midwest) there were 982 advertisers with just 165 using radio only.

To further understand this, RAB researched the selling personnel of the three media and found the number of salesmen in each media was proportionate to the use of each media.

Study No. 2 is based on depth interviews with local advertisers to ascertain how good a selling job each media does. Eight cities were studied where radio stations outnumber newspaper 5.5 to 1,



Hardesty (I) and Sweeney in Civil War uniforms invite radio to Appomattox

and outnumber tv station 3.5 to 1. Nevertheless, when asked which medium called on them most frequently with a presentation of new facts, newspapers were picked 2 to 1 over television, and tv led radio by 10%. An even greater margin was reported to the question on which medium makes the most "interesting and informative" presentations.

Mr. Sweeney added that the study revealed nearly one-third of the local advertisers interviewed are never called on by radio stations; and that two-thirds see less than two radio presentations a month.

The RAB head quoted two advertisers' comments on the radio-against-radio selling: "You boys must have a friendship pact with the newspapers;" and "All radio stations have to say is they'll sell it cheaper than their competitor."

Study No. 3 of RAB pointed to

equally low standards in selling national advertisers. Like the local study, it touched on number of presentations, content of presentations and promotional mailing pieces—in which radio and outdoor advertising proved strong competitors for bottom ranking.

Then Some Prescriptions • Following the statistical report, Mr. Sweeney suggested ways for solving radio's selling problems. In quest of national business, stations should:

(1) Go to the national advertisers with specific plans for specific amounts of dollars to be spent in their area.

(2) Sell the local manager or broker of the national advertiser.

Mr. Sweeney emphasized these two steps were all-important to supplement RAB's current stepped-up national selling effort.

In the quest for local business, stations were urged to (1) call on the local advertiser direct at a high level if the agency refuses to consider radio; (2) insist that station salesmen know and use the arguments for radio on each

sales call; and (3) stop the "Civil War" and start telling customers that all radio stations are better than other media.

The RAB presentation pointed out that the association locally is intensifying efforts to remove roadblocks in the way of use of radio for co-op plans among the big categories of co-op advertisers; and that factual reports on local advertiser use of radio plus research and promotional aids are being offered.

Throughout the entire Tuesday session, Messrs. Sweeney and Hardesty dramatized their points by unrolling a 50-foot "crying towel" from the balcony, by having pretty models pass out handkerchiefs to those whose emotions reach the point of eye-dabbing, and also by calling on the same ladies to distribute band-aids in the audience to delegates whose feelings might be bruised or cut by the frank report.



*Whole-hearted
agreement*

is a
wonderful
thing

**ARB and NIELSEN agree —
TULSA'S FINEST PARTICIPATIONS' AND
ADJACENCIES ARE ON KTUL-TV!**

- ✓ KTUL-TV's prime viewing time, 5:00 p.m. to midnight (Monday through Friday), tops all channels in first place quarter hours.
- ✓ KTUL-TV's MGM Theatre captures the largest late evening movie audience.
- ✓ KTUL-TV's News outrates all other news strips — network or local.
- ✓ KTUL-TV's Weather outrates all other weather strips.
- ✓ KTUL-TV's Popeye Theatre tops all locally-produced strips for kids.

You'll find your Avery-Knodel representative and Jim Black, our national sales manager, mightily agreeable too — when it comes to pin-pointing the schedule that works best for you!



P. O. BOX 9697 • TULSA, OKLAHOMA
BILL SWANSON, GENERAL MANAGER

EDUCATION

Try School Today

With accompanying gusts of self-congratulation, Chicago's high-velocity radio station WIND was noisily blowing good toward an unaccustomed quadrant—the city's high schools. Teen-agers got a daily earful of such airborne blasts as: "Want to hear about a contest that's fantabulous? Then, guys and gals, listen! Just write, in 50 words or less, a statement saying 'I am going back to school because.' Enter today—that sawbuck will look pretty sharp in your pocketbook! The grand

the din quieted, School Superintendent's Assistant Francis McKeag told the summer-happy youngsters that school would help them find a career and a mate.

Whatever the campaign's effect on Chicago schoolchildren (about 300 a day wrote in for a chance at \$10 daily prizes and a \$100 grand prize), it should draw from their parents large quantities of good will for WIND. Last week, while patting his station warmly on the back, WIND's Miller indicated that he is well aware of this: "In this day of lip service to the FCC policy of public service by radio stations,



Loren J. Kelly

WIND Blows Good
Now they won't turn off that junk.

prize winner will win \$100 in loot. Take part in all these kicks!" Sample promotion tagline: "The little red school house is—well—like wow!"

The problem attacked by WIND and three other Westinghouse stations is real enough: 40% of ninth-graders in Chicago—and in the rest of the U.S.—do not go on to graduate from high school. But WIND, puffing a popular cause, peddles education with an announcer's No-Cal heartiness. The push began three weeks ago, winds up this week as school starts. Says the station's Program Manager David Croninger: "We put on a saturation campaign much like an ad agency would schedule to sell cigarettes." Hard-selling its product, the station each day broadcast a windbag of "Hi, kids" spot announcements by such notables as White Sox Manager Al Lopez, Singer Tommy Sands and Inland Steel President Joseph Block. At a monster rally last week (17 cops and a turn-away crowd of 2,500 teenagers), DeeJay Howard Miller paraded an in-person menagerie of teen-rage songbirds, drew from Singer Eddy Arnold the admission that he quit high school in the tenth grade and wishes he had not. When

it is refreshing to see a station do a dynamic, positive good for a community. Of course if it gets the kids back to school, that's wonderful. What I think is interesting is that we prove the station has an adult appeal. A parent might be disgusted because of a station's playing Elvis Presley or Ricky Nelson. She'll say, 'Go out and play. Turn off the damn radio. Stop listening to that junk.' Now she hears that station telling that kid to go back to school. She says, 'Listen.'"

J. C. HILL
ARGO ARTIST

DALE HAWKINS
CHECKER ARTIST

GB7, FYI
20/2



Ad





To sell to women...

*you have to talk
to women.*

*WISK reaches more
women than any other
Minnesota independent
radio station.*

Represented nationally by The Bolling Co.

*Don't
get this on all stations*

PROGRAMMED
ESPECIALLY
FOR
WOMEN



bright and early on the dial

1/3 RPB

KILT Book

WE HEARTILY RECOMMEND AND ENDORSE

IN PUBLIC INTEREST

WILS Airs Election Debates

CANDIDATES for city elections in Lansing, Mich., were given the opportunity to debate the issues on WILS that city in the recent local elections. The station, to spur public interest, produced a series of debates, along with active news coverage. This year's city elections brought the largest vote in the history of Lansing, the station said.

Cancer Forum on WJAR-TV

WHEN the American Cancer Society presented an hour-long *Cancer Facts Forum* on WJAR-TV Providence April 23, viewers had the opportunity to telephone questions which were answered by the forum participants. Besides information presented by the four doctors on the forum, the audience was shown the "seven danger signals" of cancer.

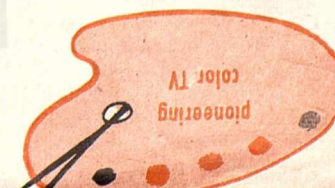
KXOL News Dept. on Display

KXOL Fort Worth participated in the annual Scoutarama held by Fort Worth Boy Scouts March 29-30 by setting up a display based on radio and public speaking. The station supplied typical news room equipment, which was operated by the Scouts under the supervision of the KXOL news staff.

KBIF Aids Cerebral Palsy

KBIF Fresno turned over its unsold newscasts during March and April to the United

Represented by the Katz Agency
WKY Radio Oklahoma City
WSFA-TV Montgomery
WTVT Tampa-St. Petersburg



WE

KILT Book

HEARTILY RECOMMEND AND ENDORSE

Carolyn Sholdar Associates

30 PARK AVENUE, NEW YORK 16, N.Y.

WSIX-TV
CHANNEL 8

NASHVILLE, TENNESSEE

Louis R. Draughon, Pres.

R. D. Stanford, Gen. Mgr.

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KBIF Fresno turned over its unsold newscasts during March and April to the United Cerebral Palsy Assn. and its Training Center for the Handicapped. The director of the association said numerous inquiries were received concerning possible jobs for the handicapped as a result of the broadcasts.

KMPC EXTENDS LAW

"THE long arm of the law" literally has been extended by KMPC Los Angeles through its broadcasting of police alert calls to aid the California Highway Patrol.

Holdup men in getaway cars and hit-and-run drivers are finding it tougher to elude the highway patrol with KMPC's direct broadcasting of police calls to alert the general public with descriptions of the fleeing autos.

Three recent cases, two involving hit-and-run accidents and the other theft, were solved as a result of tips from citizens who heard these broadcasts over KMPC, noted Mark Haas, the station's broadcasting director.

As a public service, KMPC now has a working arrangement with the Los Angeles City Police and the highway patrol whereby the police will notify the station of all incidents in which an all-out alert might help them and protect the public. The station interrupts its regular programs to broadcast such information.

This is your Silver Dollar Bonus Club Lucky Number Card

You'll want to be listening to KBOX every minute.

WIN UP TO \$59,000 in Cash and Prizes



MILLIONAIRE'S HOLIDAY. Fifty-four fun filled days in Europe... travel Luxury Liner... visit England, Holland, Italy, Paris and the French Riviera.

ROUND TRIPS TO EUROPE ON KLM-ROYAL DUTCH AIRLINES — luxury Air Service at its best to Rome, Paris and London.



BUCKETS OF SILVER DOLLARS!
Thousands already given away—more each day.

PLUS—Fabulous prizes, U.S. Savings Bonds, Sunbeam Mixers, Zenith Television Sets and Radios, Lanvin Perfume, Osterizer Blenders, One Hundred Record Albums, Buckets of Silver Dollars and many other prizes.

**SAVE
THIS CARD**

**RETURN
THIS
CARD**

Copyright 1958—
The Balaban Station

**Wonderful
KBOX RADIO
9900 McCREE RD.
DALLAS, TEXAS**

KBOX --- 1480 . . . the Voice of DALLAS . . .

dows, a guest room with private entrance, shelves stocked with dog food, a satin lined double bed and wall-to-wall carpeting. The best dog will also receive a custom-made wardrobe including winter sweaters, a rain coat, sunglasses (for the beatnik pup) and a 24-carat gold collar.

To hang in his (or her) living room, the winning dog will receive a full-length portrait.

KING has been reaching the dogs in its audience via Spot—a soft-spoken canine with a southern accent—who makes regular "Spot" announcements.

Cleveland stations 'battle'

Two Cleveland stations staged a "friendly battle" recently.

While KYW d.j. Big Wilson aired his show from the top of a mobile unit, WHK models picketed him with signs reading "The new WHK is unfair to other stations because it sounds so good." Later in the morning, KYW retaliated with signs saying "KYW welcomes Cleveland's No. 2 station. Glad you were listening to KYW."

WISK away your troubles

The transition of WISK Minneapolis to KDWB (matching sister Crowell-Collins stations KFVB Los Angeles and KFWB San Francisco) took place Sept. 19. It was preceded by a week of promotion for "Formula 63" for relief from boredom, fatigue, irritation and other ills.

Promotion included outdoor posters and transcribed spots voiced by Dudley LeBlanc, famed promoter of Hadacol. The spots played "Formula 63" as a proprietary cure-all, and were placed on seven local radio stations and one TV station.

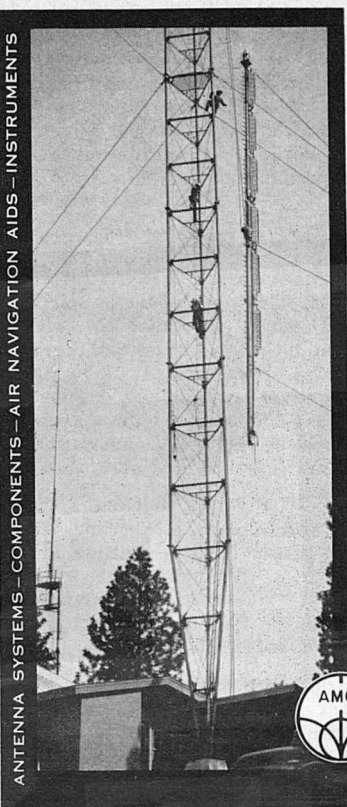
Revelation that "Formula 63" actually stands for the new programming on 630 kc came when the public was sent to a local drug store for free samples. They received attractively wrapped boxes containing a list of KDWB's top 40 tunes plus invitations to attend rallies at the civic auditoriums of Minneapolis and St. Paul. Hollywood and New York guest stars for the rallies were shuttled by helicopter between the two auditoriums.

TvB target—retail stores

Television Bureau of Advertising is helping member stations zero-in on stores with a new file-folder presentation. "Retailing is the most rapidly expanding area in television today, with retailers in ever-increasing numbers using the medium as their advertising medium," Howard P. Abrahams, TvB vice president for retail sales, said announcing the new sales aid.

The new printed kit, with space for

ANTENNA SYSTEMS—COMPONENTS—AIR NAVIGATION AIDS—INSTRUMENTS



AMCI...

- Omnidirectional TV Transmitting Antennas
 - Directional TV Transmitting Antennas
 - Tower-mounted TV Transmitting Antennas
 - Standby TV Transmitting Antennas
 - Diplexers
 - Coaxial Switches
- ... have been proven in service.

Write for information and catalog.

ALFORD
Manufacturing Company

299 ATLANTIC AVE., BOSTON, MASS.

WASHINGTON STATE—250 watt fulltime in scenic single station market with trading area population over 40,000. Will gross \$45,000.00 this year. Price \$65,000.00 with \$25,000.00 down. Liberal terms on balance.

MIDWEST VHF TELEVISION—In first 75 market—250,000 TV homes. Profit between \$275,000.00 and \$300,000.00 annually. Price \$1,800,000—\$700,000 down will handle. It is estimated that experienced TV operator can cash in for over \$1,000,000.00 profit in three year period.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RLverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

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to operate right complains. And an get a job?"

THEY KNOW WDBJ RADIO HAS REAL SALES POWER



PAXTON C. JUDGE
Vice-President,
Roanoke Division
THE KROGER COMPANY

"We've used WDBJ Radio for twenty years and have found it to be a productive medium".

R. E. FOUTZ
Secretary-Treasurer
and Manager
Roanoke Grocers, Inc.

"Our quarter-hour morning program has paid handsome dividends over a 6-year period—reaches homemakers we want to sell".




F. W. JOSEPH
District Superintendent
COLONIAL STORES, INC.

"WDBJ Radio has done a fine job helping us to build customer acceptance since our entry into Roanoke's competitive market 5 years ago."

WDBJ CBS RADIO
Roanoke, Virginia

AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts

 **PETERS, GRIFFIN, WOODWARD, INC.**
National Representatives

In Indiana,
your budget goes

**10%
FARTHER**

with the discount
you get for this
combination buy!

wsjv

28

SOUTH BEND-ELKHART

wkjg

33

FORT WAYNE

Call your H-R
man for facts!

individual call letters, is designed to sell individual customer needs in these categories: special sale events, items all year long, new store openings, warehouse sales, storewide events, home furnishings events and brand names. Success stories and how-to information are included in each section.

• Drumbeats

Teachers' meet • KFSD-TV San Diego, Calif., came to the aid of the local school superintendent when it came time for his annual pre-school address to teachers. As there was no auditorium capable of seating the city's 6,000 teachers, the speech was telecast by KFSD-TV and watched on tv sets installed in more than 120 schools.

Drums & bugles • A Wheeling, W. Va., high school band is regaling football audiences with the theme songs of NBC-TV programs. The action is a part of the fall program promotion effort of WTRF-TV Wheeling.

'Deep roots' • WHBF - AM - FM - TV Rock Island, Ill., has prepared an impressive brochure—"The deeper the roots . . . the stronger the tree"—in which it lists its staff's participation in community civic and service organizations. The brochure states that participation in community affairs is equally important with ratings, cost-per-thousand, power and network affiliation in making a time-buying decision.

BMI book • A book based on the BMI recorded series about Lincoln, *The American Story*, will be published by Doubleday next year, BMI has announced. The radio series, written by distinguished guest contributors, has been edited into book form by historian Ralph Newman and titled *Lincoln, Unforgettable American: His First 150 Years*.

WOR critics • WOR-TV New York in connection with its movie show, *Sneak Preview*, is enlisting viewers as a "Guest Critic Panel." More than 1,000 wrote in asking to serve after the show debut, although no material incentive was offered. The station is rotating membership on the critic panel and providing a mail ballot for individual reactions to the films. From results, WOR-TV expects to develop a study to use in future programming.

Prizes from the skies • Ping pong balls, dropped from a low-flying helicopter, heralded the opening of WCGO Chicago Heights, Ill. The table tennis balls were redeemed for prizes and cash discounts from local merchants. To promote its slogan, "Serving the heart of industrial America," the station also

Captive audience

The Southern Baptist Radio & Television Convention is rounding up a "captive audience" of millions for its television program. A 13-week "Televangelism" project inaugurated last year and to be repeated the first quarter of 1960, is directed this time specifically to teenagers.

To implement the Televangelism promotion, viewers of some 200 stations are being asked by the church to hold viewing parties for youngsters in their homes, holding informal discussions of the programs at conclusion. The convention's half hour film program is carried weekly year-round on a public service basis by stations across the country. Starting next year the show name changes from *This is the Answer* to *The Answer* and the format switches to emphasis on juvenile problems.

Production is being stepped up, with a budget for 1960 of more than \$1.5 million. This covers separate prints furnished each station carrying the program, giving roughly simultaneous showing of each episode. *Answer* is scheduled by most outlets on Sunday. It has been on the air since 1956.

Lost audience

A tv station manager usually can count any outside audience promotion among his blessings, but that planned by the Southern Baptist Radio & Television Convention is mixed at best. For *The Answer*, carried in public-service time by some 200 stations, the church is asking members to stage viewing parties. The promotion aspect calculated to strain a broadcaster's charity: the convention suggests the host turn the set off for post-show discussions.

distributed thousands of heart shaped balloons.

S. R. will shine • "Yes Detroit, there is a Slippery Rock." Detroiters who had always shown amusement and doubt when informed of the latest football fates and fortunes of Slippery Rock College had all doubt, at least, removed recently when WQTE Detroit broadcast a play-by-play of the S.R.-Carnegie Tech of Pittsburgh football game. WQTE arranged a pre-game football rally to promote the event. It was attended by several Detroit area fans of ol' Slippery Rock. (Slippery Rock College is located in western Pennsylvania.)

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Small Radio Stations Rush to Get on Air As Ad Revenues Rise

They Thrive With Programs
Featuring Lost Dogs, Local
Names and Lots of Music

By MICHAEL CREEDMAN
Staff Reporter of THE WALL STREET JOURNAL

COLUMBIA, Pa.—In an air-conditioned room of a modest, one-story building in this eastern Pennsylvania town of 12,000, a dark-haired youth reads into a microphone dangling over a control panel. As he strives for a mellow tone he keeps one eye on the clock and with one hand holds a rock-'n'-roll record, ready to send its blare onto the airways the instant he's finished.

"The time is 12:48," the youth intones, and adds proudly, "This is Sam Rineer here, spinning the platters."

At the moment 17-year-old Mr. Rineer, who is filling in for the vacationing regular anchor, is in charge of Radio Station WCOY. In fact, except for a gray-haired woman busily addressing envelopes in another room, he is the only person in the building. Station WCOY, like a growing number of stations around the country, consists mainly of a couple of turntables for records and transcriptions, a microphone, a small transmitter and antenna system and a simple control panel. The whole works can be operated by one man.

Radio Comes Back

In many respects two-year-old, 500-watt WCOY is an example of the resurgence of radio. While the major radio networks struggle for profits, local radio stations do increasingly well. Last year advertisers spent some \$519 million on radio time, and only \$46 million of this went to the networks. In 1952, only \$469 million advertising dollars went into radio; the networks took almost a quarter of this.

The desire to cash in on this growth is causing antennas to sprout all over the country. According to the Federal Communications Commission, there were 3,388 standard broadcasting stations in operation in the U.S. on July 31, 135 more than a year earlier and nearly three times the number on the air in 1947. In addition, the F.C.C. has on file applications for 645 new stations. And most of this growth has been in small stations—1,000 watts or less—in communities with populations of less than 25,000, according to Dr. Hyman Goldin, chief economist of the regulatory agency, who predicts there will be 5,500 standard radio stations by 1970.

Big stations—those with revenue in excess of \$500,000 a year and 25 to 100 or more employees—aren't growing in number because they require frequencies in big urban centers and these were taken years ago. Almost all of the available locations for stations now are in small communities.

A Small Investment

One attraction of the small station is that it can get on the air for a relatively small investment. A typical small station can be built for less than \$30,000, estimates Parker S. Gates, president of Gates Radio Co. of Quincy, Ill., a subsidiary of Harris-Intertype Corp. and a maker of broadcast equipment. By contrast, says Mr. Gates, it takes upwards of \$250,000 to start a small television station. In the first six months this year Gates Radio sold 55 radio transmitters in the 250-watt to 10,000-watt range, more than all those sold in 1949 and up from 44 in the first half of 1958.

Radio Corp. of America, a major broadcast equipment manufacturer, will install, in an average situation, a complete 1,000-watt station, including transmitter, antenna, all studio equipment, spare parts—even the clock on the wall—for less than \$15,000, according to Charles Colledge, manager of R.C.A.'s broadcast equipment division. The customer supplies the buildings, land and furniture. This installation is adequate for efficient operation at most locations, Mr. Colledge says.

"We get a couple of thousand inquiries every year from people thinking of starting a radio station," he adds.

"Stations are not only sprouting up rapidly," says George A. Koehler, president of the Pennsylvania State Broadcasters Association, "but they're doing very well for those who own them. With a comparatively small investment a small station operator can own his own station after five or 10 years and be receiving a respectable income while he's at it."

Probably typical of this new generation of radio stations is a 250-watt station in a town in western Oregon. Although the town has only a population of about 9,000, the station claims a potential audience about 10 times that large in its broadcast area.

About two years ago an experienced radio man and two friends pooled \$10,000 in cash to finance the legal and engineering services to get a license to build. After the license was granted, they borrowed another \$10,000 to pay for furniture and second-hand equipment and took a \$11,000 mortgage on a small building

housing the studio and offices. Total cost to get on the air: About \$31,000.

In its first full year of operation the station took in about \$35,000 in advertising revenue, some \$8,000 short of meeting all its obligations. The partners made this up themselves. The second year the station just about broke even on revenue of \$50,000.

But this year operating income is expected to hit \$65,000, of which \$15,000 will be clear profit. The station operates with a staff of only five people—an announcer, who when he's not on the air does some news reporting by telephone, an announcer-engineer, a secretary who also writes commercials, an advertising salesman, and the manager, who is one of the partners and spends most of his time selling commercials and gathering news.

These new stations, like the ones that have been operating since the crystal set days, depend upon advertising for their income. But the National Association of Broadcasters says about 95% of the total ad revenue small stations receive comes from local rather than national advertisers. To win local support, these stations beam at their listeners a heavy diet of local news with plenty of local names, music of all variety, and of course, commercials from local firms.

"You're here to make a buck," says Fred Wood, of WMVC in Millville, N.J., "but the only way to do it is to do something for the people who listen." Samples: Lost dog announcements, high school basketball games, and a never-ending stream of anniversary and birthday greetings.

Other small stations have their own format for success. Columbia's WCOY, for instance, gives away a birthday cake every weekday morning. WBCB in Levittown, Pa., features daily "gripe sessions" in which residents air their complaints via directly-broadcast telephone chats with an announcer. WCOJ in Coatesville, Pa., each summer broadcasts a three-hour program of the annual "Fiddler's Day Picnic."

Not all these stations are financial successes, of course. After three years of trying to make his small station pay off, Jack Geiger, 33-year-old owner of station WONG in Oneida, N.Y., is selling out.

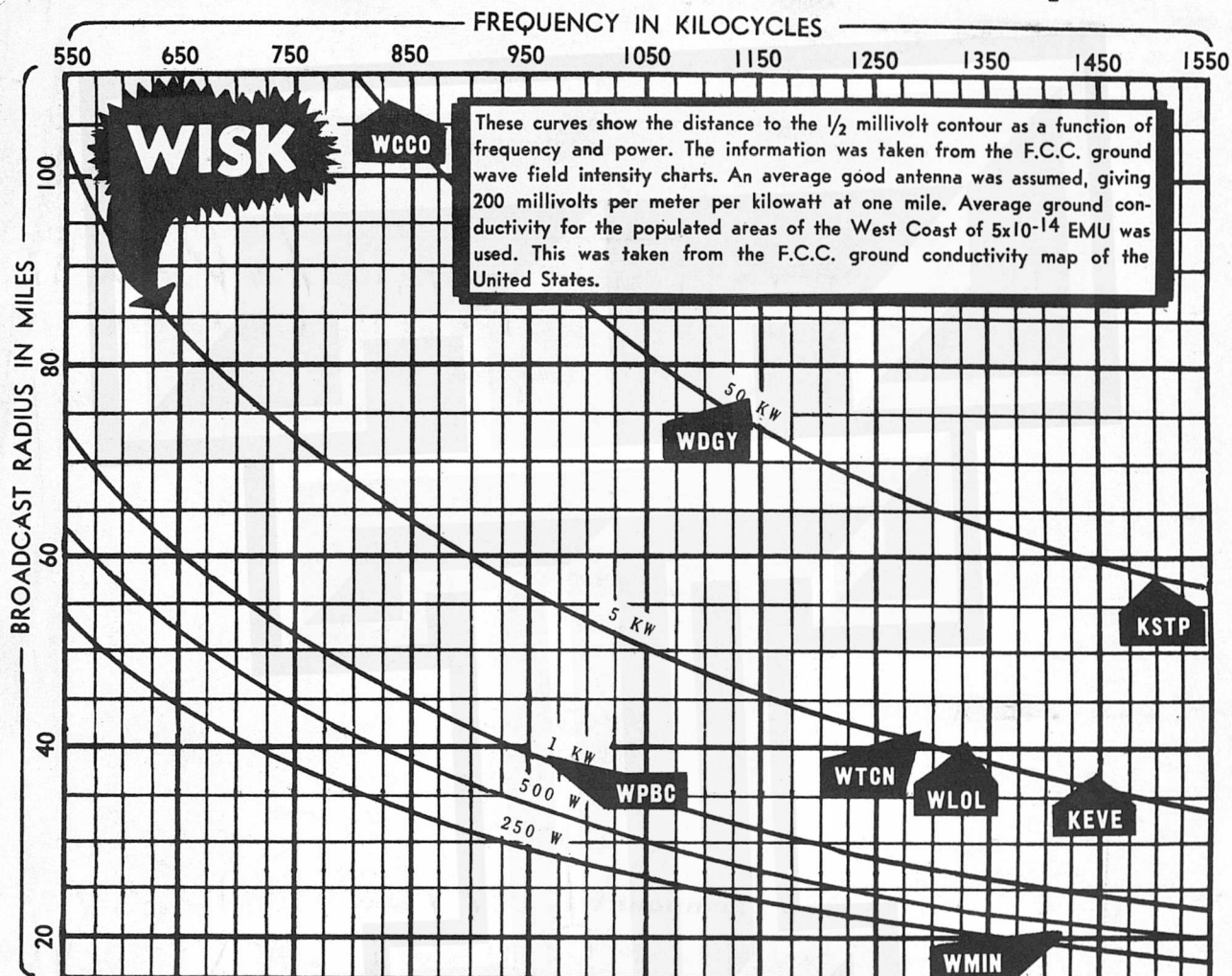
"We never had the money to operate right and I think it's a shame," he complains. And he asks: "You know where I can get a job?"

Purport of all this sound and fury was that KXLA Pasadena had been acquired by Eleven-Ten Broadcasting Corp. Headed by station representative Donald R. Cooke, call was changed to KRLA, its daytime power upped from 10 kw to 50 kw (nighttime power remains at 10 kw) and rates boosted by better than 40%

29

FOR YOUR FILES — the coverage picture of Twin Cities radio!

BROADCAST MILEAGE AS DETERMINED BY POWER AND FREQUENCY*



* The distance to which any radio station can broadcast a satisfactory signal is a function of power AND FREQUENCY combined with other variable factors, such as ground conductivity, directionalization, interference and efficiency of facilities. THIS CHART DEMONSTRATES THE FALLACY OF COMPARING STATIONS OR NETWORKS on the BASIS OF POWER ALONE.

WSK RADIO
630 ON YOUR DIAL
FOSHAY TOWER
MINNEAPOLIS 2, MINNESOTA

24 Hours a Day...7 Days a Week!

Represented nationally by The Bolling Co.

Radio Policy Book

Announcing . . .

Radio Policy

The appointment of
ROBERT E. EASTMAN & COMPANY, Inc.

as
National Representative
for

KLAC

570 — Los Angeles

Offices: New York
Chicago
San Francisco
St. Louis
Dallas
Los Angeles

Advertisers happy with JOURNAL results

There are many advertising motives, but no advertiser complains about getting *results*.

The Wall Street Journal has a tremendous file of result case-histories, covering every field of industry. What makes these "success stories" particularly outstanding is the *degree* of success. Journal advertisers are happy advertisers because through this unique medium they get the *most* inquiries, at the *lowest* inquiry cost, with the *greatest* conversion to sales.

How come? Well, just look at only a few of The Journal's many unique advantages:

"Class-in-mass" national coverage—top-caliber circulation *everywhere*. *Short closing dates*—get your message across *first*. *Regional-edition flexibility*—sell the logical product to the logical market at the logical time. *Better visibility*—6 wide columns to a page help ads of every size act bigger.

And mind you, these are only a few of The Journal's advantages. Why not call a Wall Street Journal sales office right now for a more complete picture? You'll be happy you did.

THE WALL STREET JOURNAL

CURRENT LIST OF WESTERN ACCOUNTS IN CONSUMER MAGAZINES

A survey of several national consumer magazines finds the following firms, whose advertising originates in the West, buying advertising space in these current issues.

Magazines which publish Western editions or offer split runs are indicated by asterisks.

*AMERICAN WEEKLY (Aug. 16, 1959)

Carnation (Evaporated)
Kip
Lady Ellen
Sleep-Eze

FAMILY WEEKLY (Aug. 9, 1959)

Carnation (Friskies)
Siroil

*LIFE (Aug. 10, 1959)

NoDoz
Richfield
Union Oil

*LOOK (Aug. 18, 1959)

Adolph's
California Packing
Douglas Aircraft

*NATION'S BUSINESS (Aug, 1959)

Friden
Listo
Pacific Northern Airlines

*NEWSWEEK (Aug. 10, 1959)

Capitol Records
Continental Airlines
Fidelity Federal S&L
Japan Air Lines
Union Oil
Western Pacific

*READER'S DIGEST (August, 1959)

American President Lines
Bank of America
C & H Cane Sugar
Crown Zellerbach
Farmers Insurance Group
Fuller Paint
Matson Navigation

*TV GUIDE (Aug. 15, 1959)

Metropolitan School of Law Enforcement
Northwest Schools
Pascal Co.
Union Pacific Railroad

*TIME (Aug. 10, 1959)

Convair
Friden
Mytinger & Casselberry
Western Pacific

U. S. NEWS & WORLD REPORT (Aug. 10, 1959)

Bank of America
Boeing

*WALL STREET JOURNAL NATIONAL EDITION (week of Aug. 3, 1959)

Arizona Aircraft Storage Board
Boeing Aircraft
Copley Newspapers
Fidelity Savings & Loan
Marshall & Stevens
Matson Navigation
Pacific Finance
Puget Sound Power & Light
Rosicrucian Order

Warwick Ad Photo Studio Bows

— HOLLYWOOD —

Mark Warwick has opened an advertising photography studio at 5400 Flemish Lane, Hollywood 29. Telephone number is Hollywood 6-2661. Warwick has served with Alex Hovsepian Photography and Latta & Co., both in Los Angeles.

U.S. TV Set Count Approaches Saturation

— NEW YORK —

Six of every 7 United States households (86.3%) had at least one television set in May 1959, according to a report released by the Advertising Research Foundation.

The report, "National Survey of Television Sets in U. S. Households—May 1959," is the sixth in a continuing series started in June 1955. It is based on data obtained in conjunction with the Current Population Survey made by the Bureau of the Census.

The May 1959 report found 44.4 Million households with television sets. This is an increase of over 12 Million television households since June 1955, when 2 of every 3 households had sets.

Total number of households with 2 or more sets has also increased. In May 1959 there were 4.4 Million multiple-set households, nearly as many as the total number of television households found by the U. S. Census of Housing in 1950.

The number of television sets in households was 49.3 Million in May 1959, compared with 33.3 Million in June 1955, a net increase of 16 Million sets in the 4 years since the survey series was started.

In May 1959, nearly 154 Million persons were members of television households.

MacLatchie Moves East, Leaves Avery-Knodel Post

— LOS ANGELES —

Douglas MacLatchie has resigned as Manager of Avery-Knodel's L.A. office effective Sept. 1.

MacLatchie will become Advertising & Sales Manager of PlanPrint Inc., design engineers for industry. He will move to Chalfont (Pa.) for a period of about 6 to 8 months, during which time he will set up several regional sales offices. MacLatchie expects to return to the West Coast at that time and headquarter in Los Angeles.

Before joining Avery-Knodel 3 years ago, MacLatchie was in the New York office of Edward Petry & Co. for 7½ years. No successor has been named by the radio-TV station rep firm.

Arden, Simca Back KSFO Sports

— SAN FRANCISCO —

Arden Farms (out of H. E. Johnson & Assoc.) and Simca (Richard N. Meltzer) have signed for sponsorship of 2 quarter-hour programs immediately preceding and following KSFO's broadcasts of the San Francisco 49er grid games.

Arden bought the pre-game broadcast while Simca purchased the post-game show on KSFO.

Arro, Leon to Wenger-Michael

— SAN FRANCISCO —

Wenger-Michael has added James Arro as an Account Executive, and Mitchell Leon as Traffic-Production Manager.

Arro was formerly with the advertising department of the San Jose *Mercury* and *News* and was once with the Richmond *Independent*. Leon was previously with the advertising department of the Emporium Dept. Store.

R PB

TVB DISSECTS PAPER 'CIRCULATION'

Claims advertisers mislead in comparing data with tv ratings

Newspaper advertisers who accept blanket comparisons of newspaper circulation with tv's delivered circulation are being misled.

This is part of what the Television Bureau of Advertising is trying to get across in a current crusade to shake out more facts about newspapers.

TvB reminds there's a whale of a difference between a newspaper's circulation and the percentage of the "page observation" readership.

To drive home an understanding of the differences, the bureau today (Aug. 24) is taking steps to prime its members on what all the hoopla is about. Obvious reason: so that TvB's members will be informed when they talk to potential and regular advertisers.

Package and Peaks • The physical phase of this TvB drive is a "package" of material which the bureau is getting into the hands of its members. This contains a wall chart that covers more than 12 sq. ft. and a pocket-sized replica (see illustration). With these are explanatory material.

The graph shows peaks of circulation, page observation, "noted" and "read most" advertisements charted on the basis of a Daniel Starch & Staff readership rating taken last September of an issue of the *Boston Traveler*. Included in the chart is a rendition of the percentages showing up per page study, using a 100% circulation base.

With this charting, the bureau creates what it calls the grey area existing between circulation and page observation. TvB notes the lack of reportable readership above the levels of page observation and most importantly, to ad readership

the advertiser faces in placing his ad on any given page.

With this material, says TvB, the bureau's members can show an example "of the information that could be available in your market if the newspapers followed the lead of telecasters by providing 'ratings.'"

The More They Know • The bureau is doing this because it is "firm in the belief that the more advertisers know about all media the more television they will use.

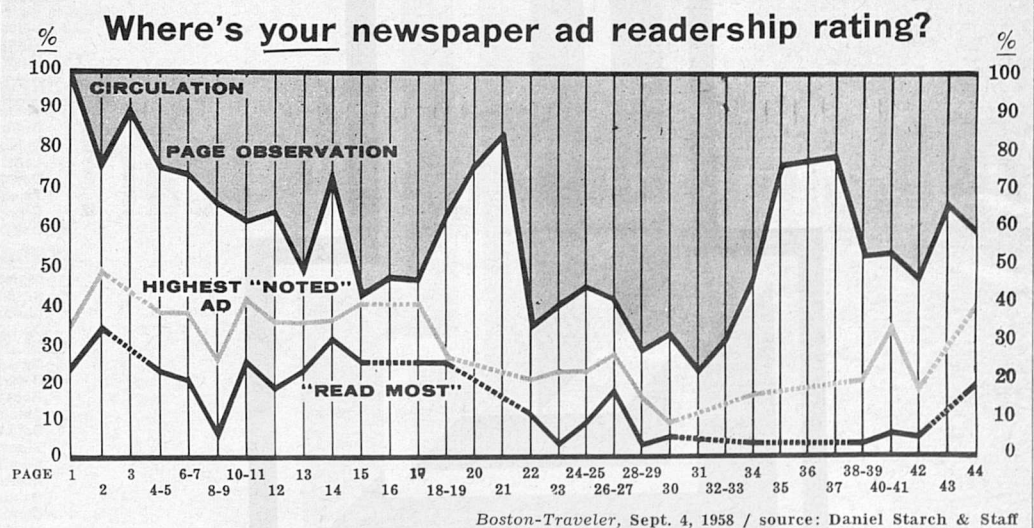
"The television industry has long provided detailed measures of tv's delivered audience. Too often, however, the advertiser had had no similar information about newspapers. This newspaper lack has led to unfair delivered audience vs. circulation comparisons."

TvB says that in 1958 only 41 newspaper issues in the country were rated by Daniel Starch & Staff despite the fact that this is the "only regular readership rating available by which newspaper advertisers can see the relation

of a paper's circulation to page observation and . . . to ad readership." The chart, in fact, shows the readership of one of these 41 issues rated during the entire year.

Another point made: there is a total this year of only four cities in which some newspapers are Starch-rated. In addition to the *Traveler* in Boston whose Sept. 4, 1958, rated issue forms the basis of the chart, the other newspapers mentioned are *Tribune* and *Daily News* in Chicago; the *World Telegram*, *Daily Mirror* and *Daily News* in New York and the *Inquirer* in Philadelphia.

The intriguing material supplied by TvB, however, is the wall graph. It visually (and clearly) pegs page readership. A photograph of each of the newspaper's pages studied by Starch has been reduced in scale and reproduced under the chart and put in its correct place. In effect, the chart shows that no single page of the paper except



How the Starch surveys work • The service interviews 300 people, 150 men and 150 women. The person interviewed is shown the issue under study. If the respondent saw the issue, he is classified as a "reader" of the paper.

The "reader" is then taken through the issue page by page and is asked, as the interviewer turns to each page, if he saw anything on it. This is "page observation."

The interviewer points to an ad on the page and asks the reader if he remembers seeing the ad—

the paper is always kept open—and if the reader answers in the affirmative, he becomes an ad "noter." If the "noter" read 50% or more of the reading matter in the advertisement, this action contributes to the "read most" rating.

This is what the Television Bureau of Advertising has to say about the Starch rating: TvB plains that it's "the only regular readership rating available by which newspaper advertisers can see the relation of a paper's circulation to page observation and, most importantly, to ad readership

NEUTT

STARRING

VICTOR JORY

CO-STARRING

PATRICK McVEY

ALREADY SOLD IN 96 MARKETS
TO MAJOR ADVERTISERS INCLUDING...

ALKA-SELTZER

Los Angeles
San Francisco
San Diego
Tucson

GENESEE BEER

Buffalo
Syracuse
Utica
Rochester
Erie
Schenectady
Watertown
Binghamton
Plattsburg

COORS BEER

Denver
Colorado Springs
Yuma
Roswell

DREWRY'S BEER

Chicago
Detroit
Indianapolis
Lansing
Davenport
Toledo
Grand Rapids
Bay City

KROGER STORES

Atlanta
Birmingham
Chattanooga

JAX BEER

New Orleans
Dallas — Fort Worth
Houston
Oklahoma City
Baton Rouge
Shreveport
Amarillo
Austin
Beaumont — Port Arthur
Corpus Christi
Midland — Odessa
San Antonio
Alexandria
Mobile

AND TOP STATIONS INCLUDING...

WCKT — Miami
WBTW — Charlotte
WTVI — St. Louis
WLW-D — Dayton
WLW-C — Columbus
WLW-T — Cincinnati
WATE-TV — Knoxville
WCSC-TV — Charleston
KERO-TV — Bakersfield
WFLA-TV — Tampa
KING-TV — Seattle
WTAR-TV — Norfolk

SYNDICATED BUY of the Year!

FOR DETAILS, CONTACT

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK • DETROIT • CHICAGO • HOUSTON • HOLLYWOOD • ATLANTA • TORONTO



Rank

1. Gun
2. Have
3. Wagon
4. I've G
5. Rifleman
6. Peter G
7. 77 Sunse
8. Millionaire
9. Best of Gr
10. Wanted, Dea

38 (BROADCAST

page one has 100% "circulation" and even the latter was below several other pages in the percentage or share of "observation."

Printed on this chart are some TvB comments which serve to elbow newspaper ad people in the ribs. For example: "The Boston *Traveler* regularly runs ads on page one. While this is the only page with 100% observation, the two-color ad (360 lines) received only 35% noting."

Again: "The best noted ad in the entire issue was 1,400 lines for the anniversary sale of a local department store. It was also the ad read most. Even though reaching less than half the readers (and a third read most), this indicates the advantages of position and men and women appeal."

In another instance, the bureau takes cognizance of a peak in page observation (page 21) with this cryptic remark: "Photo page. No ads."

TvB in commenting on a dip in the "highest noted" chart line: "A large space automobile ad—the only ad on the page—in the sports section rates among the lowest on the chart." A page with a fairly high peak in observation has this TvB explanation: "Comics."

RCA, SYLVANIA SWAP AGENCIES

JWT surprises, picks up RCA; Sylvania places account with Kudner

A major agency switch by electronics firms RCA and Sylvania Electric Products Inc. topped the news along Madison Avenue last week. RCA's uncoupling was with Kenyon & Eckhardt, while Sylvania leaves J. Walter Thompson.

Both companies bill well into the millions. RCA is a \$12 million account and last year invested an estimated \$9 million (including time, talent and production) in network tv alone.

The annual advertising expenditure at Sylvania comes to some \$5 million. Sylvania has been in network advertiser ranks, through not committed to a schedule at present:

RCA, a day after it had announced the K&E termination, formally announced JWT would be its new agency starting at the first of the year, thus renewing an old association. Sylvania already had named Kudner Agency as its servicer (Sylvania had been with JWT for five years). This brings the "score" among the agencies to a theo-

retical \$7 million billing gain for J. Walter Thompson, a \$5 million boost for Kudner and a \$12 million drop for Kenyon & Eckhardt. These summations are in theory only because the changes become effective at the end of the year. Ad budgets of course may change and any one of the three agencies' account strengths modified by then.

Surprise Switch • Account switches of this magnitude usually catch the advertising fraternity by surprise. Last week's developments were no exception.

The RCA action in particular was puzzling. RCA and K&E officially attributed the termination to "differences of opinion on marketing philosophy." The actual RCA business that shifts from K&E includes tv and radio shows, the TV Receiver Division, Radio and Victrola Division, merchandising, international and corporate (Grey Adv. handles other RCA business).

About six years ago, all of the RCA

NIELSEN

TOP 10 NETWORK PROGRAMS Tv report for 2 weeks ending July 26

Rank	TOTAL AUDIENCE † (000)	No. homes (000)
1. Gunsmoke	14,552	33.3
2. Wagon Train	14,374	32.9
3. Have Gun, Will Travel	12,282	28.3
4. 77 Sunset Strip	11,882	28.2
5. I've Got a Secret	11,303	25.8
6. Rifleman	10,369	24.1
7. Peter Gunn	10,280	23.4
8. Millionaire	9,968	23.3
9. Desilu Playhouse	9,790	23.0
10. Walt Disney	9,746	22.7

Rank	% homes*
1. Gunsmoke	33.3
2. Wagon Train	32.9
3. 77 Sunset Strip	28.3
4. Have Gun, Will Travel	28.2
5. I've Got a Secret	25.8
6. Rifleman	24.1
7. Peter Gunn	23.4
8. Desilu Playhouse	23.3
9. Millionaire	23.0
10. U. S. Steel Hour	22.7

Rank	AVERAGE AUDIENCE ‡ (000)	% homes*
1. Gunsmoke	13,528	33.3
2. Have Gun, Will Travel	11,481	32.9
3. Wagon Train	10,636	28.3
4. I've Got a Secret	10,057	28.2
5. Rifleman	9,390	25.8
6. Peter Gunn	9,256	24.1
7. 77 Sunset Strip	9,078	23.4
8. Millionaire	8,856	23.3
9. Best of Groucho	8,455	23.0
10. Wanted, Dead or Alive	8,322	22.7

Rank	% homes*
1. Gunsmoke	31.0
2. Have Gun, Will Travel	26.3
3. Wagon Train	24.3
4. I've Got a Secret	22.9
5. Rifleman	21.9
6. 77 Sunset Strip	21.7
7. Peter Gunn	21.1
8. Millionaire	20.4
9. Desilu Playhouse	19.5
10. Best of Groucho	19.3

Copyright 1959 A. C. Nielsen Co.

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

Best of Groucho (NBC-178): Lever (BBDO), Toni Co. (North), alternate Thur. 10-10:30 p.m.

Desilu Playhouse (CBS-121): Westinghouse (M-E), Mon. 10-11 p.m.

Walt Disney (ABC-173): Hills Bros. Coffee (Ayer), Hudson Pulp & Paper (NC&K), Rey-

nolds Metal Co. (L&N and Clinton Frank) Fri. 8-9 p.m.

Peter Gunn (NBC-182): Bristol Myers (DCS&S), Mon. 9-9:30 p.m.

Gunsmoke (CBS-194): Liggett & Myers (D-F-S), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-172): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

I've Got a Secret (CBS-194): R. J. Reynolds (ESTY), Wed. 9:30-10 p.m.

Millionaire (CBS-167): Colgate - Palmolive (Bates), Wed. 9-9:30 p.m.

Rifleman (ABC-137): Miles Labs (Wade), Procter & Gamble (B&B), Ralston Purina (Gardner), Tues. 9-9:30 p.m.

77 Sunset Strip (ABC-137): American Chicle, Whitehall and Carter products (all Bates), Harold Ritchie (K&E), Fri. 9:30-10:30 p.m.

U.S. Steel Hour (CBS-127): U.S. Steel Corp. (BBDO), Wed. 10-11 p.m.

Wagon Train (NBC-178): R. J. Reynolds (Esty), National Biscuit Co. (M-E), Ford, (JWT), Wed. 7:30-8:30 p.m.

Wanted, Dead or Alive (CBS-187): Brown & Williamson (Bates), Bristol Myers (Y&R), Sat. 8:30-9 p.m.

ARB

Date
Thur., Aug. 13
Fri., Aug. 14
Sat., Aug. 15
Sun., Aug. 16
Mon., Aug. 17
Tue., Aug. 18
Wed., Aug. 19

Listed below are the highest-ranking television network shows for each day of the week August 13-19 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Program and Time	Network	Rating
Masquerade Party (10.30 p.m.)	NBC-TV	15
Line Up (10 p.m.)	CBS-TV	12 1
Gunsmoke (10 p.m.)	CBS-TV	1 2
Ransom of Red Chief (10 p.m.)	NBC-TV	7 2
Peter Gunn (9 p.m.)	NBC-TV	1 5
Rifleman (9 p.m.)	ABC-TV	1 13
I've Got a Secret (9:30 p.m.)	CBS-TV	14 9

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SCREEN GEMS

*is proud to announce
that this year's*

"EMMY" AWARD WINNING "BEST DRAMATIC SERIES"

(HALF-HOUR OR LESS)

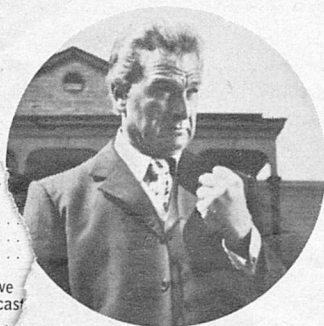
*is now available for
local and regional advertisers...*



MICKEY ROONEY in
"Eddie"



PAUL DOUGLAS in
"The Chain and the River"



EDDIE ALBERT in
"Lazarus Walks Again"

THE Award THEATRE

A distinguished series of 39 filmed half-hours telecast on
the NBC Network as the "ALCOA-GOODYEAR THEATRE"

Only once in many a year is a series of this unusually high caliber
made available for local and regional sponsorship.

The stars include such favorites as Kim Hunter, Keith Andes,
James Mason, Nancy Kelly, Gig Young, John Kerr, Edward G.
Robinson, Keenan Wynn, Cornel Wilde, Tony Randall, Janet
Blair, Richard Kiley, Gary Merrill, Ray Milland, Lew Ayres.

The roster of writers is equally impressive, including Paul
Monash, Stirling Silliphant and this year's "Emmy" winners
Alfred Brenner and Ken Hughes.

Alcoa and Goodyear were the sponsors of this highly rated NBC
network series, and both have renewed their sponsorship for the
coming season.

If you are looking for a prestige series with proven success...
look no further...*this is it!*

FOR DETAILS, CONTACT

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK • DETROIT • CHICAGO • HOUSTON • HOLLYWOOD • ATLANTA • TORONTO



Type of E.
Number of
Networks
Number of
stations

Technical
Program
Selling
General and
Administrative
Total Broadcast
Expenses

58 (THE MEDI

DCASTING, August 24, 1959

Facts & figures on leading multi-station markets CONTINUED

TV Markets	No. of Stations in Operation	No. Reporting \$25,000 or More Time Sales	Networks	Time Sales:		Total Stations Reporting	Total Broadcast Revenues ²	Total Broadcast Expenses	Total Broadcast Income ³
				National and Regional Advertisers and Sponsors ¹	Local Advertisers and Sponsors ¹				
Flint—Lansing—Saginaw—Bay City, Mich.	4#	4	1,277,702	2,479,637	861,092	4	4,168,424	2,934,067	1,234,357
Fort Wayne, Ind.	3	3	628,962	853,341	832,386	3	2,134,866	2,403,248	268,382CR
Fresno, Calif.	3	3	739,578	1,457,154	699,324	3	2,514,805	2,340,645	174,160
Galveston—Houston, Tex.	3	3	1,685,018	3,806,012	2,552,728	3	7,300,257	5,536,133	1,764,124
Green Bay—Marinette, Wis.	3	3	674,472	926,451	669,412	3	2,145,080	1,947,757	197,323
Greenville—Spartanburg, S.C., Asheville, N.C.	4	3	581,860	1,013,198	664,229	4	2,163,535	1,861,344	302,191
Harrisburg—Lancaster—York—Lebanon, Pa.	6#	5	1,071,165	2,202,946	871,662	6	3,541,828	2,942,658	599,170
Hartford—New Haven—Bristol—New Britain, Conn.	4#	4	1,075,973	4,135,175	1,006,814	4	5,542,307	5,873,272	330,965CR
Indianapolis—Bloomington, Ind.	4	4	1,799,830	4,510,236	2,243,983	4	8,010,398	6,908,282	1,102,116
Kansas City, Mo.	3	3	2,054,657	4,206,926	1,584,771	3	7,058,769	4,726,355	2,332,414
Knoxville, Tenn.	3	3	611,612	863,991	699,212	3	1,963,877	1,545,582	418,295
Las Vegas—Henderson, Nev.	3	3	57,950	194,230	741,711	3	1,034,633	1,225,319	190,686CR
Little Rock—Pine Bluff, Ark.	3	3	571,337	876,654	724,479	3	2,178,556	2,150,046	28,510
Los Angeles, Calif.	7	7	5,087,132	21,547,996	14,677,390	7	36,407,434	32,032,642	4,374,792
Madison, Wis.	3	3	427,919	727,669	559,416	3	1,649,456	1,454,724	194,732
Memphis, Tenn.	3	3	1,493,068	2,434,880	844,122	3	4,349,099	3,177,310	1,171,789
Miami—Ft. Lauderdale, Fla.	4#	3	1,351,143	3,739,250	2,394,977	3	7,698,029	6,065,386	1,632,643
Milwaukee, Wis.	4	4	1,813,041	4,822,598	1,232,977	4	7,108,581	5,817,748	1,290,833
Minneapolis—St. Paul, Minn.	4	4	2,425,786	4,360,940	3,169,227	4	9,678,284	7,630,277	2,048,007
Mobile, Ala.—Pensacola, Fla.	3	3	493,202	798,304	896,927	3	2,203,944	2,154,817	49,127
Nashville, Tenn.	3	3	1,134,659	1,271,154	1,594,663	3	3,698,539	3,261,738	436,801
New Orleans, La.	3	3	1,231,493	2,749,199	2,017,300	3	5,465,377	4,870,235	595,142
New York City, N.Y.	7	7	10,972,445	43,633,896	10,501,296	7	58,862,026	35,306,761	23,555,265
Norfolk—Portsmouth—Newport News—Hampton, Va.	4	3	1,046,963	2,013,988	1,074,051	4	3,834,869	3,105,418	729,451
Oklahoma City—Enid, Okla.	3	3	1,320,832	2,196,012	1,381,112	3	4,752,021	3,583,173	1,168,848
Omaha, Neb.	3	3	1,332,313	2,058,182	837,511	3	4,151,506	3,389,423	762,083
Orlando—Daytona Beach, Fla.	3#	3	380,402	873,251	659,167	3	1,858,633	1,897,198	38,565CR
Peoria, Ill.	3#	3	573,771	845,440	797,990	3	2,113,771	2,333,815	220,044CR
Philadelphia, Pa.	3	3	4,958,435	12,169,328	4,453,664	3	19,671,590	12,683,129	6,988,461
Phoenix—Mesa, Ariz.	4	4	636,638	1,213,501	1,527,420	4	3,216,041	3,276,971	60,930CR
Pittsburgh, Pa.	3#	3	2,864,848	8,618,156	2,930,669	3	12,970,856	7,538,181	5,432,675
Portland—Poland Springs, Me.	3	3	601,355	1,277,015	420,219	3	2,151,112	1,994,325	156,787
Portland, Ore.	3	3	1,264,054	3,427,829	1,235,105	3	5,113,373	3,982,838	1,130,535
Richmond—Petersburg, Va.	3	3	937,055	1,275,493	547,942	3	2,816,876	2,385,152	431,724
Roanoke—Lynchburg, Va.	3	3	840,611	1,111,893	578,764	3	2,375,458	2,183,063	192,375
Rochester, N.Y.	3	3	1,173,849	1,824,415	1,068,885	3	3,740,381	2,833,893	906,488
Sacramento—Stockton, Calif.	3	3	885,464	2,683,765	879,462	3	3,872,492	3,448,494	423,998
Salt Lake City—Provo, Utah	4#	3	914,616	1,131,844	1,179,469	4	3,231,691	3,047,416	184,275
San Antonio, Tex.	4	4	974,723	1,742,904	1,154,615	4	3,460,993	3,068,481	392,512
San Francisco—Oakland, Calif.	5#	4	3,314,164	7,504,311	4,601,479	4	13,955,409	9,859,346	4,096,063
Seattle—Tacoma, Wash.	5#	5	1,617,299	4,244,478	1,262,712	5	6,492,076	7,193,064	700,988CR
South Bend—Elkhart, Ind.	3	3	480,428	525,692	709,837	3	1,684,248	1,786,042	101,794
Spokane, Wash.	3	3	645,627	1,619,301	772,098	3	2,647,107	2,346,006	301,101
Springfield—Decatur—Champaign, Ill.	3	3	579,324	1,536,368	1,094,449	3	2,903,770	1,775,576	1,128,194
St. Louis, Mo.	3	3	2,363,634	5,453,855	2,251,673	3	9,004,497	7,385,435	1,619,062
Tampa—St. Petersburg, Fla.	3	3	934,146	2,118,666	1,247,914	3	4,057,190	4,374,501	317,310
Tucson, Ariz.	3	3	192,808	361,655	1,007,373	3	1,527,344	1,384,980	142,364
Tulsa, Okla.	3	3	1,032,122	1,580,509	1,055,425	3	3,491,221	3,073,266	417,955
Washington, D.C.	4	4	2,330,656	5,669,044	2,222,524	4	9,613,404	8,097,783	1,515,621
Wichita—Hutchinson, Kans.	3	3	792,049	1,541,439	1,003,271	3	3,004,219	2,792,450	211,769
Wilkes-Barre—Hazleton—Scranton, Pa.	4#	4	769,165	1,012,718	904,601	4	2,616,764	2,453,684	163,080
Youngstown, Ohio—New Castle, Pa.	3	3	465,359	778,562	442,020	3	1,626,313	1,464,211	162,102
Honolulu, Hawaii	4#	4	233,492	858,338	1,147,651	4	2,100,377	1,852,502	247,875
Wailuku, Hawaii	3	1				1			
TOTAL 78 Markets	268	260	\$113,576,943	\$277,651,461	\$136,686,486	264	\$490,340,600	\$374,817,802	\$115,522,798
Markets less than 3 stations									
TOTAL 191 Markets	254	241	\$ 33,398,123	\$ 67,489,455	\$ 44,505,333	250	\$138,991,737	\$116,541,826	\$ 22,449,911
TOTAL 269 Markets	522	501	\$146,975,066	\$345,140,916	\$181,191,819	514	\$629,332,337	\$491,359,628	\$137,972,709

► Split on expense tab ► Which kind profited - - which kind lost

BROADCAST EXPENSES OF 3 TV NETWORKS AND 514 TV STATIONS

TV STATIONS CLASSIFIED BY VOLUME OF TOTAL BROADCAST REVENUES SHOWING NUMBER REPORTING PROFIT OR LOSS [Stations Operating Full Year 1958 Only]

Type of Expense	Networks and Their Owned and Operated Stations	Other Stations	Total	Total Broadcast Revenues	Pre-Freeze VHF		Post-Freeze VHF		Post-Freeze UHF	
					Profit	Loss	Profit	Loss	Profit	Loss
Number of Networks	3	—	3	Over \$8,000,000	5	1	—	—	—	—
Number of stations	19	495	514	6,000,000-8,000,000	10	1	—	—	—	—
				4,000,000-6,000,000	9	2	1	—	—	—
				2,000,000-4,000,000	47	3	12	2	—	—
				1,000,000-2,000,000	21	2	44	7	2	1
				800,000-1,000,000	—	2	32	4	3	2
				600,000- 800,000	1	3	30	10	6	2
				400,000- 600,000	—	1	41	26	6	5
				200,000- 400,000	—	—	25	21	7	13
				100,000- 200,000	—	—	5	22	3	9
				Less than 100,000	—	—	1	12	—	14
Technical	\$58,008	\$69,696	\$127,704	Total operating full year 1958	93	14	191	104	27	46
Program	312,649	171,419	484,068							
Selling	27,020	46,994	74,014							
General and Administrative	42,046	130,252	172,298							
Total Broadcast Expenses	\$439,723	\$418,361	\$858,084							

MGM adds to the big new picture in CHARLOTTE



Ask yourself, where else in the Carolinas can you find so potent a line-up of audience builders? NBC, ABC, Paramount, Warner Brothers—plus the best of MGM, all on Charlotte's WSOC-TV! With this latest acquisition your choice of stations for selling America's 22nd largest tv-homes market becomes clear. Buy WSOC-TV...one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

BROADCASTING, August 17, 1959

THE MEDIA

TV REVENUE: \$1.03 BILLION IN '58

Income tops '57, but still ranks below record '56, FCC says

Tv's total revenues topped the billion dollar mark for the first time in 1958, the FCC reported last week in releasing 1958 financial figures for television.

Income was also up—by almost \$12 million over 1957, but still below the all-time high in 1956.

Other highlights of the report:

- Median profits for tv stations went up, but so did median losses.
- Three uhf stations grossed \$1 million or more in 1958.

Total broadcast revenues in 1958 amounted to \$1.03 billion. This compares with 1957's \$943.2 million and 1956's \$896.9 million.

Total tv broadcast income, before federal taxes, went up in 1958 to \$171.9 million, compared with 1957's \$160.0 million—but still below 1956's all-time high of \$189.6 million.

The 1958 financial figures cover the three networks and 514 individual stations.

The 1958 financial report for am and fm radio is not expected for another several weeks.

Television's income was split this way: \$77 million from the three networks and their 19 owned stations, \$94.9 million from 495 other tv stations.

Total network time sales amounted to \$424.5 million, national and regional advertising \$345.2 million, and local advertising \$181.3 million.

Commissions to agencies, representatives, etc., came to \$159.3 million.

Further revenues of \$172.2 million came from talent, of which \$161.8 million was attributed to networks and owned stations.

Expenses, amounting to \$858.1 million, were almost evenly split between the networks and their owned stations (\$439.7 million) and the 495 other stations (\$418.4 million).

A profit was reported by 311 stations operating throughout the 1958 year. Included in these were 27 uhf stations. A loss was reported by 164 stations.

Of the 32 stations operating part of the year, four listed profits, 23 losses and data was not available on five.

Included in the loss column were 14 pre-freeze vhf stations, 104 post-freeze vhf stations and 50 post-freeze uhf stations.

Of the stations reporting total broadcast revenues of \$1 million or more, 149 vhfs showed profits, 9 vhf losses. Two uhf stations whose gross revenues were over \$1 million reported profits, while one uhf in this category showed a loss.

Only seven out of the 107 pre-freeze tv stations had total revenues of less than \$1 million.

There were five tv stations—all pre-freeze vhf and all in the profit column—which had total broadcast revenues of over \$8 million each in 1958.

The median profits before federal taxes for all tv stations on the air for the full 1958 year was \$162,000, compared with 1957's \$150,000. Highest median profits went to pre-freeze vhf stations—\$930,000, compared to \$906,000 in 1958. Median losses for all 1958 stations was \$77,000, compared to 1957's \$72,000.

The value of tangible property of the 514 individual tv stations was given as \$522,774,000 at original cost and at \$293,767,000 at depreciated cost.

There was a total of 39,382 employees in tv in 1958. This was broken down as follows: fulltime, 34,265; part-time, 5,117. The networks employed a total of 12,760 people.

The following tv markets showed total broadcast income of over \$5 million in 1958: Boston, three stations, \$7.6 million; Chicago, four stations, \$8.4 million; Cleveland, three stations, \$5.5 million; Detroit, three stations, \$7.2 million; New York City, seven stations, \$23.5 million; Philadelphia, three stations, \$6.9 million; Pittsburgh, three stations, \$5.4 million (not all Pittsburgh tv stations operated for the full 1958 year).

Los Angeles, with seven stations, slipped in 1958—to \$4.3 million in total broadcast income. It was \$5.1 million in 1957.

Official 1958 FCC financial tabulations are given below pages 58 & 60.

► Facts and figures on televisions leading multi-station markets

INDIVIDUAL TV MARKET DATA—1958

TV Markets	No. of Stations in Operation	No. Reporting \$25,000 or More Time Sales	Time Sales:			Total Stations Reporting	Total Broadcast Revenues ²	Total Broadcast Expenses	Total Broadcast Income ³
			Networks	National and Regional Advertisers and Sponsors ¹	Local Advertisers and Sponsors ¹				
Albany-Schenectady-Troy, N.Y.	3	3	\$ 1,276,755	\$ 2,903,186	\$ 930,543	3	\$ 4,607,364	\$ 3,208,894	\$ 1,398,470
Albuquerque, N.M.	3	3	346,907	405,831	829,693	3	1,525,488	1,644,677	119,189CR
Altoona-Johnstown, Pa.	3	3	925,455	1,753,191	627,316	3	3,057,464	2,351,648	705,816
Amarillo, Tex.	3	3	363,859	532,081	873,151	3	1,736,794	1,876,236	139,442CR
Atlanta, Ga.	3	3	1,668,531	3,116,536	1,520,627	3	5,850,179	3,982,817	1,867,362
Austin, Rochester, Minn., Mason City, Iowa	3	3	279,158	471,982	611,695	3	1,377,971	1,108,794	269,177
Baltimore, Md.	3	3	2,130,080	4,192,395	2,280,870	3	7,806,468	5,668,458	2,138,010
Boston, Mass.	3	3	3,859,079	10,081,360	5,462,429	3	17,797,805	10,140,338	7,657,467
Buffalo—Niagara Falls, N.Y.	4#	4	1,629,381	3,810,010	2,866,859	4	7,563,662	4,986,372	2,577,290
Cape Girardeau, Mo., Paducah, Ky. Harrisburg, Ill.	3	3	433,547	801,368	310,572	3	1,400,356	932,326	468,030
Cedar Rapids—Waterloo, Iowa	3	3	686,301	1,282,058	356,340	3	2,282,995	2,185,876	97,119
Charleston-Oak Hill-Huntington, W.Va., Ashland, Ky.	4	4	1,059,146	1,465,708	1,069,364	4	3,607,081	3,599,811	7,270
Chattanooga, Tenn.	3	3	547,310	627,308	604,167	3	1,661,036	1,812,018	150,982CR
Chicago, Ill.	4	4	5,930,469	19,852,448	6,648,600	4	32,856,267	24,418,588	8,437,679
Cincinnati, Ohio	3	3	1,836,291	4,336,947	2,200,672	3	8,376,399	5,608,055	2,768,344
Cleveland, Ohio	3	3	3,505,129	7,328,300	3,075,011	3	13,833,908	8,277,622	5,556,286
Colorado Springs-Pueblo, Colo.	3	3	188,218	306,666	657,097	3	1,318,349	1,161,390	156,959
Columbus, Ohio	3	3	1,551,697	3,457,999	1,701,632	3	6,372,445	4,915,911	1,456,534
Dallas—Fort Worth, Tex.	4	4	2,095,245	3,607,315	2,934,456	4	8,175,805	6,609,658	1,566,147
Denver, Colo.	4	4	1,107,898	2,758,745	2,469,310	4	6,104,085	4,671,827	1,432,258
Des Moines—Ames, Iowa	3	3	1,539,682	1,793,169	561,280	3	3,024,135	2,901,498	122,637
Detroit, Mich.	3	3	4,159,148	8,729,106	4,262,891	3	15,897,967	8,673,495	7,224,472
El Paso, Tex.	3	3	300,269	617,262	790,978	3	1,700,086	1,750,841	50,755CR
Evansville, Ind.—Henderson, Ky.	3	3	422,132	539,875	540,297	3	1,425,156	1,508,241	83,085CR

CONTINUED

To Thousands of Americans:

THANKS FOR YOUR LETTERS!

By a 20 to 1 margin you back
our stand against more inflation



Shortly after the steel strike began, we published a statement in a number of newspapers across the country. It was headed "Steel Union on Strike for More Inflation."

We told you about the highly inflationary demands of the Steelworkers Union. We told about our unsuccessful efforts to avert a strike, and the various offers and proposals we made during the course of negotiations.

At the very end of the statement we asked for your comments.

Thousands of you took the time and trouble to reply. We very much appreciate your views.

By a 20 to 1 margin you supported our stand against inflation.

A few excerpts from typical telegrams, letters, and postcards are shown in the columns below. They came from union members, housewives, retired people, businessmen, professional men, farmers—Americans from coast to coast.

To all of you we pledge that we will continue to reflect the earnest hopes of this broad section of Americans that inflation be halted.

You have already told us how you feel. Why not tell Mr. David J. McDonald, president, United Steelworkers of America. His address is 1500 Commonwealth Building, Pittsburgh 22, Pa.

THE STEEL COMPANIES COORDINATING COMMITTEE

375 Lexington Ave., New York 17, N. Y.

This advertisement sponsored by
REPUBLIC STEEL
a member of the committee

Republic Steel serves the missile and rocket industry from nose cone to launching equipment. Republic is the world's largest producer of alloy and stainless steels, and is a major producer of titanium. Republic Steel also produces many of the basic materials and steel products needed at launching sites.

I am a skilled machinist with a great dislike for writing letters. But I think every American should answer your call . . . Hold that line.

Chicago, Ill.

. . . for the first time in my life, I am going to stop and write a letter expressing my opinion . . . Congratulations . . . don't let us down in this situation.

Hartford, Conn.

Please hold the line even if I get laid off.

Needham, Mass.

I have never gained anything from any of the former steel strikes.

Lebanon, Pa.

Wish the day would come soon when we can vote on management's proposals.

Homestead Park, Pa.

Although I am a member of the carpenters' union, you are 100 percent correct.

Butler, Pa.

For the sake of our country . . . do not sign another inflationary contract.

South Milwaukee, Wis.

. . . rather than further raises, why not consider a reduction in steel costs . . .

Fort Lauderdale, Fla.

Your decision to take a firm stand against inflation is the best news we have had for a long time.

Seattle, Wash.

Please stick to your guns—we cannot endure much more inflation.

San Diego, Calif.

Stick to it . . . I am a working man, too.

Fort Wayne, Ind.

Talking to the boys in the plant I have not found anyone who favors a strike.

Massillon, Ohio

My brother-in-law a USW member in Gary, Ind., agrees (with the companies) and he says the majority of his fellow workers agree.

St. Paul, Minn.

Is your definition of inflation more and more profits with fewer and fewer benefits?

Indianapolis, Ind.

I support your views even though a prolonged strike will leave me without a job.

Joliet, Ill.

I am a laboring man . . . I am convinced that this is the time to stand pat and let the labor bosses know they are not the only individuals to be considered.

Covington, Ohio

As a member of the armed forces I represent over a million who are seriously hurt by inflation.

Chenault AFB, La.

I am a small business man whose business is adversely and directly affected by this strike . . . I am ready to endure whatever inconvenience or hardship necessary, to bring about a return of the principle of honest and fair collective bargaining.

Johnson City, Tenn.

I am a farmer and the cost of labor and material has increased to the point where I can no longer keep my buildings, fences, etc., in repair.

Manitou Beach, Mich.

Use of the word inflation as a motive to refuse higher wages is wrong.

New York, N. Y.

I think you have been more than fair in this proposal.

Waterloo, Ia.

Your stand on steel strike impresses me as being only intelligent answer to best interest of not only our country but of the world.

Charlotte, N. Car.

Finally you have done what should have transpired long before to check inflation and its ultimate evils.

Los Angeles, Calif.

I would like to see and be a part of some action that would curb the power of a handful of union officials who are able to and do upset the economy.

Downers Grove, Ill.

I am a Union man . . . I do heartily agree with your stand.

Milwaukee, Wis.

Not one of our neighbors or friends is in favor of this present strike.

Gary, Ind.

Inflation today is a serious business.

Westbury, N. Y.

Inflation must be halted.

Salt Lake City, Utah

I am against anything that will add fuel to the fires of inflation.

Los Angeles, Calif.

It is perhaps unfair to ask you, the steel companies, to suffer a strike for the good of all of us, but then I think we and you prefer this stand rather than further government controls.

Milwaukee, Wis.

Ask your grocer if more millions of dollars for the steel workers wouldn't make business better? Well, I have asked them. The answer? Not if it's taken out of the pockets of other customers. Not if it means inflation.

Canton, Ohio

I am a member of the Utility Workers Union but do not agree with everything that is suggested by a union leader.

Warren, Ohio

Inflation is just as disastrous as war.

Akron, Ohio

You will become unpopular in some circles, but the American working man will have cause to thank you in the long run.

St. Louis, Mo.

It's high time the ordinary citizen was given a little consideration.

Comstock, Wis.

I am a working man and satisfied with wages provided living costs can be kept where they are.

Chicago, Ill.

Inflation is eating the very heart out of most of the old people. My social security was increased \$78 per year, but my home taxes went up \$84.66.

Cincinnati, Ohio

I strongly urge a stand against wage increases.

East Aurora, N. Y.

Stop . . . before we use a wheelbarrow of money to buy a loaf of bread.

Rockford, Ill.

I have great admiration for your courage and wisdom.

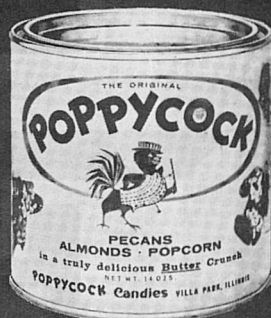
Deerfield, Ill.



**Trim your
tree with
Poppycock**

(the millionaire's popcorn)

**for only
\$92⁰⁰**



Poppycock, as every millionaire knows, is the most sumptuous thing that has ever happened to popcorn. We mix it with many times its weight in toasted pecans and almonds. Then gather it all together in a caramelized crunch into which tubs of creamery butter have been stirred, ever so gently, so as not to bruise the nutmeats. Poppycock is priced at \$2 a can. Forty-six cans for \$92 should trim a medium-size tree quite nicely. Or you can get two cans of this golden confection in a charming Christmas carol wrap, and gift a friend deliciously for \$4. Sold mostly in fancier food and department stores.

POPPYCOCK CANDIES, VILLA PARK, ILL.

**give
the moon and
n-m too**

Just ask for the moon, and we'll gift wrap it for Christmas. With every gift bond, 5.00 or more, we'll include a quitclaim deed to an acre of land on the moon, and for right now, all Neiman-Marcus from which to choose more out-of-this world gifts. In our free Christmas folder, or one of N-M's famous gift wraps .50.

At Preston Center, or Gift Bond Booth,
second floor, downtown

Neiman-Marcus

Honder

All About WCCK

A Manual of Policies
and Benefits in Effect
at WCCK AM-FM-TV.

WELCOME TO WCKK

WCKK has been in the business of entertaining and informing the people of Center City, and of providing a service for advertisers, since 1933. Since then we've covered fires, floods and tornadoes; we've broadcast music to suit all tastes, great sports contests and dramas; we've introduced people to their neighbors, and told them about their city and state; we've brought the world into the living rooms of the thousands of people who live and work in our coverage area.

We at WCKK think that broadcasting is a satisfying business to be in. Some people who started with us in 1933 are still with us. They have found WCKK a pleasant place to work, as have a great many others over the years. This has been true not just because of policies and benefits described in this booklet. It is because of the atmosphere at WCKK—an atmosphere of cooperation and friendliness which produces an effective team. We are proud of the work we do and of the enthusiasm and loyalty we have at WCKK-AM-FM-TV. We think that in a very short time you, too, will share this pride.

Robert T. Smith
President, WCKK

← This is the place
to start them
off on the right
note
with pride in
the broadcasting
business and in
the station

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A SHORT HISTORY

RADIO

Although there had been experimental radio broadcasts as early as 1892, regular broadcasts did not begin until after World War I. During the war the new "wireless" had been used for ship-to-ship and ship-to-shore as well as for ground-to-aircraft communication. The great enthusiasm of amateurs aroused a popular interest in radio.

By 1921 there were about a dozen stations on the air and these were joined by many more in the following year. As early as 1922 an experimental network of two stations broadcast the World Series. In 1926 the National Broadcasting Company started the first regular network with twenty-four stations linked together. Its first coast-to-coast hookup in 1927 broadcast a football game. In the latter year the Columbia Broadcasting System was organized. By 1930 the first round-the-world broadcast was made.

A Federal Radio Act was passed in 1912, but after the first World War, radio stations of all types and power took to the air in such large numbers that the Act was not sufficient to bring order out of the chaos that occurred and in 1927 a Federal Radio Commission was created, which had regulatory powers over radio generally, including the issuance of station licenses, allocation of frequency bands to various services, assignment of frequency to individual stations and control over station power. The Act also gave the Secretary of Commerce authority to inspect radio stations, examine and license operators and assign radio call signals.

The Communications Act of 1934 consolidated regulatory powers in one body, the Federal Communications Commission. The act also embodied the philosophy that radio frequencies and television channels are limited in number and are part of the public domain. Broadcast stations, therefore, were to be licensed in the public interest. However, the Act specifically

← Tell them a little bit about the broadcasting business. Here it is separated into two parts - radio and television - for easy use by stations operating in one or the other. You might want to add some information about your own station

forbade the commission to exercise censorship powers.

By international agreement, various nations are assigned identification call letters. In commercial broadcasting, the United States is assigned "K" and "W" as initial letters. Generally speaking, the letter "W" is reserved for stations operating east of the Mississippi River and "K" for those operating west of it.

Radio has been one of the most phenomenal American growth businesses and it is still growing. When World War II began, there were about 900 stations on the air. By 1947 this number had increased to 1,500. By 1957 there were well over 3,000 stations in operation and virtually every house had one or more radios. Advertising revenue had soared well past the half billion mark. In one generation, radio became a powerful influence in business, government and the lives of all Americans.

TELEVISION

*If your station →
is television only,
you may
want to
expand this*

Television is older than most people realize. Electronic discoveries of the late 19th and early 20th centuries opened the way for modern television broadcasting. In 1884, Nipkow, a German, patented a scanning disc for transmitting pictures by wireless. In our own country, Jenkins began his study of the subject a few years later. Rignoux and Gournier conducted "television" experiments in France just after the turn of the century. In 1915, Marconi predicted "visible telephone". Shortly after World War I, Zworkin applied for a patent on the iconoscope (TV camera tube), and two years later Jenkins demonstrated a mechanical TV apparatus. An experimental TV program was sent by wire from New York to Washington in a public demonstration in 1927.

Ten years later, seventeen experimental TV stations were in operation. The opening of the New York World's Fair was televised in 1939, as were the first telecasts of major league baseball, college football and a professional boxing match. Both the Republican and Democratic conventions were televised in 1940.

The birth date of commercial television is

generally set in the year 1946. In that year there were a handful of stations on the air, with advertisers spending less than \$1 million on the medium. By 1950, the number of stations had increased to over 100. They were served by four national networks. Total advertising expenditures amounted to a little over \$170 million. Ten years after its commercial beginning there were over 480 stations on the air, 37,500,000 sets in use, and over \$1 billion was spent by advertisers to display their wares in the living rooms of America. By 1957, there were over 500 stations on the air, 44.5 million sets in use and advertisers were spending about \$1.3 billion.

THE COMPANY -- A FEW FACTS

*Give them a few →
specific facts
about the station*

*Try to give →
"ownership"
a personal
flavor*

WCKK Radio and Television offices and studios are located in the Apex Building, Third Avenue and Main Street, Center City, Kansas. The radio and television transmitters are located on Signal Hill, three miles to the north of Center City.

Our telephone number is ADams 4500.

The stations are owned by the Apex Corporation, whose stock is principally owned by a number of local citizens including William Phillips, Esquire, prominent Center City attorney; Harold Stark, President of the First National Bank of Center City; Johnson Bishop, well-known Center City doctor; and Robert T. Smith, president and general manager of the stations. The radio station went on the air on July 15, 1933. Our television service was added on August 1, 1949.

WCKK-AM (amplitude modulation) is dialed at 1260. WCKK-FM (frequency modulation) is dialed at 96.9 megacycles. WCKK-TV is Channel 3. WCKK-AM and TV are a part of the network of the National Broadcasting Company.

The AM station is in operation seven days a week from Monday through Saturday, 6:00 in the morning until 1:00 A.M., and on Sunday from 8:00 in the morning until midnight. The FM station duplicates our AM schedule with some additions. The TV station operates Monday through Saturday 7:00 A.M. to midnight, and on Sundays from 10:00 A.M. until midnight.

OUR COVERAGE AREA

Center City, the county seat of Loma County, has a population of 34,000 people. It is a trading center for the surrounding area, which contains some of the finest wheat and corn producing land in the United States.

WCKK's radio signal is heard in a radius of about 60 miles from our transmitter. Our television signal covers a slightly smaller area. In this area, which includes the towns of Ardmore, River Bend and Westville as well as Center City, there are approximately 108,000 people.

← Many employees will not be residents of your city. Thus, you may want to expand this by telling them a little more about the history, geography and economy of your coverage area

WCCK -- HOW IT RUNS

Basic policy decisions for both radio and television are made by a Board of Directors of the Corporation. The operating head of both stations is the General Manager. Reporting to him are a Station Manager for Radio and a Station Manager for Television. The Station Managers are responsible for programming and sales in their respective areas. The engineering department is headed by a Director of Engineering, who reports to the General Manager and whose department provides technical services for both radio and television.

Although functions and job duties may be rearranged from time to time, the following indicates the present pattern of operation at our stations:

Radio Station Manager: reports to the General Manager, supervises and coordinates all activities of the radio station. Reporting to him is a Radio Program Manager whose department handles such radio programming functions as announcing, music selection, news service, script writing and traffic. Also reporting to the Radio Station Manager is a Radio Sales Manager, whose department is concerned with the sale of time and program material to local and national advertisers as well as with the related functions of copy writing, sales promotion and merchandising.

TV Station Manager: supervises and coordinates TV activities substantially similar to those handled by the Radio Station Manager.

Director of Engineering: reports to the General Manager, provides technical services for both radio and television involving operation, maintenance and repair of transmitter, studio and remote equipment.

General Administrative: various housekeeping and control functions are handled by several people who report directly to the General Manager. Among them are the Office Manager, who exercises general supervision over employees

performing clerical work, and the Comptroller whose department does the accounting work.

*Tell them how →
the organization
fits together —
and who
does what.
You might
want to add
a simple
organizational
chart*

*Be sure to
emphasize that the
pattern is not fixed.*

*If you have
combination jobs
it may be worth
mentioning them.*

GETTING STARTED IN YOUR JOB

It is always tough to start a new job. Things that are new often seem more difficult than they later turn out to be. Familiarity makes most jobs easier for all of us.

To help you get off on the right foot, everyone at our stations will be willing to give you a hand. Don't be afraid to ask questions. A couple of questions at the start may save a lot of headaches later on.

Your immediate supervisor will explain your job as well as general working procedures of the company. Look to him for instruction and advice. If something is bothering you sit down and talk it over with him. He wants to help you.

Policies and procedures at our stations are not elaborate. We don't want any more fixed rules than we need for effective operation, but we do want policies which will provide employees with what they need to perform their jobs easily and well. Here are some of the more important policies and procedures which will affect you as an employee of our stations:

← Make sure
that your
supervisors
know this is
expected of them.

YOUR PAY CHECK

Be as precise →
as possible in
this high-interest
area.

Tell them what →
all the deductions
are for.

If your state →
has an income tax,
you can explain the
details under this
section

Let them know →
about your own
contributions to
their welfare

This is important →
and often
misunderstood.

Every body is interested in how much he gets paid. At our stations we try to pay at least the going rate for the various types of jobs.

You will be paid on a semi-monthly basis . . . that is, on the 15th and on the last day of each month. When payday falls on a Saturday, Sunday or a holiday, you will be paid on the last preceding working day. Certain deductions, required by state and federal law, will be made from your pay check.

Federal Income Tax: The federal government requires the company to deduct your tax at specified rates from your pay. Rates are determined by your salary level and exemptions to which you are entitled. If there is a change in your exemptions while you are employed at WCKK, be sure to fill out a new withholding tax form.

State Income Tax

Social Security: The small box in your pay check marked "FICA" is a deduction made each month in order to provide a retirement allowance to you after you reach the age of retirement. WCKK matches the amount you contribute, the total being paid to the government for your retirement benefit.

Unemployment Insurance: This deduction, made under the unemployment compensation law of this state, provides benefits to you in case you are unemployed. WCKK also contributes a like amount to the fund.

Disability Benefits: This deduction is made to provide you with benefits in case you are totally or partially disabled. WCKK also contributes to this fund in your behalf.

Overtime: Overtime is paid to employees who are non-exempt under the Fair Labor Standards Act. The responsibilities and duties of your job as well as your salary rate determine whether you are classified as exempt or non-exempt in regard to overtime payments. WCKK

normally pays time and one-half the regular rate for hours worked in excess of 40 in any workweek. Special overtime pay formulas may be used with certain classifications of employees. Your overtime is computed on a quarter-hour basis with any fractional part of a quarter hour being considered as a full quarter hour. Any overtime earned will be included in the regular pay check.

Please remember that it is necessary to get approval from your supervisor to work overtime. This does not mean that you should not work overtime in emergencies. The station should never be allowed to go off the air; nor should any programming failure be allowed to occur because overtime has not been cleared.

Talent Fees: When a client requests and pays for specified talent for out-of-stretch work, it is WCK's custom to pay a talent fee. Talent employees will be advised of the details of this arrangement when they are hired. WCK does not pay talent fees for work inside of stretch in addition to regular salaries or wages.

Christmas Bonus: In the past few years, WCK employees have received a Christmas bonus. The granting of the bonus depends on the success of the business during the preceding 12 months.

Some managers prefer not to mention these items
(They may cause trouble however, unless they are understood)

← If you have a wage plan spell it out here.
Let them know about wage increases and promotions, if your policy is definite enough to put down in writing.

SOME WCKK BENEFITS

WCKK believes in providing its employees with as much in the way of benefits as business conditions will allow. We think that these benefits contribute to both the happiness and the security of our employees. At the present time the following benefits are in effect:

*Modify this →
to suit your own
policies -
Note that many
policy points
are covered.*

Vacations: The normal vacation period is from April 1 to October 31 inclusive. If you have been employed at the company for less than 6 months as of April 1, you are entitled to one week's vacation. If you have been employed by WCKK for 6 months or longer as of April 1, you are entitled to 2 weeks' vacation. Those employees with 10 years' service as of April 1 are entitled to 3 weeks' vacation. If you are a temporary or part-time employee, your vacation credits will be accrued on a pro-rata basis. Because WCKK believes that vacations are necessary for rest and relaxation, it will not be possible to carry over any portion of your vacation into the next year. Split vacations and vacations outside the regular vacation period may be permitted after discussing the matter with your supervisor. If a holiday falls during your vacation period, one day may be added to your vacation.

*Make this as →
definite as
possible.
It will prevent
misunderstanding*

Holidays: Broadcasting is a 7-day-a-week business. Thus it is not possible to shut down the stations on generally recognized holidays, although an effort is made to keep holiday work at a minimum.

Employees who work on the following holidays will be paid at time and one-half their regular hourly rate: New Years Day, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas. Where an employee is given a holiday off which falls within his regular workweek there will be no reduction in weekly compensation.

Group Life Insurance: WCKK has worked out, in conjunction with the Acme Life Insurance

Company, an excellent group life insurance plan which has liberal benefits at low cost. You will receive a booklet which explains in detail the workings of the plan.

Group Hospitalization: WCKK pays the premium on a policy which covers you for certain types of medical expenses under the Blue Cross and Blue Shield plans. Family coverage at reduced rates is available to employees who desire it.

Sick Leave: Our company has always tried, as far as possible, to take care of employees who are out because of illness. At least 2 weeks of sick leave will be granted to all employees who have 6 months or more of service. Additional sick leave will be granted in special hardship cases. The company reserves the right to require a physician's certificate in the event of sickness.

If you sponsor
employee activities
← such as a
softball or bowling
team, you may want
to mention it.
You might also tell
them about
Christmas Parties
or picnics.

← If you have a
pension plan,
you may want to
mention it.

SOME GENERAL WORK RULES AND PRACTICES

*Keep them →
short and sweet.*

*This is →
particularly
important in
broadcasting.*

*Break the news →
that this is not
a 9 to 5
business.*

Too many inflexible work rules are hard for employees to abide by and difficult for management to enforce. We don't want a long list of rigid requirements, but we think it is helpful for everybody if a few things are spelled out. Here are some of the major points:

Absence from Work: Should illness or an emergency make it impossible for you to report for work at the scheduled time, it is very important that you notify your supervisor as soon as possible. In our business, where we are required to meet repeated deadlines, the absence of one person in the chain may cause serious problems for WCKK.

Your Working Schedule: Since WCKK is on the air 7 days a week and nearly 18 hours a day, not everybody is on the same working schedule. The working schedule is arranged to give you the most desirable hours consistent with WCKK's operating requirements. When it is necessary to change schedules, we'll give you as much advance notice as possible. Our regular workweek is 40 hours and we do our best to give our employees 2 days off. Lunch periods are ordinarily one hour in length.

Outside Employment: Because broadcasting is a business that is very much in the public eye, some control over employees' outside activities is necessary. If you want to work part-time somewhere else, please discuss the matter with your supervisor or with the General Manager. Permission to take on such outside employment will be granted whenever possible.

Smoking: Smoking is permitted in the general offices of the company. For safety reasons, smoking is prohibited in the studio sections and in the control rooms.

Station Property: Under no circumstances take equipment, supplies or any other property belonging to WCKK from the premises without

approval from your supervisor. We have to be quite strict about this rule.

Housekeeping: Since many visitors and clients come to our offices and studios each working day, it is important to keep WCKK neat and attractive. Before leaving, we ask that you clear the top of your desk, cover all equipment such as typewriters and calculating machines, lock your desk and file cabinets, close your windows, turn off your lights and fans.

Telephone Etiquette: The public at large are the people we do business with every day. When we come in contact with them through the telephone, let's be as courteous and considerate as possible. This is important. Remember that many people do not know or understand the details of our business and, at the same time, they are vitally interested in what comes into their living rooms. Every caller is a potential listener or viewer. When you answer the telephone, you and WCKK are speaking.

Relations with Clients: From time to time you will come into contact with a prospective advertiser. Do all that you can to command his respect and confidence and to build a good relationship between our company and him. Please do not at any time quote the cost of advertising or state station policies on controversial issues. If a prospective advertiser approaches you for such information, always turn the prospect over to the Sales Manager, a Station Salesman, or the General Manager.

Studio Areas: When it is necessary for you to enter a studio area, please do so as quietly as possible. Unless it is absolutely necessary, never enter a studio that is on the air. It may upset the announcers, performers, or directors, and may create noise which will go out over the air.

← If private phone calls are a problem, you might want to ask them to keep these calls to a minimum.

There may be more rules to be added.
/ Try not to make the list too long.

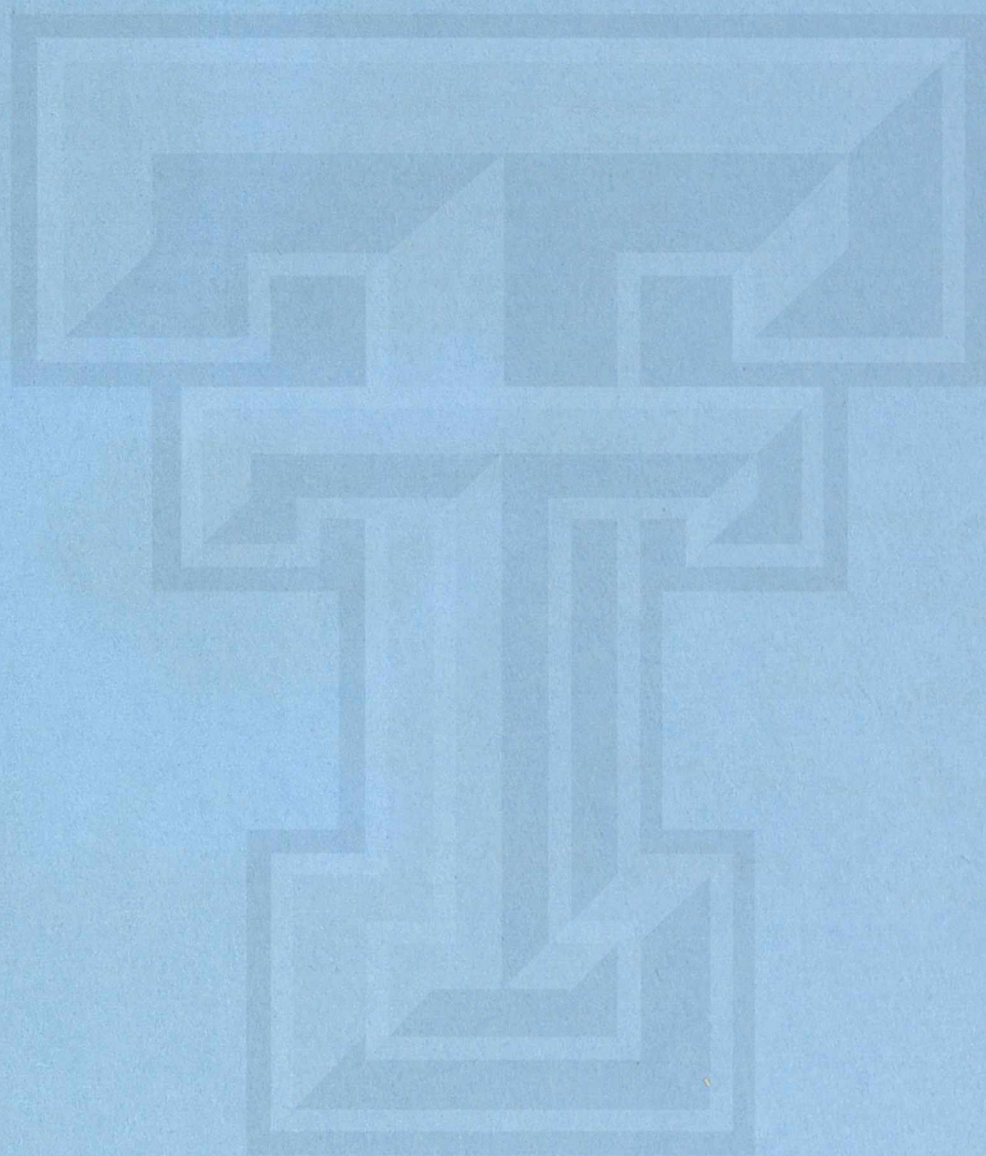
LEAVES OF ABSENCE

Leaves of Absence Without Pay: Leave of absence without pay may be granted at the discretion of the Station Manager after discussing with him the reasons which make it necessary.

Leaves of Absence for Military Duty: Employees on the regular payroll who are called or volunteer for military service will be granted leave of absence without pay for such period of service. When an employee is called for reserve corps or national guard summer training, WCKK will pay the difference between an employee's regular pay and his pay in the service after his vacation leave has expired.

Maternity Leave: Maternity leave without pay up to six months will be granted to regular employees. An employee may not work after the seventh month of pregnancy and may not return to work within two months after the birth of a child.

*If you have a
policy on leave
for jury duty
or death in the family,
it can be covered here. →*





Employer and Employee Relations Department


National Association of Radio and Television Broadcasters

1771 N Street, Northwest

Washington 6, D. C.

More

Gordon



...Less YAK!

KONO RADIO **860**

11 90

Kawa

or

1

More Music



...Less YAK!

KONO RADIO 860

11 90

Gordon II

om the Grassroots

that, Mr. Harrison from April 1952 was national sales manager of WSM Nashville. A native of DesArc, Mo., the ABN sales vice president graduated from the U. of Florida in 1942. One of his first jobs in radio was in February 1951 with Brown Radio Productions, Nashville, where he was sales manager of transcribed shows.

Stephen B. Labunski, vice president in charge of programming, came to New York from WDGY Minneapolis, where he was vice president and general manager. He had been with the station since January 1956. Before joining WDGY, Mr. Labunski was an account executive at WHB Kansas City from July 1954. He also served as an account executive with KCMO Kansas City and as commercial manager of KUDL Kansas City.

Edward J. DeGray, vice president in charge of stations, is the only



Thomas C. Harrison



Stephen B. Labunski



Edward J. DeGray

member of the top echelon whose experience was primarily gained from networks. Mr. DeGray was named national director of station relations for the network in October 1955 and was elected a vice president in February 1957. Before that most of his business experience was with CBS, from 1937 to 1955.

At least two other "new" members of the ABN team are from the station side. Ray Eichmann, director of sales development and research, formerly held a similar post with John Blair. And Irv Lichtenstein, director of promotion and exploitation, was formerly vice president of WWDC-AM-FM Washington.

ming and sound to harmonize with the network's. To implement this, ABN has acquired the services of the top musical production team of Austen Croom-Johnson and Eric Siday. Their primary job is to create a "distinctive musical identity" for the network and its owned stations. They not only assist in the presentation of live music programming, but also aid in audience promotion and network identification.

The services of these musical consultants are also available to ABN affiliates.

An example of the way ABN stations are blending their programming with that of the network's can be seen at KING Seattle. The station built a one-hour and five-minute news show around the new John Daly evening program. It is called KING's *Full Report* and runs from 6-7:05 p.m. Featured are local news, the sports page, fishing highlights, weather, Mr. Daly and other network news shows.

As a group, ABN affiliates have turned up substantial support for the network's new look. The number of affiliates are down slightly, from 330 a year ago to about 305 today. At the same time, ABN has added from 25 to 30 new stations. And not one affiliate has dropped out since the start of the new programming in October. There is virtually complete coverage in the top 100 markets, with the possible exception of Salt Lake City.

The problem of station clearance is still a knotty one, but is expected to be solved with the signing of additional advertisers.

The ultimate goal of ABN is first place—as opposed to its present third-place spot. In its drive to achieve that mark, the network is carrying a vastly increased overhead, estimated at more than 50 percent over what it was before the programming changes took place. In fact, its weekly costs are estimated to be running about double that of the first-

place network.

But in addition to advertiser support, the network has been encouraged by what little evidence it has available on audience reaction. In many markets, ABN is ahead of its previous position. In others, it has at least held its own. Overall, there has been a substantial upgrading in the network's status.

One of the criticism's leveled at Bob Eastman in bringing about this change is that his programs have a certain "sameness." Significantly enough, the ABN president welcomes this barb. For what he is trying to achieve is a certain recognizable sound for all his programs and his network.

The challenge of re-doing an enterprise of this scope is as considerable as the effort and money involved. As Mr. Eastman sees it, "The job of liquidating our very substantial investment is not an easy one, but it is a very exciting one since we have so much to offer." •••



WXYZ DETROIT PERSONALITY, Paul Winter, visits agency executives dressed in keeping with his show "Sunday Best." He presented them with carnations, and played a special presentation disc of his program. Pictured left to right Paul Winter, Theda Meltzer, agency receptionist, W. B. Doner, president of W. B. Doner Agency, and Doug Campbell, sales representative.

A Quick Glance At People, Places And Events Around Radio-Land



KYA SAN FRANCISCO'S new remote car is tested by station's disc jockey, Hawthorne. Car is short-wave controlled and equipped for direct voice contact with the bay station.



QUEEN DIANE GYNAN greets subjects lining Potomac for WTOP Washington Water Thrill Show, promoted by station's Bill Wiggins. Pretty girls, acrobats and speed boats attracted 75,000 persons this past summer.

KISSES DONATE KISSES to public in celebration of KEX Portland, Ore.'s first Independence Anniversary. Station's "Solid Seven" disc jockeys adopted girls a year after Westinghouse Broadcasting Co.'s station changed to music and news. Kisses are candy.



LADY WINS \$600 for identifying 16 sponsors after listening to commercials with brand name blanked out. Howard S. Kester, vice president and general manager of WLOF Winter Park, Fla., presents check to Mrs. Peggy Zeak, winner of station's "Free Living Expenses" contest. On left is Mrs. Zeak's daughter.



LOW CONTESTANT WINS \$100 check from KLZ Denver's weatherman, Warren Chandler. Mrs. Gretchen Jones guessed the lowest Thanksgiving Day temperature. More than 2,500 persons participated in the contest. Watching are local merchants who sponsored event. Left to right, Murray Kirschman, M. B. Savage, Richard Kailey, E. B. Speer and June Thompson.



BRISTOL-MYERS BUYS NBC, making firm largest drug advertiser on network. Discussing deal are (left to right) Matthew J. Culligan, vice president in charge of radio network; Donald S. Frost, director of Bristol-Myers' advertising; Lee Bristol Jr., firm's public relations director, and William K. McDaniel, vice president of NBC radio network sales.



FAST ONE PULLED by WIP Philadelphia at the Radio and Television Executives Society annual Christmas luncheon in New York. Station hired Santa Claus to parade up and down in front of entrance carrying sign which read, "Beware of Imitations—buy WIP radio, Philadelphia." Enjoying stunt are Edward Petry, president of Edward Petry Co., national sales representative for WIP; Mr. Claus, and Benedict Gimbel Jr., WIP's president.

Join ^{THE} MARCH OF DIMES

*They need
YOU!*



THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER

iven community." An embassy official stated that the Russians feel the same way and that he would see that a series of programs was produced and sent to WADS or WDSU. The shows will be in English and simplify community programs as heard in Russia, it was reported. Mr. Byrnes has offered to send locally produced programs in public health, housing, highway safety, etc.

KYW-AM-TV 'Party Package' featured as Summer Promotion

KYW-AM-TV Cleveland is integrating programming, product promotion and public service in its summer promotion campaign, "Party Package." The idea came after meeting with the Parent-Teachers Assn. and other organizations which pointed out there is a need to show parents and children how to enjoy themselves as a family unit at home and away, KYW reports.

The Party Package programs will be held at a different shopping center in the Cleveland area throughout the summer and will feature station personalities, leading recording artists and music. No admission charged to attend the party, but everyone asked to contribute food, toys, candy or clothes so that "those less fortunate can also enjoy a Party Package." All of the items collected will be turned over to orphanages.

The first of these summer programs was held this month by KYW-AM-TV and the station reported 7,500 attended the two-hour performance. Over 50 cartons of clothing, toys and food were collected. The items collected were placed in a large truck decorated like a package and were distributed to the orphanages. The truck will be in the vicinity of each Party Package location one week before the event and on the night of the program to collect the items.

KYW stations encourage people to bring advertised products to each party and a contest is being held to offer viewers and listeners an opportunity to win prizes for stating why each advertised product is preferred.

In addition, the stations are using merchandising tie-ins, billboards and car cards.

MORE Advertisers Win Contracts

KORE Eugene, Ore., recently concluded a "Do-It-Yourself" advertising campaign contest with the awarding of seven prizes. KX prepaid contracts, for excellence in as

TAXMAN'S WINDFALL

Revenue collector Frank G. Knaus is wondering how he is going to convince his children that money doesn't grow on trees. As a faithful follower of WDSU-TV New Orleans' "\$1,000 Treasurer Hunt" clues, he took advantage of a day off to follow a hunch. It paid off when he located the \$1,000 certificate tied to a tree in a local park.

Questioned as to how he planned to spend his prize the man from Internal Revenue Service replied: "First I'll have to figure the tax and pay it. . . ." An item high on the list was a new tv set.

many categories, were presented to sponsors for advertising programs prepared by and for themselves. The special grand award, an expense paid trip to Hawaii aboard the *S. S. Leilani*, was won by Mr. and Mrs. W. R. Hagebush of Figurama Inc.

CBS Tells 'All About Women'

A brochure entitled "All About Women" has been issued by CBS Radio Spot Sales that details the earning power of women, the influence they have on buying, when and where they listen to radio and when they shop, in addition to other information. The study credits women with 92% of all grocery purchases, 79% of family auto purchases and 75% of all radios. It also states that 93.7% of housewives and 94.7% of the single working women listen to radio each week. The study lists the stations CBS Spot Sales represents and the number of radio homes in each basic service area.

KJIM Mails Out Rock and Roll

KJIM Fort Worth, Tex., in a move to publicize its new music programming mailed rock and roll records to advertisers and agencies to emphasize that the station is through with it. From now on, KJIM reports, it is "Music for Adults." "Only pleasant, familiar music that doesn't jar the senses" will be played.

KVAR (TV) Viewers to Sleep More

When KVAR (TV) Phoenix, Ariz., shifted the starting time of its late movie to the earlier time of 10 p.m., the station placed newspaper ads based on tv commercials. Viewers responded to messages that read, for example, "A Doctor Speaks (A Dramatization)—The early late show is prescribed as a health measure, allowing viewers to see a good picture and still get a good night's sleep. . . ."

WAVE Inc. Commissions Opera

WAVE Inc. (WAVE-AM-TV Louisville), has commissioned a new opera to be simulcast when the stations' new radio and tv center is dedicated in 1959. WAVE-AM-TV granted \$25,000 for the opera and a composer will be selected by a committee headed by Moritz Bomhard, director of the



HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

*So close at hand
So very good*

Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.



HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre

A HAZARD THAT NEVER SLEEPS

A daily occurrence —
Radio and TV Stations
are accused of

**LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION**

through act of station,
staff, announcer, speaker,
talent, commentator, sponsor.

THE SPOKEN WORD IS MASTER!

**BUT you can
INSURE**

against embarrassing loss
by having our unique

Excess Policy

at amazingly low cost.
Write for details and rates

**EMPLOYERS
REINSURANCE
CORPORATION**

21 WEST TENTH STREET
KANSAS CITY, MO.

New York,
107 William
St.

Chicago
175 W.
Jackson

San Francisco,
100 Bush
St.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS

50 EAST 58TH STREET
NEW YORK 22, N.Y.

ELDORADO 5-0405

ALL INQUIRIES CONFIDENTIAL

Kentucky Opera Assn. It will be produced and recorded by the association and will be one of the recording series released by the Louisville Philharmonic Society. Construction of the radio-tv center will start this summer.

Talkative Women Make News, Draw Crowds for WTIK Account

An announcement over WTIK Durham, N. C., that a woman had talked for 53 hours, 11 minutes, to win a cash prize from a Jacksonville, N. C., furniture store, goaded the station's listeners to call in to maintain they could do better.

So WTIK arranged for the local branch of McMillan's Furniture Co. to sponsor a contest similar to the one its Jacksonville branch had run. The company offered \$1,500 as first prize plus a \$500 consolation prize to the woman who could break the previous record. The first two of the 27 entries that were received started talking at the store at 9 and 9:05 a.m. June 16. Two other women who applied were kept in reserve. WTIK had permission to switch to 24-hour operation to air five-minute commentaries every half-hour.

At 2:11 and 2:16 p.m. respectively, last Wednesday they had spoken continuously for the specified 53 hours, 11 minutes and were still going strong. During the promotion the station reports the store was continually crowded, newswires telephoned in for reports and photographers from NBC-TV photographed the contestants for Dave Garroway's *Today* show.

According to the station's latest report, one of the ladies has established a new record—72 hours and 3 minutes of continuous patter.

KDKA Gives Audio for Telethon

KDKA Pittsburgh program manager Guy S. Harris worked out a "companion programming" plan for carrying the audio portion of the Variety Club telethon on KDKA-TV June 21. KDKA covered the event from its own studio adjoining the tv center. The am personalities reported on the progress of the fund raising drive for Camp O'Connell, a summer home for handicapped and underprivileged children, and interviewed the telethon stars.

WDBJ-TV to Give Russian Course

WDBJ-TV Roanoke, Va., will inaugurate its Russian language instruction series July 5 at 6 p.m., under the title *Russian—So to Speak*. The half-hour classes will be taught by George Solonevich, a local freelance commercial artist born in Russia and a specialist in scientific and space subjects. WDBJ is considering a request that the series be made available for college credit.

WTVJ (TV) News V. P. Honored

Ralph Renick, vice president in charge of news, WTVJ (TV) Miami, Fla., was honored for his tv newscasting May 29 when the South Beach Men's Club declared "Ralph Renick Day on Miami Beach." A day-long program ended with a testimonial dinner meeting for club members.



WHEN the call letters of WECT-TV Wilmington, N.C., were changed from WMFD-TV in February, the station decided to use a Pirate Girl trademark to promote its coastal coverage area. Martha Rae Williams, Myrtle Beach, S. C., was selected during an April contest to pick the Miss WECT-TV Pirate Girl. The 23-year-old, 5 ft.-9 in. (37-24-37 in.) title winner now is serving as official representative of WECT-TV at festivals and celebrations in the Carolinas. The station also uses ID slides showing Miss Williams in her pirate suit. She was awarded a \$500 wardrobe and a week's vacation for two at one of the coastal resorts.

Best Letters Win Wedding Music

WHDH Boston has been conducting a June promotion, called "Play at Your Wedding Contest," in which couples planning marriage this month may win the services of Ray Dorey and the WHDH Orchestra. Contestants are required to write a letter, stating why they would like the orchestra to play at their wedding. The best letter each week receives the services free of charge. One winning couple, according to a WHDH spokesman, answered the question with a one-word response: "poverty."

WDRC Offers Space Age Map

WDRC Hartford, Conn., is jumping on the space-age bandwagon with an offer of a Rand, McNally & Co. "Space Age News Map." The map costs a dollar in stores, but WDRC is offering it to listeners for 25¢. The station reports that it will handle the map exclusively in its area as a public service. The map gives information on new weapons for the space age, establishment

of a satellite orbit, the earth satellite program, the generalized orbit of the Explorer, a polar map of world affairs, and gives relative diameters of the planets with the sun.

Shoe Sponsor Finds Tv Success By Making Personal Appearance

Appearances on KVTU (TV) Sioux City, Iowa, have made a local celebrity of H. O. Rasmussen, manager of the Diamond Shoe Store, a sponsor of the weekday program, *Kids Korner*, 4:30-5 p.m. The station reports children and grown-ups now go to the Diamond store so they can buy their shoes from Mr. Rasmussen who appears twice weekly on the show as "Mr. Hi, the old shoe professor who knows everything about shoes." Program host Jim Henry (Canyon Kid) follows up the sales talk by advising viewers to visit the store.

Mr. Rasmussen calls the tv advertising campaign, "a terrific success." His success story was printed in *The Commentator*, monthly journal published by the International Shoe Co., St. Louis.

WCKT (TV) Issues Brochure

WCKT (TV) Miami has issued a 37-page brochure entitled "In the Public Interest" which explains its operations and policies. The booklet lists the NBC shows WCKT carries; public service programs and projects in civic affairs, world affairs, agriculture, education, government, health, charities and religious series. A chart featured in the brochure credits WCKT with 6,286 public service announcements last year. In addition, the station lists 154 of the agencies that shared in public-service broadcast efforts during the year.

KFMB-TV Celebrates Birthday

When KFMB-TV San Diego celebrated its ninth birthday May 16, ceremonies on the *Early Show* featured Beverly Jean Shorrs, who was selected "Miss Ch. 8" when she was born a few minutes after the station went on the air in 1949. She was presented with her first watch by Bob Dale, host of the show and Monte Hall, station's western personality, gave her a \$100 Savings Bond on behalf of KFMB-TV's staff and management. Miss Shorrs has received a bond from the station every year since her first birthday.

Stamp Cancellation Honors CKCH

The 25th anniversary of CKCH Hull, Que., received free advertising this month from its competitors. Postal authorities at Ottawa, Ont., and Hull, twin cities divided by the Ottawa River, used a special cancellation early in June marking the CKCH 1933-58 milestone, and the 45th anniversary of the daily newspaper *Ottawa Le Droit* 1913-58. The cancellation was used on metered mail from the Canadian Broadcasting Corp., which operates CBO, CBOT (TV) and CBOFT (TV) all Ottawa and covering the Ottawa-Hull area.

use
CHANNEL 4-SIGHT

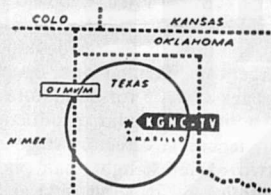


No need for telescopic vision to see the results you will reap from the use of Channel 4 on the great Golden Spread. More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw

Aural 50 kw

Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4

AMARILLO,
TEXAS

CONTACT
ANY
KATZ MAN

✓ Please make me a mimeo of this article. place in policy book. 10 copies each station



Coming into full bloom!

Sometime during May, the folks living in the captive market of Wenatchee, Washington, will witness the annual blooming of the apple trees. These blossoms will result in a multi-million dollar crop for Wenatchee, making it the "Apple Capital of the World."

This apple crop helps give the Wenatchee area a per capita income 16% above the national average, and a sales performance figure 160% above the national average . . . IN A MARKET NON-PENETRABLE by other stations because of the surrounding curtain of 7,000 to 9,000 foot mountains.

YOUR SALES RESULTS WILL BLOSSOM, TOO . . . WHEN YOU BUY STATION KPQ



**5000 WATTS
560 K.C.
WENATCHEE
WASHINGTON**

REGIONAL REPRESENTATIVES
Moore and Lund, Seattle, Wash.

NATIONAL REPRESENTATIVES
Forjoe and Co., Incorporated

AGENCY AD LIBS



by Bob Foreman

Lew's dream media salesman

A bunch of the boys were whooping it up in a Madison Ave. saloon and there with the rest was a gent named Lew who had been in the media end of the ad business since the days when agencies contracted for space as cheaply as possible and brokered it out to advertisers for whatever they could get. Lew was a media man who'd been in both print and time buying and now was buying tv programs as well. So he was on familiar ground when he started to talk about the varied sales approaches he'd been exposed to and the myriad personalities who had made the pitches.

This is a rather commonplace *tour de force* for folks on the agency side of the fence and might lead you to suppose Lew was sitting there, in his great wisdom, tearing down those folks who must face up to the terrifying proposition of presenting their wares to that flip, glib, cocky group which buys what-have-you in an agency.

Far from it. Upon even the slightest amount of reflection, even the dullest or most hardened among us was aware that he, too, is a salesman, whether it be of ideas, film, time spots or merely himself. Thus, let me assure you, Lew was in a sympathetic frame of mind when he started to paint a portrait of his favorite salesman.

Lew's top boy calls for an appointment rather than appear

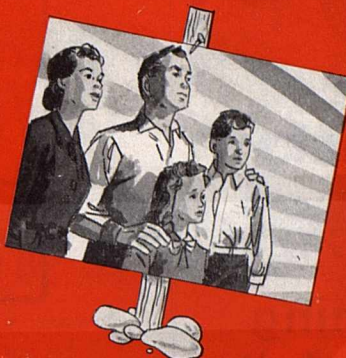
(Please turn to page 64)

How the dream media salesman operates:

1. He makes an appointment and arrives on time for it or even a little early. Never pops in unannounced.
2. He keeps his sales pitch short and relevant. He speaks from the buyer's point of view as much as possible.
3. He never reads the presentation verbatim, but gives the prospect credit for a brain of his own and let's him read it.
4. He presents his point of view without knocking others or bullying the prospective buyer with any kind of threat.



THE FRANK LUTHER FUN SHOW . . . Frank Luther, nationally popular entertainer, brings enjoyment to children from 6 to 96 . . . fully recorded with songs—many created specially for this show, plus jokes, limericks, "mail-pulling" ideas and guest stars.



GREAT DAYS WE HONOR . . . 15 minute, fully recorded show for 39 important holidays during the year. 10 Catholic holidays, 10 Jewish, 10 Protestant and 9 Patriotic holidays. Ideal for institutional type advertisers. Ray Middleton, Henry Hull, other well known personalities.

It's our Platinum Anniversary . . . we're 20 years old, and to celebrate we're adding 8 new sponsor-selling, platinum-studded features to our service.

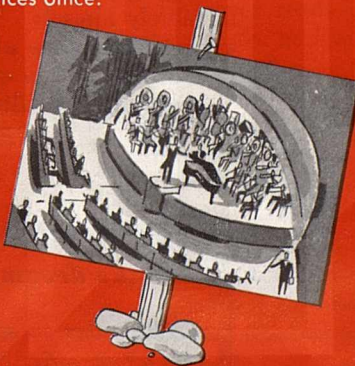
For the past 20 years our Library Service has been growing bigger, better, and more profitable for our subscribers. The broad range of 25 different shows, complete continuity service, sponsor-selling recorded sell-effects, voice tracks, sales clinching brochures, new big local time selling merchandising plan, other selling aids, and 52 new releases each and every month . . . all this gives RCA Thesaurus subscribers the most profitable program service in the industry. For example, due to tremendous success of two of our shows, we are increasing the popular Freddy Martin and Sammy Kaye programs from 3 broadcasts a week to 5. Stake your claim to the lion's share of your local advertisers' dollars by using the one Library Service that's king of them all! Write, wire or call, today your nearest Recorded Program Services office.



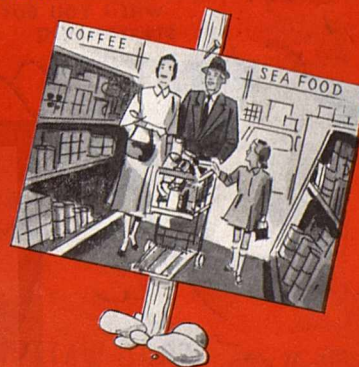
SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . a great new local radio time selling merchandising plan. Builds sales and listeners.



PRESENTING THE STATESMEN QUARTET . . . A popular, talented group brings favorite gospel type singing to your listeners. ½ hour, once a week.



CONCERT ON THE MALL . . . This rich, lush sounding band plays everything . . . from "South Pacific" medleys and traditional marches to symphonic and popular types of music. ½ hour, once a week.



WEEKEND SHOPPERS' SPECIAL . . . This new show was designed to give stations a program with strong appeal to sponsors who want to sell to weekend shoppers. Ideal for participations. Once a week, 30 minutes.

630 Fifth Avenue, New York 20, N. Y. — JUDson 2-5011
1016 N. Sycamore Ave., Hollywood 38, Cal. — HOLLYwood 4-5171

522 Forsyth Building, Atlanta 3, Ga. — LAMar 7703
445 N. Lake Shore Drive, Chicago 11, Ill. — WHItEhall 4-3530
1907 McKinney Avenue, Dallas 1, Tex. — Rlverside 1371

INDIANA'S
SELL
STATION



**NEW POWER!
NEW SOUND!
NEW SPOT —
950**

WXLW sells because Hoosiers are sold on WXLW! And now, with an all new 5000 watts of power, the finest sound transmission in the state, and a new location on Indiana radio dials, WXLW saturates the state's multi-million dollar central and southern markets. Dawn-to-dusk WXLW gives listeners what they want: music all day long and news every half hour. Yes, Indiana's top personalities and mike salesmen keep 'em buying. More than a million new Hoosier clients are listening!

**TELL THEM
ABOUT IT
— ON
WXLW!**

"ASK YOUR
JOHN PEARSON MAN!"
WXLW
INDIANAPOLIS
THE HOOSIER STATE'S
"GOOD-TIME DAY-TIME STATION"

AGENCY AD LIBS



(Continued from page 10)

suddenly in the lobby and when he calls, it is because he has something of specific interest.

When he makes an appointment for a certain time he appears on time. In fact, sometimes he's even three or four minutes in advance. This alone puts him in a class by himself.

Lew's favorite salesman has no repertoire of jokes and he's completely inept at long-winded and irrelevant prefaces.

According to Lew, when this salesman is in the office with him, Lew feels that the fellow gives him credit for having half a brain or even better. This is as pleasant as it is unusual.

He has the habit of speaking from your point of view, not from his own.

Every word he utters is strictly relevant. If he happens to be working from a canned presentation all nicely printed up and handed to each salesman, Lew's pal eliminates the irrelevancies as he goes through the pitch. This shows he knows what it's about and to whom he's talking. A novel tack indeed!

He never reads what's on the presentation *verbatim*. In other words, he assumes the prospect can read. He uses the printed word as a point of departure and elucidates thereupon. As a result, Lew says, his favorite guy never sounds as if he had been handed the presentation at 9:30 a.m., pushed out the door and had to deliver it at 9:32—seeing it for the first time as he did so.

Lew's dream man avoids artifice, sham and cornball whimsy. He doesn't employ the Stanislavsky method of appearing smooth, saccharine and friendly. He's all business.


Brevity is the essence of every presentation he makes. He knows that where there is interest and more time is needed, he'll be asked to stay and take more time.

And here are the final clinchers:


This man, said Lew, never, never says to you he's covered the boss who was highly in favor of the idea already. (This implies with all the subtlety of a meat cleaver that you, you jerk, will lose your job if you don't agree.)

He never says: all the other agencies, or stations, or what-have-you, are dying to buy this so you'd better hurry. And Lew's boy always avoids knocking what is presently being done.

This is quite a guy Lew had in mind. We all wished he would get around more. ★ ★ ★



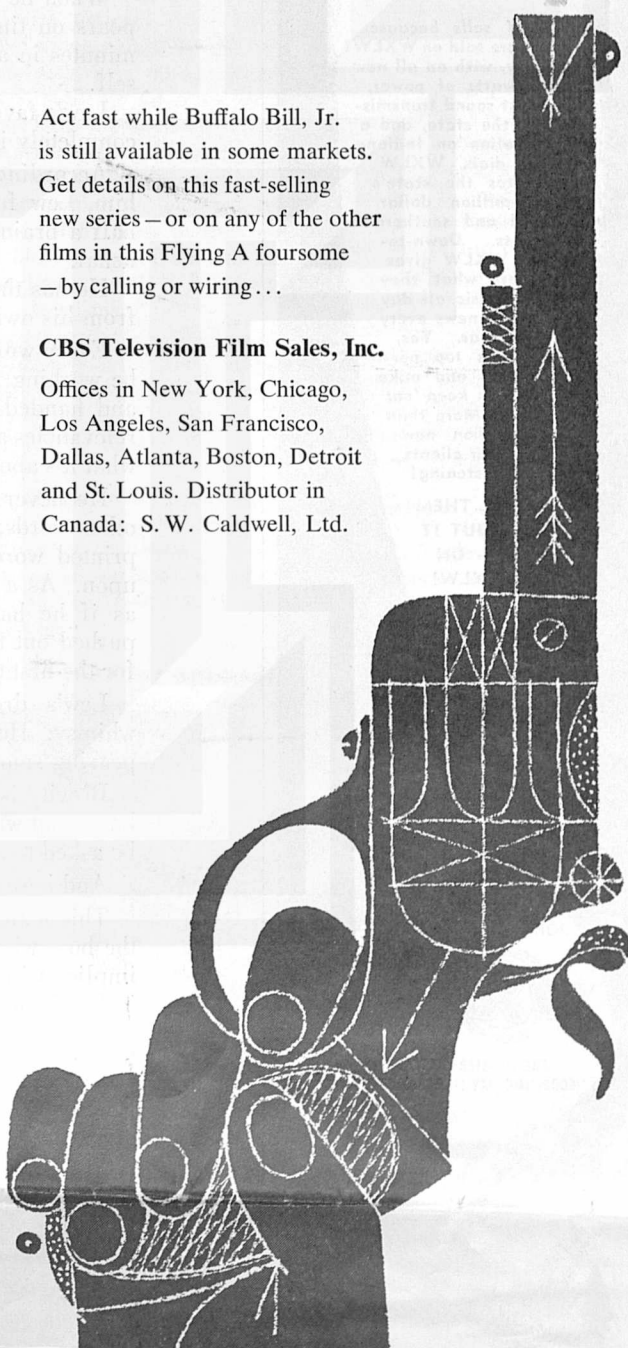
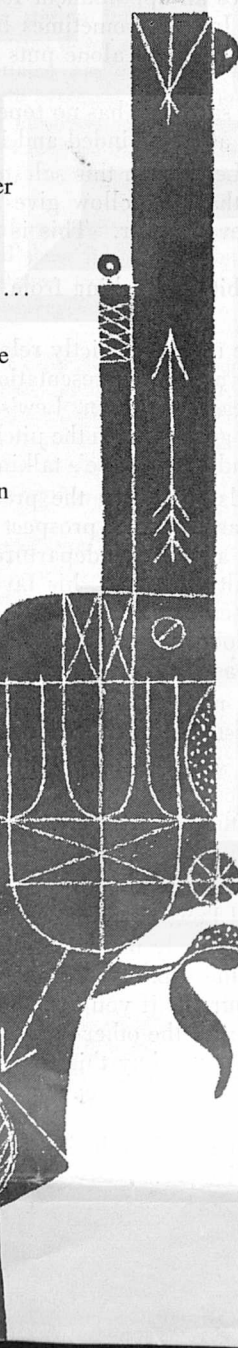
Now there's a fourth Flying A champion, too: Buffalo Bill, Jr., starring Dick Jones of Range Rider fame. Here's a brand-new series of 26 half-hour adventures of a heroic young son of the Old West... produced to the same standards which have made Gene Autry, The Range Rider and Annie Oakley the hottest Westerns in television year after year. Buffalo Bill, Jr. has already been sold in more than 100 markets to Milky Way.



Act fast while Buffalo Bill, Jr. is still available in some markets. Get details on this fast-selling new series — or on any of the other films in this Flying A foursome — by calling or wiring...

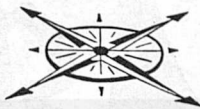
CBS Television Film Sales, Inc.

Offices in New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell, Ltd.



Billie, copy this and send to all stations: - for policy book

round-up



Radio-tv stations told how to get more national business

Eleven ways in which radio and tv stations can get more national business are outlined in a brochure written by Don L. Chapin, New York sales director for the Tri-State Network. Here is the essence of Chapin's recommendations:

1. Develop more station information. Get success stories down on paper. Offer substantiated engineering data. Have up-to-date program information available at all times. Know your market; also know your local competitors and be able to defend your position.
2. Supply more information to your representatives. Feed them fresh program information, station facts, sales aids. Give them encouragement, support.
3. Maintain an efficient traffic system for speeding up time clearances on national sales. System should be supervised by someone familiar with national field. Give rep immediate information on all changes in schedules, programs.
4. Set fair rates—and stick to them. They should reflect a factual appraisal of your station's sales potential.
5. Keep in constant contact with lo-

cal manufacturers' representatives or brokers. They're often asked for their opinions of certain local media.

6. Offer merchandising, promotional assistance.

7. Maintain effective sales service; deliver everything that you promised.

8. Utilize national trade publications. Set up an annual budget to use for advertising your station in trade magazines read by ad agencies and sponsors. Even a small budget can be effective when used consistently. Also send out interesting, informative stories about station to national trade magazines. Many press releases won't be used but some are bound to reach the printed page, can be a definite plus to your advertising.

9. Correct errors in scheduling commercials immediately; don't wait for the sponsor's local representative to write or call his boss so the information gets to the agency through the back door.

10. Encourage agency personnel and sponsors—as well as your representatives—to visit your station.

11. Cover ad agencies in national markets with your own station executives regularly. ★ ★ ★

One net tv announcement sells 40,353 knives for sponsor

Many a mail-order advertiser believes he must stick to printed media (where he can use a coupon or order blank) to get good results from his ad. But the Florida Citrus Commission has found that network television—without the advantage of an easy-to-fill-out coupon—can pull well, too.

A few weeks ago the Commission offered a grapefruit knife on its *Twenty Questions* program on ABC-TV, 8:30-9:00 p.m. Tuesdays. The commercial consisted of a filmed demonstration of the speedy way the knife prepares a halved grapefruit and a 30-second tag at the end of the commercial telling viewers where to send 35c for the labor-saving device.

Within four days after the first commercial, the Citrus Commission's



Here's 35c knife that tv sold to 172,000 people

agency, J. Walter Thompson Co., received 40,358 requests for the knife (that's \$14,125.30 in orders). Since the original commercial was aired, three more similar commercials have been telecast on *Twenty Questions*; the four commercials have pulled a total of 164,996 orders. In addition, one commercial on NBC TV's *Today* brought in 7,083 requests. ★ ★ ★

Sees automation operating the tv studios in future

A glimpse into the television studio of the future was given to SPONSOR recently by Sol Cornberg, NBC director of studio and plant planning.

"The most noticeable change to the layman will be the lack of clutter in studios," Cornberg says. "Studio audiences will be able to see a show in the studio without peering through a maze of equipment and technicians that are the usual accouterment of today's tv theatres."

It'll all be possible through space control and automation.

Cornberg explained that most of the technical equipment will be operated automatically by remote control. Cameras, lights and microphones will be suspended from the ceiling in such a way that they'll be out of the actual "creative" operating area. In addition, Cornberg said, walls, floors and ceilings will be movable. Directors will be able to choose any size work area they desire for their productions.

How soon will the tv studio of the future be here? Cornberg says that push button and space control devices already are being incorporated into existing facilities. And he said plans are being made for building this type of equipment into studios now on the drawing boards. ★ ★ ★

Briefly . . .

The 35 television news cameramen who cover five New England states for WBZ-TV, Boston, were honored by the station recently at a dinner in Boston. "We wanted to give full recognition to a group of men who are representative of a truly new profession, television news photography," W. C. (Bill) Swartley, general manager of the Westinghouse station, said.

* * *

After several months of operation, the satellite station operated by WATR-TV, Waterbury, Conn., has added a substantial number of viewers who could not otherwise receive the station. And there has been no apparent interference between the satellite and the main station in areas where both could be received. The Adler Communications Laboratories, which has supervised operation of the satellite (or booster) station, said it added about 50,000 viewers to WATR-TV, a uhf station. Sponsors or others who are interested in how the satellite station

Television programs are even now badly cluttered with credits, most of which are completely meaningless to the viewing public.

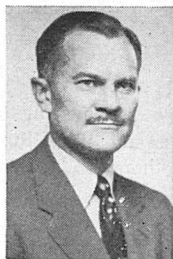
Whether an agency produces an entire program or just the commercials within the show, it would be no more proper for the advertising agency to take production credit than it would to stamp its letterhead on magazine or newspaper advertising which it prepares for its clients. That's what we are paid 15% for.

In general, credits are for the trade and in many instances are foisted on the advertiser by labor organizations with which the advertiser has no connection whatever. I doubt if any advertising agency, mindful of its clients' investments in television, would be inclined to add to this abuse. After all, the sponsor buys 30 minutes of time at a gross card rate of approximately \$48,000 per broadcast. He doesn't even get that to start with, but 29:20. He shouldn't be asked to divert any more of these precious seconds from his main purpose, not at these prices—\$1,640 per minute, excluding talent!

CREDITS SHORTEN SHOW

By Storrs Haynes

V.P. Charge Radio-Tv Programming Dept.
Compton Adv., N. Y.



I don't think so. In the first place, credits of any kind are not the most attractive things in a program; they are there for the viewer's benefit in so far as cast,

but otherwise only because of contractual requirements or conditions of employment. A long list of credits serves to shorten the entertainment portion of the show and dilute the commercial impact. I can hardly see an agency, enchanted with its own work though it may have every right to be, adding to this ever-increasing program problem.

Then, too, it doesn't seem to me that the relationship between agent and client is such that it would be permissible for the agency to use a client's show to do some piggy-back advertising of its own. And with the client's money at that. Gad, you don't suppose some agencies would have the nerve to bill the client for the artwork and the telop, too?

in Memphis because...

- 1. 1088-foot tower**
1335 feet above sea level, WMCT's "topper" tower assures the highest grade signal service delivered from Memphis, Tennessee
- 2. preferred "low band" Channel 5**
WMCT, on preferred low band Channel 5, serves a larger area with a clearer picture than any other Memphis television station.
- 3. program preference 2 to 1**
According to the ARB Report of October, 1954, between 6 P.M. and 10:30 P.M., of the total of 126 quarter-hours, WMCT had 87 top-rated periods.

ask your regional distributor or district sales manager in Memphis . . .

... what television station *he* recommends to cover most effectively the more than 335,000 TV homes in the five-state area that makes up the Memphis market. We know (from experience) the answer will be WMCT

WMCT

WMC • WMCB • WMCT

MEMPHIS CHANNEL 5

Memphis' First T. V. Station

NOW 100,000 WATTS

NATIONAL REPRESENTATIVES
THE BRANHAM CO.

Owned and operated by
THE COMMERCIAL APPEAL

AFFILIATED WITH NBC • ALSO AFFILIATED WITH ABC AND DUMONT

policy book

round-up



Sold out on traffic, time jingles, WNEW invents new types

WNEW, New York, one of the first radio stations that turned the public service jingle into a profitable endeavor, has had to seek new types of jingle packages because they were sold out on long-established weather, baseball, traffic and time signal jingles. Program Director Jack Grogan and Copy Chief Milton Robertson, collaborated to produce new service jingles for (1) "good taste" and (2) "fact or fancy."

Good taste jingles have been sold to Arnold Bakeries and G. Washington Coffee, and cover such fields as

why a man should alight from a public conveyance before his lady companion and how to answer a wedding invitation. After this good taste item, the sponsor is introduced with a line like "G. Washington Coffee is also good taste . . ."

Fact or fancy jingles cover subjects like the origin of barbecues with the line "Is it fact or fancy that barbecue is a modern American invention?" After answering, the announcer leads into the product with "And it's fact not fancy that so-and-so is a good product etc." ★★★

Stations sell merchants on special day promotions

With summer hiatus staring them in the face, four West Palm Beach, Fla., radio stations took the bull by the horns and organized "Radio Rodeo Days," a special announcement package which they sold to the Merchants Division of the local Chamber of Commerce. Their plan resulted in the sale of a total of 1,048 announcements, 262 on each station—the largest saturation schedule ever to run in the market in a concentrated three-day period.

Here's how this promotion came about: The sales managers of the four stations—Rome Hartman of WIRK, Bob Monroe of WJNO, Cliff Glick of WEAT, Bob Davis of WWPG—decided that they were tired of seeing the local merchants pour thousands of dollars into one local newspaper to promote "Dollar Day" sales five times each year. The radio stations traditionally got what was left over from the budget, and never enough for the medium to prove itself.

The four stations decided to give radio its chance, organized a group called the Radio Stations of The Palm Beaches. They offered a single rate which would buy one announcement on each station, a single salesman for merchants to deal with on this plan. For a three-day period they made every available announcement on each sta-

tion part of this plan. To spark the deal, the station group made up a musical pitch to the merchants.

The result: "Radio Rodeo Days" on 27, 28 and 29 June. The stations promoted the days with a week of teaser announcements, supplied streamers for store windows, dressed an announcer in a cowboy outfit to fit into the theme and had him interview shoppers in the business section. Participating merchants provided one-dollar certificates for distribution among passersby.

Within a few days most of the 40 participating merchants told the stations that their sales had approached, equalled or surpassed similar sales promoted only by newspaper—and at half the advertising budget normally put into print. Many of these retailers added that their future promotions would be at least half radio and half newspaper. ★★★

Ziv puts "Dorothy and Dick" show in national syndication

Dorothy and Dick, long established on WOR, New York, is now being syndicated nationally by Frederic W. Ziv Co. The show's man and wife duo are Hearst papers' columnist Dorothy Kilgallen and her actor husband Dick Kollmar.

"National advertisers are spending money for radio advertising today," said Alvin Unger, v.p. in charge of

sales. "But only where they can see an excellent chance for sales return. *Dorothy and Dick* is such a program. "One announcement on this show," Unger said, "sold 5,000 candy bars in two days. Two announcements brought 1,200 people to a jewelry store. Six announcements brought 1,500 inquiries for a \$150 item."

Small advertisers will be able to buy small segments of this husband-and-wife chatter series. The program will be packaged in five half-hour shows a week. It can be sold with six one-minute commercials plus the opening and closing I.D. ★★★

Russ Hodges stars in film commercial for Shircraft

The Shircraft Co. is planning a spot tv drive to sell their fall and winter line of Shircraft Shirts and Airman Jackets. Russ Hodges, Giant Baseball broadcaster stars in the four filmed commercials used in the campaign, and will tie the products into a story of a famous sports event.

The series was prepared by Friend-Reiss Advertising and produced by Mel Gould Productions. The film commercials show the ease with which the line



Hard-wearing sportswear shown in spot film of sportswear can be laundered, and in addition stresses their long life and light weight. ★★★

Briefly . . .

When KFAB, Omaha, changed its affiliation from CBS to NBC, they used the theme "Changing Partners" to tell the story to their listeners and to agencies concerned. Three weeks before the change was to occur, KFAB started an on-the-air campaign playing square dance music six to 12 times daily on the station breaks and beginning the copy with the "change your partner" message.

They carried the same theme forward in mailings to agencies and cli-

SPONSOR BACKSTAGE



(Continued from page 22)

duced its 45 rpm speed phonograph players and records. In my own limited business experience I had never seen a new product, introduced by a reputable manufacturer, meet with more universal, vicious opposition.

But at no point during those early days of the life of 45, did Frank Folsom, nor his right hand man, the late Joe Wilson ever falter. Frank poured money, his mind, heart and whole being into the battle to prove to the industry and the American public that the 45 rpm phonograph and record was a good product. That he was right is now history.

I recall a trip down to Princeton, N. J., on the day, a number of years ago, when the name of the RCA Research Laboratories was being changed to The David Sarnoff Research Laboratories. The General made a speech in which he asked the corporation's engineers to develop a couple of new products, which sounded like the imaginings of a science fiction writer.

Coming back on the train I talked with the General alone about some of these visions, and came away with the complete conviction that color tv shows on tape for home use, electronic stoves and other such scientific marvels would become standard equipment in our lifetime.

It is taking nothing away from the many other men and organizations who made a contribution to say that without the General's personal vision, faith, courage, physical and mental stamina television would be nowhere near the overwhelmingly dominant medium it is today.

On that same Princeton trip I had a conversation with Pat Weaver. Pat had just kicked off the rotating *Comedy Hour* shows.

That, as we have all come to see, was only the beginning. Pat has upset more show business and advertising business tradition than all other practitioners put together. He'll (as he himself readily admits) lay his quota of eggs, but when the final scores are in, it's my guess that he will have created more and greater programing, achieving more and better results for advertisers than any individual has ever created before. Like I say: That Sarnoff-Folsom vision plus guts combination is hard to hold down. And it's nice to see Pat bringing it to programing and sales.

I might conclude by saying that a considerable batch of this is rubbing off on a young man named Bobby Sarnoff. I have a hunch he's coming back from Europe with a Winston Churchill program. ★ ★ ★

25 JULY 1955

IN
SALT LAKE CITY
KNAK IS FIRST



KNAK's Wayne Logan (left) interviews the nation's number one band leader, Ray Anthony. Wayne is the DJ of 2 popular music shows each day, "Wax'n with Wayne" and "Club 1280." Max. share of audience 42.2 Mon. thru Fri., 45.5 on Sat.

24 HOURS A DAY

MUSIC

NEWS

SPORTS

NOW GRANTED 5000 WATTS

**LOWEST
COST**

PER LISTENER IN

SALT LAKE CITY

KNAK	27.8 Independent
Station "A"	27.2 Network
Station "B"	14.6 Network
Station "C"	13.7 Network
Station "D"	7.2 Network

(Hooper Feb. 1955 12 noon to 6 p.m.)

Represented Nationally by
FORJOE & CO., INC.

round-up



Early 'Cantor Theatre' sponsors signed for 75 markets

Ziv Television Programs *Eddie Cantor Theatre*, probably the most expensive syndicated film show to date, got off to a quick sales start. By 26 November sponsors had signed for the series in more than 75 markets.



Highly priced Cantor comedy wins acceptance

Some of the earliest sponsors bought the show in multiple markets: Drewry's

Ltd. signed for 14 Midwestern markets, including Chicago; San Francisco Brewing Co. bought it in 12 markets; Blatz Beer will sponsor it in seven Wisconsin markets.

Ziv's salesmen are using a unique presentation in pitching the half-hour show to prospects—a four-color spiral-bound presentation measuring almost a foot and a half high by three feet wide. Presentation explains the show, cites facts like "Cantor's average Nielsen rating on the network: 40." It points out that the show will feature comedy stories two out of three weeks with Cantor as host; every third week a musical revue starring Cantor. Presentation also gives prospect a glimpse of the merchandising and promotion he gets from Ziv.

WNEW gets high-brow sponsors: diamonds, yachts, furs

New York's WNEW has long been noted for its list of sponsors selling mass-consumer items—toothpaste, for example. But listeners were surprised to hear commercials last week for things costing from \$22,000 to \$49,000 each.

The items being advertised are diamond-studded jewelry, mink coats and yachts. The sponsors offering these wares are Van Cleef & Arpels, well-known jewelry emporium; Gunther Jaekel, exclusive women's clothier; Chris-Craft motor yachts.

Jerry Marshall, who conducts WNEW's *Make Believe Ballroom*, advertises the luxury articles on his show. And also in person. For listeners are invited to write Marshall for more information—if they're contemplating purchase of, say, the \$49,000 53-foot Chris-Craft. Marshall then personally assists in closing the sale.

"At first sight, selling of furs, yachts and jewels by a disk-jockey may seem ridiculous," Richard D. Buckley, owner-manager of WNEW, said. "But you don't have to sell a lot of diamond necklaces, Labrador minks or cruisers to satisfy a sponsor. We're betting

that among the millions who listen there is a group infinitesimal in numbers, but tremendous in influence, who will make this sort of thing pay."

Typical commercial on Marshall's 5:35 to 7:30 p.m. show goes like this:

"Are you one of the select few whipping along the highway heading for your country residence? Are you riding elegantly in an imported Jaguar, a fine Alfa Romeo [pronounced 'ro-mayo'], or a classic Rolls Royce? To those who like the best, there is just one more level of traveling in which you may be interested—sea level. And the Chris-Craft 53-foot Constellation. Chris-Craft, master of marine architecture, has shaped a queen of the seaways that is the ultimate in luxurious travel anywhere on the seaways of the world. This resplendent 53-foot Constellation, powered by three 200-horsepower marine engines, is priced at 49 thousand dollars. You can be sure that whether you dock at the Riviera or Port-au-Prince, your yacht—your Chris-Craft Constellation—is the focus for all eyes that recognize seaworthiness and marine aristocracy. . . ."

★ ★ ★

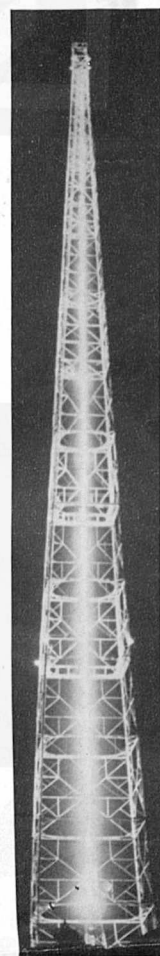
After civic groups fail WFEA draws plenty of blood

Time after time various civic groups in Manchester, N. H., had sponsored blood donation drives, but each time they fell behind the quotas set by the American Red Cross. Then, a few weeks ago, WFEA sponsored a blood drive—and the quota was exceeded by more than 100 pints.

WFEA began promoting the blood drive a week before the day it was scheduled. Every member of the staff—personalities, engineers, office workers, salesmen—went on the air appealing for help in obtaining blood. And transcriptions made by persons who had received free Red Cross blood were aired every hour day and night for the entire week. WFEA News Editor Al Rock had a pint of blood drawn while he read a newscast on the air to show that there was no pain or after effect.

★ ★ ★

Briefly . . .



The official thermometer for the United Good Neighbor Drive in Seattle and King County is the KING-TV transmitting tower. The KING-TV tower thermometer shows the daily (and nightly) progress of the drive. Several hundred lights were strung up through the middle of the station's tower by the KING-TV engineering staff, headed by James L. Middlebrooks, engineering director for the station. The KING-TV tower, situated atop Queen Anne Hill, extends 1,000 feet above sea level. The station says it's the highest point in central Seattle and that the illuminated tower is visible throughout the city.

The Red River Valley's rich black top soil is 16" deep!



HERE'S a story you ought to know about the Red River Valley—a story that explains why people here are among the Nation's top buyers!

Don't take our word for it. Here's what the Encyclopedia Britannica says:

"This valley (the Red River Valley) was once the bed of a great glacial lake. Its floor is covered by the rich, silty lake deposits, coloured black by decayed vegetation, which makes it one of the most fertile tracts of the continent. Being free from rocks, trees and hills, its wide areas were quickly brought under cultivation by the pioneer, and the valley has continued to be one of the most famous grain-producing regions of the United States."

But the Britannica fails to add that grain accounts for only 30% of the Valley's farm income—and that hogs, lambs, dairy products, beef cattle and other crops account for the other 70%.

Fargo is on the banks of the Red River, the center of the old Valley. Our deep, deep top-soil makes deep, deep pocketbooks. The twenty-six counties in the Fargo Trading Area have a population of 483,700 people. The average per-family sales of these people is \$4164, annually, as against \$3584 for the rest of the nation.

The average farm in this area produces a gross income of \$9518 as compared with the average national farm income of \$6687.

You avaricious advertisers grasped the situation a long time ago, and started pouring money into Red River Valley media. And you poured it *right!*

HERE'S a story you ought to know about how and why you advertisers choose WDAY almost unanimously (and now WDAY-TV, too)!

From its very first day, in 1928, WDAY set out to run the goldernedest radio station in America.

Out in the farms and hamlets where the Pierce-Arrows, Cadillacs and Studebakers often got mired down in the winter barnyards, people began at once to listen to WDAY.

Also in the prosperous towns. Also in roaring Fargo itself.

Years later, other stations, and all the networks, came into the area—but WDAY was miles and miles ahead *and still is*. Year in and year out, WDAY racks up some of the most amazing mail-order stories you ever heard of! . . . Fan mail pours into WDAY at the rate of 400 letters a day, including Sundays and holidays! . . . More than 10,000 families have taken *paid* subscriptions to "Mike Notes", WDAY's monthly newspaper.

Let your Free & Peters Colonels give you the whole WDAY story. It's *really* something!

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES



FREE & PETERS, INC.

Exclusive National Representatives



**TRAINED
and
EXPERIENCED
to
SERVE
the Radio and
Television Industry**

21 YEARS OF EXPERIENCE

- Area Development
- Public Relations Audits
- Public Relations Institutes
- Washington Representation
- Public Relations Continuing Guidance
- Market Surveys
- Marketing Analyses
- Personnel Administration

Public Relations Research Associates, Inc.
DUPONT CIRCLE BUILDING
WASHINGTON 6, D. C.

Phone: Du 7-7608 Cable: Associates

Now in EL PASO!

**ALL
WARNER'S CARTOONS**

**POPEYE THEATRE
5 P.M. WEEKDAYS**

CARTOON KARNIVAL

Page 124 • April 15, 1957

by having our unique, special
INSURANCE
which is adequate and
surprisingly inexpensive.
WRITE FOR DETAILS AND RATES
**EMPLOYERS REINSURANCE
CORPORATION**
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

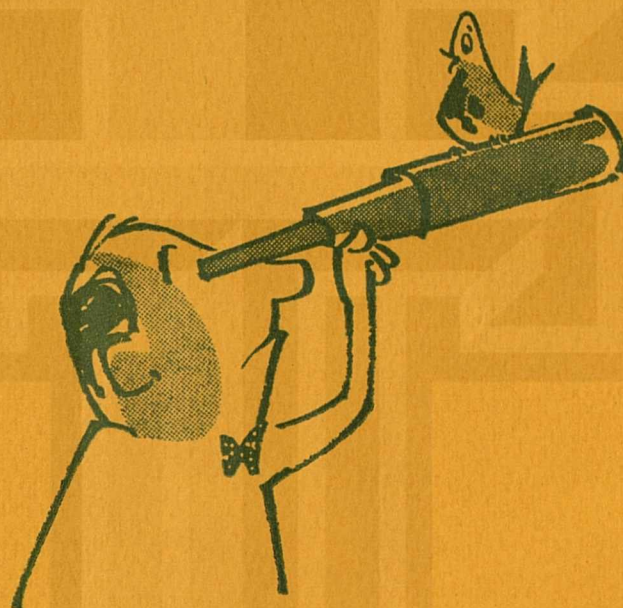
KPOJ plays "The BRIGHT"

STATION WASH DC

UP AND AT 'EM

MONDAY MAY 11

10:00 AM



Happy Bird Watchers Day

The Bolling Company

KPOJ plugs "The BRIGHT spot on your radio"

[illegible]

Conductor Erich Leinsdorf Signs Capitol Contract

HOLLYWOOD — The world-renowned conductor, Erich Leinsdorf, has signed a long term recording contract with Capitol Records, it was announced last week by Glenn E. Wallichs, President. The agreement was concluded by Francis Scott of the label's Album Department, and initial plans call for Leinsdorf to conduct the Los Angeles Philharmonic and Concert Arts orchestras in albums to be recorded in Hollywood.

Leinsdorf received his first important engagement as assistant to Bruno Walter in Salzburg at the age of 22, and subsequently worked in European music centers under Dr. Walter and the late Arturo Toscanini. In 1937 he was engaged as assistant conductor by the Metropolitan Opera Company in New York, becoming full conductor one year later. Since then, in addition to terms as musical director of the Cleveland Symphony Orchestra, the Rochester Philharmonic, and the City Center Opera Company of New York, he has made appearances with virtually every major symphony orchestra and opera company in the United States, as well as with the important operas and orchestras of Europe.

Wallichs, commenting on the new association, said: "Mr. Leinsdorf's musical activities at home and abroad have brought him an international reputation. We therefore take particular pleasure in welcoming him to Capitol, itself a part of the world's largest international record family, Ele and Musical Industries."

"Junior Miss" Set For TV Musical

NEW YORK—"Junior Miss," the long-running Broadway hit and screen success, has been scheduled as one of the musicals in CBS Television's series of special, hour-and-one-half color programs to be presented next season under the sponsorship of The Du Pont Company. "Junior Miss" is slated for presentation in December, 1957.

Dorothy Fields has been signed to write the lyrics and Burton Lane will create the music. The book is being written by Will Glickman and Joe Stein, writers of "Plain And Fancy," and "Mr. Wonderful," based on Max Gordon's stage production. Howard Erskine will produce.

Dorothy Fields, one of the stage and screen's most successful lyricists, is best remembered for her work in collaboration with her brother, Herbert, on the books of "Annie Get Your Gun," "Up in Central Park" and "Let's Face It." She wrote the lyrics for Broadway's "A Tree Grows in Brooklyn" and won a Motion Picture Academy Award for her lyrics to Jerome Kern's melody, "The Way You Look Tonight."

Burton Lane the composer of such song hits as "How About You?", "Everything I Have Is Yours" and "The Lady's in Love with You," has written the scores for such musicals as "Finian's Rainbow," "Three's A Crowd" and "Earl Carroll's Vanities." No cast announcement was made.

Mission Accomplished



PLYMOUTH, MASS.—Frank Chacksfield, (right) London Records' maestro whose latest release "Voyage of the Mayflower" was introduced as a tribute to the sailing of the Mayflower II, flew to Plymouth, Mass., from England to greet the ship's Captain, Alan Villiers (center) upon his arrival. The Captain is holding a copy of Chacksfield's recording which he asked that the London artist autograph. On left is a representative of the BBC.

Baltimore D.J. Stages Drive-In R&R Show

BALTIMORE—Disk Jockey Buddy Deane (WITH) of this city completed an unusual stage show promotion recently. The show was presented on Friday and Saturday evenings at the Edmondson and Bengies Drive-In Theatres.

Playing before an estimated 12,000 to 14,000 customers over the two days, the show was staged on a specially constructed platform located in a position so that "drive in" customers could watch from their automobiles; and hear with their "in car" speakers, or gather around the stand to watch the show at close range. Deane charged on a per car basis rather than on a per person basis. Price of admission was five dollars per automobile, with the ticket good for six adult admissions.

Billed as the most "gigantic rock and roll stage show ever assembled in Baltimore," Deane plugged on his daily radio show the fact that one dozen leading recording stars would appear to perform their hits in person. All acts on the show had air play on their records before their appearance, and all had a locally known record with which they were associated. Several recording companies were represented.

From Sun label were Carl Perkins and Warren Smith, both of whom have had Baltimore hits in the past couple of months. Jimmy Bowen, Alfie Weatherbee, and Addie Lee represented Roulette Records. From Rama Records, Johnny Cardell, Rock La Rue and the Three Pals. Johnny Burnette, whose "Train Kept A' Rollin'" was a recent Baltimore best seller, represented Coral. The Tyrones of Mercury performed their "Pink Champagne." Johnny Dee of Colonial records, with the Jolly Jax of Teenage rounded out the program with help from Baltimore sax man, Al "Mad Man" Baitch.

Twin Drive-In Studios



MILWAUKEE, WIS.—"If one is good, two have to be better." That's the logic that Joe Clark, owner of the Fiesta "Car-Feterias" in Milwaukee used when he planned his new Fiesta radio studios. In addition to having a drive-in eatery, Clark has added what he thinks in the only two studio-two station drive-in operation in the country. As Clark says, "It's a fiesta of entertainment, interviews, music, record personalities, all while our guests are enjoying Fiesta's out of this world food."

The two Milwaukee radio stations originating their broadcasts from the Fiesta drive-in are WFOX and WRIT (shown above). WFOX is a popular Milwaukee daytimer that has dee jay

Paul Bartell doing his "Fox Club" show from the studios every afternoon. At 6 PM, WFOX' new personality Ricky Fox takes over with a rock and roll show. WFOX broadcasts from the Fiesta studio from 2:00 PM to sign-off time, 8:30.

Broadcasting is at its peak from the Fiesta Studios at 6:00 AM when both WFOX and WRIT are on the air. WRIT is a 24 hour station and features dee jays "King Richard" and Jack Raymond.

Both stations are running a contest to name the studios. The first prize is a week's vacation for two at Deer Park Lodge in Manitowish Waters, Wisconsin. Several record albums will be awarded as additional prizes.

ON TOP EVERYWHERE
THE EVERLY BROS.

BYE BYE LOVE

CADENCE # 1315

cadence

40 EAST 49TH ST. NEW YORK 17, N.Y.

THE HOTTEST INSTRUMENT!

MANTOVANI

"AROUND THE WORLD"

1746

LONDON

BOB ROUBIAN
"CRACKER STACKER"

b/w

**"NOT MUCH OF A FUTURE,
BUT MAN WHAT A PAST"**

PREP # F109

CENTRAL SONGS, INC.

6308 SUNSET BOULEVARD HOLLYWOOD 28, CALIF.
HOLLYWOOD 1-9347

BEST BET!

DAVID SEVILLE

"GOTTA GET TO YOUR HOUSE"

55079

LIBERTY
RECORDS, INC.

"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"



Album Sure Shots

★ Also Available in EP



ABOUT THE BLUES

JULIE LONDON

(Liberty LRP-3043)



NEW GIRL IN TOWN

BROADWAY CAST

(RCA Victor LOC-1027)

The Drums Are Beating For
A Rousing New Song Hit!

JOHNNY REB and BILLY YANK

From the famous Sunday comic page
syndicated by the New York Herald Tribune

Recorded by
GENE AUTRY on Columbia
THE COUNTRY SINGERS on Vik

ROBBINS MUSIC CORPORATION

2 HITS!

"SO YOUNG"

CLYDE STACY ... # 1015

"EASY MY LOVE"

SAMMY LOWE ... # 1014

CANDLELIGHT RECORDS
1650 BROADWAY
(Phone: Circle 7-5947)

The Cash Box Award o' the Week NAPPY BROWN

"BYE-BYE BABY" # 1514
"GOODY, GOODY GUM DROP"

Another BIG one!

THE JIVE BOMBERS

"YOU TOOK MY LOVE" "CHERRY"

1515

SAVOY

RECORD CO., Inc.
NEWARK, N.J.

Newport Jazz Festival Set

NEWPORT, R.I. — Programming of the fourth annual Newport (R.I.) Jazz Festival has been completed, it was announced by George Wein, musical director of the non-profit corporation sponsoring the event. Over 125 of the world's foremost jazz musicians and singers will appear over the Fourth of July weekend.

All concerts will be held in Freebody Park. Evening concerts begin at 8:30, afternoon performances at 2:30. The program lists the following artists:

THURSDAY (evening) JULY 4 — "Louis Armstrong Birthday Celebration" — Louis Armstrong (trumpet) All-Stars, Sidney Bechet (soprano sax), Ella Fitzgerald (vocalist), Jack Teagarden (trombone), Cozy Cole (drums), J. C. Higginbotham (trombone), Red Allen (trumpet), Kid Ory (trombone), Arvell Shaw (bass), Claude Hopkins (piano), Buster Bailey (clarinet), George Lewis (clarinet) Band.

FRIDAY (afternoon) JULY 5 — Julian "Cannonball" Adderly (alto sax) Quintet, Gigi Gryce and Donald Byrd (the Jazz Laboratory), Bernard Peiffer (piano) Trio, Ruby Braff (trumpet) Octet, Pee Wee Russell (clarinet), Toshiko Akiyoshi (piano) Trio, Mat Matthews (accordion), Leon Ash (accordion) Quartet.

FRIDAY (evening) JULY 5 — Erroll Garner (piano) Trio, George Shearing (piano) Quintet, Bobby Hackett (trumpet) Sextet, Roy Eldridge (trumpet), Stan Kenton (piano) Orchestra, Coleman Hawkins (tenor sax), Stan Getz (tenor sax), Jo Jones (drums), Tony Scott (clarinet), Oscar Pettiford (bass), Pete Brown (alto sax), Carmen McRae (vocalist).

SATURDAY (afternoon) JULY 6 — Don Elliot (mellophone) Quartet, Horace Silver (piano) Quintet, Jimmy Smith (organ) Trio, Kai Winding (trombone) Septet, 28-piece Farmingdale High School Band, Bobby Henderson (piano), Jackie Paris (vocalist), Eddie Costa (piano), Rolf Kuhn (clarinet), Oscar Pettiford (bass).

SATURDAY (evening) JULY 6 — Dizzy Gillespie (trumpet) Orchestra, Dave Brubeck (piano) Quartet, Billie Holiday (vocalist), Chris Connor (vocalist), Gerry Mulligan (baritone sax) Quartet, Turk Murphy (trombone), Sonny Stitt (alto and tenor sax), Mary Lou Williams (piano).

SUNDAY (afternoon) JULY 7 — Gospel Music: Mahalia Jackson, Clara Ward and Her Ward Singers.

SUNDAY (evening) JULY 7 — Count Basie (piano) Orchestra, Sarah Vaughan (vocalist), Oscar Peterson (piano) Trio, Wilber De Paris (trombone), Jimmy Giuffre (clarinet) Trio, Teddy Wilson (piano) Trio, Stuff Smith (violin), Jimmy Rushing (vocalist).

Ticket prices for concerts are: Evening (series), \$12-16-20; evening

(per performance), \$3-4-5; afternoon (per performance) \$1.50.

In addition to the concerts, two panel discussions are scheduled, both at 11:00 a.m. The subject of the first, on Friday, July 5th, will be "Working Conditions of Jazz Musicians, Present and Possible." Participating will be Gerry Mulligan, saxophonist and band leader; John Levy, manager of jazz artists; Bert Block of the Associated Booking Corporation; and George Avakian, Artists and Repertoire head of Columbia Records' popular and jazz album division.

On Saturday, July 6th, the panel discussion will be on "Music and the Use of Habituating and Addicting Drugs." Panelists will be Dr. Paul Diamond, psychiatrist; John Hammond, jazz critic and one of the Festival's directors; Maxwell T. Cohen, attorney and business manager for jazz artists; pianist Billy Taylor; and Father Norman O'Connor, jazz authority and chaplain at Boston University.

Both panels will be moderated by Nat Hentoff who organized the discussions. They are free to the public.

The Festival's 68-page journal will contain, in addition to the Festival's official program, biographies of the musicians appearing, information of what to do in Newport, a seating plan of Freebody Park, a "Happy Birthday" section honoring Louis Armstrong, a run-down of the "interesting people" in jazz one is liable to meet in Newport and many other valuable features.

Transportation to Newport via Providence is offered by American, Eastern, National and United Airlines as well as the New York, New Haven and Hartford Railroad. Buses, taxis and an air taxi service operate between Providence and Newport.

Officers of the non-profit corporation sponsoring the Festival are: Louis L. Lorillard, president; George Wein, vice-president; Richard Sheffield, secretary; and Jeremiah P. Maloney, treasurer. Directors are the officers and Irving Beck, Charles Bourgeois, Willis Conover, John Hammond, Mrs. Louis L. Lorillard, Claiborne Pell, Prof. Marshall Stearns and Miss Terri Turner.

Advisory members to the Newport Jazz Festival are: Nelson Aldrich, Cleveland Amory, Louis Armstrong, George Avakian, Count Basie, Richard Dyer-Bennet, Leonard Bernstein, Prof. Donald Born, Dean Robert Choate, Aaron Copland, Bill Coss, Henry Cowell, Dean Dixon, Cyrus Durgin, Rudolph Elie, Jr., Ralph Ellison, Duke Ellington, Leonard Feather, Arthur Fiedler, Arnold Gingrich, Benny Goodman, Norman Granz, Jay Harrison, Maxim Karolik, Stan Kenton, Sylvia Marlowe, John Maxon, Allan Morrisson, Irene Mulick, Father Norman O'Connor, John Barry Ryan, Jr., Gunther Schuller, George Simon, Peter Temple, Barry Ulanov and George Henry Warren.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

Classified Page

Wednesday, September 18, 1957

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Want Ads CA5-1611

Want Ads CA5-1611

IX—AUTOMOTIVE

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90N—Automobiles—New

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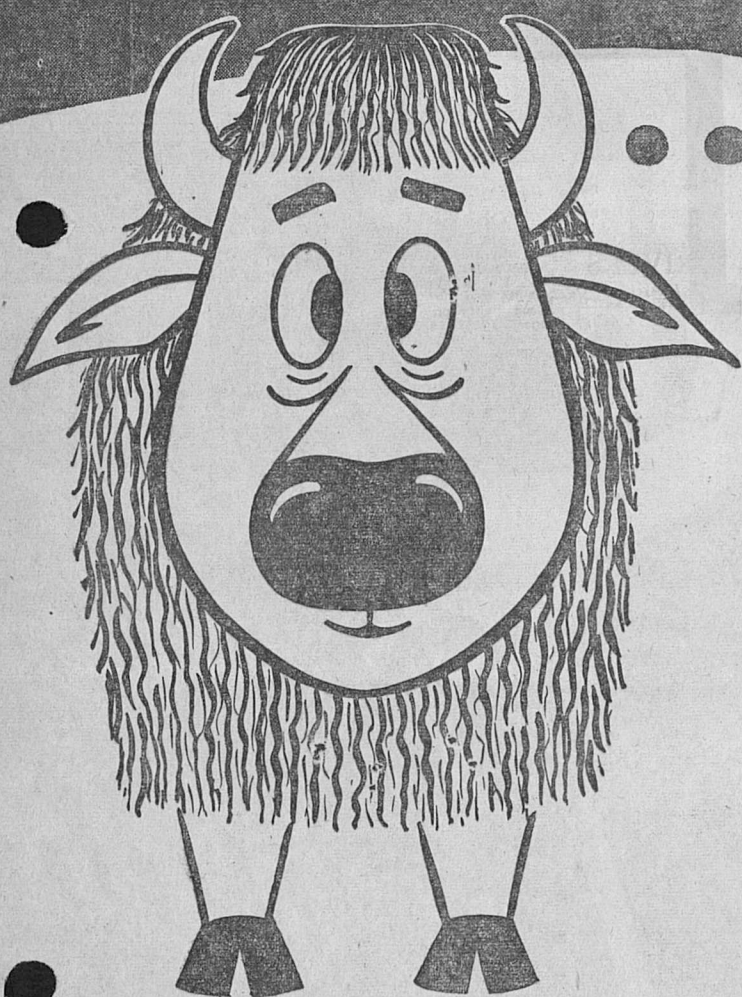
90N—Automobiles—New

90N—Automobiles—New

90N—Automobiles—New

90N—Automobiles—New

LOWER PRICES ...Less YAK*



IF YOU'RE LOOKING for a REAL BUY in a new car
...a 1957 Chevrolet...see Smith. You get FACTS...you
get LOW PRICE...you get an honest and sincere trade.
And you get the finest service in the South...PLUS a
30,000-mile avarantee-at no extra cost-and NO YAK!

SAN ANTONIO'S ONLY HOME-OWNED CHEVROLET DEALER

Smith



MOTOR SALES

1200 BLOCK BROADWAY • SMITH SQUARE • CA 3-4281

*Thanks to KONO Radio
860 on your dial

Want Ads CA5-1611

Want Ads CA5-1611

Want Ads CA5-1611

6th Express-News Classified Page

Wednesday, September 18, 1957

Want Ads CA5-1611

IX—AUTOMOTIVE

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90N—Automobiles—New

90N—Automobiles—New

90N—Automobiles—New

90N—Automobiles—New

90N—Automobiles—New

90N—Automobiles—New

SEE US LAST!

\$500,000 STOCK

**OF NEW 1957 IMPERIALS • CHRYSLERS
AND PLYMOUTHS • MUST BE SOLD**

To Clear the May for '58 Models

We mean what we say when we say
we will not be undersold!

ALL NEW CARS IN STOCK WILL
BE SOLD AT TERRIFIC DISCOUNT
PRICES, WITH HIGHEST TRADE-IN
ALLOWANCE ON YOUR PRESENT CAR!

For The Best Deal in Town—See

Rieger

IMPERIAL
CHRYSLER - PLYMOUTH

"Right with Rieger"

900 Broadway

Open Sunday

CA 6-9354

(20)

**BUY THE
1958 EDSEL**

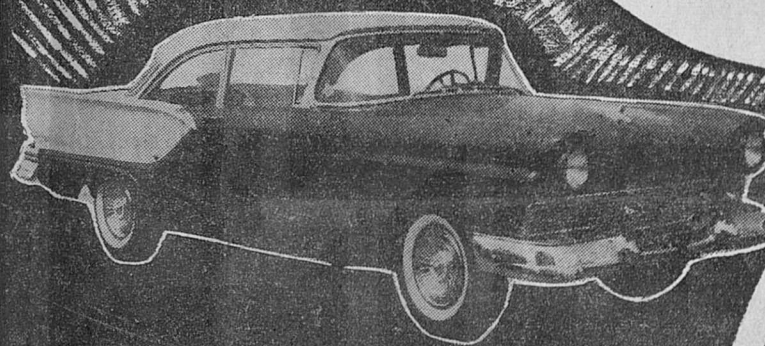
AND BE MODERN!

WHY BUY A 1957 CAR WHEN

YOU CAN GET A BETTER DEAL ON



**AT HEMPHILL'S
FORD CENTER**
during



**NO DOWN
PAYMENT
WITH QUALIFIED CREDIT**

OR

\$800

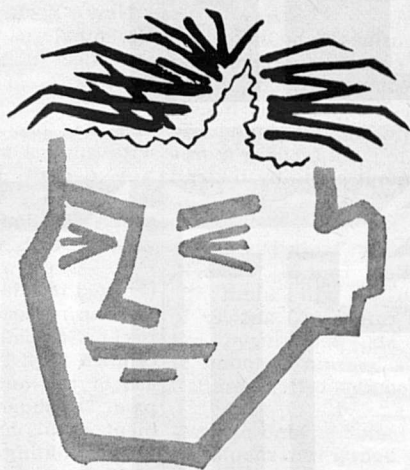
**'58's Are On The
ALL 1957 FORDS
MUST GO
YES, REGARDLESS
PROFIT OR LOSS**

*Trade Sm
Liquidation*

**SA
OF**

1957 FORDS

hair



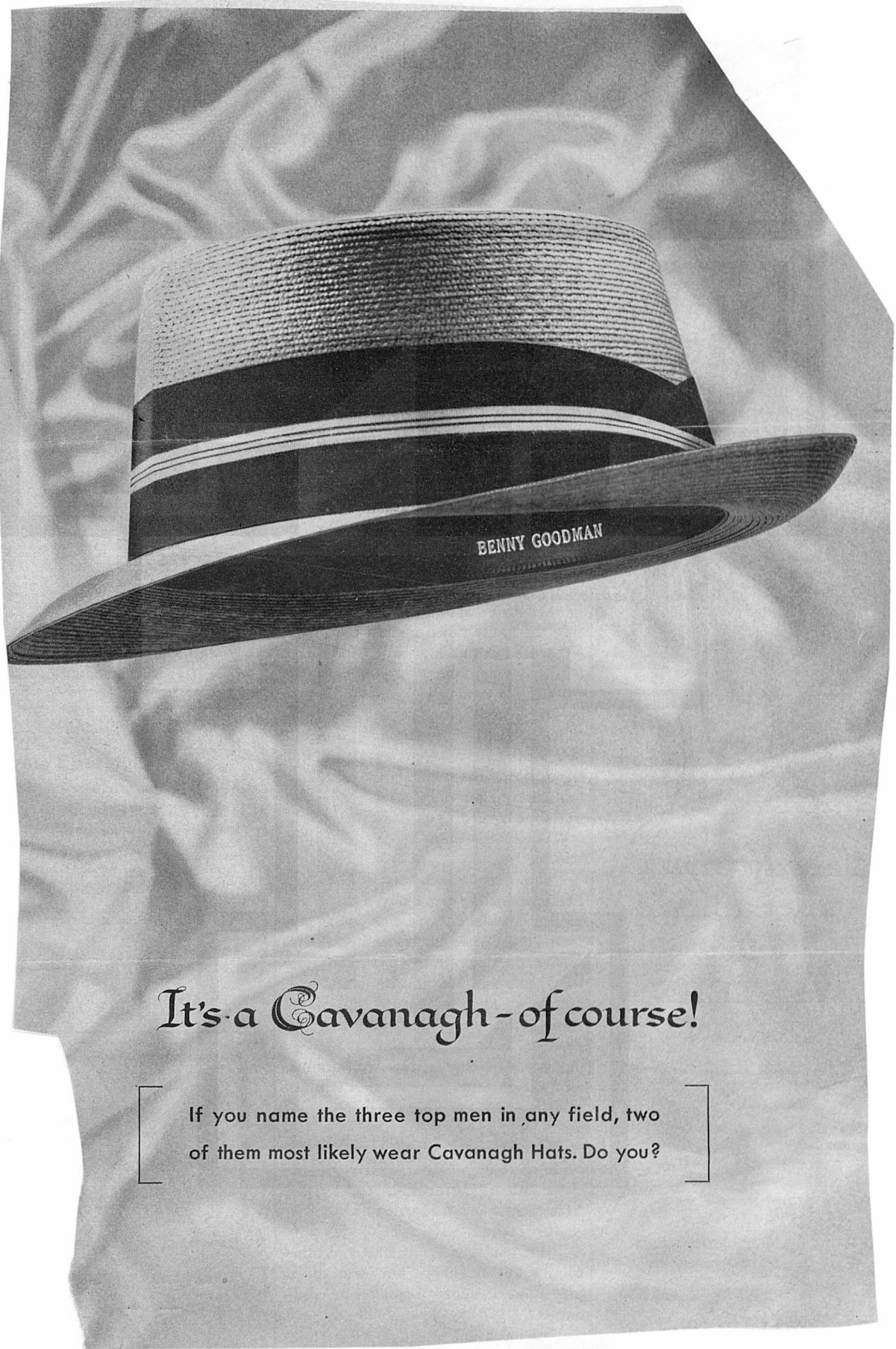
Our sponsors never tear theirs

WHDH

50,000 WATTS - BOSTON

delivers buyers

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY



It's a Cavanagh - of course!

[If you name the three top men in any field, two
of them most likely wear Cavanagh Hats. Do you?]

TRIPLE STREAK

WARMER TODAY — Fair, warmer, more humid, high upper 80s, lower near lake. **TONIGHT**—Partly cloudy, low upper 60s. **SUNDAY**—Partly cloudy, warm, humid, chance of thundershower by night, high near 90. Sunrise 5:40; sunset 8:15.

8 p.m....78	2 a.m....70	6 a.m....67	9 a.m..*76
10 p.m....75	4 a.m....69	7 a.m..*68	
Midn't....72	5 a.m....68	8 a.m..*72	*Unoffic'l.

Friday: High 83; low 66; mean 75. (U.S. official weather report.)

DAILY NEWS WEATHER GAME

Heavenly Days,

Montana
FINEST
food at its

Cafe Bohemia
FAMED FOR GOOD FOOD
Clinton & Adams St., Chicago
Closed Sundays
Member: Esquire, Diners Club, Signet, Trip Charge, Approved A.A.
Duncan Hines.

when in CHICAGO

Fine Food & Cocktails—Comfortable New
Furnishings—A Quiet Seaside Setting
Food served daily from 4:30 to 11 p.m.
Sat. 4:30 to 12 a.m.; Sun. 11:30 a.m.
to 9 p.m.; Closed Mondays.

CLARK, RIDGE & PETERSON
ED 4-5345
THE SIGN OF
GOOD EATING
SEVEN COURSE
\$2.45
DINNERS
restaurant

COFFEE HOUSE
7:00 AM to 11:45 PM

5:00 PM to 1:00 AM



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TEENAGERS GET NEW NIGHTSPOT

To give high school students an opportunity to dance to music they like in a "grown-up, sophisticated atmosphere," WTTM Trenton, N. J., opened a teenage night club Friday. Luxuriously appointed and styled "after Broadway's finest," the Castle Roc, as it will be known, is opening exclusively for students Tuesday, Wednesday and Thursday 3-10 p.m., Friday 3-midnight admission: 25 cents before 6 p.m., 50 cents after. The project grew out of WTTM's broadcasts from its studios at Seaside

Heights, N. J. The station will originate its *Dance Party* from the high school nighterie and a live entertainment policy will be scheduled for Friday and Saturday evenings. Such cities as Detroit, Chicago, Indianapolis and Buffalo have teenage night clubs and, in following the pattern, it is WTTM's plan to, "help cut down juvenile delinquency by giving teenagers a respectable place to go for dancing after school and after the weekend movie date."

WINS Airs 'Voice in the Night'

WINS New York has begun programming readings of horror tales at midnight after an audience response of "over 3,000 cards and letters praising a test broadcast" in January.

Titled *Voice in the Night*, the program is heard Friday, Saturday and Sunday, beginning at midnight and running until the entire story has been read without interruption. Reading is done by Sydney Gross.

HOW TO ASK FOR PARI-MUTUEL TICKETS

Please call the NUMBER of the horse FIRST then the quantity of tickets desired.

Example: "Number Seven. Two Tickets."

NOTICE

While every effort is made to avoid mistakes in the makeup or printing of the program, Fair Grounds Corporation assumes no liability to anyone for program errors or omissions.

PHOTO FINISH

The Camera is used as an assistance to the Judges arriving at a decision. However, in all races, the decision of the Judges is final.

WHEN A FOUL IS CLAIMED

In the event a foul is claimed the Neon Light INQUIRY will flash on the Centerfield Board.

The numbers on saddlecloths correspond with horse's number on program.

SPECIAL NOTICE

The Association will not be responsible for lost or destroyed "TOTE" tickets and reserves the right to refuse payment of those which may have been torn or mutilated.

RACE	WAGERED	COLLECTED	NET
D. D.	1. use of call letters	2. peculiar from dist in of letters	Shit water
1	3. What's in Echo	4. cut down news on WTKR to 1 min	- good
2	5. not very much talk.	6. still play bid to win	
3	7. play no. much longer than 10.		
4	8. much talk re to 40 survey.		
5	9. get editorial stuff sent by WTKR.		
6	10. much WTKR time & keep		
7	and get 5 WTKR time	news can't be used	
8			
9			
Totals			

Hummer Bit!

Br

EXPLODING A MYTH



**. . . OR, as Abraham Lincoln said,
"YOU CAN FOOL SOME OF THE
PEOPLE SOME OF THE TIME"**

Here are some little-known facts about the daily operation of The Houston Chronicle:

Edition	Press Time	Net Press Run
1st	9:40 AM	47,455
2nd	<u>11:39 AM</u>	<u>106,910</u>
3rd	2:008 PM	44,740
4th	3:50 PM	8,820
Predate	4:12 PM	13,625

The second edition, in bold face above, is The Houston Chronicle's home edition, as indicated by the larger press run. Note the time it went to press on Tuesday, Sept. 10, 1957: 11:39 AM.

Today's News Today? **How can you print a full day's news by 11:39 in the morning?** But that's the claim The Chronicle makes. Today's News Today. Yet six days each week, the Chronicle's home-delivered circulation goes to press before noon.

This is not guesswork. These figures were filed by the Chronicle with The Audit Bureau of Circulations.

They reveal clearly a fact that's well known inside the newspaper business:

By the very nature of its deadline limitations, an afternoon paper can cover but a small portion of each day's events, that day.

"Today's News Today" is, as a matter of hard fact, only a selling gimmick. It bears no relationship whatever to the value a newspaper may have to you. There are good morning newspapers and good evening ones.

However, these things should be remembered:

The Post, as a morning newspaper, has a distinct time advantage over Houston's afternoon newspapers — which must go to press long before much of the day's news has even happened.

The Post is now the state's largest newspaper with a total circulation of over 213,000 daily. It reaches its readers the first thing each morning with fresh news. It follows a policy of honesty and accuracy in publishing a newspaper and in dealing with the public. The Post makes no claims it cannot back up.

THE HOUSTON POST

Written And Edited To Merit Your Confidence

NO RATING GIB



Dr. Sydney Roslow, Director of PULSE, INC. reports:
"Our August and September home interviews point up the fact that Ziv shows repeatedly capture top rating positions among syndicated programs."

He is seen here as he explains to PULSE interviewers how their findings are projected into accurate estimates of the size of audience of Ziv shows.

WATCH ZIV'S NEW
CONTENDER FOR
TOP RATINGS!

"SEA HUNT"

STARRING LLOYD BRIDGES



... IN STORIES OF A DANGER-LOVING MAN WHO
LIVES ON CANNED OXYGEN AND RAW COURAGE

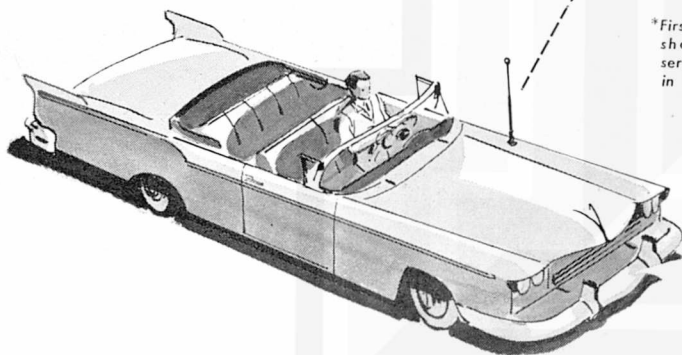
IN THE PUBLIC SERVICE OF GREATER DETROIT*



"THE WKMH TRAFFIC COMMUNICATOR"

a WKMH origination

Throughout the peak travel hours of the day the Traffic Communicator, a uniformed policeman broadcasting directly from Detroit Police Headquarters, supplies "The Man on Wheels" with up-to-the-second reports on traffic conditions—accidents, tie-ups, routes to avoid. Special bulletins are rushed on the air seconds after news reaches Police Headquarters. In the City on Wheels, where over 81% of the families own cars—where over 65% use those cars as their principal means of transportation to and from work—this information is a MUST! Here is news broadcasting at its highest level—true public service!



*First in a series of ads showing how WKMH serves the Michigan Public in Greater Detroit.

WKMH

DETROIT • DEARBORN

John Carroll, Managing Director



KNORR BROADCASTING CORP.

FRED A. KNORR, PRES.
Represented by HEADLEY REED

the eight prize-winning radio com-
chosen by Radio Advertising Bu-
its radio clinic [LEAD STORY, Oct.
The eight: Beech-Nut Gum, Ford, Bud-
er, Dodge, Marlboro, Pepsodent, Win-
and Texaco.

Silver Barrel Spins for 60

ABN will give away a total of 60 Moto-
rola portable radios in its "Spin the Silver
Barrel" contest. Listeners are invited to send
post cards containing name, address and age
to the network's *Johnny Pearson Show*, *Merv
Griffin Show* and *Bill Kemp Show*. Starting
Nov. 16, names will be drawn on each show
from the spinning silver barrel to decide the
60 winners.

KITE Baby-Sitter Aid

KITE San Antonio, Tex., is sending to
parent-listeners an "Instructions for Baby-
Sitter" blackboard, complete with chalk.
The board is marked: We are at . . . We ex-
pect to be home by . . . and other pertinent
information to the baby-sitter. This is, as

it says on the board, "Another thoughtful
service from KITE."

CHCH-TV Starts Talent Hunt

CHCH-TV Hamilton, Ont., has started
a national co-operative talent hunt program
in conjunction with other Canadian inde-
pendent tv stations. CHCH-TV pays ex-
penses of entrants in the contest while they
are in Hamilton, and other stations are
being asked to supply acts and arrange re-
turn transportation. Weekly cash prizes are
offered with grand prizes for winners at
the season's end.

'Gray Ghost Special' Sets Tour

CBS-TV Film Sales is planning a tour
with an authentic Baltimore & Ohio Civil
War train. Complete with engine, tender
and two cars, it will stop at New York,
Philadelphia and Washington as part of a
promotion for *The Gray Ghost*, a syndicated
film show. The train, officially named the
"William Mason," has been re-dubbed "The
Gray Ghost Special" by CBS-TV Film
Sales for the tour.

Cornhuskers Nearly Upset 'Em

A seven-foot telegram, sent by KBON Omaha to the U. of Nebraska Cornhuskers football team, contributed to a near upset of the highly favored Missouri Tigers Oct. 26. For two days prior to the game, the station aired a series of announcements asking Cornhusker fans to add their names to a morale-boosting telegram that KBON was sending. All listeners had to do was to call Western Union—the station paid all charges. When delivered the telegram carried the names of more than 400 Nebraska U. football well-wishers. Before the game Missouri was a two-touchdown favorite; final score, Missouri 14, Nebraska 13.

NEW TRIPLE PARLAY TO PROFITS FOR RADIO STATIONS

*Grand
Total*

1

Sell your
unsold time

2

Build a
captive audience

3

Sign up those hard-
to-close advertisers

Here's a proven promotional deal for radio stations promising such rich rewards that it sounds like the old chain letter. But this chain, once you start it, can't be broken.

The gimmick in the plan is the new re-engineered, restyled Newsette Pocket Transistor Radio, but built for one-station reception--your station. The call letters of your station are gold-stamped conspicuously on the case.

First the plan sells your sustaining time through an irresistible new approach to present or prospective sponsors. How? As a special or introductory deal, you offer an advertiser \$100 worth of Newsette radios (5) for every \$100 worth of time he buys. This nets you \$30.00 profit per \$100 since the single channel radios retail at \$19.95 but cost you only \$13.95 each in lots of 10.

Your advertiser can sell these radios at an attractive special price (regularly \$19.95, including battery) or he can give them as premiums with the sale of larger items.

You build a captive audience using radios that can pick up only your station and with your call letters emblazoned on the case.

This plan is not a dream. It's not a new idea off the tops of our heads. It's been done and proved in cities from New York to Seattle. In our first test market, Cincinnati, WKRC has put out more than 8,500 sets during the past year. That's equivalent to more than \$200,000 in time sales on our Triple Parlay Plan. WKRC has also gained steadily in Pulse ratings since starting our plan.



QUANTITY PRICES
100 TO 999 - \$13.45 EA.
1000 OR MORE - \$12.95 EA.
F. O. B. CINCINNATI

HERE'S THE GIMMICK:

Newsette Vest-Pocket Transistor Radio. Shown actual size -- no bigger than a king-size cigarette package. Weight 7½ ozs. Complete transistor superhetrodyne circuit dip-soldered with trouble-free printed chassis. Combined on-off and volume control. Feather-weight earphone with adjustable ear clip exclusively for personal reception. Economical long-life transistor 9-volt battery. New smartly styled high-impact Styron case.

BE FIRST IN YOUR AREA . . .

Write, wire or phone for details. Better still, send your check for \$15.00 to expedite delivery of a sample radio for your approval.

Newsette

MANUFACTURING CO.

783 E. McMILLAN STREET * CINCINNATI 6, OHIO

Day of Intercontinental Ballistic Missile

By BEM PRICE

WASHINGTON (AP)—The day of the ballistic missile which has both intercontinental range and near pinpoint accuracy is just about here.

To reach this development stage scientists have duplicated the principles of the universe and created temperatures one and a half times hotter than the sun.

They have built machines which can reproduce the flight conditions encountered at 25 times the speed of sound—roughly 18,000 miles per hour.

They have developed guidance instruments which navigate without reference to any point on earth, instruments so sensitive that the weight of a lint speck from a polishing cloth will spin them off course by several degrees.

Right on Target

There apparently are well-founded reports that the Sperry Gyroscope Co. of Great Neck, N. Y., has produced a device known as the Accelerometer which can detect—and correct—deviation in the flight path of a missile of one hundredth of one degree.

This means that a missile fired at the moon some 238,000 miles away would hit a target no longer than a football field.

Further, these instruments are sturdy enough to be packed inside a missile which accelerates at nine times the force of gravity.

Two Major Problems

From the military standpoint two major problems have had to be mastered:

1. How to guide a missile from Point A to Point B 5000 miles or more distant with near pinpoint accuracy.
2. How to bring back an object ranging 600 to 1000 miles in space without having it burned to a cinder by atmospheric friction.

To solve the first problem—at least theoretically—scientists have taken the gyroscope, which employs the principles of the universe, and incorporated it into the navigation system known as “inertial guidance.”

Navigation to Destination

With this system a missile, airplane, a ship or submarine can be directed to its destination without compass, radio or radar and without a glimpse of earth, sun or stars.

The solution to the second problem involved an almost incredible search for a material—and how to shape that material once found—which had the ability:

To withstand the shock of firing. To enter the minus-100 degree cold of space without cracking. To withstand temperatures of 15,000 degrees Fahrenheit—1½ times hotter than the sun's surface—without burning.

Secret Compound, Shane

In arriving at a solution, the scientists developed a highly secret ceramic and metallic dust compound and an equally secret shape.

Navigation by gyroscope long has been known. In fact Sperry, which pioneered in this field, was experimenting with drone planes for use as aerial torpedoes back in 1915. The planes were guided by a gyroscope.

In essence the principle of the gyroscope is as old as the world. Indeed, the world is a gyroscope.

The world spins on its axis with an equatorial speed of 1000 miles per hour plus. This centrifugal force keeps its axis pointed to within one degree of the north star.

Force of Spin

One property of the gyroscope that called precision. It occurs when a force tries to change the direction of the spinning axis. In the case of the earth, precision is caused by the off-center pull of the sun's gravity. The force of the earth's spin, however, keeps the axis eternally in line.

In brief, a Gyroscope can be
 spin to keep its axis in
 fixed position. If you want
 change the direction of an
 object, you simply change the
 axis of the gyroscope.

The new inertial guidance system employing the gyro-

scope was first announced last April 18 by the Massachusetts Institute of Technology. It was largely the work of Dr. Charles S. Draper and Dr. Walter Wriglev.

They began work in 1939 on the problem under the sponsorship of Sperry and the U.S. Navy Bureau of Ordinance.

Free-Floating

The heart of the system is a completely free-floating gyroscope sealed in a four-inch cylinder about the size of a tomato can. It spins in a fluid at 12,000 revolutions per minute supported by practically frictionless sapphire bearings.

By angling the axis of the gyroscope to an imaginary star any object which moves and can be controlled can be directed to a predetermined target.

Further, no natural phenomena such as weather, sunspots or magnetic influences will cause it to deviate from its path. Once the gyroscope has been set and the missile launched no enemy can interfere with radio or radar.

Re-entry Work

The problem of re-entry has been tackled by nearly 20 private concerns. One of the pioneers in the field is AVCO Manufacturing Corp. at Everett, Mass.

AVCO is under a \$111 million contract to the air force to build the nose cone for the Intercontinental Ballistic Missile (ICBM) Titan, now being made by the Martin Co. of Baltimore.

At the Massachusetts laboratories of AVCO a 55-year-old invention known as the shock tube was refined by Dr. Arthur Kantrowitz, one of the nation's top scientists in gas dynamics.

Kantrowitz' shock tube is a large, cannonlike assembly which, when fired, produces a shock wave so fast that its travel time is measured in millionths of a second.

15,000-Degree Heat

The tube is fired by the high compression of a combination of gases or the explosion of oxygen and hydrogen tempered by helium and nitrogen.

As the gases flow over any object placed in the chamber of the tube conditions result which approximate that of a missile nose cone traveling at 18,000 miles per hour. The resistance of the object to the flow of gases produces temperatures of 15,000 degrees or more.

Involved in the selection of a material for a missile nose cone was consideration of shape. The scientist at AVCO were seeking a form which would dissipate heat as it moved through the air at tremendous speed.

Week in and week out since 1955 the AVCO researchers designed and redesigned "families" of shapes. One family would involve as many as 40 such shapes, all closely related but with slightly different technical properties.

Nobody but AVCO now knows how many such families have been tested. The number runs into the hundreds.

In any case, AVCO has announced that it finally does have a cone which will meet the military's requirements.

ADVERTISEMENT