Proof of the pudding: KVTV-WNAX cooking school, promoted exclusively on these two stations, attracted over 8,000 people to the morning and afternoon sessions.

Why do more people in Sioux City watch KVTV? Quality programming. No matter what time it is right now, call your Katz man. He will be able to show you why KVTV is the best buy in Sioux City.
In Tempo With The Times

WIL ST. LOUIS first in Hooper, Trendex, Pulse and Nielsen
WRIT MILWAUKEE first in Nielsen
KBOX DALLAS from 9th place to 2nd in the market in one year

THE BALABAN STATIONS
in tempo with the times

Sold Nationally By ROBERT E. EASTMAN
JOHN F. BOX, Jr., Managing Director
Mr. Clair R. McCollough  
President and General Manager  
Station WGAL-TV  
Lancaster, Pennsylvania

Dear Mr. McCollough:

On behalf of the 40,000 students and over 1,100 public and nonpublic school teachers in the Lancaster viewing area I wish to extend sincere thanks and appreciation for the cooperation of Station WGAL-TV in televising the science program during the past school year.

It is gratifying to know that your station will again provide students and teachers with public service time during the coming school year. You may be interested to know that, with the two programs your station is planning to show, we estimate that close to 85,000 students in the public and nonpublic schools in the twenty-county area will be viewing these telecasts during the school year 1959-1960. This increase is due to the fact that we are offering a science program for the intermediate school (Grades IV, V, and VI) and a speech improvement program for the primary grades.

It should be gratifying to you to know that as far as we have been able to ascertain the science series which reached approximately 40,000 children last year was one of the most comprehensive projects which had been undertaken by any commercial television station in the nation.

You certainly are to be commended for your complete cooperation in making the public service features of your station available for school instruction purposes.

Sincerely yours,

Charles H. Boehm

These weekly programs are two of the many educational series regularly telecast by WGAL-TV.
Major swap • Meeting of minds now has been reached by NBC and RKO Teleradio on one of biggest swap-sales transactions ever [CLOSED CIRCUIT, Dec. 14]. Tom O’Neil’s Teleradio would acquire NBC’s WRCV-AM-TV Philadelphia in tax-free exchange for WNAC-AM-FM-TV Boston, and then would purchase (for about $11-12 million) NBC’s WRC-AM-FM-TV Washington. To maintain its vhf quota of five stations, NBC is actively negotiations for purchase of San Francisco outlet WGM-S-AM-FM Washington necessarily would be sold by Teleradio under transaction.

San Francisco conversations are with NBC’s present ch. 4 affiliate, KRON-TV, owned by Chronicle, and with ch. 2 KTVU (TV), independent owned by Pauley-Pabst-Ingram group, which began operation last year. Discussions, it’s understood, center around $8 million asking price for ch. 2 outlet. Because of consent decree requiring NBC to dispose of Philadelphia properties, final agreement presumably would require not only usual FCC approval but also acquiescence of Dept. of Justice and Federal District Court in Philadelphia, lest there be adverse effect on any existing affiliate.

NAB seeks counsel • Outstanding constitutional lawyer being sought by NAB to present its legal argument before FCC on question of federal agency’s jurisdiction over programming. To buttress preparation of overall case, Robert K. Richards has been retained as special consultant to work with 12-man Task Force. Mr. Richards, former administrative vice president, has had NAB as client since he left association in 1954 to establish his own office.

NAB’s Task Force will meet again in Washington Dec. 28 to appraise preliminary preparation for hearing. If need be, it’s understood, full NAB board will be called into session prior to actual presentation of case. Firm position taken by board was that there’s no need for new legislation along lines suggested by some witnesses in proceeding.

Sponsorship format • There’ve been recurrent reports—regularly denied—that CBS-TV plans to install spot-carrier form of advertising, at least on limited basis, in lieu of conventional sponsorship format. Insiders say situation is this: In quest for “balance” and for controls to assure that it’s in charge, network is considering “practically everything.” Consequently to deny any one thing is under consideration could be misleading while confirmation could give it grossly unwarranted importance, especially where “it” represents departure as far-reaching as so-called “magazine” or “spot carrier” concept. They insist, however, they’re going to have mastery over programs, and with some heat deny reports that they may back away in slightest degree from any policy decisions announced in this regard.

Crisis hanging over television—and especially regulatory stormclouds—have led CBS-TV officials to advance date of annual convention with affiliates and transfer site to scene of current fires. Instead of Chicago immediately preceding NAB’s April convention there customary time table—date and place now set for Feb. 29-March 1 in Washington (Shoreham Hotel). At one other time of regulatory trouble, 1958, CBS-TV also switched to Washington and moved it up to January.

Oversight in Gotham • House Oversight Subcommittee apparently figures peripatetic investigator staff isn’t enough for volume of business in New York and several weeks ago hired special staff of three to set up permanent shop there, at 346 Broadway. They are Harold Ranstad, Edward M. Jones and James Kelly, all former investigators with Senate’s McClelland Labor Racketeering Committee.

FCC has decided to intervene in case involving Post Office Dept.’s denial of mails for circulation of Lady Chatterly’s Lover, British book banned because of purported obscenity and indecency. Intervention would be amicus curiae (as a friend of the court) to ascertain what implications there might be affecting radio and tv programming if ban is upheld. Question arises in adaptation of such literary works for tv.

Uhf fund in doubt • Don’t bet on ultimate approval of $2.25 million appropriation for all-inclusive technical study of uhf band as possible substitute for vhf. While preliminary approval had been given project by Budget Bureau after pitch from FCC Comm. Robert E. Lee, other members do not go along. Moreover, responsible non-official entities also have expressed opposition on ground that there’s adequate technical information now available and that nothing of value would accrue from new study.

Bill to license all survey agencies, including radio-tv rating services, will be introduced in New York State Legislature next month by Assemblyman Charles Henderson (R.-Hornell), owner of WLEA Hornell, N.Y. Mr. Henderson started damage suit against A. C. Nielsen Co. in 1957 for survey conducted in his area. Suit scheduled to be heard next month before New York Court of Appeals.

Justice quandary • FCC isn’t sure whether Justice Dept. is pushing—or just keeping it informed. Justice has bluntly informed FCC that Attorney General has no objections to proceeding with Boston ch. 5 rehearing notwithstanding Jan. 25 retrial of former Comr. Richard A. Mack and Miami attorney Thurman A. Whiteside on charges of having conspired in Miami ch. 10 grant to National Airlines. First criminal trial resulted in hung jury. Examiner Horace Stern’s initial decision last September having found no improprieties, Boston ch. 5 case awaits oral argument. Justice Department had asked FCC to hold up on Miami ch. 10 oral argument to obviate any impact on criminal retrial of Messrs. Mack and Whiteside.

How should broadcaster handle situation where Federal Trade Commission has filed complaint against advertiser for alleged false and misleading commercial and this commercial is carried by station or network? Legally, advertiser is in clear until FTC has held hearing and has found that advertisement is in fact deceptive. FTC Chairman Earl W. Kintner, however, has strong feeling that broadcaster and advertiser ought to consider seriously whether questioned commercial should be continued if there is slightest doubt that it is not completely and fully on up and up. “This is a moral problem,” Mr. Kintner says.

Next Atllass era • Retirement of H. Leslie Atllass from CBS Central Div., plus resignations of son Frank, sales manager, and daughter Harriet, public affairs director of WBBM-TV, signify more than mere end of Atllass family activity at WBBM-AM-FM-TV Chicago. Senior Atllass and son, as well as second son, H. Leslie Jr. (also CBS-Chicago), are said to be looking over independent properties in Chicago and elsewhere. Hamilton-Landis & Assoc. is participating in search.
Next time you invade the billion dollar Cincinnati radio market remember this. Only one station locks up a major metro audience; piles up a huge area audience and stands up to a comptometer in efficiency. That station is WCKY. Programming handcuffs the metro audience; power showers a 16-State circulation; low rates brings homes in at under ten cents a thousand. Ratings, coverage and cost make WCKY some buy in Cincinnati!

WCKY 50,000 WATTS
Cincinnati—1530 KC
WEEK IN BRIEF

Tv's need: simplicity with a flair • The big challenge of the new decade will be to get consumers to pay attention to advertising messages. The communications competition is building up Mrs. Consumer's resistance and to make her look and listen will require more careful planning and production of commercials. Simplicity with a flair will be the critical factor, according to Gordon Webber, vice president and director of broadcast commercial production, Benton & Bowles, New York. He tells about it in this week's MONDAY MEMO. Page 17.

Roper scans the public • Famed research organization tells FCC that people disapprove quiz-rigging and payola but retain their faith in broadcasting as a whole. A detailed analysis of what the public is thinking these days. Page 19. Other testimony given FCC. Page 36.

Billing smoke • Kent cigarettes puff their way to top of third quarter brand advertiser gross investments in network tv. TvB's figures on network tv, third quarter and September. Page 29.

Either tell all or don't pay (ola) • RCA signs payola consent order with Federal Trade Commission; promises to refrain from paying disc jockeys and other station personnel for playing records “without public disclosure.” Latter provision raises question regarding broadcaster responsibility in FTC order. Page 46.

Payola scope shapes up • Catchall group of complaints received by House Oversighters covers 27 cities, long list of alleged abuses, involves station and network executives and exploits “other deceptive practices.” Page 48. House group subpoenaes Broadcast Advertisers Reports Inc. tv and radio monitoring records. Page 49.

St. Louis ch. 2 case continues • St. Louis ch. 2 hearing, recessed after two weeks of testimony, will resume after Jan. 1 with return of Robert F. Jones and with report on investigation of Comm. Craven's files. Witnesses last week recount efforts to influence FCC. Page 50.

FTC merchandising action upheld • Federal Trade Commission action against advertisers— involving broadcasting merchandising tie-in promotions—upheld when U.S. Supreme Court refuses to review order. Page 51.

On the crisis front • NAB Task Force reviews plans to state industry position at FCC January hearing. Standards of Good Radio Practice Committee drafts new payola and deception language, subject to Radio Board approval, and votes structural changes in standards. Page 54.

United Artists feels • Holds preliminary talks with Ziv Television Programs' controlling stockholders. Already active in tv, UA acquisition of Ziv would substantially increase that participation. Page 62.

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THE LANSING MARKET IS MOVING UP...

...and the very best buy to serve and tell its 313,100 residents is WILX 5000 WATTS

Take a look at the latest hoops (J-F.1959)

<table>
<thead>
<tr>
<th>TIME</th>
<th>WILX</th>
<th>STATION B</th>
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<tr>
<td>Mon-Fri 7:00 am</td>
<td>57.0</td>
<td>26.5</td>
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<tr>
<td>Mon-Fri 12:00 noon</td>
<td>66.2</td>
<td>16.3</td>
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* Michigan's capital city market new boosts:
  - 91,900 households
  - $366,285,000 retail sales
  - $388,989,000 spendable income

Represented by VEANDR, SINTOUL & MCKEAN, Inc.

WILX is associated with WILX-TV

NBC & CHANNEL 10

Studies in Lansing - Jackson - Battle Creek

WPON - Pontiac
San Franciscans are sold on KRON-TV

KRON/TV OUT FRONT FOR 21 CONSECUTIVE MONTHS
Most total share of audience
Jan., 1958 through Sept., 1959, ARB

- SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •
ROGERS SANCTIONS NAB CODES

Justice Dept. position given in FCC probe

Justice Dept. sanction of NAB's self-regulatory tv code and radio standards was offered Dec. 18 at FCC hearing into broadcasting. Attorney General William P. Rogers assured broadcasters they can operate within antitrust laws to improve programs and advertising. Attorney General's views were given in reply to letter from FCC Chairman John C. Doerfer, who had asked Justice for public statement. Comr. Doerfer said such stand would "be most helpful in effecting immediate corrections of those practices which are not illegal per se but plainly exaggerations or poor taste."

"I am confident that voluntary codes of good practice can be adopted by the broadcasting industry within the framework of antitrust laws which will play an important role in the improvement of radio and television programming as an adjunct to appropriate Commission action to insure that its licensees operate in the public interest," Mr. Rogers replied. Where there are possible conflicts, he said, Antitrust Div. will help resolve them.

Code witnesses were Donald H. McGannon (Westinghouse stations), code board chairman, and E. K. Hartenbower, KCMA-TV Kansas City, chairman of code board's personal products subcommittee. Mr. McGannon said number of tv code subscribing stations had jumped in last month to 332, up 25%.

In reviewing eight-year history of self-regulation, chairman described punitive powers in withdrawal of seal and recalled crackdown on hemorrhoid remedy had led to 15 station resignations, 19 revocations of seal and abandonment of advertising by 46 stations. He toled how NAB is working out liaison procedure with Assn. of National Advertisers, American Assn. of Advertising Agencies and Advertising Federation of America.

Code language generally was adequate to handle quiz-rigging and payola practices, Mr. McGannon said, but recent amendments are more specific. He described fear of antitrust as "stumbling block of some considerable moment." (This came before the attorney general's statement was read.)

As to code's failure to prevent quiz-rigging, he said: "The basic question . . . is not specifically why the code did not preclude this deceptive and almost impossible-to-recognize practice . . . but whether it had and now has the ability to avoid such things in the future, and . . . the degree of sustained and continuing support the industry will afford the code. The combined efforts of this Commission, vigorous support and continuing assistance from ABC, CBS and NBC, the expanded membership and the hypothesized awareness of the need for the code can meet the challenge involved."

Mr. Hartenbower reviewed board interpretations and progress in setting up liaison with advertising groups. He argued progress from subcommittee's efforts shows "voluntary self-regulation really works." He reminded that network participation in code has broad influence, since 500 tv stations have network affiliations and 80% of national spot material also clears through network before going to oxo stations.

Sitting with witnesses were two other code board members—Mrs. A. Scott Bullit, KING-TV Seattle, and Gaines Kelley, WFMY-TV Greensboro, N.C. —and NAB General Counsel Douglas Anello.

Comr. Lee asked NAB to provide list of radio subscribers to standards of good practice with intention of making them public. It was pointed out station had to be member of NAB to receive standards approval and Comr. Doerfer said FCC did not want to be in position of "pressuring" stations to join one or both.

Commissioners asked Mr. McGannon why tv stations whose seal approvals have been revoked were not made public. All FCC members asked how code could be effective if violators were not made public. Mr. McGannon promised to submit proposal to tv board for action.

Mr. McGannon said he opposed FCC adopting code in regulations, advocated by many, because this would abandon self-regulation. This should come only after industry has shown it is "unwilling or unable" to regulate itself, he said.

He also was opposed to idea of national advisory council, proposed by several witnesses and favorably received by commissioners, notably Comr. Ford. Mr. McGannon acknowledged problem of advertiser influence on programming, but said it has been "distorted in magnitude" and can be handled by code through network subscribers.

Speaking for Sigma Delta Chi, Edward W. Scripps II of Scripps-Howard newspapers said FCC should take no regulative action in resolving radio-tv's problems. "We say this because we strongly feel the inherent dangers to the public of FCC regulative intervention in this matter far outweigh the dangers posed to the public well-being by rigged tv quizzes and disc-jockey payola."

Journalism fraternity fears "the almost hysterical clamor for action could encourage unwarranted measures on the part of the government," Mr. Scripps said.

He said public can be far more effective censor than government. "Drastic action has already been taken by the industry to clean its own house, and keep it clean," he stated.

Hearings were adjourned to Jan. 5 when NAB proper and broadcasters will be among first witnesses.

Metropolitan buys outdoor ad company

Metropolitan Broadcasting Corp.'s $14 million acquisition of Foster & Kleiser Outdoor Adv., S.F., announced today (Dec. 21) by John W. Kluge, chairman-president, Metropolitan, and J. Peter Grace, president of W. R. Grace & Co., (chemical firm), N.Y., of which Foster & Kleiser is division. Mr. Kluge said closing will be held early next year and that present organization will remain intact with L. H. Odell, present head of outdoor firm becoming president. Foster & Kleiser has branches in nine cities in California, Washington, Oregon and Arizona and sales offices in New York, Chicago and Detroit. Metropolitan operates WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK-AM-FM Cleveland.

RCA names Anderson

Ewen C. Anderson, formerly executive vp, public relations, for RCA since 1955, appointed to new post of executive vp, staff. He will report to president and handle special assignments. Mr. Anderson took leave of absence year ago for health reasons. He has been back since June 1959.
Skiatron trading ban

Securities Exchange Commission Friday slapped 10-day ban on common stock trading in Skiatron Electronics & Television Corp. SEC charged company, active in pay-tv promotion, filed false information with agency. Order also halted proposed public sale of 172,242 shares by certain company stockholders—chiefly Matthew M. Fox, president and board chairman of Tv Industries Inc., New York, who holds rights to Skiatron pay-tv system. SEC said Mr. Fox was to sell 125,000 shares of Skiatron obtained at $3 each through warrants he received in 1956, and that registration documents failed to disclose some had been sold before statement was filed and some after.

Ruff group buys KTRN

Station sale, subject to usual FCC approval, announced Friday: KTRN Wichita Falls, Tex., sold by Boyd Kel- ley to Raymond Ruff and associates for $380,000. Mr. Ruff is former operator, KOMA Oklahoma City and KITO San Bernardino, Calif. Mr. Kelley, NAB District 13 director, continues to own KDWT Stamford, Tex. Broker was Hamilton-Landis & Assoc. KTRN is on 1290 kc with 5 kw day, 1 kw night.

NLRB finds for WCKY

AFTRA was guilty of unfair labor practices against WCKY Cincinnati during mid-1957 strike, according to Dec. 20 ruling by National Labor Relations Board. Ruling by Examiner Charles L. Ferguson, which found no violation of law, was reversed by board which held union had improperly asked members not employed at WCKY to refuse to make transcriptions for use on station.

WEEK'S HEADLINERS

George D. Matson, vp and treasurer of NBC, promoted to new post of vp and general manager of NBC-TV network. He will be responsible, under NBC-TV executive vp Walter Scott, for business control of TV network activities, planning and coordination between network departments and TV network and other divisions of NBC. John J. Heywood, director of pricing and planning, named director of business affairs for TV network. Both appointments effective Jan. 1. Mr. Matson, with NBC since 1952, became assistant treasurer in 1953, controller later same year, and vp and treasurer last January.

William T. Rafael, with ABC Radio as network script editor since 1957, appointed national program director. He succeeds Charles Manno who joins N.W. Ayer & Son, Philadelphia-based advertising agency. During 1952-1957, Mr. Rafael was program director for Radio Free Europe. Prior to that, he was radio writer and pro- ducer in New York.

John Karol, director of special projects, elected vp and Sam K. Maxwell Jr., daytime sales manager, named general sales manager in two of series of promotions in CBS-TV Network sales depart- ment. Joseph N. Curl, account executive since 1957, succeeds Mr. Maxwell as daytime sales manager. Theodore F. Shaker, also account executive, named program sales manager, succeeding Robert B. Hoag, who has transferred to executive post in CBS-TV programming, Hollywood. Alfred J. Harding, account executive since 1950, appointed to new post of manager, public opinion program sales. Robert F. Jameson, manager of station contracts for CBS-TV Affiliate Relations, named to new post of assistant business manager and director of station clearances for network sales department. Richard H. Low, director of contracts, assumes additional duties of assistant business manager.

Mr. Matson
Mr. Rafael
Mr. Karol
Mr. Maxwell
Mr. Hook
Mr. Ruff
Mr. Watson
Mr. Rohrbaugh
Mr. Leder

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES
From huge factories like this Oldsmobile plant at Lansing, buying-power pours into Michigan week after week, through giant payrolls in automotive and related industries.

Strategically located in the very heart of this industrial empire, is WJIM-TV. From its 1023-foot tower in the center of the state, it takes your selling message to a score of industrial centers—and to the populous suburban and productive farm areas surrounding them.

Result: WJIM-TV is a must on every station list that gives effective Michigan coverage. Ask Blair-TV for complete data, and attractive current availabilities.
Podner, One economical shot gets FOUR S'West TV markets . . . nearly 400,000 sets!

Not't. Refs.: The Brahanom Company

D A T E B O O K

WEST TEXAS TELEVISION NETWORK

KDUB-TV LUBBOCK, TEXAS
KPAR-TV ABILENE - SWEETWATER
KODY-TV BIG SPRING, TEXAS
KICA-TV CLOVIS, NEW MEXICO


JANUARY 1960

Jan. 5—Radio & Television Executives Society timebuying-selling seminar. Louis Hausman, director, Television Information Office, and Gilbert Selles, author, critic and director of Annenberg School of Communications, U. of Pennsylvania, provide "A Critique At Mid-Season." Hotel Lexington, New York, noon-2 p.m.
Jan. 8—Academy of Television Arts & Sciences "close-up" dinner-show testimonial to Arthur Godfrey, Waldorf Astoria, New York. (Rescheduled from original announcement for Dec. 4 at Seventh Regiment Armory.)
Jan. 11—Comments due in FCC rulemaking to authorize vhf translators with a maximum power of 1 w.
Jan. 13—Canadian Board of Broadcast Governors opens public hearings for second TV license in Winnipeg.
Jan. 16-17—Eight annual Retail Adv. Conference, Palmer House, Chicago. Among key speakers: Robert M. Cox, president of WMCK, McKesson, Pa., and Cox's Dept. Store; Frances Corey, vp of Grey Adv. for west coast operations; and Josephine Broker, advertising manager of Butter's Dept. Store, Great Falls, Mont., and specialist in radio promotion. Presentation of outstanding retail pro-

motion awards, discussions, workshops and reception comprise remaining agenda.
Jan. 18—Canadian Board of Broadcast Governors opens public hearings for second TV license in Vancouver.
Jan. 19—Los Angeles, Hollywood and Los Angeles Women's Ad Clubs joint luncheon meeting, Hotel Statler, with Richard Ryan, general manager, KLOK, San Jose, Calif. (president, Advertising Assn. of the West), as major speaker in an AAW program. Felix Adams, vo, Radio Recorders (Hollywood Ad Club president), will be chairman.
Jan. 19—Ninth annual Sylvania awards, Hotel Plaza, N. Y.
Jan. 19—Radio & Television Executives Society timebuying-selling seminar. Carl Lindemann Jr., vice president in charge of daytime programs, NBC-TV, and Frank Minehan, vice president-director of media-chairman of plans board, SSC&b, discuss "What's The Difference In Daytime Audiences?" Hotel Lexington, New York, noon-2 p.m.
Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.
Jan. 26—Radio & Television Executives Society timebuying-selling seminar. Performers Bob Eliott and Ray Gouldingquip on the occasion of whether audiences are "Out-Sophisticating" the sponsors. Hotel Lexington, New York, noon-2 p.m.
Jan. 26—Academy of Television Arts & Sciences forum on international television, Beverly Hilton Hotel, Beverly Hills, Calif.
Jan. 28-30—South Carolina Broadcasters Assn. annual convention, Hotel Greenville, Greenville. Kerr Beachboard of WFBC-TV there will be in charge of the TV sessions.
Jan. 29—Acraft Club of Detroit, Statler Hotel. Speaker: Robert Hurleigh, president, MBS.
Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Commissioner, Robert E. Lee and Balaban station's John Box slated to speak.

FEBRUARY 1960

Feb. 3-5—Institute of Radio Engineers' winter convention, on military electronics, Ambassador Hotel, Los Angeles.
Feb. 4—Minnesota AP Broadcasters Assn., annual meeting, Minneapolis.
Feb. 5-13—U. of Minnesota School of Journalism's 13th radio-television short course meeting at the university, Minneapolis.
Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prize-winners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.
Feb. 7-9—Advertising Federation of America First District conference, Statler-Hilton Hotel, Boston.
Feb. 8—Academy of Television Arts & Sciences at New York, forum on TV for children and teenagers, CBS Studio 52.

BROADCASTING, December 21, 1959
IN THE PUBLIC INTEREST...

Sunday, December 13, at 9:30 P.M. WGN Radio and WGN Television simulcast an exclusive debate on a subject of vital interest to Chicagoans—and to the nation... the serious and costly steel industry strike.

Moderated by W. D. Maxwell, Editor of the Chicago Tribune, participants included Joseph L. Block, Chairman of the Board of Inland Steel Company and David J. McDonald, President of the United Steelworkers Union.

This presentation of the first joint public forum between labor and management in the steel industry is another example of WGN Inc.'s continuing demonstration of its responsibility and dedication to the public it is licensed to serve.

A presentation of WGN, Inc. Public Affairs

WGN - Radio  WGN - Television

CHICAGO
OPEN MIKE

‘Minds in Conflict’

EDITOR:

Since I have enjoyed the privilege of debating editorial positions of Broadcasting with you from time to time in the past, let me now commend you for the thoughtful and clarifying editorials of Dec. 7 and 14.

It is the Public Mind (or the public’s need) that requires the best effort of both the Communications Mind and the Advertising Mind. How about commissioning a Broadcasting study of the public needs that could be fulfilled by the cooperation of the “Minds in Conflict” after the conflict has been resolved?

Ralph Steele
Executive Director
Joint Council on Educational TV
Washington, D.C.

[The study won’t be necessary if Communications Minds take charge. They know already what the public needs—The Editors]

EDITOR:

Your two current editorials, “Minds in Conflict,” [Dec. 7 and 14] are classics, pointing the way to new realms of achievement for our broadcasting services . . .

Arch L. Madsen
Assistant Executive Director
Asm. of Maximum Service Telecasters
Washington, D.C.

EDITOR:

This week’s editorial [Dec. 7] is splendid . . .

Paul Miller, President
The Gannett Newspapers
Rochester, N.Y.

EDITOR:

. . . With what you have said so well in your editorial, surely no professional broadcaster can honestly disagree. But I most profoundly believe we do not yet recognize that the ship is not in a storm—it’s firmly aground in a mud bank of internal conflict, completely at the mercy of congressional wind and editorial wave.

Broadcasting is . . . a profession—and it honestly requires the same high educational foundation (at least) as law, engineering, teaching—and perhaps we should add preaching . . .

Admittedly, it is next to impossible to agree upon a set of standards and qualifications when virtually any Tom, Dick or Harry with the money can open himself a “red hot” dog of a station and drive an established, conscientious organization into near-panic with the “ratings” of his wireless jukebox . . .

If anything needs to be added to the FCC regulations, it would be this—no man, without a university degree, in broadcasting and a willingness to take an appropriate oath of public good, should be admitted to the management of future proposed broadcasting stations.

Those who are presently in the profession should be willing to expend the first efforts, already under way, at courses designed to improve management skills . . .

T. V. Waber
News Commentator
WXYZ Detroit

Attention to duty

EDITOR:

I was quite interested in your editorial of Nov. 23 entitled “Disaster or Conquest?” . . . Perhaps too many of the people in the business have been attending committee meetings, board meetings and other things and have not spent enough time on their own jobs, running their station or network. To do the job right, really, is easier than doing it the way many have been doing it . . .

Edgar Kobak
New York

WIBG also took part

EDITOR:

Noted on page 102 of Dec. 7 issue, the omission of WIBG as a station supporting the United Fund Drive . . . WIBG was very much a part . . .

Roy M. Schwartz
Program & Promotion Mgr.
WIBG Philadelphia
for TOTAL COVERAGE

WGH-RADIO has almost as many listeners in Tidewater, Virginia as all other stations combined...

HOOPER'S...Octo-
ber Business Survey, shows WGH-RADIO to have 42.0% of the radio audience...the next highest station shows a 12.1% rating...

MIGHTY MIGHTY MIGHTY
WGH COLOR CHANNEL 131

FIRST IN ALL SURVEYS
HOOPER-PULSE-TRENDEX

NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON - VIRGINIA

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BROADCASTING, December 21, 1959
expresses its thanks to
the distinguished board
of judges who honored
this television station
by selecting it as

FIRST PLACE WINNER

in the
SECOND ANNUAL
PROMOTION MANAGERS’ CONTEST

conducted by the
NATIONAL BROADCASTING
COMPANY

JUDGES

LEWIS TITTERTON
COMPTON ADVERTISING

JAMES BEALLE
KENYON & ECKHARDT

HERMINIO TRAVIESAS
BATTEN, BARTON, DURSTINE & OSBORN

MITCHELL JOHNSON
WILLIAM ESTY AGENCY

LEE RICH
BENTON & BOWLES

PAUL LOUIS
LEO BURNETT

AL HOLLANDER
GREY ADVERTISING

GEORGE FREY
SULLIVAN, STAUFAFFER, COLWELL & BAYLES

DORIS WILLENS
NEW YORK JOURNAL-AMERICAN

CARL SPIELVOGEL
NEW YORK TIMES
MONDAY MEMO

from GORDON WEBBER, vice president and director of broadcast commercial production, Benton & Bowles, New York

Tv’s need: simplicity with a flair

One of the great advertising challenges of the “Selling Sixties,” to say it flatly, is to get more people to pay attention to tv commercials and to remember more of what they see.

Memorability in commercials: this is the blue bird we all pursue, and will pursue ever hotter as we move across the rugged terrain of the next decade. For the bird is elusive and gets more so.

Mrs. Consumer has an awful lot thrown at her between the time she flicks on Garroway and turns off Jack Paar. Thousands of pictures, faces, words, exhortations, propositions—whole and fragmented—bombard her senses. It’s little wonder her threshold of indifference is rising and that it gets harder to lob our message over to her. It’s painful to admit, but often she just doesn’t care about what we say and doesn’t look or listen.

To make her care enough to look and listen: this is a challenge to everyone who has anything to do with producing television advertising.

No Magic Touch • There is no magic way. But the problem is urgent enough to engage our best attention. An expensive, high rating tv series or special can be an advertising waste if a mass epidemic of mind-wandering sets in when the commercials come on. The same can apply to spots in a participating show. The already formidable costs of advertising on tv are certain to get higher in the decade ahead—30% higher by 1970, according to one estimate. In the job of winning new customers during the sixties, television advertisers are going to need the hardest working commercials they can get. They can afford nothing less.

How do we get them?

A lot of people have drawn up rules for making good commercials. I have done it myself but don’t intend to do it here. But I would like to say something about the most elusive blue bird of all in advertising: simplicity.

The hardest thing in the world to learn is how to be simple.

Find the Reason • Simplicity is hard because life seemingly is not simple, particularly the hard, competitive life of selling goods and services. But at the heart of almost every problem of selling a product, if you dig enough, is a simple reality, a reason for the product’s being. The first job then, is to find that reason.

There are many ways to be simple in tv commercials. A standup announcer is a “simple” way to present the facts about a product. Sometimes it’s effective. And sometimes it’s dull and ineffective. Simplicity can’t be so simple that it’s dull.

Roy Eaton, who recently joined Benton & Bowles as music director, has a way of saying it: simplicity with a flair.

That comes close to it. You want to be simple, but in a way that attracts attention.

Simplicity in television advertising probably has something to do with getting close to life, getting at the heart of the matter. Stripping away extraneous detail and telling a thing straight and clear. Showing a product in a way that answers Mrs. Consumer’s question: “What does this have to do with me?”

The thing that it has to do with her may be any number of things: a better pie, a cleaner shirt, a healthier family, a sense of pride. You can say these things to her head or to her heart, or both.

The Memory Factor • Whatever the message, and however you say it, it should not be too much. It is hard to resist the desire to say everything there is to say about a product. But we must try. One, two, maybe three simple, distinctive facts is about all a 58-second commercial can tell. Any more and we risk the danger of telling nothing that is remembered.

I recently saw two television commercials that remain strongly in my mind. Both have simplicity with a flair and because of their simplicity they speak their message loud and clear.

The first one is a one-minute spot for a new dog food, Gaines Gravy Train. It begins with the picture of boys’ feet (we never see anything else of the boys) and a bouncing ball. All that happens is that one boy feeds the dog the new product, the dog eats and the boys talk about two simple, exclusive facts about the product in the natural way boys talk. It took three months to make and many thousands of dollars. Sometimes it costs a lot to be simple.

The other is a 20-second spot for The National Assn. for Retarded Children and cost only a few hundred dollars. It opens on a close shot of a still picture of the wistful face of a boy. A lonely flute is playing. We see the eyes of the boy, then a tightly clenched hand, the face again, a title that says something about “need” and “give”, then the eyes again. And that is all. Simple and eloquent.

“Simplify! Simplify!” Carlyle said it long ago and this is the hard lesson we all must learn anew every day.

If we learn it well enough, I believe we stand a good chance of getting more people to pay attention to our tv commercials and to remember more of what they see.

Novelist and tv script writer as well as agency executive, Gordon Webber is a 12-year man at Benton & Bowles. He joined B&B in 1948 as tv copy supervisor, was elected vp in 1956 and was named to his new post last October. He has been script writer, editor, director of script department and writer-editor of NBC-TV Newsreel. He’s author of novels, short stories and tv dramas; his third novel, What End But Love, published Oct. 26, 1959, by Little, Brown & Co., was preceded by Years of Eden (1951) and The Far Shore (1954). His short stories have appeared in Mademoiselle and New World Writing, and for five years he wrote both commercials and scripts for I Remember Mama tv series.

BROADCASTING, December 21, 1959
Fargo is the **SPENDINGEST** city in the U.S.A.

And WDAY gets by far the biggest audience in this 54-county area!

The Consumer Markets pages of "Radio Rates" show that Fargo is the No. 1 city in the U.S.A., for Retail Sales Per Family!

*Also* — the Jan. 19-Feb. 13, 1959 Pulse Area Survey shows that WDAY is *by far* the top station among 37 that compete for audience in our 54-county area.

All this confirms the wisdom of you advertisers who have been choosing WDAY *since 1922*! There just ain't no station anywhere else in the U.S. that does so much — for so many — for so little! Ask PGW!

### PULSE AREA REPORT (54 COUNTIES)
**JAN. 19 - FEB. 13, 1959**

**SHARE OF AUDIENCE — IN-HOME & OUT-OF-HOME**

<table>
<thead>
<tr>
<th></th>
<th>6 A.M.-12 N.</th>
<th>12 N.-6 P.M.</th>
<th>6 P.M.-Mid.</th>
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<tbody>
<tr>
<td>WDAY</td>
<td>24</td>
<td>23</td>
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<td>STA. B</td>
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<td>STA. D</td>
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<td>STA. E</td>
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<td>STA. F</td>
<td>3</td>
<td>4</td>
<td>3</td>
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<tr>
<td>32 Others</td>
<td>38</td>
<td>34</td>
<td>33</td>
</tr>
</tbody>
</table>

**WDAY**

**FARGO, N. D.**

**NBC • 5000 WATTS**

**970 KILOCYCLES**

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

BROADCASTING, December 21, 1959
WHAT PUBLIC REALLY THINKS OF TV

A deep search into national attitudes shows that most people have kept their perspective despite broadcasting's bad press

The American public opposes quiz-rigging and payola but has not let the torrent of newspaper publicity shake its faith in broadcasting.

Authority for this conclusion: Elmo Roper, partner in the research firm of Elmer Roper & Assoc.

Results of a nationwide sampling of public opinion by the firm were given Dec. 17 to the FCC's broadcasting inquiry.

The people's common sense prevails, Mr. Roper said in analyzing the tabulations of the cross-country statistics.

Backed by 26 years of public-opinion sampling (see box page 20), Mr. Roper's latest study moved him to make this statement to the FCC:

"The results indicate to me that the public as a whole has put this matter in a pretty sane perspective—perhaps far saner than the writers of newspaper headlines."

His analysis given to the FCC shows:

- A majority of the public feels tv is doing an excellent or good job.
- Tv rates close to newspapers in believability of news and as a source of news.
- It ranks first as the medium most wanted if only one medium were available.
- Two out of three people think quiz-rigging is wrong but they don't condemn all television.
- Three out of four are convinced the tv industry is correcting the publicized abuses.

A TIO Project • The Roper firm was commissioned by the Television Information Office to find out how the public was reacting to widespread publicity, most of which has been adverse. It was the first basic project undertaken by the new TIO when it went into action last October with Louis Hausman as director. Clair R. McCollough, Steinman Stations, is chairman of Television Information Committee, which directs the TIO project under NAB auspices.

One of TIO's basic jobs is to find out what the public thinks of tv.

"We commissioned Mr. Roper to get the answers to these questions," Mr. Hausman said last week: "Has television been damaged in the public eye? Are people losing confidence in television? Does the public distinguish between what is good and bad in the medium?"

During the Dec. 5-12 survey week, Roper interviewers completed personal interviews with a nationwide cross-section of 2,000 adults. The findings given the FCC were tentative, based on 1,898 completed questionnaires. Final tabulations will make only trivial changes in the figures, Mr. Roper said.

The Public's Wisdom • Mr. Roper told the FCC, "Twenty-six years of asking the public thousands of questions on hundreds of different subjects have convinced me that the public is usually pretty sound. It is true that occasionally a burst of emotion, usually inspired by widespread dissemination of misinformation, may cause them to go astray momentarily, but our research has shown that they are soon back on the path of common sense, and I think I might even be pardoned if I used the word "wisdom." He said specialists tend to over-estimate the amount of information the public should have and also to underestimate the public's native common sense.

Questioned after his prepared testimony, Mr. Roper said results from a sample three times as large would vary not over 2-3%, certainly not over 5%. "The sample isn't on the large size and it isn't skimpy either," he observed.

When FCC Comr. Robert T. Bartley asked if phrasing or order of asking questions could influence answers, Mr. Roper said these elements were behind the fact that several questions were asked respondents before the tv quiz subject was touched. He said an average of 5% of the people refuse to talk to surveyors because they are too busy, speak no English or don't like polls.

The hearing had a laugh when Ashbrook Bryant, FCC attorney, opened questioning this way: "Just for the record, Mr. Gallup..." This prompted Chairman John C. Doerfer to suggest

HOW ROPER EVALUATES THE RESULTS

"It seems to me that in view of the tremendous amount of newspaper space which has been devoted to the abuses of public confidence which have been revealed, the public has taken a pretty sane position. They are properly critical of abuses, but they have not lost confidence in the medium as a whole . . .

"It may well be that the public, which if it is anything is human, knows that wherever one finds human beings, one will find instances of great merit, instances of mediocrity and instances of shabbiness.

"The news that a certain fighter threw a fight does not cause people to instantly conclude that all fights are fixed. The news that a judge took a bribe does not cause the public to lose all confidence in our legal system. Perhaps the public is saying, in effect, 'Well, here's just one more proof of the fact that you'll find some rotten apples in every barrel.' . . ."
WHO ELMO ROPER IS

Elmo Roper, head of the research firm bearing his name, is one of the nation's best known marketing consultants and public opinion analysts. He got into marketing research in 1933, after 12 years as a jewelry salesman and retailer created in him a desire to find out what people wanted to buy, rather than what some designer or manufacturer thought they would want.

The 59-year-old researcher works mostly for manufacturers and other commercial clients in surveys dealing with research on products and design, public relations and labor relations. He also is known for broadcasts and articles on public attitudes toward such subjects as labor and business, world peace and political issues. He is a contributing editor of The Saturday Review, author of a book, You and Your Leaders and chairman of the Fund for the Republican (see Fund story page 44). He conducted the famed Fortune magazine public opinion polls.

Mr. Roper was born in 1900 in Hebron, Neb., and attended the U. of Minnesota and the U. of Edinburgh, Scotland. During World War II he was a deputy director of the Office of Strategic Services and special consultant to the War Production Board, Office of War Information, Army Air Force, Marines and Navy. His organization consists of a staff of 40 in New York headquarters and a field force of some 225 interviewers throughout the U.S.

the possibility of payola for the Gallup poll, followed by a quip that Mr. Gallup might ask equal time.

TV a News Leader • Television runs newspapers a close race as the medium depended upon by most people for news, Mr. Roper said on the basis of this question:

"Where do you usually get most of your news about what's going on in the world today—from the newspapers or television or magazines or talking to people or where?" The results (percentages add to more than 100 because of multiple choices):

Newspapers 56%
Television 51%
Radio 34%
Magazines 8%

The Roper firm looked into moral aspects of the problem by citing a number of public issues, asking the question "Here are some recent issues which have been reported in the newspapers. Which do you think are serious moral problems and which do you think are minor?" Respondents were handed a card to study, with 12 issues listed. Here are results in the order in which the public judged the issues to be serious moral problems:

Increasing amount of juvenile delinquency 89%
Dishonest labor leaders 88%
Government officials accepting bribes 81%
Policemen taking graft 74%
School segregation 71%
Advertisers making false claims 67%
International disarmament 66%
Testing of atomic bombs 65%
Promoters fixing boxing matches 44%
Congressman putting their relatives on government payroll 42%
Rigged quiz shows on tv 41%
Disc jockeys taking money from record companies 34%

In the effort "to gain perspective on whether the rather glaring newspaper headlines did or did not represent the perspective in which the public put the whole subject of television" the interviewers asked this question: "In every community, the schools, the newspapers, the local government, the television stations, each has a different job to do. Would you say that the local schools are doing an excellent, good, fair or poor job (also newspapers, tv stations and local government)?" Here are the results which were obtained:

<table>
<thead>
<tr>
<th></th>
<th>Excel-</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schools</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspapers</td>
<td>14%</td>
<td>50%</td>
<td>25%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Tev stations</td>
<td>11%</td>
<td>48%</td>
<td>26%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Local govt.</td>
<td>6%</td>
<td>36%</td>
<td>22%</td>
<td>11%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Mr. Roper observed all but local government received majority approval by a close range—59% to 64%.

Up to this point, he explained, the interviewers had given no indication that questions would be asked about any specific aspects of television or newspapers.

Creditability Scores • In an effort to find if the sensational "exposures of fact" that apparently reputable people had committed a fraud in quiz rigging might have had a deleterious effect on the believability of tv as a whole, the interviewers asked this question:

"If you got conflicting or different reports of the same news story from radio, television, the magazines, and the newspapers, which of the four versions would you be most inclined to believe—the one on radio or tv or magazines or newspapers?" The "most believable" results:

Newspapers 32%
Television 30%
Radio 12%
Magazines 10%
No opinion 16%

Asking which is "least believable" they responded:

Television 9%
Radio 11%
Magazines 23%
Newspapers 24%
No opinion 33%

Mr. Roper commented: "While television almost tied with newspapers as 'most believable,' when it came time to pass judgment on 'least believable' only 9% named television against 24% who named newspapers and 23% who named magazines."

Indispensability • Results of the next questions "indicate the public has not been too carried away by the tremendous mass of publicity with which the television industry has been blessed—or damned—during the past few months," he continued. This question read, "Suppose you could continue to have only one of the following—radio, television, newspapers, or magazines—which one of the four would you want to keep?" The results:

42% would keep television
32% would keep newspapers
19% would keep radio
14% would keep magazines
9% didn't know

These results, Mr. Roper said: "indicate both the importance and confidence the public attaches to the medium of television as a whole."

A specific quiz question read: "Have
CORRELATION AMONG SURVEYS

Three autumn samplings of public opinion, and one check into broadcast industry reaction have brought out a general finding—the public's overall opinion of television is still favorable although people do not condone unsavory practices.

Specific actions by Charles Van Doren, most publicized of the big-money quiz winners, and by program producers are condemned in most of the recent research (see new findins of Elmo Roper & Assoc. at FCC hearing, beginning on page 19). Two surveys conducted for BROADCASTING magazine just before and after the Van Doren confession showed a scar in the public's image of TV immediately after the rigging of his show was disclosed. The surveys were conducted by Sindlinger & Co., Ridley Park, Pa., nationwide research firm (BROADCASTING, Nov. 2 and 9).

The first survey showed that while most people knew about the TV quiz investigation, only 18.9% had changed their attitude or opinion of the industry. After the Van Doren confession, 50.9% had changed their views. The nature of the changes was not explored in the survey.

Before the confession, 57.4% said they found quizzes educational and entertaining, and wanted them restored, but only 39.9% felt that way afterward. Before the confession only 14.7% who knew about him thought he should be fired from his Columbia U. job; afterward 45.7% figured he should be fired.

The second Sindlinger survey showed a feeling that producers were most to blame, 53.8% feeling this way. Mr. Van Doren and sponsors were held culpable by about 18%. Only 12% held the networks most responsible.

Another survey conducted by Dr. George Gallup for CBS showed that 92% of people have heard or read about the quiz-rigging charges (BROADCASTING, Dec. 7). The dropping of big-prize TV shows was generally approved by 38%; 17% favored dropping some quizzes but keeping the honest ones; 20% generally disapproved quizzes. Other findings: 48% want canned laughter discontinued, 25% don't; 46% figure canned laughter or applause should be announced beforehand, 32% don't; 66% favor stricter regulation of TV programs, 15% are opposed. Of those favoring stricter regulation, 13% said government, 42% favored networks themselves, 7% favored both.

A BROADCASTING survey of stations in top markets, networks, and station representatives showed negligible evidence of public revulsion as a result of quiz activity. Very slight evidence was detected that the size of audience had dwindled or that sponsors and agencies were concerned about the value of radio- TV (BROADCASTING, Dec. 14).

you heard or noticed anything about an investigation of the way certain television quiz shows are being run?” The findings:

<table>
<thead>
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<th>Percentage</th>
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<td>87%</td>
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<td>10%</td>
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<td>3%</td>
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Mostly for the benefit of those who hadn't heard, this question was asked: "Well, it appears that on certain of the big money quiz shows the contestants knew in advance the questions they would be asked and in some cases were even given the answers to these questions. What is your opinion of this whole situation?" The respondent was handed a card with four general attitudes described. The results:

<table>
<thead>
<tr>
<th>Attitude</th>
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<tbody>
<tr>
<td>Confined to quiz shows</td>
</tr>
<tr>
<td>Some others</td>
</tr>
<tr>
<td>True of all kinds</td>
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<tr>
<td>Don't know</td>
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</table>

What's the industry doing about the abuses disclosed? The interviewers asked, "Now that this is all out in public, do you feel that the television industry is really doing a thorough cleanup job wherever it is needed or that they are just correcting the most publicized abuses or that they aren't really doing much of anything?" The results:

<table>
<thead>
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<th>Reaction</th>
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<tr>
<td>Thorough job</td>
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<tr>
<td>Correcting publicized abuses</td>
</tr>
<tr>
<td>Not much of anything</td>
</tr>
<tr>
<td>Don't know</td>
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</tbody>
</table>

Payola has been in the news, too. Mr. Roper told the FCC. "You have a certain amount of comment lately," the interviewers asked."For each one, would you tell me whether you think it is very bad, or somewhat questionable, or perfectly all right, or haven't you heard about it?" Here are the results:

<table>
<thead>
<tr>
<th>Payola</th>
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<tr>
<td>21%</td>
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<td>14%</td>
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<td>4%</td>
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</table>

Mr. Roper added, "If public opinion in this instance runs true to form, I have no doubt that, barring other disclosures or other kinds of misconduct, the number of people critical of television will be reduced six months or a year from now. These questions were asked during the Dec. 5-12 period which, of course, was only a short time after the most dramatic disclosure of all in connection with the rigged quiz shows.

"Perhaps the public is more aware than they have been given credit for of the fact that all of the headlines they have been reading about dishonesty in television have been in newspapers, and they recognize newspapers as being locked in a violent competitive struggle with television for the advertising dollar. Perhaps they are simply following the old American adage of 'Don't believe everything you hear about a man from that man's enemies or competitors,' and finally, perhaps here is but one more example of the good sense with which we find the American public to be possessed on most occasions."

For reports of other testimony at FCC hearing last week see page 36

BROADCASTING, December 21, 1959
TAILORING DISTRIBUTION TO TV

Here's how Busch Bavarian beer has built new markets by making its distribution patterns fit its television coverage

It pays to sell—where you advertise. This sounds elementary but the logic behind this truism, nevertheless, can be elusive in this era of television. But Busch Bavarian Beer, a division of Anheuser-Busch Inc., St. Louis, has recognized that market distribution and market coverage via television are inseparable, and points to the following chronological highlights of its four-year experience in the popular-priced beer field:

- In the fall of 1955, Busch Bavarian was introduced in the traditional way of opening new markets, state by state, in Kansas, Missouri and Illinois. Each wholesaler in each state was provided with advertising originating within his area, covering both investments in printed media and on radio-tv. Sales built up slowly but gradually.

- Early in 1957, officials of Busch Bavarian and its agency, Gardner Adv., St. Louis, realized that this kind of local advertising could not deliver the greatest impact for each advertising dollar. Radio and tv, acknowledged as the most effective media for telling Busch Bavarian's story, did not confine themselves to geographical lines. They crossed wholesaler territories and state boundaries, and when the product's distribution did not follow the broadcast coverage, a portion of the company's advertising was dissipated.

- Officials of Busch Bavarian and Gardner realized then that the important consideration is not where the advertising originates; it is where the advertising goes. Accordingly the company changed its method of selecting areas for new distribution. It started in the spring of 1957 by opening—not states—but areas that can be most effectively covered by advertising without any regard for geographical boundaries.

- Television was selected as the primary advertising medium. Consequently, what Busch Bavarian now calls its "media coverage areas" are markets that are reached most effectively by tv emanating from the major population centers.

- Busch Bavarian is now in a total 52 "media coverage areas," comprising part or all of 14 states. The company uses all media, but about 75% of the introductory budget is allocated to radio-tv, and 85% of the continuing budget is earmarked for the air media. (The bulk is in tv, but the company declines to provide a breakdown.)

- The payoff: In 1958 Busch Bavarian doubled its output over 1957 and, in 1959, company executives claim, the output will double that of 1958 "to the point where our marketing success has exceeded our present production capacity."

Busch Bavarian's success story is a striking testimonial to the we-know-no-accepted-boundaries prowess of radio-tv. Its progress report tends to validate similar marketing theories advanced in recent months by Westinghouse Broadcasting Co.'s "Megatown," Corinthian Broadcasting's "Tele-urbia" and by various independent station operators.

Busch Bavarian added one dramatic dimension: It re-shaped its distribution structure to conform to its television coverage.

Walter Reisinger, regional brands advertising manager for Anheuser-Busch and John Naylor, vice president and account supervisor for Gardner Adv., were interviewed by Broadcasting in New York last week after Mr. Reisinger had revealed Busch Bavarian's business history before a meeting of the Television Bureau of Advertising.

Future Plans: "We don't know exactly how many markets we will eventually be in," Mr. Reisinger said, "but future expansion will be in areas where there is the greatest potential for a popular-priced beer."

Busch Bavarian, he added, has mapped out more than 190 "media coverage areas," defined by tv signals. New markets will be selected on the basis of "greatest potential."

Mr. Reisinger explained that some areas are known to favor "premium" beers (like Chicago) and others (like New York) are deeply entrenched with popular-priced beers. It is likely that "premium" areas will not be candidates in Busch Bavarian's plans.

He noted that areas invaded by the company's beer to date have been those that traditionally are regarded as "popular-priced places." Among the areas in which the beer is marketed are St. Louis, Houston, Dallas-Fort Worth, Jacksonville and Tampa, Fla., Tulsa and Oklahoma City. The product is in the Mid-
Famous on the local scene
The Christmas Tree at the White House... a symbol of peace and happiness across America.

...yet known throughout the nation

The Storer stations, both radio and television, extend to you their very best wishes for the Holiday Season, and pledge their continuing efforts to serve the interests of their individual communities. Though national in stature, Storer stations always will remain dedicated to the service of their local citizens.

Storer Broadcasting Company

Radio
Philadelphia, WIBG
Detroit, WJBK
Cleveland, WJW
Wheeling, WWVA
Toledo, WSPD
Miami, WGBS
Los Angeles, KPOP

Television
Detroit, WJBK-TV
Cleveland, WJW-TV
Atlanta, WAGA-TV
Milwaukee, WITI-TV
Toledo, WSPD-TV

you know where you're going with a STORER station
MILITANT RADIO Will fight to guard progress—Sweeney

Radio will fight any charges against it that may ensue from current and future publicity emanating from federal probes.

Agency timebuyers can expect tighter broadcast control over both editorial material and advertising broadcast on stations.

Radio business can expect some stimuliants in the year ahead. One of these is the Radio Advertising Bureau’s “On Target” type of study that sets forth a “radio pattern” that advertisers can employ “to reach the known buyer of a commodity rather than just a listener of a certain generic type.”

This late-1959 look at the sound medium comes from Kevin Sweeney, RAB president, who made the featured speech last week at a Radio & Television Executives Society luncheon in New York.

Supports FCC • Mr. Sweeney urged that radio defend FCC, “which far from being the worst regulatory body in the government—among some of the Washington pundits have been asserting—is at least the equal and in some respects far better than the Washington regulatory bodies who regulate the airlines, the power companies, etc.”

Mr. Sweeney deplored what he said was TV’s failure in not defending itself “more aggressively.” He reiterated that TV’s problems are not related to radio (“we are not Siamese twins”), charged that little has been proved about radio’s alleged misconduct and that newspapers have exaggerated current revelations beyond proportion.

As to tighter control over commercial content, Mr. Sweeney said: “Broadcasters, both radio and television, are going to be super-critical of product claims and be even more alert than they have been to serving the public first and the advertiser second.

It’s For Real • “The broadcasters know that the investigations are for real and that tremendous damage can be done to their position because even the slightest blunder is going to be magnified into something slightly worse than cannibalism by some headline-hunters.”

As to radio’s business: It has a momentum (both in network and in spot) going into 1960 that it’s looked up to now—“It should play some mighty pretty music on the cash register in the 1960’s.”

His reasons for a “banner decade” for radio in the 1960’s:

• Set sales are skyrocketing, some 16 million radio sets will be sold in 1959, a new set for one out of every three U.S. households; as of now there are not enough new radios “to go around.”

• Listening is climbing, down every time segment by any measurement that includes all sets.” More hours are spent listening and by more people and households.

• Summer listening is ahead of TV in terms of adults reached during a 24-hour day. It was shown by Sindlinger & Co.) that in the past summer radio dominated this area for eight straight weeks as compared to only one week’s supremacy in the summer of 1958.

• New radio studies, which as in RAB’s “On Target” research, are targeting listeners and combining the time periods more scientifically to reach the people who buy the product advertised.

PRINT MEDIA NEXT?

All advertising facing hazard, Cash asserts

“Collective action” by and “common standards” for all advertising were seen last week by Norman E. Cash, president of TVB, as the sensible approach to the problems besetting television and advertising generally.

Introducing the New York showing of TVB’s latest large-screen presentation on the importance of (1) advertising and (2) television advertising, Mr. Cash also warned that television could, if it felt it had to, “expose” flagrant flaws in print media.

He said: “The time is rapidly approaching—in fact may already be here—when all media and advertisers will have to act in unison for the common good of advertising itself. Such a suggestion would have been deemed ridiculous a few short months ago.

“But in view of the concerted efforts now taking place to discredit advertising as a whole, print media as well as broadcasting may soon be forced to form a common front.

“If there are any doubters, I suggest only that you read the recent stories which relate the problems of various advertisers who use print as well as broadcast media. Yes, all advertising is under attack and, perhaps, only through collective action will all advertising be able to face the situation. We are, in fact, one industry—advertising. I submit that we, therefore, should have common standards.

“Television, as the leading national advertising medium—as it has been for the past five years—I hope will continue to deserve this leadership.”

Some 1,600 advertisers, agency and media people were on hand for the New York showing of the new presentation Wednesday morning at the Waldorf-Astoria.

BROADCASTING, December 21, 1959

How to buy rug ads

Department store buyers of floor coverings were counseled on how to use television last week by Louis Sirota of the retail sales department, Television Bureau of Advertising. Use TV weekly the year-around, coupled with saturation spot schedules, he told the buyers at an Associated Merchandising Corp. meeting Dec. 16. TV should get at least 20% of the department’s annual budget, he said.
Always stimulating, clearly stylish, and naturally designed to attract attention and approval from an ever-growing circle of admirers—like each of our outstanding stations...a “Metropolitan” personality.

METROPOLITAN BROADCASTING CORPORATION
105 East 67th Street, New York 21, New York
Since 1949, India has pushed a widespread railroad improvement program.

Old track has been relaid, new track added. Modern equipment has been purchased... diesel locomotives... rolling stock. And service has been greatly improved.

As a result, India has grown industrially. In the period between 1951 and 1959, freight traffic on Indian railroads has increased some 40%... from 98 million tons to about 138 million tons. And estimates indicate an even greater growth in the near future.

All of which means that India has recognized the railroads for what they are—the backbone of a modern, growing industrial society.

* * *

In the United States, by contrast, public policies tend to ignore this basic truth.

Here, the government appears indifferent to the strength and stability of the railroads, while it promotes and encourages the railroads' competition.

Railroads are burdened with over-regulation and discriminatory taxation—while their competition uses highways, waterways and airways built and maintained by the government.

* * *

The railroads ask no special favors. All they ask is the equality of treatment and opportunity fundamental to the American concept of free enterprise. Granted this, the public would then be assured of the efficient, low-cost rail service which a dynamic economy and national defense demand.
KENT TOPS 3RD QUARTER BILLING

Tv spending report shows network gains both day and night

More good dollars were spent in network television on behalf of P. Lorillard's Kent cigarettes than for any other brand name product in the third quarter of this year.

Kent had an investment of $2,664,817 in gross time charges for the quarter. P. Lorillard Co. placed in the No. 7 ranking both in the top 25 list of network advertisers for the quarter and for the month of September.

The gross time billing for the quarterly period and for September was released last week by Television Bureau of Advertising. Compilations are by Leading National Broadcasters and Broadcasters Advertisers Reports.

P & G Billing • Procter & Gamble is now placing gross time billing in television on what would appear to be a near 50-50 network and spot basis. This leading advertiser in television put almost $11.9 million in network and about $11.2 in spot in the third quarter. Second in the top 25 advertisers for the quarter was Lever Bros. with nearly $9.5 million in network ($3.1 million in spot).

Another top brand advertiser in network tv is Anacin Tablets, No. 2 with over $2.8 million in the third quarter, obviously reflecting its sponsorship of special public affairs coverage of Soviet Premier Khrushchev's visit in the U.S. Two benchmarks were noted by Tvb:

- In the first nine months, daytime network tv gross time purchases increased 26.1% over the like period of 1958 and nighttime was up 4.2%.
- In product classifications, food product spending in the nine months was up more than $4 million; smoking materials more than $13 million; gasoline-fuels more than $4 million; drugs nearly $13 million.

ESTIMATED EXPENDITURES

TOP 25 NETWORK BRAND ADVERTISERS
THIRD-QUARTER 1959

<table>
<thead>
<tr>
<th>Network</th>
<th>1959</th>
<th>1958</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>$1,899,344</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lever Brothers Co.</td>
<td>9,499,662</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Home Products Corp.</td>
<td>6,858,593</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colgate-Palmolive Co.</td>
<td>5,119,047</td>
<td></td>
<td></td>
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<tr>
<td>General Foods Corp.</td>
<td>4,337,056</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R.J. Reynolds Tobacco Co.</td>
<td>6,429,515</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P. Lorillard Co.</td>
<td>3,820,693</td>
<td></td>
<td></td>
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<tr>
<td>Gillette Co.</td>
<td>3,578,822</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Motors Corp.</td>
<td>3,119,225</td>
<td></td>
<td></td>
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<tr>
<td>Bristol-Myers Co.</td>
<td>3,218,075</td>
<td></td>
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<tr>
<td>General Mills Inc.</td>
<td>3,096,035</td>
<td></td>
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</tr>
<tr>
<td>Ford Motor Co.</td>
<td>2,734,475</td>
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<tr>
<td>Sterling Drug Inc.</td>
<td>2,700,192</td>
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<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>2,614,086</td>
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<tr>
<td>Pharmaceuticals Inc.</td>
<td>2,554,033</td>
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<tr>
<td>Brown &amp; Williamson Tobacco Corp.</td>
<td>2,078,963</td>
<td></td>
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<tr>
<td>Philip Morris Inc.</td>
<td>2,032,403</td>
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<tr>
<td>Mills Laboratories Inc.</td>
<td>1,962,197</td>
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<tr>
<td>American Tobacco Co.</td>
<td>1,813,431</td>
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<td></td>
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<tr>
<td>National Biscuit Co.</td>
<td>1,634,363</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Dairy Products Corp.</td>
<td>1,627,204</td>
<td></td>
<td></td>
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<tr>
<td>Chrysler Corp.</td>
<td>1,245,426</td>
<td></td>
<td></td>
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<tr>
<td>S.C. Johnson &amp; Son Inc.</td>
<td>1,574,771</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bayuk Cigars Inc.</td>
<td>1,566,363</td>
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</tr>
</tbody>
</table>

ESTIMATED EXPENDITURES

TOP 25 NETWORK BRAND ADVERTISERS
THIRD-QUARTER 1959

<table>
<thead>
<tr>
<th>Network</th>
<th>1959</th>
<th>1958</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kent Cigarettes</td>
<td>$1,646,817</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anacin Tablets</td>
<td>2,284,856</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winston Cigarettes</td>
<td>1,599,589</td>
<td></td>
<td></td>
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<tr>
<td>Phillips Cigars</td>
<td>1,566,363</td>
<td></td>
<td></td>
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<tr>
<td>Ford Passenger Cars</td>
<td>1,507,142</td>
<td></td>
<td></td>
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<tr>
<td>Tide</td>
<td>1,476,636</td>
<td></td>
<td></td>
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<tr>
<td>Colgate Regular &amp; Aerosol Toothpaste</td>
<td>1,440,071</td>
<td></td>
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<tr>
<td>Camel Cigarettes</td>
<td>1,414,256</td>
<td></td>
<td></td>
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<tr>
<td>Dodge Passenger Cars</td>
<td>1,348,685</td>
<td></td>
<td></td>
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<tr>
<td>Salem Cigarettes</td>
<td>1,292,270</td>
<td></td>
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<tr>
<td>Gum &amp; Refreshments</td>
<td>1,253,822</td>
<td></td>
<td></td>
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<tr>
<td>Bufferin</td>
<td>1,245,857</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chevrolet Passenger Cars</td>
<td>1,211,996</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L&amp;M Filter Tip Cigarettes</td>
<td>1,184,093</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Texaco, Inc. General Promotion</td>
<td>1,130,496</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gillette Razors &amp; Blades</td>
<td>1,083,648</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bayer Aspirin Tablets</td>
<td>1,081,025</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alka Seltzer</td>
<td>1,073,644</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mr. Clean All Purpose Cleaner</td>
<td>1,008,790</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Handy Andy Liquid Household Cleaner</td>
<td>993,321</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prudential Insurance</td>
<td>975,156</td>
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<td></td>
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<tr>
<td>Genetol</td>
<td>984,130</td>
<td></td>
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<tr>
<td>Chesterfield Cigarettes</td>
<td>807,356</td>
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</tbody>
</table>

LNA-BAR: Gross Time Costs Only

LNA-BAR: Gross Time Costs Only

<table>
<thead>
<tr>
<th>Network</th>
<th>1958</th>
<th>1959</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$12,805,318</td>
<td>$13,384,651</td>
<td>+20.1</td>
</tr>
<tr>
<td>Mon.-Tues.</td>
<td>11,126,530</td>
<td>13,274,004</td>
<td>+20.1</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>1,160,788</td>
<td>1,310,947</td>
<td>+20.1</td>
</tr>
<tr>
<td>Nighttime</td>
<td>29,611,872</td>
<td>32,791,808</td>
<td>+20.1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$42,417,190</td>
<td>$48,176,459</td>
<td>+13.6</td>
</tr>
</tbody>
</table>

BROADCASTING, December 21, 1959

(BROADCAST ADVERTISING) 29
Auditioning talent by vtr

One of the chores that must be handled before an agency gets around to shooting a commercial is that of auditioning talent. For a non-New York agency which plans to do the actual production in New York, this can mean an extra trip to town to pick and choose among the many models available. Or at least, that's been the case.

But no longer, if the new operation started by Videotape Productions of New York comes into vogue. That company now offers to cast the talent for out-of-town agencies, audition them and ship tape back to the agencies for their decision.

The first "tapecasting" auditions by Videotape Productions were shot Dec. 10 for, appropriately enough, Minnesota Minning & Mfg. Co. (which, among other things, makes tape for TV). The commercials being planned for that company's Thermo-Fax copying machine, handled through Erwin Wasey, Ruthrauff & Ryan, St. Paul. Taping for the actual commercials will take place Dec. 28-29 in New York after a decision on the models has been made in St. Paul by Howard Bergh, advertising manager for 3M's graphic products group, and EWR&R's Scott Benton, account executive; James Hansen, copy chief, and Clarence Zaccardi, executive art director.

Cast & Credits The casting auditioning operation at Videotape Productions is directed by Marge Kerr, former Young & Rubicam casting director and now president of her own agent organization, People & Productions Inc. The Dec. 10 session was supervised by John Lanigan, vice president--general manager of Videotape Productions, and directed by Bob Bleyer. Miss Kerr ran 20 models through their auditions before the cameras, 13 men and 7 women trying out for various performer and announcer roles in the Thermo-Fax commercial.

Videotape Productions has another idea in mind, too. Besides auditioning for specific commercials, the company is compiling a file of taped auditions that agencies can draw on for specific needs. For example, when the file grows more comprehensive, an agency should be able to ask for and get taped examples of a dozen "35-year-old architects," ten "21-year-old brides" or assorted "middle-aged housewives."

B&W's Life cigarettes answer FTC complaint

Despite the Federal Trade Commission's complaint of false advertising for Brown & Williamson Tobacco Co.'s Life cigarettes (At Deadline, Dec. 14), the commercials remained on the air last week unchanged. FTC's complaint was filed against the cigarette manufacturer, agency Ted Bates & Co., and for the first time in recent years, against an account executive—David Loomis, a Bates vice president.

In answer to FTC's charges that the newspaper, magazine, radio and TV advertising for Life cigarettes falsely represents U.S. government endorsement of the brand, as well as its objections to a demonstration of filter effectiveness, Brown & Williamson last Monday (Dec. 14) issued a statement, which said in part:

"The Federal Trade Commission claims that our advertising implies government sanction. This is not true. Our figures on the tar and nicotine delivery of the new Life cigarettes were submitted to the FTC at the commission's own request and our advertising simply states that such figures were filed... We claim, and believe we have the right to claim, that the Life milliecel filter has greater absorptive capacity than other filters and the demonstration illustrates that fact."

The complaint can be contested at an FTC hearing. If the charges are eventually upheld Life's current advertising would be ordered to change. The agency withheld any comment last week.

Siesel named head of agency league


Elected to board of governors: Arthur Bandman, Arthur Bandman Adv.; Ben B. Bliss of firm bearing his name; Hy
One test of station leadership is the ability to create, produce and broadcast diversified and successful local programs. The popularity of KLZ-TV's locally-produced programs and personalities is a matter of record.

This leadership in the area of local programming along with the dominance of CBS in Network programming plus a continuing presentation of the finest syndicated features assures advertisers a greater share of audience in quality and quantity, on KLZ-TV, Channel 7.

Highest rated Network Show—
GUNSMOKE 47.0

Highest rated Syndicated Show—
FLIGHT 29.9

Highest rated Sunday News
(10 PM) (Local) 20.9

Highest rated News
(10 PM) Mon.-Fri. (local) 19.6

Highest rated Weather
(10:10 PM) Mon.-Fri. (Local) 17.0

Highest rated Sports
(10:20 PM) Mon.-Fri. (Local) 13.8

Highest rated Remote
PANORAMA (Local) 13.5

Highest rated Daytime News
(Local) 11.8

Highest rated Network Daytime News 11.4

Highest rated Agricultural Show
WEEK-END GARDENER (Local) 10.2

Highest rated Interview Show
ON THE SPOT (Local) 9.3

*Nielsen—October-November '59

Represented by the Katz Agency
THE PARTY'S OVER
Revoln seeks new weekly hour show

From quiz to "quality" hasn't solved Revlon's tv troubles.

Revoln's trouble started with adverse publicity from past association with two CBS-TV quiz shows, The $64,000 Question and The $64,000 Challenge. One of these quiz programs catapulted Revlon's cosmetic sales at retail drug and toiletries counters across the nation.

The quiz scandals in Washington caught Revlon in a whirlpool of charges and counter charges.

Revoln's new trouble concerns its current network television show—The Big Party—15 ninety-minute shows spread over the season in the Thursday period that's filled every other week by CBS-TV's Playhouse 90.

Weekly Show Sought • Revlon's ratings on the shows haven't been up to the advertiser's expectations. Consequently Revlon will drop Party early next year. Meanwhile, Revlon is looking for another show. Talked about last week: Plans to work out a full-hour weekly variety series on CBS-TV.

Party's downfall came coincidentally with the disclosure that F. Kenneth Beirn has resigned as vice president and advertising director of Revlon (see p. 70).

Revlon had established what it had called a "centralization of authority" on program control of The Big Party. The shows were called by a triumverate: Mr. Beirn; Revlon President, Charles Revson and Mort Green, former writer on the Perry Como Show, who last June became Revlon director of tv and radio (Broadcasting, May 4).

The idea was to emphasize a well-written show. To accomplish this Easy Aces Inc. was hired. This is writer Goodman Ace's organization, which also had been associated with Mr. Como's show. Revlon has notified Mr. Ace that his contract will end Feb. 25. An earlier termination date might be worked out, however. Revlon's view of The Big Party's failure to capture audience and ratings: It's not on the air regularly (since the buy was for 15 shows, there have been instances when the break between two presentations has been three weeks). Warwick & Legler is the Revlon agency.

P&G to drop 'Wichita'

In an unusual notice, Procter & Gamble last week announced more than three months in advance that it would drop Wichita Town and probably its time slot (NBC-TV, Wed. 10:30-11 p.m.) effective March 30, 1960.

While P&G has tolled the bell on the program and time slot, it's possible, according to Benton & Bowles, the P&G agency on the show, that the advertiser may retain the half hour should it come up with the right program.

P&G's reason for dropping the show was not the program but because of its audience composition. Viewers are predominantly male and P&G would prefer a female audience since the show advertises such products as Crest, Prell, Tide and Zest. The program is produced by Mirisch Co.

Business briefly

Times sales

Mystery specials • Dow Chemical Co., Midland, Mich., will sponsor a series of mystery classic specials titled The Dow Hour of Great Mysteries on NBC-TV. First of the series will be seen March 31 (9-10 p.m. EST), the second on April 24 and the third later this spring. Produced by Robert Sauder Assoc., New York, the series will have Boston attorney Joseph N. Welch as host. Drama consultant will be Walter Kerr, critic, playwright and author. Agency: MacManus, John & Adams Inc., Bloomfield Hills, Mich.

Showcasing • Purex Corp. Ltd., South Gate, Calif., signed for five full-hour programs and one-half of two of the Sunday Showcase series on NBC-TV during the last half of the 1959-60 season. Purchase includes Call Me Back, starring Art Carney, on Jan. 16 (9:30-10:30 p.m. EST); Project 20 series for Feb. 19 and April 22, both 8:30-9:30 p.m.; an original drama scheduled for March 27 (8-9 p.m.), and a repeat of another Sunday Showcase series on June 12.

Local radio's role

Radio Adv. Bureau, New York, in releasing last week a 48-state analysis prepared by Standard Rate and Data Service Inc., noted there now are 838 communities with no daily newspaper but which have at least one radio station licensed to them. Local radio therefore remains the one major advertising medium available on a daily basis to the thousands of retailers based in these towns, RAB said. According to SRDS, in 1953 there were 395 communities with radio stations but no daily paper and by 1956 the number had risen to 625. Currently, Texas with 65 such communities leads the nation.

THE TOP 20:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>No. B'casts</th>
<th>B'casts Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Revlon</td>
<td>175</td>
<td>120,567</td>
</tr>
<tr>
<td>2</td>
<td>General Foods Corp.</td>
<td>130</td>
<td>79,766</td>
</tr>
<tr>
<td>3</td>
<td>Campbell Soup Co.</td>
<td>104</td>
<td>75,958</td>
</tr>
<tr>
<td>4</td>
<td>General Foods Corp.</td>
<td>126</td>
<td>69,043</td>
</tr>
<tr>
<td>5</td>
<td>The American Tobacco Co.</td>
<td>92</td>
<td>54,004</td>
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<tr>
<td>6</td>
<td>Campbell Soup Co.</td>
<td>81</td>
<td>53,608</td>
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<tr>
<td>7</td>
<td>Chevrolet (G.M.)</td>
<td>73</td>
<td>42,971</td>
</tr>
<tr>
<td>8</td>
<td>Niagara Therapy Mfg.</td>
<td>77</td>
<td>41,238</td>
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<tr>
<td>9</td>
<td>Longines-Wittnauer</td>
<td>95</td>
<td>39,444</td>
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<td>10</td>
<td>American Motors</td>
<td>64</td>
<td>39,471</td>
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<tr>
<td>11</td>
<td>Chevrolet (G.M.)</td>
<td>60</td>
<td>39,770</td>
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<tr>
<td>12</td>
<td>Niagara Therapy Mfg.</td>
<td>134</td>
<td>32,976</td>
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<tr>
<td>13</td>
<td>Florists Telegraph Assn.</td>
<td>29</td>
<td>24,999</td>
</tr>
<tr>
<td>14</td>
<td>CBS Electronics-CBS Inc.</td>
<td>46</td>
<td>22,085</td>
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<tr>
<td>15</td>
<td>Whitehall-Amher. Home Prod.</td>
<td>15</td>
<td>20,275</td>
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</table>

COMMERCIALS MINUTES:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>Total Commercial Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Revlon</td>
<td>30,190</td>
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<tr>
<td>2</td>
<td>Niagara Therapy Mfg.</td>
<td>30,377</td>
</tr>
<tr>
<td>3</td>
<td>Campbell Soup Co.</td>
<td>26,420</td>
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<tr>
<td>4</td>
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<td>5</td>
<td>The American Tobacco Co.</td>
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<td>6</td>
<td>American Motors</td>
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<td>The American Tobacco Co.</td>
<td>19,260</td>
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<td>8</td>
<td>General Foods Corp.</td>
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<td>9</td>
<td>Niagara Therapy Mfg.</td>
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<td>General Foods Corp.</td>
<td>12,825</td>
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32 (BROADCAST ADVERTISING)

BROADCASTING, December 21, 1959
In the Public Interest, Convenience and Necessity and with the help of General Sarnoff and his RCA Boys, XL - TV is back on the air with a complete new installation so Rural Montana and Idaho may have a television signal free for all the people.

A Broadcasting Service Dedicated to the Public Interest, Convenience and Necessity – not to private interest and convenience for a few.

The Continental Divide Station
KXLF-TV 4
BUTTE, MONTANA
Elevation 8,250 feet

Affiliated with:
KXLJ TV 12 — Helena
KXLF Radio — Butte
KXLJ Radio — Helena
KXLK Radio — Great Falls
KXXL Radio — Bozeman
KXLL Radio — Missoula
Air-borne • Air France, New York, will begin an advertising campaign next month, including spot radio in selected markets, to announce the start of trans-Atlantic jet flights on Jan. 25. 

Agency: BBDO, N.Y.

Saturday at the races • Union Oil Co., L.A., for fifth successive year, will sponsor Saturday Feature Race from Santa Anita in Arcadia, Calif., for 11 weeks starting Dec. 26, at 4-4:30 p.m., on a 24-station CTPN hookup. Erwin Wasey, Ruthrauff & Ryan, L.A., placed the tv regional network business.

Agency appointments

- Chattanooga Medicine Co., Chattanooga, Tenn., has appointed Street & Finney Inc., New York, to handle broadcast and print advertising for a new product called Pamprin. The agency declined to identify the product’s function.

- Dodge New York Retail Assn., composed of Dodge auto dealers throughout the New York metropolitan area, appoints Cole, Fischer & Rogow Inc., N.Y., as agency, replacing Wexton Adv., effective immediately. Budget is expected to be about $1 million and though media plans have not been determined, substantial spot radio-tv is expected to be used.

- Dinner-Ready Corp. (Dinner-Ready frozen meat manufacturer-distributor), N.Y., appoints Kenyon & Eckhardt, N.Y., as its agency effective Jan. 1. Dinner-Ready was acquired by Lever Bros. which also has Spry, Praise and Handy Andy products handled by K&E.

- Columbia Records, N.Y., names Benton & Bowles, N.Y., as its new agency to handle Columbia and Epic labels. Billings are estimated variously at $1.8 million to more than $2 million. Columbia account was at B&B until it moved to McCann-Erickson in 1956. CBS-TV earlier this year moved its advertising account from McCann-Erickson to BBDO.

- Pharmaceutical Div. of Borden Special Products Co., New York, last week appointed the Wexton Adv. Agency, New York, to handle consumer advertising for Marcelle cosmetics, it was announced by William Gordon, advertising manager, Edward Greenberg, Wexton vice president, is account supervisor. Media plans have not been announced.

- Also in advertising

Triple alliance • Three advertising agencies have formed a coast-to-coast alliance to expand representation and services for their clients. They are Boylhart, Lovett & Dean, L.A.; Persons Adv., N.Y. and Persons-Beauchamp Adv., Houston. Boylhart, Lovett & Dean also maintains an office in Washington, D.C.

Canadian service • BBDO, which opened an office in Toronto in 1956, has strengthened its Canadian facilities with an office in Montreal, Que., the agency’s 17th regional office. Address: 1010 St. Catherine St. W., zone 2. The new office is headed by Colin J. Smith, former assistant manager for Bridgen’s Ltd., Montreal. Pierre Pelletier, former manager of the French department of MacLaren Adv. Ltd., Toronto, is director of French services. Michael Hicks, vice president and managing director for BBDO in Canada, is in charge of both the Montreal and Toronto offices.

Agency merger • The Philadelphia advertising firms of Robinson, Adleman & Montgomery and Neville & Ronald have merged. The new agency will be called Neville, Adleman & Montgomery. John Neville was elected president and Robert Adleman named chairman of the board. The firm, which handles marketing, advertising and public relations accounts, will have offices at 2016 Walnut St., Philadelphia 3.

Changing name • Foukle agency, Minneapolis, founded in 1939 by Robert W. Foukle, now board chairman, is changing its name to Gould, Brown & Bickett, according to Eugene H. Gould, president. There will be no changes in personnel and offices remain in Rand Tower.

Ad film festival • Eight categories of tv commercials will be honored at this year’s International Advertising Film Festival in Venice, Italy, June 13-17, instead of the five categories given awards last year. Groups are: live action, 15-45 seconds, over 45 seconds; cartoons, (same time divisions); animation (same time divisions); live action series over 15 seconds, and animation series over 15 seconds. All inquiries about the festival should be addressed to Director, International Advertising Film Festival, 15 Berkeley St., London, W. 1, England.

New quarters • Rogers & Collins Inc., Baltimore advertising agency, has moved to 2502 N. Calvert St., that city. The agency will occupy two floors with expanded facilities for every department.

Portland out • Compton Adv. Inc., New York, will close its branch office in Portland, Ore., on March 1, 1960. Bar- ton A. Cummings, agency president, said operational demands there were lighter than anticipated and that Compton’s offices in San Francisco and Los Angeles were sufficient to service Compton’s national accounts on the West Coast.

Miles’ football plan rejected by Big 10

Bowing to the dictates of the National Collegiate Athletic Assn., the Big 10 conference has temporarily rejected the $3 million sports package proposed by Wade Adv. Agency for Miles Labs.

Western Conference faculty members and athletic directors accepted the recommendation of its tv group that action be deferred on the offer until after the NCAA national convention and hearings early next year. The 26-week package of football and other sports events had been devised by Lester Malitz, New York sports tv promoter, for the 1960-61 season (Broad- casting, Dec. 14).

The offer was rejected officially by William Reed, assistant Big 10 commissioner, in a telegram to Miles Labs. The major stumbling block, he acknowledged, is NCAA as the “governing” body. He told Miles and Wade that the conference is simply “not at this time in a position” to accept the proposal and expressed hope it would still be good at a later date.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
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<tr>
<td>Wed., Dec 9</td>
<td>Once Upon a Christmas Time (7:30 p.m.)</td>
<td>NBC-TV</td>
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<tr>
<td>Thu., Dec 10</td>
<td>Christmas at the Cross (7:30 p.m.)</td>
<td>CBS-TV</td>
<td>28.5</td>
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<td>Fri, Dec 11</td>
<td>Bob Hope (6:30 p.m.)</td>
<td>NBC-TV</td>
<td>27.3</td>
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<td>Sat, Dec 12</td>
<td>Gunsmoke (12:00 p.m.)</td>
<td>CBS-TV</td>
<td>38.3</td>
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<td>Sun, Dec 13</td>
<td>Wizard of Oz (6:00 p.m.)</td>
<td>CBS-TV</td>
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<td>Mon, Dec 14</td>
<td>Danny Thomas (9 p.m.)</td>
<td>CBS-TV</td>
<td>26.4</td>
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<tr>
<td>Tue., Dec 15</td>
<td>Red Skelton (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>23.0</td>
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Copyright 1959 American Research Bureau
the HOTTEST radio station in St. Louis

KWK

NO. 1

IN HOOPER

the HOTTEST radio buy in St. Louis

GENERAL MANAGER:
William L. Jones, Jr.

OCT.-NOV. '59
HOOPER

National Rep:
HEADLEY REED
FCC INQUIRY HEARS ROPER DATA

Testimony from others ranges full list of cure-all theories

The FCC completed the second round of its hearing into the ills of radio and tv last week and something new, after six days of parallel suggestions for curing the patient, was offered on Thursday and Friday.

Public opinion pollster Elmo Roper, testifying on a survey taken for the TV Information Office, told the commissioners that while the public does not condone recent industry disclosures, John Q. Citizen still has faith in radio and tv (see story, page 19).

The next day (Friday), TV Code Chairman Donald McGannon and Joseph Hartenbower, chairman of the code's personal product advertising, outlined steps taken by the industry toward an effective self-regulation (At Deadline, page 9). Another Friday witness was E.W. Scripps for Sigma Delta Chi.

Generally, the testimony and recommendations of other witnesses parroted those made during the first week of the hearing (BROADCASTING, Dec. 14). Broadcasting should face the competition of a government network, some suggested. Others thought the media are public utilities with all profits over a reasonable return mandated to the government. Strict programming control along the Blue Book lines, advisory committees, divestiture of advertising from programming content and specified public service time were recommendations repeatedly made.

In many instances, the commissioners were openly critical of suggested steps the FCC should or should not take. Chairman John C. Doerfer several times cited the Communications Act and Supreme Court decision regarding censorship and the public utility concept.

The first charge against a specific station during the hearings was levelled against WHB Kansas City by a minister from that city (see story page 45).

Following last Friday's sessions, the hearing adjourned until Jan. 5 with industry spokesmen due to testify. A majority of the testimony the past two weeks has come from clergymen, civic leaders, educators and educational broadcasters. A resume of last week's testimony follows:

**Links with FCC** • Pauline Weeden (r), Links Inc., speaks with Chairman Doerfer during lunch in the FCC hearing last week. The head of the Negro women's group claimed that Negro radio stations feature "quack religious and charlatan programs." She maintained that not a single Negro is employed by the networks as an announcer, reporter, regular entertainer or speaker.

John Fischer, Editor, 'Harper's Magazine' • Mr. Fischer said that profits are the all-important criteria in radio-tv programming and that under this condition, it is surprising that there are so many good shows. Several industry executives have told him, Mr. Fischer said, that they would welcome a clear set of ground rules from the Commission.

He said the Commission could convince stations it means business by revoking the licenses of a couple of flagrant offenders. "Many people in the industry now feel that they are operating completely in the dark," he said, in urging the FCC to revive the Blue Book.

Requirements of the Blue Book would not constitute censorship, he maintained. He charged that broadcasting is already operating under the stiffest kind of censorship—that exerted by advertisers. Mr. Fischer also made the following recommendations:

Limit stations "to say, a dozen murders an evening", require them to devote 20% of their prime time to public service programming, and limit commercials to five minutes of each 30 minute period.

Hold local hearings on renewal applications with the FCC accepting and considering competing applications.

Amend the Communications Act to specify that broadcasting is a common carrier monopoly.

Charge licensees a rental fee or royalty for the privilege of using the spectrum. The government should set a reasonable return allowable "say 6%" and all income over that should go to the government to be used for a non-commercial network and larger FCC staff and salaries.

Establish a public interest broadcast commission to produce educational and culture shows, with the commercial networks required to air such programs in prime time.

The commissioners questioned Mr. Fischer closely on his recommendations, with Comr. Doerfer citing provisions of the Communications Act and Supreme Court decisions counter to the witnesses views.

Eric Larrabee, American Heritage Publishing Co. • The former Harper's magazine radio-tv reviewer told the FCC that networks should be encouraged to take sole responsibility for their
programs, and be licensed. “The time is coming,” he said, “when sponsors must relinquish their hold on programming.” Mr. Larrabee said that sponsors should be concerned only with their commercials “and the amount of people watching their show.”

The editor said that the TV industry is “filled with people who can do much better than they do but don’t because too many people are telling them what to do.” He cited an example of a sponsor demanding the removal from a script of a competitive product and called it “childish.” “You can’t mention the hangman if you’re not sponsored by a rope company,” he said.

Mr. Larrabee endorsed the proposal of John Fischer of Harper’s (see above) that the FCC should charge rental for channels allocated. He also suggested further areas of study by the FCC: innovation of picture quality and size in the home; the use of a wall screen approximately the size of home movie screens; quick, reliable and impartial statistics on audience measurement; (audience ratings, he asserted are regarded with varying degrees of belief and sponsors should pay for the number viewing); increase in the number of channels the Commission has allocated.

Watson Davis, Science Service • Mr. Davis told the FCC that there was need for more public service programming and improved program content. He said that educational possibilities of TV had “barely been tapped.” He asserted that there should be a “full scale attempt” to present science to the public on TV and that “spotty presentation through news is simply not enough.” Children’s programming, he said, “is by and large a poor affair at best, and horrible at its worst.” TV, he suggested, should operate not only as an entertainment medium, “but as a prime source of information.”

William Ernest Hocking, Harvard • On the subject of sponsors controlling program content, Prof. Hocking said in a statement placed in the record: “... The system of grading programs by ‘ratings’ of popularity must be recognized as ... a fallacy. The reading of these ratings as a justification for second-rate stuff since they show that ‘this is what the public wants’ fails to note that the advertising interests have so chosen the bait ... as to ensure its animal attraction and thus to exclude any consideration of alternatives by the consumer. Under these circumstances the pretense that the consumer is registering a choice is essentially dishonest and its success as salesmanship must be temporary.”

Reinhold Niebuhr, Union Theological Seminary • Mr. Niebuhr, in a statement submitted for the record, submitted the three-point plan: (1) Stop the advertiser from exerting influence over programming. (2) Legislate control over length, frequency and quality of commercials. (3) Introduce rules whereby minority groups among viewers and listeners would have to be programmed to as well as the masses.

Jonathan Daniels, editor, ‘Raleigh (N.C.) News & Observer’ • Mr. Daniels likened TV’s problems with those that once “plagued the press. ... And are never far away from newsrooms even now.” In reference to advertiser-media relations, the editor remarked on the “puff, piffle and pandering which not many years ago was almost standard in the American press.”

While realizing that it has not wholly disappeared now, Mr. Daniels said that newspapers have “learned some things in dealing with both their own content and their advertisers which the new media [broadcasting] still have to learn.
WGN'S ON TOP WITH CHICAGO'S MOST POPULAR COP!

A recent Pulse survey showed that more than 56% of all Chicago listeners had heard the WGN Trafficopter with Chicago Police Officer Leonard Baldy!

The most talked-about feature on Chicago radio, the WGN Trafficopter provides a vital award winning service of safety and news.

It is just one more reason why more people listen to WGN than any other Chicago station.

Symbol of Responsibility in Broadcasting

WGN-RADIO

THE GREATEST SOUND IN RADIO

441 North Michigan Avenue—Chicago 11, Illinois
Mr. Daniels said that broadcasters "must find a way to put solid rules between their programs and their advertising." His statement was not delivered in person but was made a part of the record.

Dr. Walter W. Eshelman, president, National Education Assn. • Speaking for 1.3 million classroom teachers, Dr. Eshelman advocated that prime evening time on all networks and stations should be allocated to public service programming "as compensation for the use of the airwaves." He said this could be worked out with existing legislation but would require a new "toughness" on the part of the Commission.

The FCC should spell out in each renewal just what in the way of public service programming a station must accomplish, the NEA president said. He had high praise for many programs offered by the networks in the past but thought there has not been enough of such shows.

Dr. Eshelman urged the FCC to give "top priority" to educational TV applicants in cities which already have two or more services. He also appealed for educational radio assignments on the 23 clear channels the FCC proposes to duplicate.

NEA joined several other witnesses in urging activation of the Blue Book. "We are of the opinion that the Commission has not promoted these sound Blue Book principles vigorously enough in the discharge of its own responsibilities," Dr. Eshelman said.

Prof. Elmer E. Smead, Dartmouth College • Dr. Smead urged the FCC to regulate programming. "You have no choice," he said. The entire history of the Commission, affirms the FCC's right to regulate, and it is "under an affirmative duty to do so."

The senior professor of government gave the FCC a historical examination of congressional committee and court actions in regard to FCC activities in regulating programs. "As early as 1931," Dr. Smead argued, "the U.S. Court of Appeals for the District of Columbia sustained a Commission decision denying renewal of a license on the ground of program offenses. . . . Since then, this Court has sustained many FCC decisions denying new applications for licenses on programming grounds."

Prof. Smead said that the court adopted "a very narrow and technical definition" toward censorship. If the FCC would require programs to be submitted for its inspection "that would be censorship." If, however, the Commission would revoke a license because programs in the past "were in violation of the public interest, that would not be censorship."

The witness recommended that the FCC "re-issue a statement of its traditional program standards." He also suggested two changes in the Communications Act that would (1) be a statement of the FCC's legal authority in program regulation and (2) "an authorization of new procedures short of the death sentence."

Dr. Stanley I. Stuber, Council of Churches of Greater Kansas City • Dr. Stuber, general secretary of the minister's group, urged a general overhaul of the Communications Act to give the FCC "specific powers over both station and network programming."

The Baptist minister also took advantage of the hearing to enter a formal protest against a nighttime program carried by WHB Kansas City for alleged statements made about him.

Dr. Stuber charged the present act is "glaringly weak" and called for its revision to "protect American citizens against slander or libel and actual defamation of character." The Blue Book would provide a strong basis for program regulations, he said.

It is apparent that the industry's voluntary codes are being violated, Dr. Stuber said, and therefore the government must step in to "protect the citizens against those few who would corrupt the air waves, believing that anything goes as long as the program can be called entertainment. . . ."

Ralph Renick, Radio-Tv News Directors Assn. • "Frankly, the fear of RTNDA is that in the hysteria over revelations about quiz contestants and disc jockeys, that the Congress or the FCC will invoke new laws and/or regulations on programming which would adversely affect the presentation of news and information shows and would hamper the newsmen and would restrict the progress which is being made toward more and better news shows, documentaries and, most recently, editorials," Mr. Renick told the Commission.

Mr. Renick, board chairman of
FIRST FLYING MOBILE VIDEO TAPE UNIT...
now covering President Eisenhower’s European tour

MVT TELEVISION announces the first flying mobile video tape unit is now being used by CBS News to cover the President’s tour through Europe and Asia. The aircraft was developed exclusively for mobile video tape operation and the following of events as they happen. The plane has its own power source, kitchen and accommodations for twenty persons, including crew.

Not only is the MVT Television flying unit ideally suited for coverage of public affairs and special events, but also for programming material extending over great distances. The mobility and speed of the airplane makes possible on-the-scene and continuing television coverage using the same equipment and personnel.

MVT also maintains a fleet of vans equipped with video tape, recorders and cameras for other mobile operations.

For information on the many ways MVT Television can serve you, call or write today.
holiday greetings from all of us to all of you
Pair splits FCC

Although it had been reported by an authoritative FCC source that songwriter Gloria Parker and politician Lar Daly would be among the witnesses in the FCC hearing last week, neither appeared as expected. Their failure to testify may have been because of a split among the commissioners.

FCC Chairman John C. Doerfer questioned whether Miss Parker and Mr. Daly could offer anything which would be of benefit to the Commission in its inquiry. Other commissioners felt that as members of the public they have every right to have their say. Miss Parker, at the time the hearing was first announced, notified the press that she would appear and Mr. Daly had asked for an opportunity to testify. Both have been conspicuous absent figures in their own endeavors and outspoken critics of the networks.

As the hearing adjourned last week until after the holidays, the question of calling the two still had not been resolved.

if there might not be a question of depriving the public if the FCC suspended stations. The witness replied that if the station was derelict enough in its public service programming to warrant revocation, it wouldn't be missed from the community.

The professor's second suggestion was for a federally-supported fourth network. He cited the public-run BBC in England as having "stimulated independent TV [there], and vice versa," as a reason for creating a competing network. Finances for the fourth network project, Mr. Gessner proposed, would come from instituting a fee for station licenses.

Comr. Doerfer challenged the statement that BBC and ITV have provided stimulating competition. The witness replied that during a few weeks in England he had seen "audacious" programs about such social problems as homosexuality and contraception.

Harold E. Younkman, Madison County (Ohio) Public Schools • Mr. Younkman suggested that audiences of radio and TV participate actively in developing programs. "Positive suggestions coming from some million of intelligent . . . viewers could have a very salutary effect on program planning," he said. "This would contribute to a more effective functioning of democracy, make for superior programs and the development of mature minds."

The supervisor of Madison County pupil personnel also reported on a symposium on mass communication conducted last year by the American Psychological Assn. Advertising, he said, was the major concern of the symposium. 

Rabbi Maurice N. Eisendrath, Union of American Hebrew Congregations • The rabbi said he isn't impressed with statements that the Commission must avoid control of TV programming because it would mean censorship. He said that "we already have censorship in television" from the sponsor. Rabbi Eisendrath's main proposal was for a government-sponsored TV network "to supplement our existing networks and to provide, as a public service, educational and cultural programming . . . ."

Savas Kambouris, Greek American Progressive Assn. • In a letter filed for the record, Mr. Kambouris said that there are programs that are not in good taste and tend toward excessive violence which are the detriment of society. "GAPA also deplores the recent scandals of radio-tv participants but does appreciate the action taken by the networks and the NAB to correct the difficulties," he said.

The Greek Orthodox also asked the Commission to require the networks to provide it with equal time to that "now given Catholic, Protestant and Jewish faiths." Mr. Kambouris said GAPA has "repeatedly written" the networks requesting equal status without success.

Dr. Carl McIntire, American Council of Christian Churches • Dr. McIntire appealed to the FCC to look into alleged discriminatory practices against minority religious groups by stations and networks. As an example of "censorship," the witness cited a talk on the Tower of Babel by one of his colleagues that was not broadcast because the network involved said it sounded like a criticism of the United Nations.

Answering a question from Comr. Lee about advertisers on the ACCC's programs (broadcast by 62 stations, five days a week), Dr. McIntire said they are not sponsored and that he doesn't think religious broadcasts should be written by soap advertisers, etc.

Comr. Bartley was interested in whether the council solicited contributions in its broadcasts. When told by ACCC's spokesman that it does, the commissioner asked him if he thought this fund-raising might not discourage stations from carrying the council's programs. Dr. McIntire replied that asking for donations shouldn't give offense if done respectfully.

Comr. Doerfer asked the witness if he was an advocate of a public-run network competing with a private network.
PLAYBACK FROM THE FORTIES

Two former FCC members of strong regulatory dispositions feel that the present Commission is failing to keep broadcast programming up to the public service standards set out in the Communications Act. They are James Lawrence Fly, communications attorney (chairman, Sept. 1, 1939-Nov. 13, 1944) and Clifford J. Durr, attorney, (FCC member, Nov. 1, 1941-June 30, 1948).

The two participated in discussions conducted by the Fund for the Republic and its Center for the Study of Democratic Institutions (Closed Circuit, Dec. 7). Text of the discussions was made available Dec. 21. In all, more than a dozen persons took part, including Benedict P. Cottone, atty. and former FCC general counsel; FCC Comr. Rosel H. Hyde, and Raymond F. Kohn, WFZM(FM) Allentown, Pa.

In a foreword, the center explains its published document, "Broadcasting and Government Regulation in a Free Society," is an edited version of the discussion at two meetings. The center is described as a nonprofit enterprise promoting principles of individual liberty.

Constitution Is Old Hat • Mr. Fly set the discussion pace by observing that "all society has outrun the Constitution ... it's the job of society to channel itself formally into those principles," Mr. Durr added the nation has changed from a group of independent farmers, noting, "we have become pretty much a nation of hired men rather than of independents."

And then such topics as free speech, public-service programming, network influence over affiliates, licensing, renewals, allocations, the famed 1946 Blue Book, field activities and other FCC activities were kicked around by the panel participants. Mr. Fly, for example, envisioned "a duty on the part of the broadcasting industry, which lives and generally grows fat upon the public airwaves, to implement the principle of free speech."

Every few paragraphs the line of discussion veered into the purported failure of the Commission to do its job, with frequent reference to the reluctance to kick a station off the air. "The spectre of the government's moving in on responsible broadcasters is a will-o'-the-wisp," Mr. Fly commented. He added that a radio or tv license "has as much permanence as a free simple deed to the Empire State Bldg."

Mr. Durr referred to the pressures on Congress and the influence of advertisers on broadcasters. He asked, "How do you regulate a medium which is itself a molder of public opinion and which can mold the opinion of Congress as well?"

The Censorship Cry • Emphasizing the need for FCC insistence on balanced programming, Mr. Cottone said broadcasters and the NAB "have resisted any interference in programming by the FCC," crying censorship if program-balance formulas are suggested.

Com. Hyde explained the legal and budgetary limits under which the FCC functions. He suggested the FCC should put less emphasis on programming categories in its examinations and show more interest in what a licensee is doing in developing new ideas and exercising his imagination. He stressed the lack of funds for field examinations and hearings. He described experience at the Budget Bureau this way, "We apply for what we think we need, justify it with meticulous supporting material, and end up with a percentage cut which is not scientific or realistic in any sense."

Dr. McIntire replied in the negative and stated that the rules the independent English tv system operate under would provide his group, for one, from any broadcasts.

Harry Skornia, National Assn. of Educational Broadcasters • "I believe that education deserves standard am frequencies ... just as it has them through a group of its own [most favored status] in fm and tv," the NAEB spokesman stated. He said that educational radio-tv "deserve better microwave channels than the inferior ones (above 10,000 mc) that the FCC now proposes to allocate for the establishment of what we have so long dreamed of: live connected educational radio-tv networks or an alternative service available to the entire nation."

Mr. Skornia averred that NAEB would like to see far greater firmness on the Commission's part in insisting on the establishment and enforcement of unambiguous program standards. To a commissioner's question about how these standards would be enforced the witness said NAB should be empowered to not only decide how a bra should be sold on tv, but if it should be sold at all.

A suggestion from Mr. Skornia that public affairs tv programs be put on in prime time prompted FCC attorney Ashbrook Bryant to remind the witness that shows of this nature wouldn't get good ratings if in competition with westerns and variety programs. To which Mr. Skornia replied that an industry-wide approach is needed if public service programming is to be telecast in the evening. The attorney asked if the NAEB spokesman was suggesting a compulsory time across the board for public affairs shows? Mr. Skornia said: "I think it would be an excellent idea."

Erwin Frankel, Independent Producer • Mr. Frankel, who heads his own production firm, charged that those who try to open new programming vistas in radio-tv face an insurmountable task. Describing one of his own radio shows, he said: "I couldn't sell the new program without proper ratings—achieved only after a fair period of time on a good station. I couldn't get the program on-the-air over such a station without committed sponsorship."

He said that the "big blue pencil of Madison Avenue hovering over an acquisitive broadcast industry ... is the biggest censor combined to ever masculate a great American medium." The censorship that now exists is a censorship of omission, he stated.

The 24-year-old producer recommended that the Commission should forbid interference of advertisers with program content and should require stations and networks to allot a portion of their prime evening time to sustaining public service programming.

Rabbi Philip Hiat, New York Board of Rabbis Inc. • By its very nature, Rabbi Hiat said, tv has assumed a role of leadership in mass communications. Broadcasters must have complete responsibility over programming and the FCC should take steps to spell out for stations and network this responsibility, he said.

Further, the board's director of public affairs pointed out, the Commission...
SMEAR ALLEGED
Minister versus WHB;
FCC hears complaint

Testifying in the FCC radio-tv hearing last week, Dr. Stanley J. Stuber of the Council of Churches of Greater Kansas City, charged that WHB in that city is conducting a "smear campaign" against "a Protestant clergymen recently elected chairman of the Interfaith Committee for Civic Action."

During his testimony he did not name the clergymen but later identified the person smeared as himself. He charged that he has been called "criminal, anti-Catholic, subversive and un-American" on WHB's late Night Beat program. The program puts on the air the voices and comments of listeners who telephone the station.

"This type of programming lends itself to many kinds of abuses," Dr. Stuber charged. "It provides an open forum which is altogether too open for the public good." The program's m.c. (not named by Dr. Stuber but later identified by WHB as Lee Vogel) "... appears to encourage personal accusations," he said. "There is apparently no attempt whatsoever to check on the facts or to control the accusations."

WHB is giving the public "the distinct impression... that this Protestant clergymen is, without question, a communist," the Baptist minister charged.

"Where else would such a defamation of character be allowed?" he asked. "Certainly not in the press; nor in magazines or books, or even from the pulpit."

Dr. Stuber said his interfaith committee has charged that members of the city council are not operating according to the law and that it is "working on" the local government. This action, he said, brought on the statements aired by WHB.

WHB has refused to accept any responsibility for the program. Dr. Stuber said, in answer to his complaints. He said he has been offered time on Night Beat but has not accepted because of the type of program, the way it is handled, and the unfair treatment given those who oppose the m.c.

A spokesman for WHB, owned by Todd Storz, refused to comment on the charges last week. He said any comment would have to come from George W. Armstrong, executive vice president and general manager, and that he did not know where Mr. Armstrong was.
Between Atlanta and the Gulf... the only primary NBC outlet is...

WALB-TV
CH. 10—ALBANY, GA.

- New 1,000 foot tower, 316,000 watts power... with Grade 'B' coverage including Albany, Thomasville, Valdosta, Moultrie, Ga., and Tallahassee, Fla.
- Serving over 750,000 people... in an area with over $739,000,000 spendable income.

WALB-TV
ALBANY, GA.
CHANNEL 10
Raymond E. Corow, General Manager
Represented nationally by
Venard, Rintoul & McConnell, Inc.
In the South by James S. Ayers Co.
One Rate Card

NO PAYOLA IN RCA’S FUTURE
Record company reaches agreement with FTC

Acting almost as fast as the life of a new rock 'n' roll record, RCA and the Federal Trade Commission last week agreed to a consent judgment in the field of payola.

The consent agreement was in settlement of the FTC complaint filed earlier this month against RCA and other record companies and record distributors for their alleged practice of paying disc jockeys to play their records (Broadcasting, Dec. 7).

The consent judgment was officially accepted by the FTC on Dec. 15. It was considered one of the fastest actions on an FTC complaint in recent years.

The agreement does not constitute an admission by RCA that it has violated any law.

RCA agreed to give up the practice of paying disc jockeys and others in radio and TV stations for playing RCA records on the air—unless the listening public is told that the station, or one of its employees, has been paid for so doing.

This “public disclosure” provision is considered to involve a hidden implication that may rise to plague broadcasters.

Public Disclosure • The consent judgment states that the questioned practice of payola is all right if public disclosure is made to the public. Here is how this provision is defined:

“There shall be ‘public disclosure’ within the meaning of this order, by any employee of a radio or television broadcasting station, or any other person, who selects or participates in the selection and broadcasting of a record when he shall disclose, or cause to have disclosed, to the listening public at the time the record is played, that his selection and broadcasting of such record are in consideration for compensation of some nature, directly or indirectly, received by him or his employers.”

It was pointed out, however, that this provision is binding solely on RCA. The trick is, it was explained, that if RCA pays someone to play a record over the air, this must be announced.

From a practical standpoint, it was emphasized, this virtually precludes payola at all—since no one in his right mind is going to announce that he has been paid to play a particular record on the air.

The ban on payola, it was explained at the FTC, does not apply to “common business courtesies,” such as free records, dinners, drinks, etc. It only applies, it was emphasized, to substantial payment or consideration.

FTC spokesmen refused to confirm or deny that there were other consent judgments in the works.

There are two other record companies to whom the complaint was directed: London Records, New York, and Bernard Lowe Inc. (Cameo label), Philadelphia. Also named in the complaint were five Philadelphia record distributors and one in Cleveland.

RCA Statement • RCA issued the following statement after the consent judgment was announced:

“We welcome this action because we firmly believe that these steps, taken to assure the highest standards for the record industry, are in the best interests of the public, the artists, record distributors and retailers, and the industry.

“If questionable practices are stamped out, the entire industry will... on a firm basis and in a position to make even greater contributions to the cultural standards of America.”

FTC Chairman Earl W. Kintner hailed the agreement:

“Speaking as chairman, I wish to commend both RCA and its counsel and the Commission’s Bureau of Litigation for negotiating an effective consent order in so short a time. This quick response to a situation questioned by the Federal Trade Commission is definitely in the public interest, for these matters should be resolved fairly and as quickly as possible.”

Payola deadlines

In a letter sent to Harold E. Fellows, NAB president, FCC Chairman John C. Doerfer last week granted extensions to both questions in the FCC letter announced Dec. 3 which had been sent to all am, fm and tv stations. Question one asked “what matter, if any, has been broadcast by any of your stations for which service, money... or other valuable consideration has been directly or indirectly paid...”

Question two requested stations to inform the FCC as to “procedures or methods of control” they have instituted as payola safeguards. (For complete text of Chmn. Doerfer’s letter, see page 89).
WHY TELEVISION TAPE ENGINEERS AND PRODUCTION MEN CHOOSE THE AMPEX CONSOLE

7 WAYS BETTER...
Console design is the hottest talking point among the men who do the actual day-to-day production work on TV tape. Seven hands are better than two, and they know it. And they know that Ampex console design gives them those extra hands with a speed and efficiency in production unmatched by rack or any other design...

- One operator has complete control over all recording and playback functions while standing in one position.
- All pushbutton controls are within fingertip reach.
- Monitoring is at eye level.
- Waist-high tape transport makes changing reels quick and easy.
- Desk-top convenience provides space for cue sheets and extra reels — no extra table required.
- And it's safe — you can't bump into turning reels.

There are already more than 410 Ampex Videotape* Television Recorders in operation throughout the world — in all major networks, in stations and production companies.

Write, wire or phone today for an Ampex representative — or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex.
A BILL OF PARTICULARS ON PAYOLA

Here's Harris committee counsel's road map to investigation

The shape of things to come in the House Legislative Oversight Subcommittee's probe into payola practices was outlined last week in a staff memorandum from the group's chief counsel, Robert W. Lishman, to members.

The secret Dec. 4 memo—released after one subcommittee member allegedly "leaked" its contents to the Washington Post & Times Herald—covered 24 paragraphs of complaints from 27 major cities on various facets or schemes of payola and "other deceptive practices in radio and tv broadcasting."

Two of the complaints were omitted because they named specific record or publishing companies alleged to have made payola deals with program production firms. The names were not revealed because the charges, like many of the practices described, have not been substantiated by subcommittee investigators.

Here's the text of Mr. Lishman's memo:

To: Chairman Harris and Subcommittee Members

From: Robert W. Lishman, Chief Counsel

Subject: Investigation of Payola and Deceptive Broadcasting Practices.

We have received—by telephone, telegrams, letters and personal interviews—allegations concerning payola and other deceptive practices in radio and tv broadcasting from the following localities, among others:

Washington, D.C., Los Angeles, San Francisco, Chicago, Detroit, Cleveland, Cincinnati, Columbus, Boston, Philadelphia, Pittsburgh, Houston, Dallas, Memphis.

Baltimore, New York, Newark, N.J., Indianapolis, Hollywood, Calif., Denver, Atlanta, Birmingham, Milwaukee, Seattle, Miami, St. Louis, Nashville.

In addition to receipt of such information from the foregoing areas, we have also received letters from Members of Congress, some enclosing communications received from constituents.

Analysis of the material received indicates the most important leads thus far relate to the following types of situation:

1. Radio or tv station licensee employees, such as disc jockeys, station managers, librarians, or program directors (hereinafter referred to as licensee personnel), in addition to their regular salary from the licensee, get side pay-ments for plugging records.

2. Licensee personnel who arrange for plugging of records sometimes own wholly or in part the music publishing firm, record company or record distributor.

3. Stations affiliated with network favor the broadcasting of records made by a record company owned by network.

4. Licensee personnel own a percentage of talent which performs on the programs.

5. Licensee personnel have checks made out to juvenile talent; have the juvenile talent cash same and return the cash to the licensee personnel.

6. Licensee personnel own in whole or in part record companies, record pressing companies or music publishing companies, and repeatedly play the music originating from these companies, accompanied by representations that such records are either in the top 10 or the top 40, etc.

7. Licensee personnel take kickbacks from talent appearing in shows.

8. Licensee personnel secretly own programs which appear to be owned independently. (Paragraphs 9 and 10 were not made public, the subcommittee explaining that the charges might have libelous implications.)

9. Song writers whose songs are used extensively on 3500 radio stations, receive no compensation for such use.

10. Ratings are rigged. Allegations are that a systematic approach is made to key retail record sellers throughout the country whereby for money the record sellers will falsely state that a certain record or records are the ones which have been the best sellers. This information is then charted and distributed to licensee personnel. When these records are broadcast over the airwaves they are represented as being among the top 10 or 40 records of the week as shown by actual sales.

11. Licensee personnel require side payments from singers in return for having their records played on broadcast programs.

12. Receipt by licensee personnel of "freebies." These are gifts of a large volume of free records to the personnel who in turn take them around to retail record stores and have them sold at a discount, with all or a substantial part of the receipts going to the licensee personnel.

13. Owners of stations aid and abet licensee personnel in promoting their outside interests over the stations' broadcasting facilities.

14. Record hops used to promote outside interests of licensee personnel.

15. Compensation due talent on record hops finds its way into the pockets of licensee personnel.

16. Payoffs made to licensee personnel by music publishers, record makers and distributors in the form of fictitious "loans," "mortgages," consultation fees, etc.

17. Radio station licensees permit sponsored use of the broadcasting facilities in systematic vilification of persons and companies. Programs entitled by such names as "The People Speak" are rigged in advance by the licensee. Purporting to interview a bona fide named individual citizen, the program will elicit from him or her all kinds of derogatory and scandalous information pertaining to a local citizen or com-

COUNSEL LISHMAN
His memo sprung a leak

BROADCASTING, December 21, 1959
Quiz story fifth

The tv quiz investigations of October were the fifth biggest story of the year in the opinion of UPI newspaper clients. Preceding the Van Doren story in the annual editors' poll were (1) Khrushchev's U.S. tour in September, (2) Soviet rockets to the moon, September-October, (3) steel strike, July-November, and (4) Castro regime in Cuba, January-December.

Oversight group gets NBC's quiz papers

NBC last week informed the House Legislative Oversight Subcommittee by letter that it has been unable to turn up any kind of inter-office communications involving any action it took upon first learning of onetime tv quiz contestant Herbert Stempel's charges that Twenty-One was rigged (Closed Court, Dec. 14). The subcommittee had asked that the information be supplied during NBC President Robert E. Kintner's testimony.

The House group accepted other documents comprising the network's contract for the services of Charles Van Doren following the latter's appearances on network quiz shows, but said some of the documents spoke of a "formal contract," which it was "unable to find" among the papers furnished by NBC.

The subcommittee said attorneys for Hess Bros. department store, Allen-town, Pa., have twice conferred with staffers regarding its request for information on all programs for which owner Max Hess paid for tv plugs, but that the information offered hasn't been satisfactory so far.

BAR INC. RECORDS SUBPOENAEAD

Oversight provers link action with inquiry

House Legislative Oversight Subcommittee provers last week subpoenaed the records of Broadcast Advertisers Reports Inc.—biggest organization in the industry in the business of monitoring programs of the tv and radio networks, 240 tv stations and radio outlets in larger markets. They want data on tv and radio programs broadcast since last August.

A subcommittee spokesman declined to explain the purpose of the subpoena except to say it was in connection with the investigation into payola activities, but BAR Publisher Phil Edwards and President Robert Morris in a joint statement Thursday, following serving of the subpoena, said:

"It is clear from the subpoena that the [subcommittee] wishes to review our reports as an off-the-air record of commercial practices in the television industry."

BAR annually monitors the full program schedules of the tv and radio networks (about 30,000 hours), some 100,000 hours of programming by 240 tv stations across the country and radio stations largely on an assignment basis, except in New York and Philadelphia, where radio outlets are monitored regularly.

Subcommittee staffers subpoenaed all documents, reports, analyses and other records based on its monitoring of tv and radio stations and networks.

The Edwards-Morris statement said the subcommittee is "requesting the same monitored information already in wide circulation among stations, the networks, agencies and the NAB Tv Code Review Board, and we feel confident that broadcasters across the country will appreciate BAR's immediate compliance."

Watchful • BAR monitors, by off-the-air tape recording, both television and radio broadcasts and provides reports showing what commercials appear at what times, etc., thus triple-spotting, for example, may be noted.

The basic information taken from the monitor tapes is compiled and analyzed in a number of ways according to the needs of subscribers.

BAR monitors 240 tv stations for a full week four or six times a year, depending on market size. In 1959 this represents about 100,000 hours of tv station monitoring and the total in 1960 is slated to go to 127,000 hours.

BAR also monitors the television and radio networks continuously, providing weekly reports. This amounts to about 30,000 hours of network monitoring.
ST. LOUIS PROBE RECESSES

FCC hearing continues inquiry into alleged influence in shift of Springfield, Ill., ch 2

Pressures on the FCC for and against shift of ch 2 from Springfield, Ill., to St. Louis, Mo., during 1956-57 were put into the record last week at rehearings conducted in Philadelphia by Special Examiner Horace Stern.

The hearings recessed last Wednesday until January. Two matters remain to be cleaned up:

- The recall of former Comr. Robert F. Jones at his own request.
- The outcome of a search of Comr. T.A.M. Craven's files.

Mr. Jones asked that he be recalled to correct his testimony, Edgar W. Holtz, chief FCC attorney in the case, reported to Judge Stern. Mr. Holtz said Mr. Jones indicated his testimony concerned Comr. Craven's files.

Mr. Jones testified three weeks ago he had been retained by Harry Tenenbaum, one of the owners of KTVI(ITV) St. Louis, to work on the then uhf station's campaign to move ch 2 to St. Louis and to persuade the FCC to grant KTVI temporary authority to operate on it immediately. Mr. Jones said he had spoken neither to commissioners nor congressmen about the St. Louis case.

Reached at home Dec. 17, Mr. Jones refused to divulge the nature of his forthcoming testimony but indicated it would not be a major item.

Because of Mr. Craven's absence from the country it has been impossible to check his files, Mr. Holtz said. Mr. Craven is chairman of the U.S. Delegation to the International Radio Conference that is due back Jan. 11.

The St. Louis ch 2 hearing began three weeks ago, with Mr. Tenenbaum the major witness [BROADCASTING, Dec. 14]. The case was sent back to the FCC by the U.S. Court of Appeals to determine whether any commissioners should have disqualified himself because of ex parte representations. Also to be determined is whether any party should be disqualified for the same reason.

This is the third special hearing on alleged behind-the-scenes representations to the FCC; the others are Miami ch 10 and Boston ch 5. Two others are under hearing orders: Miami ch 7 and Orlando ch 9.

WITNESSES HEARD • Four witnesses heard in last week's sessions, which ran Monday-Wednesday, were:

- C. Arthur Weis, former president of the St. Louis Globe-Democrat which, until 1957, had a 23% interest in ch 4 KWK-TV St. Louis. Mr. Weis testified on his activities regarding ch 2.

- Nelson O. Howarth, former mayor of Springfield, Ill., who testified of his efforts to keep ch 2 in his city.

- Hart Cowperthwait, chief of the FCC's Rules & Standards Div., Broadcast Bureau, who testified on his meetings with Mr. Tenenbaum.

- Gordon Sherman, president-general manager of WMTY Springfield, which was granted ch 2 in Springfield but forbidden to construct pending outcome of deintermixture proceedings. Mr. Sherman told of his part in the struggle to retain ch 2 in Springfield.

Their testimony was along these lines:

Mr. Weis told of seeing FCC commissioners in late 1956 or early 1957. He said he was accompanied by Robert T. Convey, Raymond Dudy and, he thought, by V.E. Carpichael. All were associated in the management of KWK-TV.

He said that KWK-TV was not happy at the idea of ch 2 being brought into St. Louis, and was decidedly unhappy at the idea that ch 36 KTVI might receive permission to use ch 2 immediately.

With CBS coming into St. Louis, Mr. Weis explained, KWK-TV knew it was going to lose that affiliation. That left ABC; since KSDK-TV St. Louis had the NBC affiliation, he said. But, he added, KTVI already was an ABC affiliate and if it received permission to operate on ch 2 it would sew that affiliation up leaving KWK-TV without any chance for a network.

CBS Inc. was then in a contest for ch 11 St. Louis but, Mr. Weis stated, it was considered the strongest contender. CBS did, in fact, win the ch 11 grant, but relinquished this to the other applicants when it bought ch 4 KWK-TV.

Mr. Weis acknowledged that he had seen his senators and congressman on the matter. He declared they had promised him no help.

He also admitted that he had talked to Oliver Keller (WTAX Springfield president) about Sangamon Valley protesting the ch 2 move. WTAX was one of the principals in Sangamon Valley, which was the unsuccessful applicant for Springfield's ch 2. It appealed both the FCC's grant to WMTY and its move of ch 2 out of Springfield.

Mr. Howarth, who was mayor of Springfield from 1955 to 1959 (he lost his bid for re-election early this year), said he first heard of the contemplated ch 2 move late in 1956.

Mayor Moves • After hearing other rumors that ch 2 was going to be shifted, Mr. Howarth said he got in touch with Illinois Gov. William G. Stratton and sent telegrams to the FCC urging retention of ch 2 in Springfield. He sent copies of this telegram, he said, to his senators and congressman.

In January 1957, Mr. Howarth said he came to Washington with Illinois State Sen. George Drach. They saw all the commissioners except Comrs. Rosel H. Hyde and Robert T. Bartley, he said. They also saw Edward F. Kenenh, then chief of the FCC's Broadcast Bureau.

Mr. Howarth said he even tried to see Sherman Adams, White House assistant to President Eisenhower, but got no farther than Mr. Adams' secretary.

Mr. Howarth expressed the opinion that it was not improper for him to take this course, but "highly proper." He was acting in the best interests of his community, he stressed.

Mr. Cowperthwait also said seeing Mr. Tenenbaum several times in Washington—in his office, at several lunches and at one dinner. He said Mr. Tenenbaum expressed the feeling to him that "falling" uhf stations should be given a vhf grant if a vhf channel were moved into its community.

Mr. Sherman discussed the events leading up to the grant to WMTY for ch 2 in Springfield. This grant was conditioned on no construction until the deintermixture proceedings were resolved. After ch 2 was moved out of Springfield, WMTY was given ch 36 (moved into Springfield from St. Louis). This permit was surrendered by WMTY two months ago.

Mr. Sherman said he fought the move of ch 2 on the record. He stated he had spoken to no commissioners; that he had made no agreement with KTVI principals; that he had never told Mr. Tenenbaum that WMTY-TV had been promised the NBC affiliation. He acknowledged he had spoken to Mr. Tenenbaum and Paul E. Pelason (another KTVI owner) about using KTVI's ch 36 equipment in Springfield. He said he got the impression that both Mr. Tenenbaum and Mr. Pelason felt WMTY was "putting its head against a stone wall" in fighting the ch 2 shift.

KRLA license renewal set for FCC hearing

KRLA Pasadena, Calif., still has not heard the last of its ill-fated $10,000 "find Perry Allen" contest [BROADCASTING, Nov. 2, Sept. 14].

Continuing its "get-tough" policy against stations not in line with the FCC last week informed KRLA that its renewal application would re-
The Nation's Most CELEBRATED UHF Station Becomes

WVEC-TV

Moved from UHF station channel 15 to VHF channel 13

"Nothing Succeeds Like Success." This can very well be the motto for fabulous WVEC TV. For six years a remarkably successful "U" station, WVEC TV this past month became a "V." Trendex shows that it's on its way to becoming "THE" Tidewater station. If it's Sales Action you desire . . . then make Virginia's new ACTION station a "Must."

Represented by Avery Knoedel

BROADCASTING, December 21, 1959 51
FTC, Justice Dept. huddle on ad frauds

The threat of criminal sanctions against advertisers found guilty of false and misleading advertising in the food, drug and cosmetic fields has arisen following a series of recent meetings between the Federal Trade Commission Chairman Earl W. Kintner and Attorney General William P. Rogers.

The move is an intensification of the regular liaison between the two federal agencies and is an outgrowth of the concern of both agencies with deceptive practices in radio and tv.

The Dept. of Justice was charged by President Eisenhower last October to look into the quiz show scandals. Its report is expected to be submitted to the President this week, it is understood.

The FTC Act provides for a $5,000 fine and six months in jail for first offenders, and double that for second offenders. Over the years, however, the FTC has used this authority sparingly, since its efforts have been directed at eliminating deceptive advertising rather than prosecuting advertisers. Criminal prosecutions by a federal agency are handled by the Justice Dept.

Mr. Kintner, in acknowledging that he had “stepped up” his agency’s contacts with the Dept. of Justice, emphasized that consideration of criminal moves against advertisers would include advertising in all media.

“As I’ve said before,” Mr. Kintner remarked, “this is a problem common to all media.”

The FTC already has stepped up its attack against false advertising on tv as well as in newspapers and magazines. In the last few months it has questioned advertising involving Colgate Dental Cream with Gardsol, Libbey-Owens-Ford and General Motors, and Life Cigarettes. It also has moved against payola in the record industry, with the first consent order signed by RCA last week (page 46).

The FTC has been putting its resources into a new campaign to combat TV advertising abuses. Four days after the government’s Dec. 21, 1959 decision to shut down the “Chain Lighting” plan, the FTC, acting on a tip from the Santa Fe, N.M., consumer’s council, ordered the dismissal of its order.

Welcome to the FTC’s new approach. A decade ago, the government began its efforts to police TV advertising with the Aid of the Federal Communications Commission. The FCC was put in charge of the field of radio and tv advertising, which was largely unregulated at that time. The FTC was assigned to the field of print and out-of-door advertising.

Today, the FTC has a major role in policing advertising on television. The FCC continues to regulate coverage and operation of radio and tv stations, but TV advertising is now subject to the scrutiny of both agencies.

Kroc-TV

No matter how you stretch it KROC-TV still averages over 80% of Rochester’s TV viewing audience.

$2,000,000 A DAY CHANGES HANDS IN THE ROCHESTER AREA

KROC-TV REPRESENTED BY MEEKER CO.

G. David Gentling, gen’l. mgr.

BROADCASTING, December 21, 1959
Season’s Greetings

to all our friends
in the
entertainment
world

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, NEW YORK
NAB TAKES THREE STEPS FORWARD
Task force holds meeting, radio standards to be fortified

Three steps were taken last week by NAB in its meet-the-crisis program as the FCC continued its hearing into the status and future of broadcast supervision.

- The new industry 12-man task force comprising NAB directors and staff executives held its first meeting.
- The Standards of Good Radio Practice Committee put a fresh bite in its ethical document.

At its Dec. 14 session the task force, headed by President Harold E. Fellows, took a practical measure designed to help stations answer the FCC's questions regarding payola. This consisted of approval of a guide to be mailed to all radio and tv stations. The group voiced confidence that answers will show that an "overwhelming number of stations are observing high standards of ethics in their operations."

Stronger Radio Language • The task force called on all broadcasters to review their operations "in the light of the current needs of their respective communities, emphasizing that the public taste is constantly changing."

It drew preliminary plans for presentation of the industry case to the FCC at a session scheduled in January.

Stronger language covering quiz-rigging, payola and similar topics was voted by the Standards of Good Radio Practice Committee, which met Dec. 16. This language will be submitted to the NAB Radio Board for a mail referendum vote.

Two basic changes in the whole standards concept were recommended to the Radio Board by the committee. These were: 1—Switch from an honor system of enforcement to a form of self-discipline somewhat along the lines of the TV Code; 2—Open the standards to all radio stations on an equitable basis instead of limiting them to NAB member stations.

The committee, headed by Cliff Gill, KEZY Anaheim, Calif., said it believes "the overwhelming majority of stations will welcome the tightened language and will find no difficulty in operating in compliance." The enforcement suggestions are flexible, offering several approaches to self-discipline.

John F. Meagher, NAB radio vice president, told the committee 683 of the 1,533 NAB radio members subscribe to the standards, a gain of 76 in the last 10 days.

The committee-approved standards amendments awaiting Radio Board action follow:
- In "News" section of "Program Standards" add this paragraph—

"Treatment of News and Special Events • All news interview programs should be governed by accepted standards of ethical journalism, under which the interviewer selects the questions to be asked. Where there is advance agreement materially restricting an important or newsworthy area of questioning, the interviewer will state on the program that such limitation has been agreed upon. Such disclosure should be made if the person being interviewed requires that questions be submitted in advance or if he participates in editing a recording of the interview prior to its use on the air."

After title "General" in "Program Standards" add—

"The intimacy and confidence placed in radio demand of the broadcaster, the networks and other program sources that they be vigilant in protecting the audience from deceptive program practices."

Insert as fourth paragraph of "General"—

"Payola • The broadcaster shall be constantly alert to prevent activities that may lead to such practices as the choice and identification of prizes, the selection of music and other creative program elements and inclusion of any identification of commercial products or services, their trade names or advertising slogans, within a program dictated by factors other than the requirements of the program itself. This expressly forbids the acceptance by producer, talent, or any other personnel of cash payments or other considerations in return for including any of the above within the program."

Insert before last paragraph of "General"—

"Quiz and similar programs that are presented as contests of knowledge, in-

Toughening radio standards • NAB's Standards of Good Radio Practice Committee drafted new rules designed to improve medium's performance Dec. 16. Left photo (1 to r): Jay E. Wagner Jr., WLEC Sandusky, Ohio; Frank Gaither, WSB Atlanta; William B. McGrath, WHDH Boston; John F. Meagher, NAB radio vice president, chairman; Cliff Gill, KEZY Anaheim, Calif. Right photo: Carleton D. Brown, WTVL Waterville, Me.; George J. Volger, KWPC Muscatine, Ia.; Cecil Woodland, WEIL Scranton, Pa.; James L. Howe, WIRA Fort Pierce, Fla. In background, William Carlisle, NAB station relations manager

BROADCASTING, December 21, 1959
formation, skill or luck must, in fact, be genuine contests and the results must not be controlled by collusion with or between contestants, or any other action which will favor one contestant against any other.

"No program shall be presented in a manner through artifice or simulation would mislead the audience as to any material fact. Each broadcaster must exercise reasonable judgment to determine whether a particular method of presentation would constitute a material deception, or would be accepted by the audience as normal theatrical illusion."

At the task force meeting the idea of an all-industry meeting embracing organizations in the broadcast field was considered [CLOSED CIRCUIT, Dec. 14]. Asked about this phase of the discussion, President Fellows said:

"It's difficult to see what purpose would be served by such a meeting at this time. The question was mentioned at the task force meeting but was not discussed in any depth. Once the FCC has concluded its hearings, the idea may come up again. We are devoted to the process of improving self-regulation and unity in this industry. Perhaps station representatives, Assn. of National Advertisers and American Assn. of Advertising Agencies should be included if an all-industry meeting is considered further."

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**Steel debate**

WGN-AM-TV carried a taped debate between David J. McDonald, president of the United Steelworkers of America, and Joseph L. Block, chairman of Inland Steel Corp., on issues of the steel strike. The broadcasts made national headlines. The program was taped in the office of W. D. Maxwell, editor of The Chicago Tribune, stations' parent organization, and played back a few hours later on both radio and tv.

ABC's WBKB (TV) sought and got permission to rebroadcast the debate Dec. 14, and Sterling C. Quinlan, vice president in charge of the station, offered both participants free time for further discussion. Mr. McDonald said he had received offers from radio-tv networks for "all the time they need" to discuss strike issues. Last week, he also challenged Roger M. Blough, chairman of U.S. Steel Corp., to a similar debate. WGN Inc. reported highly favorable reaction to its special public service program.

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**WBEN's new home** • WBEN-AM-FM-TV Buffalo will shuffle off to the luxurious new quarters pictured above in January. Since WBEN went on the air in September 1930, offices and studios have been located in the Statler Hilton in downtown Buffalo. Now two-story addition has been connected with the building that formerly housed NBC's uhf WBUF (TV) (at left). Purchase of this facility includes the latest automation equipment. Former capacity has been doubled, providing more space for WBEN's studios, business offices and technical facilities. Radio will emanate from the new quarters Sunday, Jan. 10, with tv moving following week. Address: 2077 Elmwood Ave. Phone: Bedford 0930. Installation cost: $1 million plus.

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**NO 'LIVE ON TAPE' AT CBS-TV**

The CBS-TV network spelled out in more detail last week how it will go about making sure that what its audience sees is "exactly what it purports to be."

The additional rules, effective last Tuesday (Dec. 15), were issued in a memorandum by Joseph H. Ream, vice president in charge of program practices. He said they were designed to implement the network's full-disclosure policies and at the same time "impose as few burdens as possible on creative programming."

The rules do not apply to news and public affairs programming, already treated in a memo (Broadcasting, Dec. 7), and, according to Mr. Ream, also to be dealt with in another. Nor do they apply to commercials.

Mr. Ream's memo specified the language to be used in announcing the fact whenever programs or portions of programs were pre-recorded, when canned applause is used, when guests appear to be but are not chosen at random or interviewed spontaneously, when seemingly real situations actually are fictionalized, when lip-sync is used, and in similar situations.

Hitch-hikers • "Audio announcements," Mr. Ream's memo said, "will be placed immediately at the beginning of the closing credits prior to any scheduled promotional announcements, except where otherwise specified. Visual announcements will be made by telop or as part of the usual closing credits, except where otherwise specified."

"It is emphasized that these announcements shall not be so brief or hurried as to avoid informing the average viewer."

Among the situations covered, and the language prescribed in each case, were these:

When a program is originally recorded on film or tape and this fact is not otherwise clearly stated, or when a live program includes some film or tape segments: "The preceding program (or portions of the program) was (were) pre-recorded."

When a film or tape program includes film or tape made earlier and not as part of the particular broadcast (except in the case of standard stock footage): "Certain portions of this recorded program were pre-recorded."

**Audience Reaction** • When canned applause is used: "Audience reaction technically produced."

When canned applause is added to live audience reaction: "This program was performed (filmed) (taped) before a live audience with audience reaction technically augmented."

Alternative: "Audience reaction technically augmented."

When a program originated at an earlier hour is recorded for network repeat broadcast (examples: Pacific Coast..."
CBS calls for payola reports

All CBS officers and employees were asked by management last week to say whether they had taken or given "any money, service or other valuable consideration" for "the broadcast of any matter, since Nov. 1, 1958, over any facilities of CBS (owned stations or networks)."

They were asked to answer the question twice: once as individuals, once as employees acting on behalf of CBS. If either answer was "yes," they were asked (1) whether an appropriate on-air announcement was made at the time to indicate "that such matter was paid for or furnished by such person" and (2) to fill out supplemental forms giving dates, names and other details.

The questionnaires were sent out by Julius F. Brauner, CBS secretary and general attorney, so that CBS would be able to reply to FCC's request that all licensees furnish this information. The Nov. 1, 1958, date is the one specified by FCC. CBS asked its people to return the questionnaires by last Friday (Dec. 18) except for those who are on the West Coast, in which case the deadline is tomorrow (Dec. 22). Licensees must file their own answers with FCC by Jan. 4.

The CBS questionnaire points out it is not talking about money received as CBS wages or salary.

Network delays and daylight saving time delays: "The preceding program was pre-recorded." (A visual announcement to the same effect must accompany programs recorded for delayed broadcast.)

Mr. Ream said responsibility for putting the rules into effect will lie with the program department and the producer of each show. He said additional standards may be issued later.

More 'Monitor' time for sale by network

An additional hour of NBC Radio's Monitor, from 9 to 10 a.m. Saturdays, will be opened up for sale by the network under its new operative format, authorities said last week. This Monitor period heretofore had been pegged for sale by affiliates.

Announcement of the change coincided with a meeting of network officials with the affiliates' program managers advisory committee. The meeting was held to discuss coordination of NBC Radio's new networking-plus-program-service plan, which goes into effect Jan. 4 (BROADCASTING, Oct. 19, et seq), with affiliates' program structures. Albert L. Capstaff, vice president in charge of radio network programs, presided.

Officials said a major subject in the meeting, held in New York Thursday (Dec. 17), was a revised music formula for the Monitor weekend service.

On hand, in addition to Mr. Capstaff and other NBC Radio officials, were the following committee members: Herman Clark, WBAP Fort Worth; Franklin Costlett, WRBE-TV Wilkes-Barre, Pa.; Elmo Ellis, WSB Atlanta; William Goetze, KFSD San Diego; William Grant, KOA Denver; Peter Kizer, WOOD Grand Rapids; Ed Walker, WFLA Tampa, and W.W. Woods, WHO Des Moines and WOC Davenport, both Iowa.

Firm sues WNEV-TV

Kaz Mfg. Co., New York, has initiated a $1 million libel suit against Metropolitan Broadcasting Co., operator of WNEV-TV New York, charging that a commercial being carried on the station is "damaging" to a vaporizer that Kaz manufactures.

The suit was filed Dec. 4 in New York Supreme Court. Metropolitan was served with a summons and has 20 days to reply.

Harry Starr, counsel for Kaz, reported that a key statement in the commercial says "steam is dangerous." The commercial in question is for Pertussin, a cold remedy made by Chesebrough-Pond's. Mr. Starr said similar action may be taken against other TV stations which are carrying the Pertussin commercial. He contended the commercial shows a vaporizer that "without question is one that is put out by my client."

A spokesman for Metropolitan said the company has received the summons but declined further comment.

Blackout exception

The National Football League, in an expected but unusual move, last week removed its 75-mile TV blackout for Sunday's (Dec. 27) championship game between the Baltimore Colts and the New York Giants by permitting WRC-TV Washington to carry the game. Television engineers said the signal from Washington station—some 35 miles away—would allow "most Baltimore fans" to see the clash. Austin Gusnel Jr., acting commissioner of the league, stressed the unusual move would be for this year's title game only.
Here is a VHF high-band antenna that has inherently low VSWR and produces smoother patterns. The design, based on slot radiators, results in improved circularity. This new antenna is strongly resistant to high winds and offers better weather protection.

**INHERENTLY LOW VSWR**
The traveling wave nature of the feed results in a low VSWR along the antenna. This characteristic gives the antenna an inherently good input VSWR without compensating or matching devices. The input has been broad-banded to provide a smooth transition from the transmission line to the antenna.

**EXCELLENT VERTICAL PATTERN**
The null-less vertical pattern is extremely smooth. This provides uniform illumination of the desired service areas. Gains from 9 to 18 can be obtained.

**IMPROVED CIRCULARITY**
The individual patterns produced by slot radiators when added in phase quadrature result in an overall pattern with improved circularity. This design combines radiating elements, feed system and antenna structure in one unit, giving excellent horizontal circularity.

**LOW WIND RESISTANCE**
The smooth cylindrical shape of the antenna is ideal for reducing wind load and has high structural strength. It is designed to withstand a wind pressure of 50 psf on flats, or $33\frac{1}{4}$ on cylindrical surfaces. In addition, the absence of protruding elements minimizes the danger of ice damage.

The steel outer conductor is hot-dip galvanized for better conductivity and protection. The inner conductor of the antenna is rigidly supported at the bottom end without relying on any insulator type of support to carry the dead weight. Polyethylene slot covers are fastened to the pole over every slot for better weather protection.

**SIMPLIFIED FEED SYSTEM**
The feed system is completely self-contained with only one point of connection. Simplified feed system consists of a large coax line and coupling probes.

Your RCA Broadcast Representative will gladly help with TV antenna planning. See him for details on this new antenna. Or write to RCA, Dept. BC-22, Building 15-1, Camden, N. J.

In Canada: RCA VICTOR Company Limited, Montreal.

**HOW THE "TRAVELING WAVE" ANTENNA WORKS**
Essentially, the RCA "Traveling Wave" Antenna is a transmission line with slots cut into the outer conductor. These slots are arranged to guide the energy radiated by the center conductor into the needed radiation pattern. It fills the need for a VHF High-Band Antenna which combines mechanical simplicity and economy, especially in high-gain, high-power applications.

**RADIO CORPORATION of AMERICA**
BROADCAST AND TELEVISION EQUIPMENT, CAMDEN, N. J.
KFI to keep NBC

KFI Los Angeles will remain an NBC affiliate as it has been for the past 30 years, despite its arrangement to broadcast the 1960 Los Angeles Dodgers baseball games (Broadcasting, Nov. 30). Shelton Hickox Jr., director of station relations for NBC's Pacific Div., said last week that when the new NBC Radio format goes into effect Jan. 4, KFI will carry all of the network's commercial programming except for one five-minute news period in the morning and one in the afternoon, including all of the Monitor weekend service. Following the first of the year, he and Charles Hamilton, KFI's general manager, will work out the pre-emptions of network offerings that the baseball schedule will make necessary, Mr. Hickox said. Presumably much of the material on the network during game time can be taped for delayed broadcast.

Changing hands

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

• WNCC Barnesboro, Pa.: Sold by William J. Thomas and Richard Toddhunter Jr. to J. Howard Bair and Eric Bauer for $62,500. Mr. Bair is chief engineer, WCMB Harrisburg, Pa.; Mr. Bauer is on WCMB staff. Mr. Thomas retains ownership of WAKU Latrobe, Pa. Broker was W.B. Grimes & Co.


• WLOD Pompano Beach, Fla.: Sold for $131,683 (subject to adjustments). WMIN is on 980 kc with 1 kw.

• WSTR-AM-FM Sturgis, Mich.: Sold by Arthur F. Harre and Leonard A. Vanderluis to Franklin Broadcasting Co. (WMIN St. Paul, Minn.) for $115,000 plus $5,000 to E. H. Munn Jr., seller's vice president, for three years of consultancy. WSTR
How Come CHANNEL 10 Stays Perennially On Top in the Rich Rochester N. Y. Area?

COULD BE BECAUSE:

**we have the POWER**
Yes, thanks to our new 316 KW (maximum power) transmitter, we now speak to more than a million Western New Yorkers with a stronger voice—look at them with a brighter eye! Our primary coverage area is considerably extended!

**we have the SHOWS**
We offer our viewers the very finest programs of two major networks—CBS and ABC—a galaxy of great stars in a brilliant host of new shows and old favorites! We also offer News-Weather-Sports, complete and accurate, twice nightly at 6:30 and 11:00 P.M.—plus many other fine, live local shows, and the great MGM movies.

**we have the KNOW-HOW**
Not only do we possess the technical know-how that guarantees best-quality production, but being Rochester-owned, we understand the wants and whimsies of the people of this area, give them what they want, know how to promote our station and our programs in the most effective manner.

**we have the FACILITIES**
Our facilities, both in personnel and in equipment leave little to be desired. Our well-trained engineers and production staffs welcome the constant challenge of handling live shows and live commercials in truly expert fashion.

**we have the WILL**
Perhaps our BEST quality is our ceaseless will to please! We are intensely proud of our consistent leadership in Rochester, and we are determined to maintain it!

Adequate power, top-notch programming, expert know-how, modern facilities and the resolve to please and satisfy—every one of these things is *essential* to a successful television station—and these are the things that attract and hold our ever-increasing number of sponsors.

**CHANNEL 10**
(WVET-TV • WHEC-TV) CBS BASIC • ABC AFFILIATE

THE BILLING CO., INC. • NATIONAL REPRESENTATIVES • EVERETT-MCKINNEY, INC.
Communist salt

An attempt by communist agents to poison employees of Radio Free Europe's station in Munich, Germany, was foiled last month by an agent who had been cooperating with American authorities, officials of the station revealed last week.

Erik Hazelhoff, European director of the privately financed American-run station, reported that on Nov. 21 a poisoning substance had been put into salt shakers at the station cafeteria, which regularly serves some 1,200 employees and their families. The poison used, it was learned, was atropine. The amount in each salt shaker was 2.36%, enough to kill even if only a little salt was sprinkled on the victim's food. Mr. Hazelhoff claimed agents of a "foreign communist power" were responsible.

New high for KNX

Local billings for the week ending Dec. 4 totaled $141,484 at KNX Los Angeles. This was $21,000 above the previous all-time high sales week last September. Sales for the CBS Radio Pacific Network also were up, with combined KNX-CRPN billings of $373,655 for the week. Farmers Insurance Co. and Miles of California were primarily responsible for the CRPN billings. KNX got its record high billings from Ford Dealers of Southern California, Santa Anita Race Track, Home Savings & Loan, Falstaff Brewing, Western Federal Savings & Loan, General Foods and Bu-Tay Products.

Media reports

Godwin entries due • Jan. 15 is deadline for the third annual Earl Godwin Memorial Award competition among newsmen of NBC-affiliated stations. The award, including a six-month assignment overseas for NBC news, is given for initiative, enterprise, judgment and professionalism in covering a story for the radio network. It is in memory of Earl Godwin, network Washington newsmen who died in 1956. Entries are being received by Sam Sharkey, editor, NBC News, 30 Rockefeller Plaza, New York, N.Y.

Supermarket report • Radio Advertising Bureau last week sent members a special report, "How Supermarkets Use Radio." It contains case histories on the successful use of the medium by such industry leaders as Safeway and Piggly Wiggly. Ideas are offered for holiday selling; tips on remote broadcasts from the supermarket floor, and a list of special promotion designed to boost sales and traffic.

J-school grads • TV stations are requesting increasing numbers of journalism school graduates, according to Journalism Quarterly's annual survey of employment conditions. Newspapers hold first place as employers but broadcasting, magazines and public relations are becoming increasingly strong bidders for graduates. A greater variety of jobs and higher salaries outside the newspaper field are cited as factors contributing to the trend.

Storer dividend • The board of directors of Storer Broadcasting Co. has declared a quarterly dividend of 45 cents per share of common stock, payable March 15, 1960, to stockholders of record Feb. 26, 1960. Storer common stock is listed on the New York Stock Exchange. The board also declared a quarterly dividend of 12 ½ cents per share on its Class B common stock which is not listed.
Is there a fuel crisis?

The coal people say there is. And they suggest that Uncle Sam step in. Historically, our fuel industries have grown the freely competitive way. Yet here we have one of them turning its back on that way. If only because the implications reach into all business, a few questions should be raised. What, exactly, are the facts? . . .

Q. What are our fuel problems as the coal industry sees them?
A. According to the coal people, we are in danger of running out of fuel. Any lack of energy, they point out, would threaten our economic development. Always near the surface, of course, is the fact that coal's share of the fuel market has shrunk.

Q. What does the coal industry want the government to do about it?
A. Coal asks for a single, over all "national fuels policy." In the words of Joseph Moody, president of the National Coal Policy Conference, this would "insure an adequate energy supply for our nation while at the same time promoting the healthy and balanced development of the American economy."

Q. Precisely what would coal's policy call for?
A. The Senate resolution coal's spokesmen introduced in August would have the government consider "the optimal allocation of the various fuel and energy resources to their most productive economic uses, including such consideration as the geographic distribution of these resources and the development of balanced and interrelated regional fuel economies."

Q. Why wouldn't such a policy be helpful?
A. In the first place, the kind of crisis coal talks about simply does not exist. We are in no present danger of running out of oil, natural gas or coal. And the competition among fuels has actually promoted the development coal refers to.

Q. Do the coal interests really want to see their industry controlled?
A. Coal denies the policy would mean controls. But the word "allocation" in that Senate resolution is enough to frighten any businessman. It would probably lead to end-use controls on fuels.

Q. Are any of the other fuel industries for coal's program?
A. Let them speak for themselves. According to Frank Porter, president of the American Petroleum Institute, "We will fight hard to protect our industry and its customers from unjust restrictions." And John Ferguson, executive director of the Independent Natural Gas Association, says the policy "has as a principal purpose the curtailment and prohibition of the use of natural gas."

Q. What of the consumer? Might he not gain from such a program?
A. Fred Seaton, Secretary of the Interior, offers an answer: "I cannot believe that it would be appropriate or just for the government to distort the picture by preventing the function of normal economic forces. I do believe the consumption of fuels should continue to be determined by such forces as relative costs at specific locations, efficiency of use, dependability of supply, cleanliness, convenience and ease of control."

Q. Are you saying coal would be the only beneficiary of the policy?
A. Yes. And at the expense of oil, natural gas and the consumer. At the expense, in short, of our economy as a whole. Coal has failed to show a truly national justification for its policy. If there is a fuel crisis here, it is the one coal's policy would bring on.

Q. But if there is no policy, what of coal's future then?
A. It is true coal's share of the market has shrunk from 70 per cent in 1926 to less than 30 per cent in 1959. But coal has a future. Secretary Seaton cites these figures. The U.S. will use 5 billion barrels of oil in 1975 compared to 2.7 billion in 1955, 19 trillion cubic feet of gas to 9.1 trillion. And we will use 775 million tons of coal to less than 450 million.

Q. Isn't coal essential to our national security?
A. Of course it is. But no more so than oil and gas. It's worth remembering the oil industry has been cooperating with the government since World War I. A good recent example is the commendation the oil industry earned from our government for cooperating in the 1956-57 Suez crisis to stave off a European oil shortage.

Q. Hasn't a National Energy Board recently been proposed in Canada?
A. Yes. But Canada is concerned mainly with export and import of natural gas and oil. This demands some international negotiation at the official level. The board could suggest a domestic policy for all fuels. But the validity for such a program north of our border does not automatically extend south of it.

Q. Elsewhere in the world, what is the trend in fuel coordination?
A. The British attitude is fairly typical. Although Britain faces a glut in coal from state-owned mines, Fuel and Power Minister Richard Wood told the miners in November he "could not encourage any hope of measures to restrict the use of oil or to force fuel-consuming industries to use coal."

"We welcome further questions and comment.
 Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa."
PROGRAMMING

UNITED ARTISTS EYES ZIV TV
But talks are only preliminary now

United Artists Corp. is taking another sniff at the sweet smell of somebody else's TV success.

Object of interest is Ziv Television Programs Inc., one of TV's leading syndication companies with three shows on the networks this season and a lengthy list of series in syndication.

The last time (1958) UA saw a good prospect, Associated Artists Productions, a non-Hollywood controlled TV company, was snapped up. AAP is now United Artists Associated. This acquisition gave UA access to the Warner Bros. pre-1949 library, short subjects, cartoons, various feature packages and a merchandising operation. Now UA is thinking about acquiring Ziv.

United Artists Corp. is a major motion picture releasing operation that emerged out of Hollywood's decay of the post-glamor era hastened by TV's rise. Its winning combination: access to funds to finance picture-making.

UA's Look•UA itself does not produce movies. It puts up money for others to do so and has built-in arrangements to make it worth the while of name stars, directors and producers.

UA also has a TV subsidiary, United Television Inc., that has two shows on the networks, The Dennis O'Keefe Show on CBS-TV and The Troubleshooters on NBC-TV, and Tales of the Vikings, its only TV series so far placed in syndication. UA-TV plans additional series for syndication. The corporation is preparing Miami Undercover and Hudson's Bay. These new shows will be offered to network advertisers. The parent UA also owns a record company.

Ziv Television's control changed hands early in July. Two Wall Street investment firms, F. Eberstadt & Co. and Lazard Freres & Co., purchased about 80% of Ziv's stock in a deal reportedly involving $14 million. The other stock presumably is still owned by Frederick W. Ziv, board chairman, and John L. Sinn, president.

The Contact•UA's contact with Ziv is a direct one. It is through the Eberstadt firm, which has a close association by having floated stock issues and served as an investment banker for United Artists.

UA officials were cautious last week when questioned about a purchase of Ziv. For one thing, they asserted, no negotiations have begun, and discussions, they said, were "preliminary to see if there is any basis for some kind of deal." Principal conferences included UA's executive staff and Eberstadt officials.

Ziv's on-the-network properties are Men Into Space (CBS-TV), Challenge (NBC-TV) and Bat Masterson (NBC-TV). Ziv currently has new product on Tombstone Territory coming up (this series also has been on ABC-TV) for syndication along with the Lockup and This Man Dawson series. It's in the third year production of Sea Hunt and has such well-known syndicated properties as Bold Venture, Dial 999, Harbor Command, Highway Patrol, MacKenzie's Raiders, The New Adventures of Martin Kane, Target and Cisco Kid among others.

Acquisition of Ziv would give UA its first studio facility (Ziv owns a

WMPS to drop Top 40

Top 40 programming is on its way out on one of the stations which pioneered it. Harold Krelstein, president of the Plough Stations, said the format will be dropped soon by WMPS Memphis. He said Top 40 programming has become "so commonplace it has outlived its usefulness."

Mr. Krelstein said a new format, now in the planning stage, if found successful after a trial run in Memphis will probably be used on Plough's other stations: WIJD Chicago, WCOP Boston, WCAO Baltimore and WPLO Atlanta.

Mr. Krelstein refuses to talk about the new format. He fears he'll hear it first on another station if he divulges his plans at this early date.

Plough first began programming the Top 40 in Memphis in 1955. The city currently has three stations (including WMPS) using the Top 40 format.
studio in Hollywood. Ziv is a privately-owned company. At the time the two banking houses bought controlling interests it was speculated that Ziv shares would be placed on the market for public offering, but this has not transpired. Aside from its "first-run" syndicated and network properties, Ziv has valuable holdings in its reruns in syndication in the U.S. and in distribution in foreign markets.

AFM may settle hassle out-of-court

Attorneys for the American Federation of Musicians and for the disident group of Hollywood musicians (chiefly members of AFM Local 47) who are suing AFM got together in Las Vegas last week to discuss an AFM offer for an out-of-court settlement (Broadcasting, Dec. 14). The suits were filed three years ago by the rebel musicians who make payments into music performance trust funds. They want these payments diverted to the individual musicians employed to do the work.

Agreement for the Las Vegas meeting was followed by a postponement to Jan. 4 of a hearing which was to have begun Dec. 14 in Los Angeles Superior Court. One suit seeks to obtain for the individual musicians $6,172,163 paid into the trust funds for the release of theatrical motion pictures to television. Three other suits cover trust fund payments for musicians' services for phonograph records, TV films and transcriptions, jingles and spots. The four actions ask for aggregate payments of some $24 million. AFM has offered about $2,650,000 in settlement.

Attending the Nevada negotiating session were Samuel R. Rosenbaum, trustee for the music performance funds; AFM attorneys Henry Kaiser, Michael Luddy and Emanuel Gordon; plaintiffs' attorneys Harold A. Fendler, Daniel A. Weber and Jules Bloch.

Rocky meets newsmen in combined session

When New York's Gov. Nelson Rockefeller announced his plans to hold "separate but equal press conferences" for radio-TV and newspaper newsmen, in Dallas, Dave Muhlstein, news director of KLIF, that city, threatened a radio-TV boycott. Filing a simultaneous protest to the governor's headquarters and over the Associated Press wire, Mr. Muhlstein, director of the Dallas Press Club, stated that Gov. Rockefeller's policy discriminated against broadcasters. Although other Dallas stations refused to join the threat-
ened boycott, the governor's press secretary told Mr. Muhlstein the day after his protest that the conference would be open to radio, TV and newspapers alike. A similar incident took place in Los Angeles (BROADCASTING, Nov. 23), but that time the broadcasters did indeed walk out.

'Time's' face is red; Linen had quiz stock

_Time_ magazine, which became involved in the quiz scandal hearings in Washington last month when congressmen quoted its stories about rigged quiz shows to TV network witnesses, last week learned its publisher, James A. Linen, was a 2 1/4% owner of Entertainment Productions Inc., the firm that produced _$64,000 Question_ on CBS-TV.

Disclosure came when word got out that EPI, which has had no shows on the air since _Top Dollar_ was cancelled on CBS-TV in October, was liquidating its assets and going out of business.

Mr. Linen was identified as among 30 stockholders who were notified of the company's planned demise. Officials of EPI could not be reached for comment or for identification of other stockholders. Mr. Linen acknowledged his own participation in the firm.

Mr. Linen said he obtained ownership back in 1946, when he invested $10,000 in Louis G. Cowan's then-forming production firm. Mr. Cowan and Mr. Linen were personal friends. The Cowan firm later became EPI, and Mr. Cowan sold his interest when he became an officer of CBS-TV. Mr. Linen received $10,000 in debentures, plus the 2 1/4% stock ownership. The debentures, which he recalls paid about 5% interest, were retired in 1955. After that date he received two dividend payments, one for about 30 cents, the other for about $1.50. Mr. Linen said he had not considered disposing of the stock ownership because it had no market value.

Barry-Enright status

The scandal-scarred quiz show _Twenty One_ forced the doors closed on the TV program packaging firm of Barry & Enright. But that does not preclude Jack Barry and Dan Enright from re-opening the doors to admit other properties in the future. This may happen, Mr. Barry told BROADCASTING last Thursday (Dec. 17).

While the packaging company has not been officially dissolved, Mr. Barry indicated he would like to get back into TV program packaging and m.c. work. Since he and Mr. Enright still own a Florida radio station the two men continue to have fairly close contact, but they are otherwise currently taking sep-
arate business paths. Mr. Barry is executive vice president of Fragrance Process Co., New York, which markets a newly developed aroma process for scented advertising in newspapers and for various packaged products. When Mr. Enright was asked later the same day what his current business activities are, he replied firmly, "No comment."

• Program notes

Participants • About Faces, new audience participation series starting Jan. 4 on ABC-TV (Mon.-Fri., 1-1:30 p.m. EST), will have following participating sponsors: Block Drug Co. (Sullivan, Stauffer, Colwell & Bayles Inc., N.Y.); Dusharme Products Inc., (Graves & Assoc., Minneapolis); Renuzit Home Products Co. (Ardnt, Preston, Chapin, Lamb & Keen Inc., Phila.), and Shulton Inc. (The Wesley Assoc., N.Y.). Program is Ralph Edwards production and will originate from Hollywood, with Ben Alexander as m.c.

Indefinite termination • Closing of the London office and termination of all British production activities for "an indefinite period," was announced by Philip N. Krasne, president of California Studios. The Hollywood tv film organization has been concentrating on preparing tv filmed programs for network exposure. The company's British made films had been aimed at the U.S. syndication market.

Second adventurer • Dominick Dunne, executive producer of Adventures in Paradise (ABC-TV, Mon. 9:30-10:30 p.m. EST), has signed Ron Ely, formerly a 20th Century-Fox contract performer, as alternate-week co-star of the Paradise series. He will share alternate week story focus with Gardner McKay.

'Lineup' replacement • CBS-TV is replacing The Lineup with a variety show, Be Our Guest, beginning Jan. 27 (Wed. 7:30-8:30 p.m. EST). The Lineup was a casualty in the network's move for better program balance (BROADCASTING, Dec. 7). Be Our Guest will star George DeWitt, former m.c. of the defunct Name That Tune on CBS-TV, and will feature Mary Ann Mobley, Miss America 1958, as vocalist with the Glenn Miller Orchestra conducted by Ray McKinley. The announcement, made by Oscar Katz, vice president, network programs, said the new program would use non-professional guests and is planned as a live origination from New York. Al Singer is executive producer and head writer.

Crackdown • The Screen Actors Guild has served notice on producers of tv commercials that it plans to crack down on those violating the provisions of the Guild's collective bargaining contract, pertaining to interviews of performers. The Guild claims that it has received complaints from members charging that payment and advance notice clauses have been violated.

Yule sing • Three one-hour broadcasts of local choirs, called The Voices of Christmas, are planned by WBAL-TV Baltimore for Christmas Eve and Christmas Day. Each program is composed of five different 10-minute segments, one by each of the five choirs, with a WBAL-TV personality giving the narrative. The programs, taped in the churches, feature Catholic, Protestant and Greek Orthodox choirs. The station is donating the time and assuming the expense of the project as a public service.

Switch to tv • Robert L. Jacks Productions, Hollywood, producer of feature films for 20th Century-Fox and United Artists, last week signed with Screen Gems Inc. to produce two new series, as yet untitled, for television. Earl Felton, associate of Mr. Jacks, will write the series, which are expected to be ready for presentation in the fall of 1960.

COLORCASTING

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

<table>
<thead>
<tr>
<th>Network</th>
<th>Date</th>
<th>Time</th>
<th>Show</th>
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<tbody>
<tr>
<td>ABC</td>
<td>Dec. 21-25</td>
<td>28-30</td>
<td>Price Is Right, participating sponsorship</td>
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<td></td>
<td>Dec. 21-25</td>
<td>28-30</td>
<td>It Could Be You, participating sponsorship</td>
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<td>Dec. 23, 28</td>
<td>10-11 p.m.</td>
<td>Steve Allen Plymouth Show, Plymouth through N.W. Ayer</td>
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<td>CBS</td>
<td>Dec. 22, 29</td>
<td>9-9:30 p.m.</td>
<td>Arthur Murray Party, P. Lorillard through Leinen &amp; Newell and Sterling Drug through Norman, Craig &amp; Kummel</td>
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<td>Dec. 22, 29</td>
<td>9-9:30-10:30 p.m.</td>
<td>Ford Show, Ford through J. Walter Thompson</td>
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<td>Dec. 23, 30</td>
<td>8:30-9 p.m.</td>
<td>Price Is Right, Lever through Ogivy, Benson &amp; Mather and Spieidel through J. Walter Thompson</td>
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<td>Dec. 23, 30</td>
<td>9-10 p.m.</td>
<td>Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson</td>
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<td>Dec. 24</td>
<td>8-9 p.m.</td>
<td>Pontiac Star Parade, Pontiac through MacManus John &amp; Adams</td>
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<td>Dec. 24</td>
<td>9:30-10 p.m.</td>
<td>Ford Show, Ford through J. Walter Thompson</td>
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<td>Dec. 26</td>
<td>10-10:30 a.m.</td>
<td>Newdy Dody Show, Continental Baking through Ted Bates</td>
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<td>Dec. 26</td>
<td>10:30-11 a.m.</td>
<td>Ruff and Reddy Show, Mars through Knox Reeves and Borden through Benton &amp; Bowles</td>
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<td>Dec. 26</td>
<td>1:45-4:15 p.m.</td>
<td>Blue-Gray Football Game, sponsor tk</td>
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<td>Dec. 26</td>
<td>7:30-9:30 p.m.</td>
<td>Bonanza, Liggett &amp; Myers through Dancer-Fitzgerald-Sample</td>
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<td></td>
<td>Dec. 27</td>
<td>9-10 p.m.</td>
<td>Chevy Show, Chevrolet through Campbell-Ewald</td>
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</table>

A Top NBC Award Winner

Miss Edna Seaman
WFBC-TV's Promotion Manager

For Audience Promotion in GREENVILLE
SPARTANBURG
ASHEVILLE

Using the theme "Total Television in DIXIE AFTER DARK", Miss Seaman was one of the top 5 winners in NBC's nationwide audience promotion contest from August 11 through October 11th. She thus wins for herself an all-expense paid trip to Hollywood . . . and for WFBC-TV and its clients she maintains dominance in the Greenville-Spartanburg-Asheville market.
Always shoot it on EASTMAN FILM... You'll be glad you did!
under control!

With film, you can edit to your heart's content—remove "fluff," highlight the loughs. No end to the tricks in this trade, only possible with film.

You're in the driver's seat at all times... in control, too, of time and station, whatever markets you seek.

As a matter of fact, film does three things for you... 3 important things:
1. Gives you the high-polish, razor-sharp commercials you've come to expect... fluff-free... sure.
2. Gives you coverage with full pre-test opportunities.
3. Retains residual values.

For more information write:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

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RCA development
announced at seminar

Radio Corp. of America will establish a television tape engineering and application center in Los Angeles, C. H. Colledge, general manager of RCA broadcast and TV equipment division, announced Dec. 16 during the company's TV seminar in that city. H. D. Bradbury, manager of RCA film recording will be in charge of the Los Angeles activity.

"For the first time," Mr. Colledge said, "west coast TV broadcasters and those engaged in film recording with tape will have close at hand a center to which they can turn for RCA technical guidance and equipment supply. In addition to meeting the problems of specific installations, a team of RCA experts will make a series of continuing studies on the tape recording needs of both the film and broadcasting industries."

The RCA TV seminar, conducted from Dec. 14-18, was attended daily by more than 100 representatives of stations, motion picture companies and independent producers. RCA demonstrated that a color TV tape made on one RCA recorder can be played back on any other RCA machine with no perceptible loss of picture quality. In addition, the company claims, its monochrome recorder can be converted to color merely by the interconnection of a rack of color equipment.

Motorola predicts glowing year ahead

Edward R. Taylor, executive vice president of consumer products for Motorola Inc., is optimistic about 1960 business. He predicts:

Television—"The industry will sell 6.5 million sets... an increase of about 7% over 1959. We expect Motorola to continue to increase its share of the business with sales 20-25% higher than in 1959. Consumer purchasing power, now at an all time high, will increase and the ultimate settlement of the steel strike should remove the restraints of reliability to buy in those areas most affected by the strike..."

"Portables will always be popular and 1960 should see further strides in 'flexibility' of a truly reliable and practical battery-operated portable set to be carried outside the home. However, the battery portable will become a permanent addition to America's viewing habits only when the screen is large enough to be viewed by several people at a reasonable distance..."

Radio—"The industry will increase sales at least 7% over 1959 despite increased foreign competition in the radio field. Motorola is planning a 20% increase in radio sales... We see an exciting and growing desire on the part of consumers for more FM radio. Stereo Hi-Fi—"1960 should witness the 'settling down' of the stereo industry. We do not expect the phonographic reproducing instruments will change very much from now on even though there will be continuing refinements."

23-inch TV set sales
booming at Admiral

The 23-inch TV receiver is here to stay. By the end of 1960 it will probably account for 75% of Admiral Corp.'s television sales, according to Ross D. Siragusa, Admiral's president.

He reported Wednesday (Dec. 15) in a year-end statement, that Admiral's current TV sales are running about 50-50 between the 23- and 21-inch sets. He cited the bonded safety glass feature with reduction of reflection and glare in the new receiver as one reason for its popularity.

Admiral's radio and TV sales will increase in 1960, he predicted, with political conventions and elections and the 23-inch tube providing "important stimulus."

Meanwhile, National Video Corp., Chicago, announced that in cooperation with Admiral, it has started "sample shipments" of a new wide-angle 19-inch black and white tube, providing a picture about 10% larger than that of a 17-inch model. Mass production will get underway early in February.

RCA in black on color

The long promised break-through in color TV is beginning to develop, with expectations that sales "might well run 50% ahead of 1959," P. J. Casella, executive vice president of RCA consumer products, has reported. Mr. Casella said RCA is in the black for the first time on color television sales.

He told a news conference in Chicago that RCA's sales are about 30% ahead of last year on a week-to-week basis, with demand exceeding supply in some popular models.

At the same time, Mr. Casella reported, the company is selling more radios this year than at any time in its 40-year history.
### Moscow-U.S. dairy program exchange

A proposed exchange of radio programs between dairy farmers of Oneida County in New York and those in the Krasnaya region of Russia—200 miles northeast of Moscow—still is being worked out, according to Gerald Prouty, vice president of WREM Remsen, N.Y. The proposal for exchange of dairy information and a milk yield contest between the two areas was made by Radio Moscow after correspondence initiated by WREM about a year ago and subsequent exchange of tapes.

Radio Moscow began airing a series of nine English-language programs to Oneida County via shortwave Dec. 9, twice daily at 7:45 and 10:45 p.m. The American broadcasts will be taped in Russian using WREM facilities sometime after the first of next year and a committee of farmers and agricultural leaders meets this week to decide on their format.

Meanwhile, the State Dept. indicated its concern whether the American programs will be broadcast as sent and Mr. Prouty said the department will monitor to assure that they are broadcast by Radio Moscow to Krasnaya dairy farmers. Mr. Prouty said Radio Moscow has assured WREM of this and that the station and Oneida County farmers are being guided by State Dept. advice. The Agriculture Dept., which is not taking an active part in the programs and contest, will furnish whatever agricultural information Oneida farmers need for the series, Mr. Prouty said.

### Canadian tv revenue

Canadian national television billings in the year October 1, 1958, to September 30, 1959, totalled $45,723,572, according to the Broadcast Advertising Bureau of the Canadian Assn. of Broadcasters. This is the first such estimate made on Canadian television. It was compiled from reports by Canadian and U.S. station representative firms and the Canadian Broadcasting Corp. to an independent auditing firm: Boyce, McCay, Duff & Co., of Ottawa, Ont.

BAB sales director Karl Steeves at Toronto, estimated an additional $20 million in local business on Canadian tv stations in the year. He estimated that the third quarter of 1959 will exceed $13 million in commissionable national business.

### Canadian set sales

Canadian television set sales for the first ten months of 1959 totalled 327,632 units as against 338,895 in last year's similar period. Radio set sales were up from 434,432 in the January-October 1958 period, to 482,281 sets in the 1959 period, according to figures released by the Electronics Industries Assn. of Canada.

In both cases Ontario accounted for most sales—124,415 tv sets and 218,-718 radio receivers. Quebec province followed with 76,000 tv sets and 115,-723 radio sets.

Of total radio receiver sales in the first ten months of 1959, 79,860 were portables, and 100,788 were for automobiles.

### Tv ‘co-production’

An increase in co-production in Europe is anticipated by Kenneth Herts, president of Herts Lion, a Hollywood tv film production company. Mr. Herts returned to the U.S. last week after signing agreements with a Swedish

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**INTERNATIONAL**

**Gayer re-elected to frequency board**

John B. Gayer, consulting engineer of Omaha, Dec. 11 was re-elected a member of International Frequency Registration Board, headquartered in Geneva. The 11-man organization records all frequency assignments and advises nations on appropriate safeguards against interference. A new directive was given board members by the International Radio Conference in Geneva to perform assignments not as representatives of their respective countries but as "impartial custodians of an international public trust." The board also was entrusted with the task of preparing a new international high frequency (shortwave) broadcasting plan as well as establishment of an international frequency list.

Other members: Fioravanti Della-mula, Argentina; Alfonso Hernandez Cata, Cuba; Rene Petit, France; John Gracie, United Kingdom; Mieczyslaw Flisak, Poland; Nicolai Ivanovich Kras-noselski, USSR; Noel Robert, South Africa; Tai Kuang Wang, China; Shin Ich Hase, Japan, and M. N. Mirza, Pakistan.

The plenipotentiary conference also adopted a resolution regarding peaceful uses of outer space communications and instructed the secretary-general to inform the United Nations and other international organizations of studies being undertaken in this field (BROADCASTING, Dec. 7).

**CBC answers critics**

The Canadian Broadcasting Corp. has "never succumbed to political or commercial control," Alphonse Ouimet, president of CBC stated at Toronto on December 7. Speaking at a Canadian Club luncheon on the recent criticism of the government-owned broadcasting organization he emphasized that "I know of no intention at efforts to dominate the CBC. Wilful threats to broadcasting freedoms are few and far between. . . . There have been times during the last 25 years when the strong currents which eddy about our democratic life have seemed to threaten some of the freedoms of our broadcasting system. . . . I think most Canadians, having seen what has happened in other countries realize that the freedom of their national broadcasting is one of their most precious assets."

**Seven applicants for tv in Montreal**

Seven applications for a second Montreal, Que., television station were filed with the Canadian Department of Transport, Ottawa, on November 30. Hearings are to be held next March at Montreal by the Board of Broadcast Governors. Three applications for an English-language station and four for a French-language station were filed with the department.

CFCF Montreal, which first applied for a tv station license 20 years ago, along with Sovereign Films Distributors Ltd., and Mount Royal Independent Television Ltd., applied for an English station license. Latter is an investment group, not in broadcasting now, and Sovereign Films has minority interests through other film companies in CHCH-TV Hamilton Ont., and CKLW-TV Windsor-Detroit.

French-language applicants are CKAC Montreal and its parent newspaper Montreal La Presse, which also applied for a tv station license many years ago; CKVL Verdun, Que., (a Montreal suburb) and United Amusement Corp. Ltd.; Raymond Crepault, majority owner of CJMS Montreal; and Paul L'Anglais, film producer and France-Film, a French-language film distributing company.

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BROADCASTING, December 01, 1959
and a German film company for two
new series.

Mr. Herts estimates that via a co-
production deal, the cost of creating a
tv film series can be reduced 40%. He
says “complete and wonderful coopera-
tion” is obtained from a European part-
ner. Mr. Herts’ European projects in-
clude 13 Demon Street, which is being
filmed at Nordisk Tonefilm Studio in
Stockholm, and The Sword and The
Cross, a dramatization of famous epics
("Ben Hur," “Ten Commandments,”
“David and Goliath”), which will be
produced in Italy next summer by
Frank Wisbar, known in the U.S. for
his Fireside Theater. Mr. Wisbar has
been active in German films the past
several years.

• Abroad in brief
‘Lassie’ in Yugoslavia • Lassie series
has been sold to Yugoslavia’s govern-
ment tv station, bringing to 32 the
number of countries telecasting the
canine’s adventures. According to Abe
Mandell, international sales director
of International Television Corp., which
handled the sale, the program will be
paid for in U.S. dollars. Foreign mar-
kets carry the program in sixteen dif-
f erent languages, either by dubbing
or use of sub-titles.

Microwave system • RCA Victor Co.
Ltd., Montreal, Que., was awarded a
$20 million contract by Canadian Na-
tional Railways for a 1,200 mile micro-
wave communications system from
Grande Prairie, Alta., to the Yukon-
Alaska border. System will connect
with Alaska telephone facilities in northern end and Canadian landline at southern
end. System is to be ready in about two
years and will probably be used to pro-
vide television microwave service to
northern Canada and Alaska.

Eastern sales • NTA International has
reported its first sales in the new tele-
vision markets of India, Lebanon,
Cyprus and Iran. J. Remi Crasto, gen-
eral manager of NTA International
sales in the Far East and Near East,
said short subjects were sold in India,
and cartoons and children’s program-
ing in Lebanon, Cyprus and Iran (all
outlets are government sponsored). Mr.
Crasto, who returned from a three-
month selling trip in 19 countries in
this area, said the potential for the U.S. tv
film industry is “excellent,” though he
conceded that development of these
markets would take time. He pointed
out that in many areas, the price of sets
is prohibitive for most persons but
he envisions progress over a period of
several years. Mr. Crasto observed that
in Iran, there are plans for extension
of tv service to all principal localities,
and said tv is set to begin shortly
in Egypt, Syria and Turkey.

Davenport, Iowa—Rock Island—Moline, Illinois
The Nation’s Forty-Seventh TV Market

On October 31, 1949, WOC-TV went on the air. FIRST in the
Quint-Cities — FIRST in Iowa. This was in keeping with the fore-
sight and courage of Colonel B. J. Palmer, who had pioneered the
first radio station west of the Mississippi in 1922.

In 1949, there were less than 400 TV sets available to receive WOC-
TV’s first broadcast. On this 10th anniversary date, there are more
than 438,000 sets in a 42-county area. WOC-TV land
is the 47th TV market in the nation.

WOC-TV continues to main-
tain its leadership and success
in serving its viewers and its
advertisers.

Your PGW Colonel has all
the facts. See him today!

United Press International news produces!
New York office of Young & Rubicam, appointed vps.

- William E. Hatch, senior vp and comptroller of Ted Bates & Co., N.Y., elected treasurer. He joined Bates in 1954 and was elected senior vp earlier this year. Mr. Hatch had previously been with accounting firm of Arthur Andersen & Co. Robert J. Preis, assistant comptroller who joined Bates in 1956, named assistant treasurer and assistant vp.

- John J. O'Dell, with advertising-merchandising department of Quaker Oats Co., Chicago, for past 25 years, joins Keyes, Madden & Jones, that city, as vp, member of plans board and account supervisor effective Jan. 15.

- Dale R. Arvidson, formerly radio-tv director of Grubb & Petersen Adv., Champaign, Ill., promoted to vp in charge of account service and broadcast activities and elected to board of directors. Robert E. Smith succeeds Mr. Arvidson as radio-tv director. F. E. (Gene) Wilderman, corporation secretary in addition to duties as art director. N.L. (Mike) Wilson named creative director, succeeding Leon L. Petersen who resigned.

- A.A. Medica, hi-fi sales manager of Admiral Corp., Chicago, promoted to tv sales manager. Clarence B. Flinn, formerly southern regional sales manager, succeeds Mr. Medica.

- Fred R. Hansen, formerly media director at Aubrey, Finlay, Marley & Hodgson, Chicago, and William Quigley Jr., formerly with W.A. Alexander & Co., to media department of Foote, Cone & Belding, that city.


- Robert D. Putman elected vp-director of sales and marketing of F.C. Russell Co., Columbiana, Ohio, door, window and home improvement manufacturer. He will be in charge of marketing all Rusco products in U.S. and Canada.

- Otis Winegar, formerly vp and creative director at Knox Reeves, Min-neapolis, to Dancer-Fitzgerald-Sample, N.Y., as copy supervisor.

- Robert E. Daiger, executive vp of Van Sant, Dugdale & Co., Baltimore advertising agency, named president, effective Jan. 1, succeeding Wilbur Van Sant, founder and president of firm since 1914 and chairman of board, who continues as member of plans board. Nicholas Van Sant, appointed vp in addition to duties as secretary and treasurer. Lawrence R. O'Neill and Robert V. Walsh also named vps.

- Ernest Fladell and Leslie A. Harry are principals in new agency, Fladell/Harris Adv. Co., N.Y., which has opened office at 352 W. 56th St. Telephone is Judeon 6-1141. Mr. Fladell was until recently creative director of advertising department of National Telefilm Assoc. and Mr. Harris was assistant to president of NTA Program Sales. Agency will specialize in tv trade advertising but also will service general consumer accounts.

- Bernard G. Rasmussen, broadcast media manager of Fuller & Smith & Ross, N.Y., named associate media director. Other F&S appointments: William Olson as account executive; Ned Tolman and Joel Frankfort, both as associate account executives.

- Hubert A. Zielske, vp at Foote, Cone & Belding, N.Y., and national director of advertising research and assistant to national director of media and research, transfers to agency's Los Angeles office as director of research. He succeeds Ray Robinson who is retiring.

**IF YOU'RE CHARGED WITH**

**LIBEL — SLANDER**

**PIRACY — PLAGIARISM**

**INVASION OF PRIVACY**

**COPYRIGHT VIOLATION**

Be ready with our unique

**EXCESS INSURANCE**

Adequate protection against embarrassing loss at amazingly moderate cost. Write:

**EMPLOYERS REINSURANCE CORPORATION**

220 South Teuton Avenue, N.Y. - Champaign, Ill. - San Francisco, Calif. - Boston, Mass. - Los Angeles, Calif. - Dallas, Texas - St. Louis, Mo.

**BROADCASTING**, December 21, 1959

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**YOUR INCOME TAX**

Radio's newest and most timely program feature is yours (maybe) for but peanuts per week.

62 STATIONS HAVE ALREADY SNAPPED UP THIS PACKAGE OF THIRTY-SECOND TAX TIPS AS RECORDED BY LEE GRAY, DIRECTOR OF J. K. LASSEY INSTITUTE. (THEIR BOOK HAS SOLD 11,000,000 COPIES.)

10 tips per week—13 weeks—

for 1/5 your minute rate. $10.00 maximum weekly cost.

Grab it for your market, exclusively.

Call or write...

DON LASSEY, WICH Radio,

NORWICH, CONN.

Turner 7-1613
• ALBERT H. CLEM, sales and service executive for Pennsalt Chemical Corp., Philadelphia, promoted to vp of marketing. GEORGE R. LAWSON, formerly director of marketing for Pennsalt’s industrial division, named general manager of chemical specialties division.

• DODDS I. BUCHANAN, account executive and director of marketing and research of Nahas-Blumberg Corp., new Houston advertising firm, promoted to agency manager. HELEN MACARTHUR joins copy department.

• RICHARD M. PALMER, formerly pr account executive at Young & Rubicam, N.Y., to BBDO, that city, as pr supervisor on Campbell Soup and Westclox accounts.

• NICHOLAS C. WOLF, formerly with Edward H. Weiss & Co. and Leo Burnett Co., and ROBERT DAVIE, previously head of sales promotion-merchandising firm, to H.W. Kastor & Sons Adv., Chicago, as account executives.

• LEIGH S. McCASLIN Jr., formerly advertising coordinator of DX Sunray Oil Co., Tulsa, elected vp of Potts-Woodbury Inc. Kansas City advertising agency. He heads new Tulsa office and in addition will serve as account supervisor on DX Sunray account.

• KENNETH W. KEAR, formerly copy group head of Grey Adv., N.Y., and DONALD J. SAUERS, formerly copy group supervisor at Ketchum, MacLeod & Grove, Pittsburgh, to Ted Bates & Co.’s New York office, as copywriters. AILAN HAHN, formerly copy group head at McCann-Erickson, and NED C. SMITH, formerly creative chief at Maxwell Sackheim and Transfilm Inc., to same office as copywriters.

• EMANUEL GREENBERG, formerly copywriter with Norman, Craig & Kimmel, N.Y., to Ogilvy, Benson & Mather, that city, in similar capacity.

• RICHARD H. GRATIOT, formerly copywriter in sales promotion department of King Studios, Chicago, joins copy staff of Wentzel & Fluge, advertising and pr firm, that city.

• HENRY ARNAU, formerly copywriter with McCann-Erickson, N.Y., to copy department of Victor A. Bennett, that city.

• JAMES R. ENGLISH JR., associate media director at Kenyon & Eckhardt, N.Y., and ALFRED A. LAWTON, senior account executive, named vps. Mr. English joined K&E in May, 1959, following service with media department of Young & Rubicam. Mr. Lawton formerly was account executive at Paris and Peart and also was with General Foods.

The Media

• FRANK ATLAS, commercial sales manager of WBBM-TV Chicago and acting general manager of CBS-owned station, retires. HARRIET ATLAS, public affairs director, also retires, both closely following retirement of H. LESLIE ATLAS, CBS vp and general manager of WBBM-AM-FM-TV. (WEEK’S HEADLINER, DEC. 14).

• MELVIN P. KNOEPP, formerly chief announcer and promotion director of KF MU (FM) Los Angeles, named general manager of KFMW (FM) San Bernardino, Calif., succeeding CHESTER A. HUMBERT. Both are outlets of Sherrill C. Corwin group.

• RALPH PETTI JR., formerly sales manager of KJAX Santa Rosa, named sales manager of KROY Sacramento, both California. ROBERT DOHERTY, previously account executive with KJAX, joins KROY in similar capacity.

• JOHN A. CHERBERG, formerly salesman for KIRO-TV Seattle, Wash., appointed national sales service manager. JOHN R. EVANS JR., joins KIRO-TV as account executive.

• HERBERT R. HAHN, pr director of American Broadcasting - Paramount Theatres, N.Y., elected vp. Mr. Hahn joined company in 1949 and after several promotions was placed in charge of stockholder relations, responsibility he retained until assuming present post in 1957.

• JOE H. BAKER named local sales man-

SOUTHWEST—250 watt, fulltime radio station grossing $65,000.00 annually, with good real estate and building. Owner netting approximately $25,000.00 yearly. Sale price $90,000.00 with $25,000.00 down and balance paid out over ten years.

MIDWEST—500 watt daytimer operating from combination studio-transmitter building—Grossing about $73,000.00 annually—Priced at $50,000 with 25% down—Balance on attractive terms.

WEST TEXAS fulltimer semi-major market with lots of growth future. NBC outlet grossing in excess of $100,000.00. Price $150,000.00 with 25% down.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D.C. CHICAGO DALLAS SAN FRANCISCO
Ray V. Hamilton Richard A. Shoheen 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 Riverside 8-1175 Exbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS
ager of KMTV (TV) Omaha, Neb., succeeding Dick Charles who advances to regional sales manager.

• Ray L. Beindorf, formerly account executive with CBS-TV Spot Sales, N.Y., appointed general sales manager of KNXT (TV) Los Angeles and CBS-TV Pacific NetworK, effective Jan. 1. He previously served as account executive for KNXT and CTPN from 1953-1956.

• Franklin Sisson, account executive with WOOD-TV and previously program director WOOD-AM-TV Grand Rapids, Mich., promoted to assistant tv sales manager. William Knowles appointed assistant promotion director, succeeding John Burpee who moves to WJAR-AM-TV Providence, R.I., as promotion manager.

• Bob Adams, formerly program director of WAKE Atlanta, joins WISI Baltimore in similar capacity, effective Jan. 1.

• Loren Hollembaek, sales promotion manager of WBBM Chicago, to Adam Young Inc., that city, as account executive on radio.

• Mark Riley, formerly with network tv sales of ABC Central Div., to NBC-TV Central Div. as account executive.

• John N. Beebe, account executive with WBKB (TV) Chicago, transfers to ABC-TV Central Div. in similar capacity.

• Les Hunt, Texas sales manager and office manager of KHOU-TV Houston, promoted to Texas and New Orleans sales representative for Corinthian stations, KOTV (TV) Tulsa, WISH-AM-TV Indianapolis, WANE-AM-TV Fort Wayne, Ind., KXTV (TV) Seattle, and KHOU-TV.

• Thomas V. Toy, formerly account executive at ABC, N.Y., to CBS, that city, in similar capacity.

• Robert Brockman, formerly account executive with Crosley Broadcasting Corp.'s Chicago office, appointed manager of new Minneapolis office of The Branham Co., rep firm.

• Jack M. Duffield, formerly salesman for KTTV (TV) Los Angeles, joins sales staff of KTLA (TV), that city, as account executive.

• Walter Stark, formerly with Reuben H. Donnelly Corp., N.Y., joins WNTA Newark, N.J., as account executive.

• Lee Clymer, formerly free-lance art designer, joins KABC-TV Los Angeles as assistant sales promotion art director, succeeding Barnard Nagler, who moves to Broadcast Div. of NAFI Corp.

• Philip Shandler, formerly with CBS News and Long Island Press, New York, to news staff of WNEW, that city.

• Dr. Frank Stanton, president of CBS Inc., and Mrs. Stanton plan holiday to New Delhi, India, around Christmas Eve. They will return soon after first of year.

Press Club elects

Ed Edstrom, correspondent for the Hearst Newspapers' Washington bureau, running unopposed, was elected president of the National Press Club, Washington, last week. He succeeds William Lawrence of the New York Times.

Also elected without opposition were John P. Cosgrove, Broadcasting, vice president; Barney L. Livingstone, AP, secretary; Joseph A. Dear, Dear Publications & Radio, treasurer, and George B. Bryant Jr., McGraw-Hill Publications, financial secretary. In the three-way race for board of governors, (3-year terms), Bryson B. Rash, NBC, and Ernest L. Barcella, UPJ, were victorious.

The new officers will be installed Jan. 15.

New NBC posts

NBC's new Enterprises Div. will operate with four units, domestic, international enterprises, theatrical enterprises and new enterprises development, it was announced last week by Alfred R. Stern, divisional vice president, who was appointed last month (Week's Headliners, Nov. 16).

Morris Rittenberg is named director of domestic enterprises; he was manager of special program sales for NBC-TV. Clifford W. Slaybaugh, manager of associated companies, international operation, is international enterprise unit director and will also serve as vice chairman of the board of NBC International Ltd. Mr. Stern continues to supervise theatrical and new enterprises. Other appointments within the units: Robert Max, manager of NBC merchandising, to manager of merchandising for domestic enterprises; in international enterprises Richard L. Berman continues as manager of facilities, Alvin Ferleger as manager of administration and sales development and William J. Schmitt as business manager.
• DAVID P. WALKER, formerly traffic manager of WWLP (TV) Springfield, Mass., appointed merchandising field representative. JOHN R. HUGHES joins WWLP as account executive.

• BILL REYNOLDS, announcer with WTMJ Milwaukee, named assistant program manager. GORDON HINKLEY appointed popular music supervisor of WTMJ-AM-FM.

• ORVILLE K. GIBBONEY named chief technical supervisor of WTAR-AM-TV Norfolk, Va.

• GEORGE W. FLOOD, formerly with sales department of WTAR-AM-TV Springfield, Mass., to sales staff of WVOX New Rochelle, N.Y.

• SCOTT BURTON, formerly program director of KFRC San Francisco, joins WHK Cleveland as assistant program director and air personality.

• RON ABELEN, formerly district sales manager with Fluid Chemical Co., joins sales staff of WFYI Muncie, Ind. SIDNEY FRUCHTER, formerly sales presentation writer with CBS, N.Y., and ARTHUR C. RAYJR., formerly head of own insurance company to WFYI in sales department.

• NICHOLAS H. ROBINSON appointed assistant program manager of WREB Holyoke-Springfield, Mass. He formerly was program manager of WARE Ware, Mass.

• BILL GORMAN to sales staff of KFRC San Francisco. Formerly he was with KEWB, that city, in similar capacity.

• MRS. CLAUDIA BENNETT joins sales staff of WSWM (FM) East Lansing, Mich.

• JOHN CARVER, formerly air personality with KTALN Denver, joins KVI Seattle in similar capacity.

• GRANVILLE (GRANNY) HAMNER, formerly major league baseball player (Cleveland Indians and Philadelphia Phillies) joins WEZL Richmond, Va. as account executive and sportscaster.

• ROBERT E. LEE, formerly air personality with WTRU Muskegon, moves to WJBK Detroit, both Michigan, in similar capacity.

• PAT PATTERSON, formerly air personality with KFBI Wichita, Kan., joins WYSE Lackland, Fla., in similar capacity.

• RICHARD H. TAYLOR, formerly senior staff announcer of WBTW (TV) Florence, S.C., resigns.

• TOM TORRANCE, formerly air personality with WDSM Duluth, Minn., joins WERC Erie, Pa.

• JACK MCCOY, KEEL Shreveport, La.; RUSSELL STRINGHAM, KTAC Tacoma, Wash.; DAVE CLARK and LEE FERRINS, KILT Houston, Texas; RON BAILIE KOVO Provo, Utah and DEL OLYNE, KEX Portland, Ore. all join KJR Seattle, Wash. as air personalities, forming new staff.

• JACK PYLE, air personality with WIP Philadelphia, in serious condition following auto accident last week. GENE KELLY, who resigned as announcer of Philadelphia Phillies games last week, is substituting for Mr. Pyle.

Programming

• WILLIAM DUBoIS, director of operations and sales planning at Independent Television Corp., N.Y., appointed vp in charge of Chicago office. Mr. Dubois will be administrative head of all ITC's sales offices in that city.

• HAROLD J. KLEIN, New York account executive and assistant to president of ABC Films Inc. since last May, named vp in charge of business affairs. Mr. Klein will be responsible for contract negotiations and will be chief liaison officer for ABC Films with producers. Before joining company, Mr. Klein was with JJ Theaters of New York for 17 years, latterly as executive vp.

• JIM HARDMAN, previously with promotion staff of Disneyland and CBS-TV publicity department, appointed publicity director of Screen Gems, succeeding JERRY HOFFMAN, who resigned.

• PHIL WILLIAMS, eastern division sales manager of syndication branch of United Artists Television, N.Y., appointed acting syndication sales manager, succeeding WADE CROSBY who assumes post as special sales representative for UA-TV.

• WILLIAM NEWTON, formerly with C & C Productions, to Sarra Inc., Chicago film producing firm, as executive producer. MARVIN BAILEY, acting production manager, promoted to executive director and production manager. HAL MORROW, formerly with Kling Studios, that city, named business manager. HAROLD LIONEL, formerly with Burton Holmes, appointed lab manager.

WBNS Radio
Columbus, Ohio
John Blair & Co., Representatives

Pulse asked, "If you heard conflicting news reports on Columbus radio, which station would you believe?" We were a solid first—in fact, 44.3% ahead of the second station in believability.
Hal Tolemen, casting director, assumes additional duties of associate producer.


- Frank Latourette, producer of CBS-TV’s Lineup and formerly with Mark VII, joins Hollis Productions as producer of Emergency Ward. Hollis is producing division of Paramount Television Productions.

- Terry O’Neill, formerly vp and general sales manager of Associated British Pictures Corp., to sales staff of Governor Television Attractions, N.Y.

Equipment & Eng’ring

- Rear Adm. Frederick J. Bell, USN ret., senior vp in charge of industrial and public relations for Sylvania Electric Products Inc., subsidiary of General Telephone & Electronics Corp., to Washington, D.C., office of GT&E, effective Jan. 7. He will be in charge of coordinating activities between GT&E, Sylvania Electronic Products and the Federal Government.

- Robert W. Jamason, formerly personnel director of RCA Communications Inc., promoted to vp in charge of personnel. He will also head U.S. and foreign labor relations activities for RCA. Mr. Jamason has been with company 25 years.

- Edward S. Weil, general counsel and board member of International Resistance Co., Philadelphia, appointed vp and director of business and planning.

- Alfred Di Scipio, formerly management consultant of McKinsey and Co., (international management consulting firm), N.Y., to International Telephone and Telegraph Corp., that city, as vp and director of marketing.


- Les Brettman promoted from purchasing administration manager to operations planning manager at Motorola Inc., Chicago. He will serve as liaison with manufacturing, engineering, purchasing and marketing departments.

- Kenneth Wyborny, formerly electronic manufacturers representative and electronics systems foreman of Regulus missile for U.S. Navy, forms Wyborny Sales Co., Dallas. Firm will serve electronic parts distributors, commercial sound specialists and communication specialists in Arkansas, Louisiana, Oklahoma and Texas. Location is 408 Merchandise Mart, Phone Riverside 8-6139.


Government

- William R. Tincher named associate director of FTC’s Bureau of Litigation. He formerly served bureau as assistant director for antimonopoly. His broadcasting experience includes tenures with KANS Wichita, KWKBW Hutchinson as announcer, and KSOK Arkansas City, all Kansas, as director of news and special events.

- John C. Currie, formerly with U.S. Maritime Administration and FCC electronics engineer for 10 years prior to that, joins Office of Civil & Defense Mobilization telecommunications staff as deputy director of Policy and Standards Office. Charles A. Brooks, previously FCC engineer for 10 years and more recently with U.S. Air Force Headquarters, named deputy director of OCDM Engineering Office.

International


- William Guild, manager of CJVI Victoria, B.C., and formerly president of Canadian Assn. of Broadcasters, named president of CJVI, succeeding late Harold Carson.

- J. Murray Powers, account executive, international, at Grant Adv., N.Y., named to head agency operations in Ceylon, Pakistan and India.

Deaths

- William Main Johnson, 72, first manager of Canadian newspaper-owned radio station (former CFCA Toronto) and president of the Canadian Assn. of Broadcasters, 1928-29, died at Toronto’s suburban Oakville, Ont., Dec. 11. He joined Toronto Daily Star in 1910 and was promotion editor when CFCA was originated. He was instrumental in starting the Canadian Assn. of Broadcasters.

- Louis A. Weil, 82, editor and publisher of The Port Huron (Mich.) Times-Herald, died Dec. 10, following long illness. Times-Herald operates WPTH Port Huron. Among survivors is son, William, sales manager of WTHH.

- Sidney J. Natkin, 56, marketing executive at Helene Curtis Industries for past month, and previously vp and account supervisor on Curtis at Gordon Best Co., Chicago, died Dec. 12 in Highland Park, Ill.

- Victor Schiff, 53, senior vp of Carl Byoir & Assoc., New York pr firm, died Dec. 16 in that city following many years of declining health. Mr. Schiff was in charge of A&P food store account.

- Dr. Oliver E. Buckley, 72, retired board chairman of Bell Telephone Laboratories Inc., died of pneumonia Dec. 14 in Newark, N.J. He joined Bell Labs in 1925, became president in 1940, chairman of board in 1951 and retired as director in 1955.

BROADCASTING, December 21, 1959
Records for charity

When three recording companies, a retail record store, a national advertiser, an advertising agency and a group of radio stations collaborate on a venture in which profit is foregone to raise funds for a deserving charity, the story becomes a shining illustration that people can be activated by motives other than personal greed, even in a world allegedly dominated by rigged TV quizzes, d.j. payola and dishonest advertising.

The store is the House of Sight & Sound, "the most complete music and high fidelity center west of Chicago," according to its radio commercials, which give its location as "Victory and Van Nuys, in the heart of Van Nuys, a Los Angeles suburb." Each year, starting the Saturday after Thanksgiving and continuing until Christmas Eve, the House of Sight & Sound conducts a "Christmas Mood" promotion. They sell special albums donated in quantity by two or three record companies and turn over the full retail price ($3.98 monaural, $4.98 stereo) to Pacific Lodge Boys Home, a Community Chest agency which provides a home life for some 60 boys while attempting to help them solve emotional problems that have resulted in antisocial behavior.

The promotion opens with a three-hour Christmas Mood Party at which only the special albums are sold. Radio, TV and recording stars are on hand to autograph the albums, which this year are Warners Bros.' "Happy Holidays" by Wally Scott's orchestra and chorus; RCA Victor's "Christmas Sound Spectacular" by John Klein; and Columbia's "Songs of Christmas" by Norman Luboff. The event was promoted with multiple announcements broadcast by the four radio stations which form the nucleus of the store's year-round radio promotion: KLAC, KPOP and KMPC Los Angeles and KGIL. San Fernando. KMPC additionally originated its evening record program from the House of Sight & Sound during the three-hour (6:30-9:30 p.m.) period.

Miller Brewing Co., Milwaukee, sponsored a half-hour telecast of the party from the store on KTTV (TV) Los Angeles, where two masters of ceremonies, Bill Stewart and Dick Wittinghill, both well-known disc jockeys, interviewed 11 of the many celebrities on hand. (Spotlight, an organization of actors and actresses living in the San Fernando Valley, rates a bow for rounding up the guest talent for the event).

The Miller commercials were purely institutional, a 20-second opener and a 15-second closing spot thanking Southern Californians for making Miller High Life so popular there.

The police on hand to direct traffic estimated that between 3,500 and 4,000 people went through the store during the three-hour party on Nov. 28. In the excitement, that night's sales were not totaled, but the Saturday-Sunday sales of the three special albums totaled $1,700, nearly half as much as the total sales of $3,500 worth of special records sold during the entire House of Christmas Mood promotion of 1958. The store held a private cocktail party for the stars after the public party had ended, but admitted only those stars who bought one or more of the special albums.

Tilds & Cants, Los Angeles agency for the House of Sight & Sound (which also placed the special telecast for Miller in lieu of its regular midwestern agency) used its commission to purchase the special albums, which will be the agency's gifts to its clients this Christmas. T & C's Alan Berger produced the telecast.

Flack for 'Flack'

Colonel Humphrey J. Flack, a syndicated half-hour series about to end its run on WWJ-TV Detroit, suddenly ended up on the front page of Detroit newspapers instead.

The Colonels expected publicity was the result of a tongue-in-cheek protest over the program's impending demise by the Crisis Club, a Detroit organization of 350 business, civic and professional leaders. The club staged its gripe in a paid 200-line ad in the Detroit News.

The ad, headlined "Rally Round the Flack—An Un-Rigged Letter to Disgruntled Detroitters" read in part: "... Colonel Flack has the distinction of not being a quiz master, a sheriff or a private eye. It is not a great show but it's imaginative, urbane and pretty funny and it provides relief from dreary newspaper headlines. . . .

"So last week we told the lads at Station WWJ-TV that if there is an organi-
Broadcasters and billboards • More and more western broadcasters are turning to outdoor advertising to capture the attention of the large auto-audience.

According to the West's largest outdoor operator, Foster & Kleiser Div. of W.R. Grace Co., at least 35 western stations used outdoor advertising in 1959, with campaigns running from one month to a full year. About three radio stations use the billboards for every TV station using them.

Broadcasters use outdoor to tell a variety of messages:
• To promote a change in call letters (KVAN to KISN Portland, Ore.).
• To herald a change in program format (Don Lee's KHJ Los Angeles and KFRC San Francisco with a switch to "radiant radio").
• To advertise a change in network affiliation (KING-TV Seattle).

Occasionally, a broadcast advertiser will use outdoor boards to promote listening to his radio or TV program. A current example is Ford, which is using the medium for its Startime series on NBC-TV. And, in some cases a station

tation known as 'The Friends of Colonel Flack' we could be talked into becoming dues-paying members. Whereupon we were informed that... the producer of the show, CBS Films, has decided to discontinue it. Colonel Flack, we were told, has a low rating among television viewers. This is ridiculous. They never asked us and we giggle at it every Tuesday night."

The ad continues: "By no means is the Crisis Club an organization of do-gooders... We feel that Colonel Flack must be kept alive and visual and vocal."

The ad then requested letters be sent to CBS Films informing the program's producers that "this is an outrage that we won't tolerate. As long as everything else is rigged, let's rig this one good. Culturally yours, Members of the Crisis Club of Detroit."

After the ad's appearance, WWJ-TV reports that CBS Films and the station itself received "several hundred" letters of protest. In fact, so much interest has been generated in the series by the Crisis Club that several sponsors are inquiring about re-runs, and the show's star, Alan Mowbray, has been invited to Detroit to make a speech.

Critics' golden chance

In a series of four weekly contests, starting Dec. 6, WRCA-TV New York asks viewers to write and submit reviews of the feature pictures shown daily on Movie 4. For writing the best review of the week, based on aptness of thought and originality, the winner and a guest are chauffeured by limousine to Leone's Restaurant for dinner, after which they attend the opening of a Broadway play and a midnight party at Sardi's Restaurant. The following day the reviewer of the week receives payment of $100 for appearing on Leon Pearson's news program at 1:25 p.m. to give a report on the Broadway play.

More than 8,000 reviews were received by WRCA-TV at the conclusion of the first week's contest, a station spokesman said.

Canadian news in Florida

Over 600,000 Canadians vacation in Florida each winter, according to WGTO Cypress Gardens. The station felt that since the Canadians travel that far for fresh Florida orange juice and sunshine, the "leat we can do in return is to make certain they'll also have fresh Canadian news with their breakfast."

So, beginning Dec. 28 and continuing through Spring 1960, WGTO will broadcast a daily 10-minute program, Canada Calling, each evening at 9 a.m. The program will feature Canadian newsmen Dave Price, direct from Toronto, with a roundup of Canadian news, weather, sports and market reports.

Broadway tv premiere

"Felix the Cat," 41-year-old animated cartoon character and now the title of a new TV series produced by Trans-Lux Television Corp., New York, will have a world premiere showing especially for children in New York on Dec. 29. Westinghouse Broadcasting Co., Trans-Lux and the Metropolitan Broadcasting Co. are hosting the event for the benefit of CARE Inc.

The premiere screening of the series at the Trans-Lux Theatre on Broadway will have all the hoopla of a major Hollywood movie launching, complete

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may get a hitch-hike on the boards of one of its advertisers. KRHM (FM) Los Angeles has done this on a sign which proclaims the "curiously refreshing combination of gin and Schweppes tonic with "KRHM fm Refreshing Radio."

Why do so many broadcasters favor outdoor advertising for their local promotions? Foster & Kleiser believes it's because the two media are essentially non-competitive. They contend that when people are home listening to the radio or watching TV they are not exposed to outdoor boards. And when they're out on the highway where they can see the painted or posted signs they are far away from TV.

Foster & Kleiser says the eye appeal of the boards complements, rather than competes with, the ear appeal of car radios. Asked about trade deals, Rosalind Wiffin, F&K sales promotion director, said they are the exception rather than the rule. Only six stations using the boards in 1959 did so on a time-for-space arrangement.

"However," she stated, "the general feeling at F&K is that radio, of all the other media, is best suited to present the outdoor company's story in an effective way." The company uses its radio time for spot announcements of a public relations nature and to merchandise clients.

with limousines, brass band, red carpet, police lines, search lights and guest celebrities, according to the premiere hosts. The series will debut in January on WBC's five stations (WBC-TV Boston, WIZ-TV Baltimore, KDKA-TV Pittsburgh, KLYW-TV Cleveland and KPIX [TV] San Francisco), and on Metropolitan's WNEW-TV New York. WNEW-TV will have a remote unit on hand to provide a special 6 to 6:30 p.m. telecast of the premiere festivities.

Sandy Becker, children's personality from WNEW-TV, will be m.c. for an hour-long live stage show. Participating in the show will be personalities from three WBC stations: Big Brother Bob Emery of WBC-TV's Big Brother Show, Josie Carey of KDKA-TV's Josie's Storyland and Linn Sheldon of KLYW-TV's Barnaby, Popeye and Friends.

Tickets priced at $10 for adults and $5 for children are on sale at CARE Inc. offices, and no adult will be admitted unless accompanied by a child, it was announced.

Monster's 'wife' drawn

Has anyone seen Mrs. Zacherley? No one has, but several thousand artistic conceptions of what she looks like are on public view at the Weyblim Galleries in New York's Greenwich Village. The artwork was contributed in the past few weeks by viewers of Mr. Zacherley, host of mystery movies on WOR-TV New York. Identified as the "Transylvanian Monster," Zacherley invited viewers to draw, sculpt or shape in any manner, a picture of his wife. She is heard on the show, but is never seen because her habitat is a coffin used as one of the props. The art exhibit opened Dec. 16 and will close on Jan. 1, when winners will have been named. The prizes: (1) a night on TV as the guest of Mrs. Zacherley; (2) a midnight ride through Central Park on New Year's Eve with host Zacherley for company, and runners-up will receive "official Transylvanian Monster Awards."

- Drumbeats

Mail goes through • In a 26-day period, WTVN Columbus, Ohio received 180,647 postcards in its "High School Ballot Box" contest. A Seeburg stereophonic jukebox was awarded to the high school sending in the most cards. Students of St. Mary's High School, Columbus, sent in 57,792 cards to win. No Columbus public schools participated because of Board of Education ruling, though schools from as far as 70 miles away entered the contest. St. Mary's students spent $1,733.76 for postage to win the contest.

Top 30 • KOIL Omaha, Neb. is bombarding the 30 top newspaper advertisers in the area with a direct mail-personal delivery promotion. Everyday, the top 30 receive in the mail, or have delivered to them by attractive models, items promoting the station as an advertising medium. The first day, the models delivered a piece of pie with a card reading, "This is a small piece of the tastiest pie in town." The next day, whole pies were distributed reading "Opportunity never knocks, it broadcasts. So why settle for just a piece of the pie when you get the whole pie on KOIL?"

Adventure • As part of its "Million Dollar Sound" campaign, KYW Cleveland, has awarded to three ad agency
men expense-paid trips to Miami or Havana (for the more adventurous). The winners' names were drawn from a top hat after agencymen from throughout the U.S. returned stubs from KYW's "Million Dollar Sound" checks. The winners: Lee Currin, Benton & Bowles, New York; Leonard Matthews, Leo Burnett Co., Chicago, and Jack Bristow, BBDO, Cleveland.

Information please • Fans of the U. of Washington's Huskies, who will be in Southern California to watch their team in the Rose Bowl game, will have "KINGformation"—a complete information and message relay service at their beck and call. Provided by KING-TV Seattle, the service will be in operation from Dec. 28 to Jan. 2, 1960.

No Xmas here • If KMG M Albuquerque, N.M. has its way, the term Xmas will be verboten. The station has launched a campaign around the theme "Let's leave the Christ in Christmas." The campaign brought results in its first moments when the station's program director noticed a civic organization selling "Xmas" trees next door to the station. On the air, he told listeners he personally would not buy his tree from anyone, even a civic organization, which would not take the trouble to spell out Christmas. Within a few minutes, an officer of the organization asked the station to stop throwing verbal rocks at them and promptly ordered a sign proclaiming "Christmas trees for sale."

Yearly salute • National Radio Month will be observed during May 1960, following a precedent set in 1958 when the month-long project succeeded the former weekly pattern. NAB and Radio Advertising Bureau are co-sponsors. The yearly salute is designed to remind listeners of the radio industry's role in the nation's life and its place in the communications and media scene. Stations will be supplied promotional kits, jingles and spot announcements.

Magic eye • Shoppers in Cincinnati, Ohio may have felt "big brother" watching them last week. As a station promotion, WKRC-AM-FM-TV sent staff photographers out to snap candid shots of people strolling and shopping. These photos were shown on WKRC-TV. Persons whose faces were encircled by the CBS magic eye trade mark and who identified themselves at the station, were awarded prizes.

Fortune in a small room • Don Fortune, personality with WCUE Akron, Ohio, has steadfastly stationed himself in the window of the local Sears Roebuck with a scale. He has vowed not to leave until passers-by have filled the scale with 100 pounds of money. Mr. Fortune remains at his post day and night. The money is earmarked for the Akron area Salvation Army, hopefully in time for Christmas distribution.

Pilgrim's progress • Backing the cranberry industry in its hour of need, WRNY Rome, N.Y., launched a campaign week before Thanksgiving urging its listeners not to be afraid of eating the berries. Bill Potter, station engineer, garbed as a Pilgrim, passed amongst the populace passing out Ocean Spray cranberries to anyone stopping him and asking for a container, and the station devoted "goodwill" time to pushing the fruit. The campaign was sold to A. J. Ryan Motors, local Plymouth dealer, (no effort was made to sell it to the cranberry industry) and Mr. Potter billed himself as the Plymouth Pilgrim. Asked whether the campaign was successful, Ray Miller, WRNY promotion manager, said, "It was the berries!"

Newsletter • KSAN San Francisco, has inaugurated a newsletter which it mails to the Negro audience to which its programs are directed. Included is a "lucky number" which is worth up to $100 for the listener when it is read on the air.

20 years on the air • ABC's-owned WBKB (TV) Chicago is currently observing its 20th anniversary as an operating station by distributing perfume atomizers to wives of members of the trade. Station began experimental operation as W9XBK in September 1939—the first in Chicago and third in the nation—with newscasts and film shorts. It obtained FCC license and construction permit for commercial operation and went on the air as WBKB (TV) on Oct. 13, 1943. The station merged physically with ABC o&o WENR-TV in 1953 after formation of American Broadcasting-Paramount Theatres, assuming call letters of WBKB and moving from ch. 4 to 7. Atomizers were imported from Paris, with accompanying words, "20 years young."

Total image • WFBM-AM-FM-TV Indianapolis has issued a brochure, entitled "Total Service in Total Broadcasting," which documents the public service, news, programming and personnel of the stations. In addition, the booklet discusses plant and facilities improvements since the station's last image report in 1957. In it the organization pledges to be "ever aware of our responsibilities to both the information and the entertainment aspects of the broadcast media."

PRESTO MEASURES MIX TO SAVE YOUR TAKES!

It takes time and effort to capture the exact shadings you want in a recording. Why risk a session on discs of questionable quality, when you can get low-noise, groove-stable discs—consistently—from PRESTO! The lacquer mix makes the difference. PRESTO—inventor of instantaneous lacquered discs—coats with an exclusive, special-formula lacquer in PRESTO-designed machines to keep absolute control over lacquer mix and coating thickness. Do these precautions pay off? Because they know that PRESTO disc coatings do not deviate from outside to inside, more recording companies have used more PRESTO discs for more years than any others in the world. Hear the difference PRESTO's mix makes...today!

Cut the best with the best—use PRESTO STYL100.

BOSTON-PRESTO, Paramus, New Jersey. A Division of The Siegler Corporation

78 (FANFARE)
FOR THE RECORD
Station Authorizations, Applications
As Compiled by BROADCASTING

December 8 through December 15. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—Directional antenna; cp—construction permit; ERP—Effective radiated power; uhf—ultra-high frequency; uhf—ultra-high frequency; ant—antenna; sur—surface; vis—visual; Kw—kilowatts; MHz—megacycles; D—day; night; L—local sunset; mod—modulation; Trans—transmitter; unl—unlimited hours; kc—kilocycles; SCO—subsidiary communications authorization; SSA—special service authorization; STA—special temporary authorization; SH—specified hours; ——educational; Ann—Announced.

New TV Station

APPLICATION

Existing TV Station

ACTION BY FCC
WFKM-TV, Theboyan, Mich. — Granted application to increase, vis. ERP from 28.9 kw to 30 db (16 kw) and ant. Ant. height above average terrain 200 ft.; above ground 145 ft. Estimated construction cost $8,550, first year operating cost $250,000, revenue $300,000. Applicant is E. H. A. and F. C. Phillips, 14% each. Mr. Phillips has interests in WHER Memphis, Tenn., and WLZX Lake Worth, Fla. Ann. Dec. 9.

New AM Stations

APPLICATIONS

Lans vendors — Capriolo Radio Co. 830 kc 50 kw D. P. O. address 0250 Hollywood Blvd., Hollywood, Calif. Estimated construction cost $14,350, first year operating cost $13,840, revenue $50,000. Applicant is Riley Jackson and Allen R. Hubbard, equal partners. Mr. Jackson is head of own production company for radio-television program and is account executive for ABC. Ann. Dec. 11.

Boca Raton, Fla. — Boca Raton Beach Bestg. Co. 1210 kc 1 kw D. P. O. address Boca Raton, Fla. Estimated construction cost $16,154, first year oper-
COMPETE TRANSISTORIZED COMPLETELY SELF-CONTAINED
M-60 REMOTE MICROPHONE-AMPLIFIER

A HIGH QUALITY MICROPHONE
AND ONE-CHANNEL REMOTE AMPLIFIER
IN A HAND-SIZE UNIT

Compact — 11-1/4" long and one inch in diameter. Lightweight — 12 oz.
Yet, the Collins M-60 Remote Microphone-Amplifier takes the place of 45 lbs. of conventional equipment.
The M-60 has a self-contained transistorized amplifier, power supply and omni-directional microphone head.
Comes complete with 18 feet of line, an ear plug headset and a lavaliere clip and cord.
The microphone unit is completely sealed — withstands temperature, mechanical shock and humidity. A Dyna-flex non-metallic diaphragm gives smooth response over a wide frequency range.
The amplifier has six identical plug-in transistors. Power is supplied by a 5 1/2 hour mercury cell.
For more out of your one-man, one-mike remote situations, order a Collins M-60 Remote Microphone-Amplifier.
Write to Collins for further specifications and literature.

APPLICATIONS
"Aracal, Calif.—Humboldt State College, 90.5 mc, 1 kw, P.O. address Arcata, Calif. 80 Lawrence E. Turner, First year operating cost $1,500. Ann. Dec. 10.
Monterey, Calif.—W.B. Frese, 100.7 mc, 100 kw, P.O. address Monterey, Calif., 800. Lawrence C. Turner, First year operating cost $1,500. Ann. Dec. 10.

APPLICATIONS

撞 ownership Changes

"KBEA (FM) San Diego, Calif.—Grant assignment of call to Seaboard Bstg. Inc. 100.7 mc. Victor, president; consideration $2,000. Ann. Dec. 9.


Easier to tune  •  Easier to own

TYPE 5KW FM
TRANSMITTER

* All Front Panel Tuning
* Proved Performance
* Conservatively Rated
* High Quality, Standard Components

These and other features at a price that saves you the cost of your space!  

$999.00 including Installation Supervision Service!

By Far Your Best FM Buy

INDUSTRIAL TRANSMITTERS
AND ANTENNAS  •  UPPER BAY, PA.
Flanders 2-0355

HOWARD E. STARK
Brokers and Financial Consultants

Television Stations
Radio Stations

50 East 58th Street
New York 22, N.Y. ELdorado 5-0405

SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING through December 15

ON AIR  CP
Lic.  Cps.  On air  No on air

AM  3,388  62  76  629  41  159  98  56
FM  629  41  159  98  56
TV  41  159  98  56

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through December 15

VHF  UHF  TV

Commercial  446  76  522
Non-commercial  33  10  43

COMMERCIAL STATION BOXSCORE
As reported by FCC through November 30, 1959

AM  FM  TV

Licensed (call on air)  3,385  609  466
CPs on air (new stations)  56  56
CPs not on air (new stations)  85  159  99
Total authorized stations  3,526  823  672
Applications for new stations (not in hearing)  234  27  60
Total applications for new stations  740  110  121
Applications for major changes (not in hearing)  630  32  34
Applications for major changes (in hearing)  175  6  17
Total applications for major changes  805  38  51
Licenses deleted  0  0  0
CPs deleted  0  0  0

1 There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

2 There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

ment of license from The Patrick & Rutledge Bestg. Co. to Patrick & Ridger Bestg. Co. for $20,000. New partner is Lloyd A. Ridger, who is sales manager of KAVY, Ann. Dec. 11.

WTVM (TV) Columbus, Ga. — Seeks transfer of negative control of Martin Theatres of Georgia Inc. from E.D. Martin and Roy E. Martin Jr., 50% each, to same individuals 48% each and C.I. Patrick 1%. Ann. Dec. 11.

WTIT Arlington, Fla. — Seeks transfer of control of WITT Inc. from Theodore and Janet M. Weber 95% to Allen Markelson, for $40,000. Mr. Markelson is financial analyst. Ann. Dec. 11.


WOBJ Hammond, Ind. — Seeks transfer of control from South Shore Bestg. Corp. to Colby Bestg. Corp. for $435,000. Principals are Julius Colby and David Swearingen 26 each. Neither have other broadcast interests. Ann. Dec. 11.

KWY Des Moines, Iowa. — Seeks transfer of control of General Bestg. Services of Iowa Inc. from James H. Binger 92%, Richard L. Fjellem and James W. Ramsburg 24% each to Mr. Binger 90% and Armin Bostrom 10% for $24,000. Ann. Dec. 18.

KCRV Caruthersville, Mo. — Seeks transfer control from J. Eric Taylor 65% and estate of Wallace E. Cleveland, deceased 35% to Mr. Taylor 65% and Myrtle G. Cleveland 35%. No financial consideration involved. Ann. Dec. 15.

KMON Great Falls, Mont. — Seeks assignment of license from KMON Inc. to Copper Bestg. Co. merger into parent company; no ownership changes involved. Ann. Dec. 16.

KLFB Litchfield, Minn. — Seeks assignment of license from Frank W. Endersbee, sole owner to Meker County Radio Inc. for $7,500 paid to Mr. Endersbee who maintains 80% interest. Ann. Dec. 16.

WROK Poughkeepsie, N.Y. — Seeks assignment of license from Mid-Hudson Bestg. Inc. to Hudson Valley Bestg. Corp. for $200,000. Principal purchaser is Paul Smullen 29% and others. Mr. Smullen is in advertising business. Ann. Dec. 11.


WTAC and WTCB Chillicothe, Ohio — Seeks transfer of control of Martin Theatres of Ohio Inc. from W.T. Martin and Roy E. Martin Jr., 50% each to same individuals as equal partners. Change to partnership. Ann. Dec. 11.

WTFC (TV) Chillicothe, Ohio — Seeks transfer of control of Martin Theatres of Ohio Inc. from W.T. Martin and Roy E. Martin Jr., 50% each to same individuals as equal partners. Change to corporation; no ownership changes involved. Ann. Dec. 11.


KARI Blaine, Wash. — Seeks transfer of control of Birch Bay Bestg. Corp. from George A. Wilson and L.N. Ostroander 50 each to Mr. Wilson, Ostroander, and Donald J. Blevins, 25% each for $50,000. Ann. Dec. 16.

KOL Seattle, Wash. — Seeks assignment of license from Seattle Bestg. Co. to KOL Inc. for $250,000. Principal purchaser is Archie Tait Jr., 95% who is majority owner of KSHK Aberdeen, Wash. Ann. Dec. 11.

Hearing Cases

FINAL DECISION

By order, Commission made effective immediate.
Dec. 22, 1959. Initial decision, as modified by Commission, waived Sec. 218(b) (4) of rules and regulations of the Commission. License of Radio KYNO The Voice of Fresno, to increase daytime power of KYNO Fresno, Calif., from 1 kw to 3 kw, with non-D.A., continuing operation on 1 Kw-N., 1 Kw-D., 51, W.D.-M., engineering condition. Chmn. Doer-
fer absent. Ass't. Chmn. 9.

INITIAL DECISION

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Richard B. Gilbert for new tv station to operate on 1590 kHz, non-D.A., in Tempe, Ariz. conditioned that prior to issuance of program test authority Mr. Gil-
bert shall divest himself of all interests to
and in certain probemly note executed by
Morris Mindex as payor to Mr. Gilbert in
amount of $46,000.00 shares of stock in
Northern Arizona A.

Hearing Examiner Herbert Sharman is-
issued initial decision looking toward grant-
ing application of Video Independent Enter-
prises Inc. to move Fe, N.M., from about 3.5 miles
northwest of Santa Fe to about 14 miles
east of Santa Fe, move main
studio from present site of Ann.

Commissioner Doerfer absent.

By memorandum opinion and order, Commission (1) denided petition by Logans-
port, Ind., to clarify or enlarge issues in consol-
dating applications of Tiffin Bestg. Co., Tiffin, Va., and WTTV from
composition of issue in Commission's order.

Commission (2) granted petition by Kobe Inc., to operate
in the city of Baltimore.

By memorandum opinion and order, the
Commission has granted petition by Tiffin Bestg. Co., Tiffin, Va., to change
channel, to operate KJBS in to
Commission.

By memorandum opinion and order, Commission granted petition by
KGB-AM, Fitchburg, Wis., in to
Commission.

By memorandum opinion and order, Commission granted petition by
KGTV, San Diego, Calif., to change
channel, to operate KGTV in to
Commission.

By memorandum opinion and order, the
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Help Wanted—Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 2687, BROADCASTING.
$125.00 weekly for salesmen. Also bonus and commission. Metropolitan east market. Opportunity unlimited. Box 2687, BROADCASTING.

$100-$150 weekly guarantee plus commission, and your own territory as a self-starter salesman. Top station Washington, D.C. market. Box 2687, BROADCASTING.

Experienced salesman for top-rated radio property excellent market in New York City. Must be aggressive and pay plus commission. Station is group member of operating alliance. Opportunity exists for big influence right to man. Send full details first letter. Further particulars will be arranged. Box 5908, BROADCASTING.

FM sales executive opportunity, New Detroit station, $100,000 market, under new ownership. Must have good arts and business interests and 4 years radio sales. Forward qualifications and resume. All replies will be confidential. Box 5908, BROADCASTING.

If you're imaginative, creative, experienced in radio sales, there's a job for you in the Pacific northwest. Sales management opportunities too. Write full details to Box 5908, BROADCASTING.

Leading 5 kw in New England needs experienced salesman willing to plug. Excellent account list available. Guarantee and commission. Act now, write Box 5128, BROADCASTING.

$100 month guarantee. Present sales manager averaging around $100.00, position to be filled immediately. Good size small market single station in southern Illinois. If you are really a sales manager and know your business, write for resume and compliments to Box 6248, BROADCASTING.

Salesman; Experienced, $300. Monthly guarantee and strong commission. Good chance for advancement to management position at more than double starting. Midwest small station. No experience necessary. Send letter and resume to Box 6248, BROADCASTING.

Experienced national representative desires aggressive salesman for Chicago area. Must be available to start immediately. Must send resume. Box 6386, BROADCASTING.

Portland's only country western station wants salesman-deejay. Don't phone. Write P.O. Box 1460, Portland, Oregon.

California, KCHJ, Delano. Serves 1,200,000. Increasing sales staff.


Salesman-announcer to assist station manager and sales with service in extremely pleasant setting, growing north eastern North Carolina community. Experience, good personal and business references, required. Twenty hours per week, maximum board-work; independent. Salary plus commission. Send tape and resume to Station Manager, WCDV Radio, Edenton, North Carolina.

Help Wanted—(Cont'd)

Sales

We need experienced, aggressive radio time salesman for regional fulltime station Pittsburgh area. Send resume and reference as well. Position available immediately. Phone or call Art Simmers, Sales Manager WMCK, McKeesport, Pennsylvania.

Immediate opening for salesmen and announcer-copypwriter at new modern station in key location. Good salary and working conditions. Excellent future with advancement for right man. Telephone Swan 4-1464, Plymouth, North Carolina or WPAZ, Asheville, North Carolina.

Moving key personnel to new station now. No experience necessary for experienced announcer. Key position in thriving Roanoke and bustling Richmond. VA. Also have immediate openings for salesmen. Write all details, pic to Burt Levine, WROV, Roanoke, Virginia.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcer. Key position leading chain of big pay, big opportunity. Send tape to Box 6646, BROADCASTING.

Wanted: Mature, experienced announcer. Must be reliable and good worker. Attractive position. Write Box 4283R, BROADCASTING.

1st phone announcer. Must be top air salesman. Start $110.00. Central mid-west. No experience necessary. Send resume. Box 4283R, BROADCASTING.

Three city chain of modern radio stations expanding. Needs three disk jockeys experienced in the radio genre, excellent in imagination and creativity ability. Money good, need immediate. Send tape. Please send same letter first to Box 6484R, BROADCASTING.

Charming man capable of good straight "sell," intelligent, record show work. Update New York radio market. O.K. join booth work. Send complete information, picture, and tape, incorporating all qualifications, to Box 509, New York, Box 6608R, BROADCASTING.

Announcer for fast paced station. Good production a must. Tape, photo, Box 610R, BROADCASTING.

Announcer experienced for bright tempo, 1 kw good music station in excellent Wisconsin market, drive in lake country. Box 610R, BROADCASTING.

Wanted: Experienced combination announcer-engineer to start immediately at progressive 1000-watt daytime station. Write fully, Box 4168, BROADCASTING.

Announcer wanted immediately for Michigan am-fm station. Experienced, stable, desiring a change in location. Many immediate job openings. Send tape and resume, Box 610R, BROADCASTING.

Modern 2 kw mid-south station in city of 200,000 seeking experienced, happy morning man with proven background. Send tape and resume. Box 610R, BROADCASTING.

Modern four-man operation in one of nation's foremost areas. Starting personality within-a-formula disc jockey. Send preparation of your work, vacation packages, desired duties. Opportunity for advancement. Operates 2 kw on top of mountain to grow. Box 658R, BROADCASTING.

Newman-midwest radio—need man strong on local news and sports. No board work. Box 643R, BROADCASTING.

4 yr old station, $125.00 week, paid hospitalization and life insurance. Good moving opportunity. Apply WAMO, Aberdeen, Md. 613R, BROADCASTING.

We are looking for a man, 60 hour week. Paid hospitalization and life insurance. Good moving opportunity. Apply WBYB, Canton, Illinois.

Male announcer, 40, $65.00 week. Good moving opportunity. Apply WEED, Rocky Mount, North Carolina.

Weed ANNOUNCERS: If you are losing jobs? Audition phone Sara Springs, 4300, WTRY, New York. We'll make no promises, but we'll listen. Write to Box 661R, BROADCASTING.

Opportunity unlimited. Phone or call Jack Levine, Manager, WMCK, McKeesport, Pennsylvania.


Opportunity for advancement. Write or call Art Simmers, Sales Manager WMCK, McKeesport, Pennsylvania.

Technical

February 1st opening for combination engineer, dip. in radio, WKBW, Buffalo, New York.

1500 watt station in southeast has opening for chief engineer-combination announcer. Good, well paid and excellent working conditions for right man. Send resume, reference, and tape to Box 1763, BROADCASTING.
Help Wanted—(Cont’d)

Technicians

First phone operator. Experienced. Make more money through sales. 20 hours Oper- ating daily. Assistant required. Contact KCIU, Delano, California.

First class engineer who can do some an- omm. Send full life and business excellent. Requires man, woman, or man, woman, January 18. WDTW, Shingleton, Michigan.

Wanted, combination engineer-announcer. Good salary according to production and good rating. Good prospects for advancement and good future. Write giving full life and details. Apply, General Manager, WRIQ, 1467. Key West, Florida.

Wanted, experienced engineer. First class ticket. State experience, references, salary. WMXJ, 70 Brookline Avenue, Boston, Mass. 02115.

Engineer needed for Westport, Conn. radio station, 1 kw, first class required. Write WWMX, Westport or call Capital 7-9133.

Production-Programming, Others

Copywriter and traffic assistant. Large metropoli- tan station. Top pay. Box 686F, BROADCASTING.

Wanted: First class newsman. Must be hard worker, have ear, good future for right man. Send details to Box 625R, BROADCASTING.

Needed immediately. Experienced, alert radio newsman. Man for top-flight news staff at number one sta- tion in major southwest market. Must be able to broadcast news as well as gather. Position to place man quickly around organization. Send rates and resume to Box 686F, BROADCASTING.

Experienced musical director to program all music, adult audience, midwest CBS affili- ate. Excellent salaries and programming experience. Top position directly responsible to management. Write giving full de- tails. Box 625R, BROADCASTING. Rush please.

Wanted—April 10th, Production prom-otion man for 1 kw daytime radio station in market of quarter million. Must be ag- gressive in sales promotion, production and programming. Must be willing to look at future. Please rush resume to Box 684R, BROADCASTING.

Newmen—top flight station has immediate opening for newman’s newman and begin-ner. Send tape to Fred Epstein, KST, Davenport, Iowa.

News Director—Must be aggressive, com- petent, capable of heading two-man news staff. able to cover, write and deliver local news items. Must know how to control a large news station in northern Ohio. Top fringe bene-fi ts, salary, good future. Send resume and application, along with three references, to Program Director, WLEC, Sandusky, Ohio. Nee-ded January 1, 1960. Will ask for personal interview.

In line for copy production? Willing to work dawn to dusk hard with creative group of people? Will write story of your life. Illustrated, but Levine, WROV, Roanoke, Virginia.

Situations Wanted—Management

California manager—18 years, excellent reference—guarantees profits. Available Im- mediately. Box 578R, BROADCASTING.

Young, experienced small market sales-manager wishes management opportunity. Married, veteran. Box 580R, BROADCASTING.

One station will double its income! Radio- tv executive has double net income of three stations. Looking for new challenge. See for brochure. Box 565R, BROADCASTING.

Hard working, successful manager looking for management and opportunity. Box 596R, BROADCASTING.

Manager — accountant. Higher sales but duties. Box 563R, BROADCASTING. Offer sound judgment on all items pdf. Corporate background. 12 years operational experience all phases radio. Likes change and challenge and Florida climate! Box 601R, BROADCASTING.

WANTED

Management

Manager or sales manager. Young but ma- ture, aggressive but stable, experienced (16 years) all phases of operation, agency. Experienced but productive. With present em- ployer for 8 years. Marriage market prerequisite. Excellent references. Happily married, two children. Box 609R, BROADCASTING.

Top reference: Manager will add $2,500 per month to 150,000 market. 23 years all phases of station operation. Has employed Wire or write Box 627R, BROADCASTING.

Station manager desires to relocate. Secondary or major market only. Experienced (40-McClendon type operation. Proven, programming and sales record. Present own my last reference. Salary requirements $15,000. Would agree to partial stock payments—no investment. Interview required. Box 630R, BROADCASTING.

General manager, Exceptional sales experi- ence including Air, Believe prolific tape speculation tapes incorporating sound eff- ects, music and good copy only presented by a well trained “idea” salesman is key to successful operation... if station program- ming to adult. Former agency, current direc- tor, radio sales manager. College, mar- ried, thirty years experience. Very important. Box 644R, BROADCASTING.


Discount

Sales

Salesman and announcer 4 years. Married, children age 2. Desire change. Prefer south. Box 566R, BROADCASTING.

Announcer, 1st phone, no car. Be 7-4771 after 3:00 p.m. Walter Plasecki, 2219 N. Parkside, Chicago, Illinois.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 405R, BROAD- CASTING.

Personality dj wishes to relocate in a larger market. Looking for a station that wants and can afford the best. Have a strong station delivery. I am looking for a position that has a future. Presently employed. Audition tape sent on request. Write to Box 591R, BROAD- CASTING.

Country music dj desires to relocate. Re- liable, references, competitive. Not corn but fast. Send resume and show box. Box 604R, BROAD- CASTING.


Try a gal disc jockey. Write commercials, tape, resume. Box 546R, BROAD- CASTING.

Disc jockey. Handle all air jobs. News, staff, Permanent, anywhere. Box 568R, BROAD- CASTING.


Experienced, versatile combo man seeking opportunity with full food only presented Opportunity—Evens or night owl shift desirable. Box 600R, BROAD- CASTING.


Florida position wanted. Announcer, deejay, personality. 4 years experience in large market. Box 611R, BROADCASTING.

Age 24, single, 2 years one station, desire change. Prefer south. Box 618R, BROAD- CASTING.

Seattle calling—First phone, some experi- ence, no maintenance. No tapes. Box 655R, BROAD- CASTING.

Experienced announcer, any type operation, knows music, management, sales, compute. Desire new area, won’t float. Married, sober. Available December 31st. Reply Box 635R, BROAD- CASTING.

Announcers

Too much. In 18 months this station has had 6 pd’s, more than 30 schedule changes, and 25 commercials. A job you can do is one you don’t want to have. But when you read—That’s too much for me—God help you! But if you are really free—with supertime program rated among top 20, seeks radio and/or tv connection that knows where’s it’s going—shouts, fair, family man wants 5 figures and security. Eight years experience, with current station, professional, adult programming plus teen appeal. No circus operations, but let’s hear about you. Box 617R, BROAD- CASTING.


Casey Clark, country and western dj and newscaster. 4 years experience, good promo- tions. Box 1318, WLNK, Marion, Indiana, or call 1-215. WNNY, Yankton, S.D. Phone North 2-2367.


TV announcer—2 years experience, married, dependable, eager, and prepared. Seeking medium market radio, tv or both. Prefer midwest. Available January 1st. Phone City 3-6184, Ames, Iowa or write J. Galvin, 322 Story.


—Just give me a chance. No previous air ex- perience, but announcing-commercial at industrial shows. Active tv transcription. 12 years semi-pro stage and pro, tape available. Chris Miller, 802 A.N. 2nd St, Milwaukee, Wisc.


Fresh personality, who likes people, intelli- gent, reliable, and willing to work his way to the top. Recent pro school graduate looking for experience and polish. All I ask is to make a living. Contact Richard Wade, 1318 S. Gunderson, Berwyn, Illinois.

Experienced country and western dj. Twenty-nine years old, ten years radio and television combined, three years recording for MGM. Four years rated in top-forty dj’s nationally. Best of references. Jimmie Wil- liams, 4660 Dixie Highway, Hamilton, Ohio. Phone: Republic 6-3100.

Technical

Chief engineer 5 kw up, d.a. or multiple operation. 21 years experience. Major market ad- ministration, construction and some tv. Want to settle in east and western community. Box 834R, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer-announcer. Presently employed as chief engineer and announcer. Good in both respects, seeking advancement. Experience and recommendations. Future—prefer west. Box 638R, BROADCASTING.

Experienced chief engineer or engineer for am or fm. Some sales. Available immediately. Midwest area preferred. Box 639R, BROADCASTING.

Chief engineer 20 years experience am-fm directionals. Best references, permanent. Bill Alford, P.O. Box 908, Lakeland, Florida.

Production-Programming, Others

Sports director. Currently with tv and am station in large eastern market. Also staff work. Excellent play-play. College grad, 35 years old, married, two children. $100, minimum. Box 431R, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

We want stability. Can offer a good community, congenial atmosphere, and $125 a week for a young, married, production-minded program director. Box 500R, BROADCASTING.

This is it! Early twenties. Production, ideas! Excellent voice. 2 years, pace-formula. References. Box 365R, BROADCASTING.

Does your organization need a program and/or sports director who wants a challenging situation? Wire or write Box 600R, BROADCASTING.

Dynamic news director. Exciting air man. Presently employed west coast. Box 652R, BROADCASTING.

Program director with ideas wants to move up. I know and can program all types of music; run first-rate adult j.j. shows; write news, selling copy, and promotion. Nine years experience, plus broadcasting degree and graduate journalism study. Box 499R, BROADCASTING.

FEATURING

Priced restrictive advertising profit, because of present earnings and references. All material will be treated as confidential. Send details, terms, etc. Box 456R, BROADCASTING.

HELP WANTED—Management

Manager. Cable Television System. Outstanding opportunity for television manager with experience and references. Prefer personal and supervises selling and office work. Box 505R, BROADCASTING.

Sales

Young, aggressive television salesman needed immediately. Must have good background. Position offers future with unlimited earnings. Applicant must not be afraid to work and enjoy living in small community. We are a new station affiliated with CBS. Address all correspondence to Sales Manager, KBLR Radio-TV, Goodland, Kansas.

Technical

Supervisory engineer with 5 years tv experience as chief technician by Northwest University. Currently owns own television station, responsible for all aspects of television system. Moderate $4000 salary. State references past experience and salary requirements to Box 499R, BROADCASTING.

STATIONS — FOR SALE

I CAN HELP YOU FIND A GOOD BUY

Verl Brutton—Management Consultant

1205 LaPaloma Way,

Colorado Springs.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946 NEGOTIATIONS MANAGEMENT APPRAISALS FINANCING HARRY S. FRAZIER, INC.

1726 Wisconsin Ave., N.W.

Washington 7, D. C.

WESTERN STATE FULLTIME

Only station in prosperous isolated small market. Has always shown a profit, but could, because of present restrictive advertising policies, do much better under new ownership. Priced at $65,000 with good terms available.

Box 637R, BROADCASTING.

ARIZONA—$29,500

Well-sponsored 250 watt fulltime in ideal climate, solid market—$8,500 down—balance 100 weekly—a real deal by non-resident owner—financial references required.

Box 652R, BROADCASTING.

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.

If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.

JACK L. STOLL & ASSOCIATES

638 L. A. C. C., Los Angeles 28, Calif.

Hollywood 4-7279

TELEVISION

Help Wanted—Management

Manager. Cable Television System. Outstanding opportunity for television man with experience and references. Prefer personal and supervises selling and office work. Box 505R, BROADCASTING.

Sales

Young, aggressive television salesman needed immediately. Must have good background. Position offers future with unlimited earnings. Applicant must not be afraid to work and enjoy living in small community. We are a new station affiliated with CBS. Address all correspondence to Sales Manager, KBLR Radio-TV, Goodland, Kansas.

Announcers

Staff announcer for sign-on shift midwest tv station. Prefer applicant from Illinois, Wisconsin, Missouri, Iowa, or Indiana. TV experience not necessary. Must have radio background. This is for start expansion. Send late photo, tape and complete resume to Jack Keln, WTVO, Box 410, Rockford, Illinois.

Technical

Supervisory engineer with 5 years tv experience as chief technician by Northwest University. Currently owns own television station, responsible for all aspects of television system. Moderate $4000 salary. State references past experience and salary requirements to Box 499R, BROADCASTING.

TV studio engineers for design, test, and field engineering. Rapidly expanding production company. All phases. Plus rapid advancement for qualified engineers. Fair Video Laboratories, Inc. CE. 64100, Cedar Grove, New Jersey.

Production-Programming, Others

TV program manager wanted immediately for new central California television station. Past experience necessary for man to supervise all production personnel. Must have complete knowledge of programming, production, lighting and directing. Starting salary open. Box 605R, BROADCASTING.

Wanted: Working program director for KYCK-TV, AL, Lufkin, Texas. Man from southwest. Must be capable of on-camera work, directing personnel, aggressive, sober and willing to work. Contact Robert Lewis, KYCK-TV, Lufkin, Texas.

TELEVISION

Situations Wanted—Management

Experienced local and regional sales manager (especially successful with department stores). Desire move to medium or large market in southeast. Box 498R, BROADCASTING.

See Radio—Management—accountant.

Technical

Want radio or tv employment. Technical school graduate. First phase. Two years radio. Board experience. Enrolled with CRE, Correspondence Manager, largest. Preferly employed. Box 615R, BROADCASTING.

Production-Programming, Others

Producer-director-announcer, now in major market; ten years radio-television, all phases, seeks better phases, salary $300. Money secondary. Box 398R, BROADCASTING.

Continuity director with solid experience in newspaper and regional radio plus limited experience in television desires position with radio-television combination, tv or agency in metropolitan area. Experience necessary. Contact Box 689R, BROADCASTING.
FOR SALE

Radio broadcasting school coast east. State licensed, fully equipped, modern studios, leased in ideal location. Gross $15,000 month. Also, experienced radio man to operate. Interview; $25,000. term. Box 575R, BROADCASTING.

INSTRUCTIONS

Be prepared. First phone in 6 weeks. Guaranteed instruction. Radio License School of Atlanta. 1159 Spring St., N.W., Atlanta, Georgia.

Highly effective review for FCC phone exams. Very inexpensive. Free literature. "Instruction Unlimited". Box 10634, Jackson 2, Miss.


With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, Texas.

MISSCENNEOUS

Many religious clients will pay $900.00 yearly for 15 min. Sundays. Clay England, Salesman, Box 406, Scheill City, Missouri.

Production radio spots. No jingles. Free audition tapes. N-TV, 2806 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Management

GENERAL MANAGER WANTED

• West Coast City of 50,000
• Twice the audience of nearest competitor!
• Want manager with IDEAS... NOT A DESK JOCKEY!
• Station should do $250,000 per year, or more.
• Good salary—tremendous percentage on gross.
• Only those who want in excess of $25,000 per year need apply.
• Present billing stinks... only $150,000 per year.
• If you want money and are willing to work for it, and become part of community... LET’S GO!!

Write Box 622R, BROADCASTING

NEW HORIZONS

Expanding group of radio and television stations has openings January 15th for aggressive, ambitious salesmen, sales managers and general managers for radio stations in two highly competitive major markets.

Excellent opportunity for advancement to top group management. Hard hitting guys with drive, imagination can write their own ticket.

Send resume, salary requirements and photo to: Box 629R, BROADCASTING

PERSONALITY/TALENT

Wanted by completely revamped KDYL-Radio and KTVT in Salt Lake City. Affiliated with Columbia Pictures. Will emphasize music, news, personalities backed by heavy national and local promotion and new management. Yours will be a "show" that will depend on your ability and talent to make it just that. Slot open will depend on you and present revitalized staff who will complement what you can do on the air. You will also have opportunity to double in brass on television on competitive audition basis. Our standards are high for obvious reasons with no pre-conceived notions about money. It depends on what you have to offer. Send tape, resume (which we will check out), recent photograph, and any other pertinent information you think important. Send to Ed Kemp, Production, Supervisor.

KDYL-Radio

130 Social Hall Avenue, Salt Lake City, Utah

ANNOUNCERS

LACK THAT PROFESSIONAL SOUND AUDITION TAPE NOT A POLISHED... SHOWCASE?

ADVANCED PROFESSIONAL recording with NEW YORK BROADCASTERS. Our tapes are genetics. Ask to hear samples.

"Let us analyze present tape, NO CHARGE."

** Call... MR. KEITH... SU 7-6938

NEW YORK SCHOOL OF ANNONCING & SPEECH

3rd Street

New York 23, N.Y. ** SU 7-6938

BROADCASTING, December 21, 1959

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Continued from page 83

Granted petition by S. M. Supply Co., Eau Claire, Wis., for dismissal without prejudice of its application for new am station to operate on 1550 kc, 5 kw d, which is in consolidated proceeding with am applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action Dec. 4.

Granted motion by Louis Hofman for dismissal without prejudice of his application for new am station in Fontana, Calif., and retained in hearing station remaining applications for new am stations. Action Dec. 4.


Ordered resumption of oral argument at 9:30 a.m., Dec. 15, 1960, in application of Graver County Bstg., Inc., to discontinue without prejudice its application for new am station in Providence, Ky.; application is in consolidated proceeding with application of Muhlenberg Bstg., Co., (WNES) Central City, Ky. Action Dec. 8.

Dismissed application of U. of Minnesota (KUMM) Minneapolis, Minn., for new fm station in Minneapolis, Minn. Action Dec. 8.

By Hearing Examiner J.D. Bond


Offered further proof on applications of Donald W. Huff and Equitable Publishing Co., et al., for new fm stations in Lansdale, Pa., which is now certified to be complete and available for additional consideration, but that permission is granted Mr. Huff, within the 10 days period, to file further proof in order (Dec. 14) to submit for inclusion in record hereof. Application is dismissed and less objections are filed within 7 days. Copy of the transcript is correct in respect specified in appendix A attached to order. Action Dec. 7.

By Hearing Examiner Basil P. Cooper

Granted motion by Harriscisco Inc. for continuance of date of prehearing conference from Dec. 10, to Jan. 26, 1960, and continued evidentiary hearing, scheduled for Dec. 17 to date to be deemed at prehearing conference in proceeding on fm applications of Mount Wilson Fm Bstg., Inc. (KFWC) Los Angeles, Calif., and Preddot Ltd. (KITY) San Diego, Calif. Action Dec. 4.

Granted petition by Broadcast Bureau for extension of time from Dec. 10, to Dec. 23, 1960, to file proposed finding of fact and conclusions in proceeding on am applications of Island Teleradio Service Inc., Charlotte Amalie, St. Thomas, V.I., and WPRA Inc. (WPRA), Guaynabo, P.R. Action Dec. 8.

By Hearing Examiner Thomas H. Donahue

Ordered that unless objection is made by any of the parties within 7 days, transcript is correct in various respects in proceeding on applications of KFEA Radio Corp., new am station in San Fernando, Calif., et al. Action Dec. 7.

On joint motion of all parties in proceeding on application of Inter-Cities Bstg. Co. for new am station in Easton, Mich., continued hearing from Dec. 9 to Dec. 11. Action Dec. 7.


By Hearing Examiner Charles J. Frederick


Ordered that at hearing scheduled for Dec. 15 on applications of Sanford L. Hirsching and Gerald R. McGuire and Fairview Bstg., Inc., for new fm stations in Cohoes-Watervliet, and Rensselaer, both New York, oral argument will be presented on question of whether to grant petition by Fairview for service to be granted. Action Dec. 4.

Granted petition by Murrelle & Assoc., for leave to amend its application for new am station in Long Beach, Calif., regarding certain financial data, and dismissed as moot Murrelle & Assoc.'s application to strike opposition by Radio Toms River, Toms River, N.J.; application in consolidated proceeding on am applications of Fredericksburg Bstg. Corp. (WFPV), Fredericksburg, Va., et al. Action Dec. 7.

Issued order following prehearing conference in consolidated proceeding on am applications of Fredericksburg Bstg. Corp. (WFPV), Fredericksburg, Va., et al., pursuant to agreements reached on record. Action Dec. 10.

By Hearing Examiner Isadore A. Honig


By Hearing Examiner Anne Neal Hunting


By Hearing Examiner Forest L. McClellan

Granted request by Television Montana (KMPM-AM), Missoula, Mont., for continuance of prehearing conference from Dec. 14, to March 14, 1960, hearing scheduled for Dec. 22 to date to be subsumed in regular conference scheduled for March 14 to date in proceeding on am applications of Montana-Idaho Microwave Inc., for five new am point-to-point microwave fixed video system at Post Falls and Moscow Idaho, and in proceeding on application of Island, Southay Microwave Inc., for new fm station in Carlsbad and San Diego, Calif. Action Dec. 4.


By Hearing Examiner Herbert Sherman

On request by Lawrence W. Felt, and without objection by other parties, continued hearing from Dec. 11 to Jan. 29, 1960, date for exchanging written cases from Dec. 9 to Jan. 7, 1960, and date for notice of exhibits constituting direct cases of apposite Dec. 14 to Jan. 21, 1960, in proceeding on Mr. Felt's application and that of International Gold Music Inc., for new fm stations in Carlsbad and San Diego, Calif. Action Dec. 7.


By Hearing Examiner Elizabeth Jones

Ordered that further hearing be scheduled for Jan. 29, 1960, to be held at 10 a.m. on Jan. 30, 1960, in proceedings on Triad's application and that of Herbert T. Graham for new fm stations in Lansing, Mich. Action Dec. 11.

By Hearing Examiner Herbert Sherman

Upon request by George T. Herrnisch, and on motion scheduled for Dec. 9, 1960, to date at 9 a.m., same date, on Mr. Herrnisch's motion for addition of issue in ch. 8 proceeding, Jonesboro, Ark. Action Dec. 10.

Continued hearing conference scheduled for Dec. 4 without date pending action upon request by National Bstg. Co. (WICR) New York, for leave to amend its am application which will be subject of further proceeding, scheduled for Dec. 7, 1960, and determined by further proceedings in proceeding on am application of H & R Electronics Inc., for new am station in Greenville, S.C. Action Dec. 7.

Pursuant agreement of all counsel in proceeding on am applications of Radio Shack Inc., New York City, and Wixola, Ad., et al., scheduled informal engineering conference for Jan. 21, 1960, the application of prehearing conference for 8 a.m., Jan. 9, 1960, and continued hearing, scheduled for Dec. 15 to date to be fixed at further hearing conference scheduled for Jan. 21, 1960.

Pursuant to agreement of counsel, scheduled informal engineering conference for Jan. 21, 1960, the application of hearing on application of Bay Area Electronic Assoc., for new am station in Santa Rosa, Calif. Action Dec. 3.
Chairman John C. Doerr has addressed following letter to Harold E. Fellows, presi- dent, National Association of Broadcasters, Washington, D.C.

"Upon receipt of your letter of December 10, 1960, concerning your request for extension until February 8, 1961, for license permitting installation of broadcast stations by our letter of Decem- ber 10, 1959.

"The Commission will extend the time without charge for the following license per- mitting installation of broadcast stations by your letter of December 10, 1959, and permitted.

"Following actions by the Commission will be listed in the Broadcasting, December 1960, issue of the National Association of Broadcasters.

BROADCASTING, December 21, 1960
There may be many ways
to use adhesive bandages...
but there's only one way
to use the BAND-AID tradem-
mark correctly...please say

BAND-AID
Adhesive Bandages

Remember—all adhesive bandages are not BAND-
AID Adhesive Bandages! "BAND-AID" is actually
a trademark...one of the most widely known in
the world...recognized in more than 50 countries.

It means Johnson & Johnson, not the name of
a product...and it refers to a whole family of prod-
ucts made only by Johnson & Johnson.

The "BAND-AID" trademark is always followed
by the product name, i.e. BAND-AID Plastic Strips,
BAND-AID Plastic Tape, BAND-AID Butterfly
Closures, BAND-AID Patch, Spot, Strip.

We appreciate your mentioning our products
and we hope you will continue to do so. But when
you do, won't you please use the full name correctly?

Johnson & Johnson

The most trusted name in surgical dressings

BROADCASTING, December 21, 1959
Richard Birrell Rawls

The only regret Richard B. Rawls, general manager of independent KPHO-AM-TV Phoenix and vice president of Meredith Engineering Co.'s KPHO Division, has about his career is that he didn’t discover show business until he was eight years old.

Although he built his own cardboard theatre at seven, another year went by before his aunt took him to see the Broadway legitimate show, “Treasure Island.” When an usher handed him and the other children each a card with a “black spot” (a device used in the story to mark a character for death and used by the theatre to enhance audience participation), young Mr. Rawls, solemnly and irrevocably decided that his future lay in show business.

He paused long enough for school, but that, too, was tied in closely to his theatrical aspirations. Born in New York July 14, 1908, he went to Trinity and Horace Mann Schools, Columbia U. Teachers College and the New York School of the Theatre, majoring in speech and dramatics. At 18 he notified his father, a physician, that he was going into the theatre.

Jitney Jaunt • He traveled with the Jitney Players in tent repertory, making one-night stands as actor, stagehand, electrician and truck driver. Then he became a magician’s assistant, vaudeville break-in, soda jerk and supplemented these jobs with teaching stagecraft at college and high schools. He gathered other experience in stock circuits and worked in the old film vaults at Fort Lee, N.J., when the movies first had their headquarters there.

By 1930 he was a production assistant in First National Theatres east coast operations. He served as stage manager and technical director of the Bushar & Tuerk Broadway productions “Crime Marches On” and “Black Lime-light.” For a time he was in New York and on tour with playwright Elmer Rice as actor and assistant stage manager in the Playwrights Company productions “Counselor-at-Law,” “Between Two Worlds” and “We the People.” In 1933-34 he went on a national tour with Katharine Cornell Productions’ presentations of “Romeo and Juliet,” “Barretts of Wimpole Street” and “Candida” as actor and stage manager in company with such names as Miss Cornell, Basil Rathbone and Orson Welles.

It was becoming clear to Mr. Rawls by 1935 that his interests lay not so much in acting itself as in organizational and business planning for the theatre. Accordingly, he joined the Federal Theatre, a government-operated national project with productions in 43 cities and 26 states.

Far-reaching • As national technical director, he supervised a widely-separated staff of more than a thousand theatrical technicians. Besides overseeing personnel, he coordinated designing, building, painting, lighting and transportation of scenery for 40 to 75 productions simultaneously. Traveling extensively, he supervised the design of 15 experimental theatres that cost $15,000 to $250,000 each.

By 1938, Mr. Rawls figured he and the new medium of television were ripe for each other. He put together a special presentation, based on his 13 years in show business, and pounded the pavement for three months, confident he had the right combination of experience and talent to offer the new medium. But television wasn’t as ready for Dick Rawls as he was for it. It wasn’t until August 1939 that a chance acquaintance told him something was in the wind over at CBS.

There was, and Mr. Rawls was one of nine persons selected of 3,000 applicants in CBS’ plans for television. He went with CBS as floor manager and was promoted to manager of television studio operations. In October 1942, he enlisted and served in the South Pacific as non-com in charge of plans and training for an assault battalion, receiving his discharge as a tech sergeant in November 1945.

Joins ABC-TV • In January 1946 he joined ABC and became manager of television operations, helping to get the fledgling tv network started by supervising overall operations. Mr. Rawls set up all departments except engineering, including the program department, which he directed. In the fall of 1949 he became a regional station relations manager and was appointed station relations director in 1951, working at lining up affiliates for ABC-TV and keeping them happy.

Mr. Rawls’ rounds included visits to WHEN-TV Syracuse, N.Y., where he caught the eye of Payson Hall, Meredith director of broadcasting. In November 1952, he was appointed general manager of KPHO-AM-TV. Last May he was made a vice president of Meredith Engineering, the broadcasting arm of Meredith Publishing Co. (Successful Farming, Better Homes & Gardens), which besides KPHO-AM-TV and WHEN-AM-TV includes KCMO-AM-FM-TV Kansas City, WOW-AM-TV Omaha and KRMG Tulsa.

As it turned out, the choice of Mr. Rawls, with his well-rounded tv and theatrical background, to head the Phoenix stations possibly was the most apt move Meredith could have made, for the stations later became independents, KPHO by choice and KPHO-TV when CBS-TV withdrew its affiliation in 1955. Although Mr. Rawls was frank to regret the tv affiliation loss, he started to work to build a station which claims No. 1 spot in ARB rankings for relative shares of audience among the independents in the 18 four-stations-or-more tv markets. Mr. Rawls faces a challenge in KPHO-TV’s continuing effort to attain an equal share of audience in that four-station market.

Independent Advantages • In this respect, Mr. Rawls can and does emphasize these advantages for KPHO-TV: (1) complete control of program operation and (2) on the advertising side, the greater availability of one-minute spots.

Mr. Rawls was born Reginald Birrell Rawls, but during his acting career the name Reginald seemed to type him as an English butler, a part so completely inconsistent with his personality and speech, that he changed it to Richard. His hobbies are 16 mm movies and breeding of basset hounds (latest champion of his Richlyn Kennels: Brown Faced Joe). But his best relaxation is to sit and talk with his wife, the former Helen Battersby of Philadelphia. And thereby hangs a tale:

In February 1939, he took a Caribbean cruise on H.M.S. Georgic. At that time the purposeful Mr. Rawls was looking for a wife. On Feb. 5, he spotted Helen. On Feb. 9, he met her. On Feb. 12, he informed her he was going to marry her and she just laughed at him. He married her Oct. 30, 1943.
EDITORIALS

To dispel the fog

THE broadcaster is confused. He is being browbeaten at every turn. Charges are piled on charges in a half-dozen Washington forums. Politicians have a new theme and the clergy a fresh fire-and-brimstone text. Everybody is in on the act—everybody that is, except the public, which, as noted in the editorial below, is considerably more rational on the subject.

In the piling-on process all the ancient arguments against the American system of free, competitive broadcasting are being resurrected. To list them would consume more space than can be afforded here. The more extreme among them propose outright government operation, a new government television network, public utility controls with limitations on profits, license fees, franchise taxes, the British system of state control along with set taxes to defray costs of operation, heavy fines and sanctions, barring of newspapers and magazines from station ownership and a return of the infamous Blue Book of 1946, the quintessence of back-door censorship.

All these proposals have been suggested before—many of them when the original Radio Act was drafted in 1927. All were rejected. They are not the American way. They run counter to the doctrine of free, competitive enterprise. They cannot square with the First Amendment, which guarantees freedom of speech and of the press.

This is not to contend that the American system has no shortcomings. Mistakes have been made. The disclosures of recent months cannot be swept under the rug or ascribed wholly to the machinations of competitors.

Radio and television, having grown so rapidly, were bound to make mistakes. It was inevitable that the lure of the fast buck would attract the opportunists, the promoters and even a few charlatans. All successful pursuits, businesses or professions have attracted their share of phonies.

But it is ludicrous to argue, as some have, that the broadcast media are overrun with unsavory characters. The vast majority of broadcasters are professional people of the highest calibre. They were responsible for the development of the finest system of broadcasting in the world.

The American press was not subjected to threats of government control because yellow journalism ran rampant a generation ago. Most publishers and editors corrected the abuses themselves. There exist even today pockets of yellow journalism.

The defects in American broadcasting have been limited to a minority of the programs. They involve a minority of station owners, and a fraction of the employees and personalities who have access to the microphone.

The problem is one of ridding broadcasting of the termites in its basement. The whole free structure should not be weakened or threatened in the process of ferreting out the parasites.

Having heeded the warning, broadcasters have begun the eradication process. But the rooting out of the isolated infections will not satisfy the politicians or the crusading intellectuals.

Broadcasting's story must be told in clear, complete terms. Broadcasting does not need a whitewashing. But it does need a white paper to counter the blasphemies of its detractors.

The forum is the FCC. In the past two weeks there have paraded before the Commission in Washington those who have espoused reforms of the order mentioned earlier. For the most part they represented minority viewpoints that would spell disaster because any action that impinges upon the freedom of broadcasting constitutes censorship.

The broadcasters' turn to present their case-in-chief comes after the Christmas-New Year's recess. Here is the opportunity to get the picture back in focus. The broadcasters' case is the case for the public that it has served faithfully for a generation, first with radio and during the last decade with television too.

The story is a forthright and simple one. It is the whole-some story of the tremendous contributions made to the national welfare, the enlightenment of the people, buttressing of the nation's economy and the spiritual well-being of the public.

The case-in-chief must admit the failures too. The record should show the positive steps being taken by enlightened ownership and management to correct the transgressions, whether they be in quiz rigging at the network levels, in advertising excesses, payola or any other blemishes that have developed in the growing up process.

The brains, the means and the forum are available. A half-dozen men possessing the creative abilities and the leadership qualities can do it. There is no room for competitive jealousies or jockeying for position. There might not be another chance any time soon.

A big opening act

UNTIL last Thursday a lot of people claiming to represent the public, or important segments of it, had gone before the FCC to assail broadcasting. To hear them was to get the impression of vast public revulsion against radio and tv.

The picture was restored to focus finally when Elmo Roper, a public opinion researcher of unimpeachable character, told the FCC what the people—all the people—really think about broadcasting. The Roper survey results are presented in detail beginning on page 19 of this issue.

Mr. Roper's report could not have come at a better time. As the first major project undertaken by the new Television Information Office, the Roper survey marks an auspicious debut of TIO. Neither in its objectives nor its results can the survey be said to be a distorted apology for television. The survey must be accepted as objective and honest. If future TIO projects measure up to the standards set by its first, the money broadcasters have contributed in dues will have been well spent.
The South's expansive textile industry is another reason why WFMY-TV... located in the heart of the industrial piedmont... is the dominant selling influence in this $3,000,000,000 market. WFMY-TV serves... and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.