Forecast for the 60's: tv advertising income to double
How television's creative talent views the scandal news
The shape of Hollywood's labor problems in the new year
Quarterly report: all the tv network shows and sponsors

This is the spot for a commercial

She may be tossing the salad, but she's catching your message! Such receptivity means only one thing: she'll buy a lot of what you sell when you sell her via Spot Radio on these great stations.

KOB Albuquerque
WSB Atlanta
WGR Buffalo
WGN Chicago
WFAA Dallas–Ft. Worth
WKMM Detroit
KPRC Houston
KARK Little Rock
WINZ Miami
WISN Milwaukee
KSTP, Minneapolis–St. Paul
WTAR Norfolk
KFAB Omaha
WIP Philadelphia
KPOI Portland
WIAR Providence
WRNL Richmond
KCRA Sacramento
WQAI San Antonio
KFMB San Diego
KQBY San Francisco
KMA Shenandoah
KREM Spokane
WGTO Tampa–Orlando
KVDO Tulsa

Edward Petry & Co., Inc.
The Original Station Representative
Like the immortal riders themselves, one **PONY EXPRESS** episode picks up where the last one left off. Running skirmishes with Indians, bushwhackers, and the forces of nature over a 1,966-mile trail provide compelling action for scene after scene, episode after episode. The gripping dramas of **PONY EXPRESS** have no need for contrived situations. Their springboard for action and reality is indelibly inscribed in the history of the West. **NBC Television Films, A Division of CNP California National Productions, Inc.**
...is the growth that has been experienced over the last dozen years which makes it the most remarkable metropolitan area in America. Billions in building and population surge well past the two million mark attest to the past and present vitality—the future economic opportunity.

Vital to Houston too is KTRK-TV, keeping pace with this growth as it offers ever-increasing quality of television service.
STEINMAN STATION - Clair McCollough, Pres.

Broadcasting, January 4, 1960
Program control • Look for introduction of legislation to give both FCC and Federal Trade Commission more power to deal with radio and television programming—particularly rigged performances and tasteless advertising. Proposals will flow from Dept. of Justice study of broadcast laws and regulation. Report on study, ordered last October by President Eisenhower, was to be in President’s hands over last weekend.

Speculation that Congress will be asked to clarify FCC and FTA authority began when Mr. Eisenhower remarked on quiz rigging at time of House Oversight Subcommittee hearings. Quiz rigging, said President, was “a terrible thing to do to the American public,” but he added that Justice Dept. study would not lead to executive action because that would constitute censorship.

Protection racket • There’s increasing concern about product-protection policies local and spot vs. network. It stems from heavy run of co- and multiple-sponsorships on networks and cross-plugging by multi-brand advertisers. Station operators say that while they can avoid putting toothpaste spot adjacent to network show that’s sponsored by another toothpaste, for example, it’s something else again to protect, locally, some other product that may be cross-plugged on toothpaste program. They feel whole area of protection policies ought to be reappraised—which undoubtedly would rile big advertisers and agencies. Net-work authorities agree it’s complicated problem which gives them no end of trouble too, even though policies now bear little resemblance to strict ones demanded by advertisers in tv’s earlier days. Says one, charged with keeping track of such things: “My idea of utopia is no protection at all.

Station operators brooding over protection problems hate to think how much worse they might be if networks should install some form of spot-carrier substitute for program sponsorships, as ABC-TV and CBS-TV are toying with idea of doing at least on limited basis. Opponents of spot-carrier concept also see other problems. For instance: if commercials were rotated throughout block of several programs, wouldn’t block clearance by affiliates be required? And wouldn’t that require changes in FCC’s rules?

Regional roundup • At call of Payson Hall, director of radio-television properties of Meredith Broadcasting, group of well-known broadcasters identified with regional radio stations meets in Washington, Wednesday (Jan. 6) to protect their facilities from demands of day-timers for increased operating hours which, if authorized, would degrade class II and class III stations service. Day-timers, after losing out at FCC, have carried to Congress their demands for 6 a.m. to 6 p.m. operation without directional antenna protection.

Washington meeting will include Andrew G. Haley, Meredith counsel; Lee B. Wailes, Storer Broadcasting Co.; Clair McCollough, Steinman stations; James G. Rogers, KFSD San Diego; Hoyt B. Wooten, WREC Memphis, and George Comte, WTMJ Milwaukee, among others. Immediate effort will be to thwart opposition of Daytime Broadcasters Assn. to ratification of NARBA treaty governing allocation of am channels among North American nations. Senate Foreign Relations Subcommittee is expected to act early in new session. FCC and State Dept. have urged ratification if chaos is to be avoided in broadcast band. Clear Channel Broadcasting Service, organized some 30 years ago, was created to protect 1-A channels against encroachment.

Counsel and council • Pre-hearing planning as NAB gets ready for FCC’s programming inquiry may include meeting of association’s special constitutional lawyer, Whitney North Seymour, and members of its 12-man task force. Original plans had called for task force session Dec. 28 but this was moved to tentative date of Jan. 11 after Commission moved NAB appearance from week of Jan. 4 to Jan. 25. Three-week delay provides chance needed time to develop industry’s case in FCC’s regulatory inquiry.

FCC’s programming hearings will wind up in late January with testimony of networks and NAB. Among new witnesses, it’s learned, will be producer Robert Montgomery and commentator Lowell Thomas, as well as W. Theodore Pierson, Washington attorney, who will testify at behest of number of broadcast clients of Pierson, Ball & Dowd.

Last details • Wonder what happened to major swap involving NBC and RKO General Teleradio (CLOSED CIRCUIT, Dec. 21)? It’s on and is only awaiting completion of paper work and tying up of loose ends. Under transaction, Tom O’Neil’s Teleradio would acquire NBC’s WRCV-AM-FM-TV Philadelphia in tax-free exchange for WNAC-AM-FM-TV Boston and, in related transaction, would purchase (for estimated $11-12 million) NBC’s WRC-AM-FM-TV Washington. Meanwhile NBC is negotiating for acquisition of San Francisco outlet (either ch. 4 KNB-TV, its present affiliate owned by Chronicle, or ch. 2 KTVU [TV], independent owned by Pabst-Ingrimm-Pauley group). Teleradio has received several offers for its WGMS-AM-FM Washington which would have to be sold under duopoly rule if WRC properties are acquired.

McGavren Tv • Daren F. McGavren Co., fast-growing rep firm whose principal business has been in radio, will set up separate tv arm (McGavren Tv) early this year. Radio list has been restricted to 30 stations; tv will be pegged at 25, principally in "major market" and "strip" spots. New stations already are in line to be represented by new firm.

Lee’s year of decision • Term of one member of FCC expires each year, and in 1960 Comr. Robert E. Lee, Republican of Illinois, will be at bat. He’s avid candidate to succeed himself for new seven-year term beginning July 1. He is FCC’s most peripatetic member, travelling throughout country on Conelrad, radio alerting system, as defense commissioner. On FCC since Oct. 6, 1953, he previously had been on professional staff of House Appropriations committee, and with FBI.

Because 1960 is election year, and because of turmoil surrounding broadcasting, more than usual attention focuses on upcoming vacancy. Assuming Republican Lee’s nomination by President Eisenhower, there will be hurdle of confirmation by Democratic-controlled Senate. In past, Senate has seldom rushed to confirm nominee of opposition party where political balance is involved. Law allows not more than four of seven members of same party on FCC. Thus, there’s prospect that Senate might simply sit on Lee nomination until summer recess for political conventions. Then November elections would govern. If Republicans win presidency, Lee confirmation would be likely. But if Democrats win, new appointment would be made by incoming president.
OVER 3,000 FEATURE FILM TITLES
MORE THAN ALL OTHER STATIONS COMBINED

In Milwaukee...
you know where you’re going
with WITI-TV
CBS PROGRAMMING

EXPERIENCED HANDS to help build your sales
in one of America’s most prosperous markets.
Call BLAIR today for top rated minutes.

a STORER station

National Representatives
BLAIR TELEVISION ASSOCIATES
**WEEK IN BRIEF**

Where are our leaders? * With the chips down in advertising's survival battle with its critics, where are the leaders who will act positively, constructively—now, to turn the tide? Trade associations are "fence walkers." So are agencies. But Don Belding, former board chairman, Foote, Cone & Belding, has his eye on some promising prospects for the vital leader roles. He names them in this week's Monday Memo. Page 21.

TV's doubling dollars * Next decade will see television revenues rise from $1.51 billion to $3 billion range, J.H. Whitney & Co. predicts in a 10-year forecast which also sees a healthy profit picture along with heavier program investments and higher rates with continuing favorable cost-per-thousand. Exclusive story page 23. All-around booming economy is forecast by McCann-Erickson in another long-range look ahead. Page 23.

TV revenues in '60: up 10% * TVB's Pete Cash forecasts a near $1.7 billion year in 1960, network up 8%, spot 12% and local 15%. Page 26.

FTC moves again against payola * Federal Trade Commission files complaints against 11 more record makers and distributors; charges payola made to unidentified disc jockeys. Page 38.

A TV writer sizes up his craft * Rod Serling, whose own show, The Twilight Zone, is one of this season's new hits, speaks out on sponsor interference, ratings and on the rewards he finds in TV. Page 42.

Early spurt in NBC-TV billings * Network in October had $32.8 million in gross time charges, the total coming closer to rival CBS-TV's gross billing pace. Page 44.

More relief needed * Democratic and Republican spokesmen agree that broadcasters should be given protection from equal time demands by splinter party candidates but can come up with no suggested solutions. Page 48.

Hollywood union talks * New year starts quietly but series of negotiations during 1960 will cover broad range of broadcast and theatrical operations. Unions will seek share of income from sales of post-1948 films to television. Page 54.

1959: RCA's banner year * Sales for 1959 reach record high of $1,365 million and profits after taxes rise by 29% over 1958 to about $40 million. Virtually all of RCA's major operating units show increases in business. Page 59.

How the TV network shows line up * Quarterly service of Broadcasting gives complete listing of all television network programs, sponsors with agencies, times and other information. Page 74.

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*BROADCASTING*, January 4, 1960
WTVD is the dominant station in the Raleigh-Durham market. Ask your Petry man.

WTEN - Albany 10
WTVD - Raleigh-Durham 11
WPRO-TV - Providence 12
Proxmire, Doerfer argue FCC issues

Time has come for "substantial, drastic, revision" of FCC, Sen. William Proxmire (D-Wis.) told Dec. 30 panel discussion on FCC's role in broadcasting, hosted by Speech Assn. of America (earlier story, page 48). Legislation is being readied, he said. Defending Commission on same panel were FCC Chairman John C. Doerfer and Rep. William Avery (R-Kan.).

Rep. Avery said that whenever faults are discovered in any industry, scapegoat is necessary and FCC was handy target. Commission critics lose sight of fact Congress is primarily responsible and therefore must share blame, he said. He advocated giving infant television chance to grow up and it will cure own ills.

Sen. Proxmire charged FCC does not properly fulfill its role in seeing that stations operate in public interest and that not much is being done by industry to improve current programming except on temporary basis. Leaning heavily on Blue Book, Wisconsin Democrat and outspoken FCC critic in past, maintained FCC has clear legislative obligation to require more educational and cultural shows in prime time.

Answering question posed by Prof. David Mackey, Boston U., Sen. Proxmire said he has been drafting FCC ripper bill for two years. Whole FCC idea of regulation has worked out poorly, he charged, and cited newspaper article quoting attorneys as "strong damnation" of Commission.

Doerfer Reply • Comr. Doerfer countered that complaints are mostly in minds of losing applicants who are afraid to stand up and be counted. He said there are extensive arguments for both sides on question of programming control. He cited legislative history of Communications Act, its no censorship clause and court decisions as forbidding FCC to consider station programming except in contested cases.

Chairman Doerfer said it is impossible to define educational and cultural shows, citing several network productions generally termed entertainment. Competitive system is only practical way for broadcasting to operate, he said, and warned that Congress must not use licensing process as lever to regulate programming.

Mr. Mackey pointed out that year after year Congress covers same ground in criticism of FCC and broadcasting yet has never provided Commission with necessary guidelines to cure alleged ills.

Prof. Walter B. Emery of Michigan State U. and formerly on FCC staff related history of congressional investigations of FCC. He said in Commission's first seven years, 11 separate resolutions were introduced calling for investigations of agency—all because Communications Act is ambiguous.

Payola data to FCC

Information unearthed by Federal Trade Commission in its investigation of payola is being turned over to FCC, FTC Chairman Earl W. Kintner said Dec. 30. Mr. Kintner declined comment on report FTC was preparing 50-100 complaints against record makers and distributors involving payments to disc jockeys to play record on air. "Liaison" with FTC was acknowledged by FCC Chairman John C. Doerfer, but, Mr. Doerfer added, FCC cannot move against individual disc jockeys; rather its interest, he said, is in any station owner who "condones" payola. FCC last month asked all radio and tv stations to report on payola practices.

Deadline for question on procedures and methods of control is today; on question whether or not any matters have been broadcast for which station or any employees received "service, money . . . or other valuable consideration," Feb. 5.

Cone ad criticism answered by AFA

Voluntary efforts to curb elements of dishonesty in advertising are taking effect contrary to impression left by Fairfax Cone of Foote, Cone & Belding. In reply to Mr. Cone's staff memorandum released earlier (AT DEADLINE, Dec. 28, 1959), Advertising Federation of America has gone on record with offering of support for self-imposed advertising code.

Mr. Cone's memorandum contained caution refernces to AFA and other advertising associations. FCB's executive committee chairman scolded advertisers, agencies and media for failure to clean up advertising. He scored AFA, for example, for traditionally behaving toward advertising "like cucumber growers during National Pickle Week" and urged AFA to take "a more thoughtful approach."

C. James Proud, AFA's president and general manager, welcomed Mr. Cone's challenge to do "better job" because "this is tacit acknowledgement from an advertising statesman that the problem of voluntary enforcement of ethical advertising can best be solved through organization of advertising." AFA would support government action, he declared.

He agreed with Mr. Cone that many advertising ills stem from "misdeeds and the shortcomings of its practitioners." He said AFA in its lifetime has fought to correct these "evils."

Not Widespread • AFA, he said, disagreed with Mr. Cone's implication that dishonesty in advertising exists in large measure and hasn't diminished. Said Mr. Proud: AFA has observed that events of past few weeks have had "a tendency to sweat a bit of the deceit and puffery out of some claims" and that as a result "most advertisers are taking a long second look at their advertising copy."

Though he admitted AFA's crusade for truth and good taste in advertising has been "something less than a complete success," Mr. Proud declared that AFA won't "apologize" for continuing. 

Continues on page 10
to espouse the crusade. He held that it has led to advertising being “far cleaner today.”

Mr. Proud proposed “united, cooperative action” by advertisers by exercising original censorship control over advertising, agencies by using honest judgment in good taste and truthfulness before copy is submitted to client, by media in reviewing ad copy before acceptance and by ad associations by insisting upon strict discipline among their members.

Fox owned stock, Skiatron head says

Hearing on alleged misrepresentation in registration of Skiatron Electronics & Television Corp. stock offering with Securities & Exchange Commission (AT DEADLINE, Dec. 21, 1959) has been postponed to Jan. 13. Hearing had been scheduled for Dec. 30, 1959.

Meanwhile, Arthur Levey, Skiatron president, issued statement denying SEC report that 206,000 shares of company stock had been loaned to Matthew M. Fox. Shares were his “own” personal holdings, Mr. Levey said. Mr. Fox holds license to promote Skiatron’s pay-tv “Subscriber-Vision” under name Skiatron of America.

Mr. Levey also stated Skiatron had not paid out $1.5 million in interest charges on funds borrowed for development of Subscriber-Vision toll tv, as charged by SEC.

Trading Suspended • SEC three weeks ago suspended trading in Skiatron stock. Agency’s move was based, it said, on alleged false information in registration filed for public sale of 172,242 shares by company officials, primarily Mr. Fox. SEC said Mr. Fox was to sell 125,000 shares, obtained in 1956 through warrants, but that some had been sold before registration was filed with agency and others sold even after registration but before SEC had cleared documents.

According to SEC, Mr. Fox gave his shares as collateral on 3% per month loan from Judson Commercial Corp. When he defaulted interest payments, SEC explained, Judson sold some of these securities.

Skiatron also failed to reveal, SEC charged, that Skiatron of America has deficit of $3,297,459.

Skiatron has 1,329,559 shares outstanding. It is traded on American Stock Exchange and over counter.

Walton buys WMFS

Station sale, announced Dec. 30, 1959, pending FCC approval:

• WMFS Chattanooga, Tenn.: Sold by B. F. J. Timm to Leon S. Walton, president, National Radio Representatives, Atlanta, Ga., for more than $180,000. Mr. Walton also owns KOPY Alice, Tex., and recently acquired KJET Beaumont, Tex. Both WMFS and KJET specialize in Negro programming. WMFS is a kw daytime on 1260 kc.

CBS Chicago changes

CBS Chicago expected today (Monday) to announce expanded news and public affairs operations for CBS-owned WBBM-AM-TV these. CBS Central Division will split news operation between radio and tv with William Garry, now WBBM-AM-TV news director, assuming duties for tv only. Other appointments: Ben Larson, newscaster, to WBBA news chief; Hugh Hill to WBBA special events director, and Gerald Popper, formerly with BBDO and MBS, to sales promotion manager, WBBA.

Ampex thermoplastics

On heels of General Electric preview report of new GE thermoplastic recording development (early story page 59), Ampex Corp., major electronic videotape recorder firm, announced it “has had under study for several years the process of recording light, sound and coded impulses on thermoplastic film by means of an electron beam.” Ampex President George L. Long Jr. said if and when processes become practical, they will be adjacent to present systems, not replacement.

WEEK’S HEADLINERS

LOUIS DORFSMAN, appointed vp in charge of CBS Radio’s advertising and promotion last October, made creative director, sales promotion and advertising, CBS-TV. At CBS Radio, Mr. Dorfsman held a position in charge of CBS Radio’s advertising and promotion, which has been exhibited in this country and abroad, joined CBS in 1946 as staff designer. When radio and tv operations were separated in 1951, Mr. Dorfsman became art director of advertising and sales promotion, CBS Radio, and subsequently co-director of sales promotion and advertising and then director of art, advertising and promotion. He succeeds to post held by late Bill Golden, who died Oct. 23, 1959.

ERNST LEE JAHNCKE JR., former vp and assistant to president, Edward Petry & Co., station representative, named director, standards, NBC. Network also is expected to appoint director, practices, as well, both executives working within NBC’s department of standards and practice set up early in December 1959 to police programming and advertising over its facilities. James A. Stabile is vp in charge of department. Before he was associated with Petry, Mr. Jahncke was vp and assistant to president at ABC (1952-57). He was vp in charge of ABC Radio 1950-52 and held several positions earlier with ABC station relations becoming vp of department in 1949.

MRS. FRANCES COREY, vp in charge of Los Angeles office of Grey Adv., joins Catalina Inc., that city, as vp in charge of advertising, sales promotion, public relations and fashion coordination. Mrs. Corey, who previously was executive vp in charge of advertising for R.H. Macy’s of New York, succeeds L.J. Globus who leaves Catalina to open his own advertising agency, L.J. Globus & Assoc.
A PART OF EVERY COMMUNITY PROJECT

Five full 1/2 hours of local public service programming each week.

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area...a circumstance that must be reflected in audience response to advertising carried.

WTHI-TV
CHANNEL 10 • CBS-ABC
TERRE HAUTE
INDIANA
Represented Nationally by Bolling Co.
"INTERPOL"
Diamond Thieves
Forged Currencies
Firebug Extortion
Protection Rackets
Insurance Frauds
Crime Lords
Securities Swindle
Raging Epidemics

SUSPENSE
ACTION STORIES
ABOUT INTERPOL—
THE JET-AGE POLICE AGENCY—
THE SCOURGE OF THE
INTERNATIONAL UNDERWORLD

CALLING"

starring
CHARLES KORVIN
as Chief Inspector Duval

Only
The Rank Organisation Limited
(of J. ARTHUR RANK fame)
with established world-wide facilities
could produce this absorbing television series
in association with
The Jack Wrather Organization
for I T C.

INDEPENDENT
TELEVISION
CORPORATION

488 Madison Avenue • New York 22 • PLaza 5-2100

ITC OF CANADA, LTD.
100 University Avenue • Toronto 1, Ontario • EMpire 2-1166
JACK K SANTONI SANTONI ROTH, Watts 860 a.m. QUARTER HOOPERS, as SEPTEMBER, FOR SEGMENT Mgr. ANTONIO compiled ANTONIO FIRST AGENCY for to every 10-HOUR EVERY too!


High position Hall, Radio Jan. provide School 11-w. of Communications, annual meeting, Chicago. Among annual

Canadian Board in William charge Broadcasting of Broadcasters, E. Broadcast

minister. "How Burnett ln in "close 13th radio

Retail Sales Executives Club, Hotel

N. S. 10-7-9-29-30-27-26-28-25-24-22-21-20-19-18-17-16-15-14-13-12-11-10-9-8-7-6-5-4-3-2-1

broadcasters' awards for winter Feb. 9 MBS. Feb. 7-8-C -9


Jan. 28-30—South Carolina Broadcasters Assn. annual convention, Hotel Greenville, Greenville. Ken Beachboard of WBTV-SC there will be in charge of the tv sessions.

Jan. 29—Adcraft Club of Detroit, Statler Hotel, Speaker: Robert Hurleigh, president, MBS.


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. 6—12—U. of Minnesota School of Journalism's 13th radio-television short news course 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.

Feb. 11—Minnesota Sales Executive Club, Hotel Normandy. Speaker: Robert Hurleigh, president, MBS.

Interview: Helen E. Frank

Clinton E. Frank Agency Radio TV Supervisor tells why she selects the WLW TV Stations and WLW RADIO for Wilson's Evaporated Milk.

"The Crosley Broadcasting Corporation with its WLW TV Stations and WLW Radio has been a leader in its field for 37 years."

"This outstanding background and experience in technical skills, in showmanship, and in sales cannot be topped in the whole broadcasting industry."

"So the WLW call letters speak for themselves to make any advertiser or agency sit up and listen."

Call your WLW stations representative... you'll be glad you did! The dynamic WLW stations...

WLW-A Television Atlanta
WLW-I Television Indianapolis
WLW-D Television Dayton
WLW-C Television Columbus
WLW-T Television Cincinnati

Crosley Broadcasting Corporation a division of Arco
Hannibal made things happen in the Alps... and

WPEN
RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN News was awarded citations by the Associated Press Broadcasters' Association for "outstanding work in the fields of editorial-commentary, freedom of information, and outstanding news reporting." More evidence that in News... and in Sales... WPEN Makes Things Happen in Philadelphia.

WPEN
Represented nationally by GILL-PERNA
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
CONSOLIDATED SUN RAY STATIONS
*February 11—Howard Advertising Club forum, Shamrock-Hilton, Houston, Tex. Speakers: Donald S. Freeman, vice-president and board chairman of Assn. of National Advertisers; Art Arno, president-director, General Mills, and board chairman of Advertising Research Foundation; James S. Fish, vice-president-promotions director, General Mills, and board chairman of Advertising Federation of America; and Robert H. Shugert, executive director, Billboard (co-chairman, McCann-Erickson Corp., International). C. James Proud, president, AFA, will speak at noon luncheon.

*February 12—British Columbia Assn. of Broadcasters annual meeting, Hotel Vancouver, Vancouver, B.C.

*February 13—Western States Advertising Agency annual dinner-dance at Ambassador Hotel, Los Angeles. Award will be presented to "Advertising Citizen of 1959."

*February 14—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

*February 15—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel.


*February 17—"Hollywood Ad Club second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best TV and radio spots are announced. President of the Assn. of California presented in February 1958 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Ingram of ABC Broadcasting are again chairmen of the awards committee. Marv Salzman of NBC is chairman.

*February 17—Producers of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

*February 18-23—American Bar Assn. midwinter meeting, Edgewater Beach Hotel, Chicago. ABA board of governors and guests, along with National Conference of Bar Presidents and Fellows of the American Bar Foundation, meet in advance of House of Delegates sessions Feb. 22-23. Progress report on study work with media representatives on controversial Casone 35 (radio TV access to courtroom proceedings) expected to be filed.

*February 19—Sales Executives Assn. and Advertising Club of St. Louis, combined meeting, Statler Hilton Hotel. Speaker: Robert Hurleigh, president, MBS.

*February 19-22—National Sales Executives-International midwinter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

*February 27—Virginia AP Broadcasters—Washington & Lee U.'s radio newsmen's seminar.


*February 24—Academy of Television Arts & Sciences forum on good & bad programs, Beverly Hilton Hotel, Beverly Hills, Calif.

*February 24-25—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

**March 1960**

March 1—Radio & Television Executives Society time-buying-selling seminar. John F. Howell, CBS Films' vice-president-sales general manager, and Charles W. Shumaker, Sales Promotion Co.'s executive vice president, on "Syndication as a Media Buy." Hotel Lexington, New York, noon-2 p.m.


March 14—Texas Assn. of Broadcasters spring meet, Rice Hotel, Houston.

March 15—Radio & Television Executives Society time-buying-selling seminar. Richard S. Salant, vice-president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discusses: "The Fall Political Campaigns and Broadcasting." Hotel Lexington, New York, noon-2 p.m.

March 21—Academy of Television Arts & Sciences forum on "Do They [ratings] Really Know?"

**April 1960**

*April 1—Women's Advertising Clubs eastern inter-city conference, Sheraton-Biltmore Hotel, Providence, R.I.

*April 3—NAB Annual Convention, Conrad Hilton hotel, Chicago.

*April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies. Pantages Theatre, Hollywood, and broadcast on NBC Radio- Television networks 10-11:30 p.m. EST.

*April 5—Promotional Awards Program and National Premium Buyers 21st annual exhibition, Navy Pier, Chicago. Premium Award Assn. of America will hold its annual conference in conjunction with exhibition at same site April 5. And the National Premium Sales Executives conducts its sales and distribution seminar April 4. Social highlight: Premier Industry Club banquet April 6. Headquarters for the NBPE: Congress Hotel, Chicago.

*April 6—Academy of Television Arts & Sciences forum on New York station operations, ABC.


*April 17-19—Sales Executives Executives-International spring finance and executive committee meets, Hotel Lexington, Minneapolis.

*April 21-22—National Retail Merchants Assn., board of directors meet, Hotel Statler, Dallas, Tex.

*April 22—Virginia AP Broadcasters, National Press Club, Washington.

*April 24—National Retail Merchants Assn., sales promotion division board of directors meet, Paradise Inn, Phoenix, Ariz.

*April 24-27—National Retail Merchants Assn., sales promotion division, mid-year convention, Paradise Inn, Phoenix, Ariz.

*April 24-27—Continental Advertising Agency Network annual convention, Fontainebleau Hotel, Miami Beach.

*April 24-28—II. of Florida School of Journalism & Communications/journalism-broadcasting week, Gainesville. (Broadcasting Day 25th.)

*April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

*April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel there.


*April 29—Ohio Assn. of Broadcasters, Pick-O-Hio hotel, Youngstown.

**May 1960**

*May 1-2—American Bar Assn.'s Law Day U.S.A.

*May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.

*May 9-12—Institute of Radio Engineers symposium, Hotel del Coronado, Coronado, Calif.

*May 10—Wisconsin FM Station Clinic, Center U.S.F., U. of Wisconsin, Madison.

*May 12-15—Advertising Federation of America Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.

**A Top NBC Award Winner**

**Miss Edna Seaman**

**WFBC-TV's Promotion Manager**

**For Audience Promotion in GREENVILLE**

**SPARTANBURG**

**ASHVILLE**

Using the theme "Total Television in DIXIE AFTER DARK", Miss Seaman was one of the top 5 winners in NBC's nationwide audience promotion competition. She was selected 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-Ashville market.
OPEN MIKE

Burnett is Chrysler agency

EDITORS:
IN RATING SERVICE BOX PAGE 43 DEC. 14 UNDER BACKGROUND "ANOTHER EVENING WITH FRED ASTAIRE" PROGRAM IS ERRONEOUSLY CREDITED TO ANOTHER AGENCY THAN LEO BURNETT CO. WHICH IS THE AGENCY OF RECORD ON THE ASTAIRE SHOWS BOTH IN 1958 AND 1959 FOR OUR CLIENT CHRYSLER CORP.

Gil McClelland
Leo Burnett Co.
Chicago

Inventory of progress

EDITOR:
A year's end inventory of the progress that has been made in public education about mental illness reveals the important, but often unacknowledged, role the broadcasting industry has played.

All non-profit associations owe much to the unlimited cooperation of broadcasting in making their facilities available for our public service messages.

To the broadcasters of Southern California in particular and to the entire industry in general, I simply want to say "thank you."

Ernest Kreiling
Executive Director
Los Angeles County Assn. for Mental Health

'To dispel the fog'

EDITOR:
As a union officer I cannot help but note that if "labor" was substituted for "broadcasting" in the editorial ("To dispel the fog," Dec. 21, 1959) it would be an excellent summation of labor's reaction to the accusations leveled against the entire labor movement on Capitol Hill.

My great fear is that broadcasting, in its attempt to set its house in order, will prostitute itself to the vocal minorities, those self-appointed guardians of us all who are eternally "viewing-with-alarm" and "pointing-with-pride."

John I. Lucas
Recording Secretary
L.U. No. 1200, IBEW
Silver Spring, Md.

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Executive and publication headquarters: Broadcasting & Telecasting Bldg., 735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 6-1022.

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SUBSCRIPTION PRICES: Annual subscription for 26 weekly issues $7.00. Annual subscription including yearbook: Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscribers' occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 735 DeSales St., N.W., Washington 6, D.C. On change, please include both old and new addresses.

BROADCASTING, January 4, 1960
WHAT MAKES WXYZ-TV AND WXYZ RADIO DETROIT'S MOST POPULAR STATIONS?*

Talent and production staffs with original ideas... the kind of original ideas that put WXYZ-TV's "Lunch with Soupy Sales" on ABC network and brought the nation J. L. Hudson's Thanksgiving Day Parade.

This originality made WXYZ Radio's mobile studios one of America's most imitated broadcasting techniques... the same WXYZ Radio that originated The Lone Ranger and Green Hornet.

Michigan's "young at heart" audiences expect this originality from Broadcast House. We call it WXYZing! In this big car buying year, there'll be more money around Southeast Michigan than ever, so put WXYZing in your plans!

*See for yourself. Check the rating books.

THE STATIONS WITH WXYZing
WXYZ-TV CHANNEL 7 • WXYZ RADIO 1270 • ABC-DETROIT

Represented nationally by Blair-TV and John Blair & Co.
Crêpes Suzette Aoufflées

...OLD NEW ORLEANS FAVORITE

As served at Broussard's by Felix Savoy. Napoleon approves!

WWL-TV... New New Orleans Favorite

Among New Orleans' favorite shows are the ones they see live on WWL-TV. Ranging in interest from NEW ORLEANS JAZZ to MORGUS BOARD (featured in TV Guide, Nov. 21) to authentic jungle adventures on WILD CARGO, WWL-TV's schedule of 49 live shows per week provides the perfect vehicle for commercials that require a personal touch.

Ask Katz about the local popularity of WWL-TV's live programs

WWL-TV

NEW ORLEANS

Here's how to make it!

There are three steps in the Crêpes ritual at Broussard's—a sassy sauce, a light egg batter and a determined meringue.

Make sauce and store until needed. Cream 1/4 cup sweet butter with 1 cup sifted confectioner's sugar. Flavor with rum or a few drops pure rum extract. Grate rinds of 1 medium orange and 1 lemon; extract juice & pulp. Combine with sauce and heat just a little to blend it. Add 2-3 whole cloves. Makes 1 cup.

Make 4 paper-thin French pancakes about 8 inches in diameter. Follow your own favorite recipe, but use a light egg batter.

Fill the centers with 4-5 heaping tbsp. very firm vanilla-flavored meringue. Fold in half, then again, making a triangle. Dust with confectioner's sugar.

Pour sauce into baking dish, arrange folded Crêpes in it. Set in pre-heated 325 degree oven 10-12 minutes, until Crêpes puff up and meringue browns lightly.

Carry to table at once. Pour 1 1/2 oz. good brandy and 1/2 oz. Grand Marnier over each. Touch match to the dish and flame-baste Crêpes a minute or so. Serve at once on heated plates covered with brandy sauce. Makes 4 gourmets happy.
MONDAY MEMO

from DON BELDING, former board chairman, Foote, Cone & Belding

Where are our leaders?

The advertising industry is getting its soft belly punched again. It seems that every time any advertising practice is challenged the rule is to yell guilty and run for the shade.

A few years ago the compensation method of client-agency relationships was challenged. The leaders meekly pleaded *nolo contendere*. Yet this was the compensation system under which advertising had made its greatest contribution to the American standard of living.

Now we find that some producers turned out television programs that reached the highest ratings in TV history but advertising codes which have been challenged as dishonest. I am not going to defend liars, or cheats, or dishonest people. But I am going to defend the quiz show and the manner in which it was conducted.

**Quiz Show Defense** • These quiz shows were very popular. The people liked them. The producers operated on tight budgets. They used devices which kept the shows within the budgets. One of these devices was a method of controlling the big budget item, the prize money. If a contestant showed no appeal to the public he was taken off pretty fast. No one lays a line against public acceptance. If they had a contestant with appeal it was just good business to keep him on for awhile. That meant the public liked the show and the ratings would be good.

These producers were offering entertainment, not puritanism. The only mistake they made was in not being frank and honest in defending the methods they used when the chips were down.

**We're Not All Pure** • Of course there are some charlatans in the advertising business. And so are there quack doctors, hypocritical preachers, chyster lawyers and crooked politicians. But that doesn't mean that most of the doctors are quacks, most of the preachers are hypocrites, most of the lawyers are chysters or that most of the politicians are crooks. Nor does it mean that most of the advertising men are charlatans.

But it does mean that leadership must take constant measures to keep its industry free of these undesirable elements. If not, the industry must be prepared to take the consequences.

When the baseball industry slid down the road of staining it emerged with a Judge Landis and the people applauded. The legal profession has a rather ineffective disbarring procedure. The medical profession has its Hippocratic oath and a malpractice code. Politicians are trying to put behind a fair practice code to catch the culprits before they are elected. Advertising has the Federal Trade Commission, the Pure Food and Drug Act and the Better Business Bureau. And it has some very effective copy codes which copy writers should pay attention to.

**Hurray for Advertising** • Advertising should be praised to the skies for its contribution to the American economy—for the way it has helped to increase the standard of living of our people—for the employment it has directly and indirectly caused. Instead, our people are forever apologizing.

In times like this strong hands are needed. If a Judge Landis is required to meet a situation with a fair practice code that has teeth in it, where are those with courage enough to speak out, make a sale and take some action?

Where are the leaders? In the trade associations? They should be. But trade association managers and boards don't "stick their necks out." Trade associations are fence walkers.

Where are the leaders? In the agencies? Hardly. They are even more tightly bound to a financial reason for walking the fence.

I am sure we can say that if it hadn't been for the Advertising Council, things would be a lot worse. The Advertising Council has taken the gracious approach, an admirable unselfish approach. They have turned the other cheek. But the advertising critics haven't hesitated to belt the other cheek a good hard blow. Those who would destroy advertising do not believe in the Biblical admonition that the meek shall inherit the earth. They must be handled by sterner measures.

There's an old Latin phrase, *silentium con sensum*, which translates to "silence means consent." And there is also an adage, "Boldly ventured is half won," as true today as at the time of King Tut. So where are the leaders who will stand up and answer the critics of advertising with the obvious truths and justifications? And where are the leaders who will now take off their coats and fight to clean up the industry, if it needs cleaning up, before the fog of censorship and regulation blankets the effectiveness of advertising to serve our country well?

**Action Needed, Now** • Where are the leaders? Not those "too busy just now," but leaders who will act. Here is one idea: A few advertising managers have risen to the heads of their companies. They have demonstrated that they have enough intelligence in their heads and guts in their characters to overcome major obstacles.

I'm thinking principally of three—Neil McLelroy of Procter & Gamble, C.G. Mortimer of General Foods and F.W. Specht of Armour. If these three would put their heads together as an executive committee of the advertising business they should come up with some practical action answers.

They can afford to stick their necks out because there is no internal political rival left to cut their heads off. And even if their boards of directors object I am sure that they have enough sustenance stored up to enjoy a bountiful life for the rest of their days.

God help the advertising business if we can't find leaders with courage enough to defend it constantly against all comers and to institute clean-up procedures if that action seems necessary.
Important notice to Time Buyers in

Adam Young is now the man to see when you want the best buys in Baltimore and Richmond!

WITH WXEX-TV WLEE

A GLOWING FORECAST FOR THE 60's

Top economists predict 100% rise in television advertising

They say that's least TV can gain in decade of great U.S. growth

These projections led Jock Whitney to take the plunge in TV

A doubling of revenues, shared mostly by existing stations and stubbed by gains in profit potential—that's the 10-year economic outlook for television as seen by one of the country's leading investment companies.

J.H. Whitney & Co., a partnership of experts who "put our own money in things we have faith in," made the analysis. It was one of the factors that led John Hay (Jock) Whitney, now ambassador to Great Britain, and a group of his associates to consolidate all of Mr. Whitney's broadcasting and publishing interests in the new Whitney Communications Corp., effective the first of this year (Broadcasting, Oct. 26, 1959). Through the Corinthian Stations, Whitney Communications already is weighted heavily on the side of television station operations.

Here is the Whitney organization's broad forecast for 1970 as described by C. Wrede Petermeyer, president of Corinthian and one of the group pulling out of Whitney & Co. to form and operate the new corporation:
- Gross National Product, estimated at $472 billion in 1959, will be about $790 billion in 1970—in terms of 1958 dollars. This is the estimate of the National Planning Assn.
- Total advertising expenditures will go from $10.9 billion to about $18 billion.
- Television's share of total advertising expenditures will rise from $1.51 billion to somewhere between $2.7 billion and $3.1 billion.
- All these figures are expressed in terms of 1958 dollar values, without giving effect to inflationary rises. Assuming, as the Whitney company does, that inflation will continue, then the generally accepted estimate of 2% inflationary increase each year would mean that in 1970 television's total revenues would range—in 1970 prices—somewhere between $3.5 billion and $4 billion.

The projection accepts Census Bureau estimates that U.S. population will rise from 177 million now to 220 million in 1970. It assumes generally conservative rates of economic growth in terms of recent years' experience—that total advertising will come to about 2.3% of GNP (the low side of the ratios recorded since 1955) and that television's 1970 share of total adver-

Bulls on the loose at McCann-Erickson

The growth of the U.S. economy in the next 10 years will match that achieved in the last 25, McCann-Erickson predicted in a special study released last week.

Total advertising should rise more than 60% to a point above $16 billion by 1965 and "could well exceed $20 billion, or more than double present volume," by 1970, according to the study. Titled "The Decade of Incentive," the report was based on studies by Market Planning Corp., an affiliate of McCann-Erickson.

On comparable economic questions the McCann report and the analysis by J. H. Whitney Co. (see story this page) showed similarly optimistic appraisals, although the agency's forecast for total advertising expenditures 10 years hence was a little above the Whitney estimate of $18 billion. (M-E made no estimates for individual media.)

Both M-E and Whitney comparisons were expressed in terms of constant dollars, disregarding inflationary factors. Assuming inflation will raise the price level 2% a year—same figure assumed by the Whitney firm—McCann-Erickson noted that total advertising volume in 1970 could well exceed $25 billion in 1970 dollars.

The M-E study said that, assuming only that there is no recurrence of war, the next 10 years would produce "a giant step toward "eradication of material want," with enough gain in national output "to provide 30% more goods and services for 25% more people, with perhaps 8% less work time per person." Other highlights:

By 1970, "a man's hourly production may equal twice his production rate at the end of World War II. "Only one family in seven now enjoys an income level equal to what will be the average family income level in 1970."

Consumer spending 10 years hence should be about double the rate for 1960: "In 1970, consumers alone will take off the market a volume of goods and services approximately equal to the current purchases of consumers, business and government combined."

Most striking increases in consumer spending will be in the area of durable goods: "By 1965, outlays for durables are likely to be as much as $58 billion, or roughly 40% above current spending in this area; by 1970, spending for durables may exceed $70 billion a year, of which automobiles may account for nearly $30 billion, "the McCann-Erickson forecast reported.

Spending for soft goods, including food, will rise less rapidly but in dollars the gain will still be "prodigious": "By 1970, soft goods spending is likely to exceed $225 billion, of which perhaps $125 billion will [be for] food. Spending for non-food soft goods, which now amounts to about $65 billion a year, will have increased fully 50% by 1970... Recreation outlays should advance sharply and will constitute a $25 billion industry."
How Whitney economists chart the next 10 years

**Advertising and GNP** • This projection shows relationship of total advertising expenditures and the Gross National Product through the next decade. This assumes advertising ratio to GNP won't rise above recent levels.

**Economy a Growth Industry** • Does this projected increase in television's share—from 13.9% in 1959 to 15-17% in 1970—entitle tv to continue to carry the label of “growth industry”? Mr. Petersmeyer’s answer is a loud “yes.” He explains:

“The economy is a growth industry itself, to start with, provided the markets you're trying to reach are people. The closer you can get to reaching people in an expanding economy, the closer you get to a growth industry. For example, take the growth of children's books: when you have an increase in population of children you're going to do much better if you are in that area of the book business than if you're manufacturing equipment that will go into libraries.

“When you talk about communications you're talking about reaching the ultimate consumer, and when you talk about reaching the ultimate consumer in an expanding population, that's a growth industry.

“Superimpose on that an expanding percentage of the dollars that must be spent on that communications, even though the percent goes from 13.9% to only 17% in a 10-year period, that still is better than a 20% increase in share—not just the difference between 13.9% and 17%. Superimpose this on the expanding market you're trying to reach and you have a doubling of the dollars going into this medium in 10 years. And that is a very healthy growth situation. That's close to 10% increase per year.”

No Tv “Population Explosion” • In Mr. Petersmeyer's opinion this doubling of television revenues will be split up largely among existing stations, although he anticipates some increase in station population. He expects that many stations that are uneconomic today will become more economic, and that some markets that cannot now support an additional station, or even the first station, will become able to do so in the next 10 years.

Thus most of the doubling of television revenues (again speaking in 1958 dollar values) will come from increased rates, plus the fact that there'll be growing demand for time on many stations which currently aren't that lucky. Considering the inflationary factor, he figures that rates 10 years hence will be more than double what they are today; forgetting the inflationary factor, something less than double.

“I think that probably 90% of the revenue increase will go on existing facilities,” Mr. Petersmeyer asserts. But he doesn't think rates will get out of line, from the advertiser's cost-per-thousand viewpoint. In fact, he feels that television, in relation to other media, is underpriced right now. He says:

“You find a very healthy sales picture on most stations, and if that is true and this advertiser demand continues and television gets an increasing share, the law of supply and demand will certainly cause television's rates to be increased.

“I think, for example, that television is still living with a policy, adopted by the industry in 1955, of package plans offering tremendous discounts in daytime television. You get 12 Plans, 24 Plans, 36 Plans; you get discounts up to 45% for a 12 Plan and some of them go up from there. This was instituted
at a time when you couldn't give daytime television away. Advertisers taking advantage of it have put sizable amounts of money into daytime television and they've found it really moves merchandise. On stations now you will find difficulty in finding good minute availabilities. Over a period of time I think you'll find those discounts going down—as well they should. Those discounts have made daytime and daytime minutes extremely attractive in relation to prime evening time. I think it's ridiculous for television stations to price their product where they sell at less than a dollar a thousand."

All Rates To Rise • Mr. Petersmeyer thinks other media's rates will go up, too—though, as in the case of tv, he doesn't see them doubling. But he doesn't think they'll be able to maintain their cost-per-thousand.

Television, in his view, has a big advantage built in: the growing population will "fill in" under the "umbrellas" of tv station coverage patterns, so that the costs of reaching these additional people will not materially increase—television is tied to less variable costs than other media. Expressed another way, print media will have to raise rates to keep pace with rising costs, while television can peg its rates more according to the demand for time, without having them dictated so inflexibly by costs.

This obviously means that television stations can look for greater profits than other media.

"In the print media," Mr. Petersmeyer explains, "your printing and paper costs, labor, mailing charges, etc., will go up with every customer you get. In television your productions costs will continue to go up, but they won't go up in the same ratio to total costs as I think they will in other media. As print media prices go up, demand for television will increase. And the only way you can accommodate the demand is by raising rates. I think television CPM can increase—could right now—in relation to other media, and still be a very attractive buy."

More Money for Programs • While he sees in the future of television a greater profit potential than in print media, Mr. Petersmeyer does not feel profits will be taken at the expense of programming. In his opinion a profitable operation is more inclined to put out more money for programming, and this he is sure will be demonstrated.

"With adequate profit to cover a decent return on your investment," he points out, "you're far more inclined to pump a lot of that money back into better programming, public service programs, pre-empting commercial time for other things, than you would otherwise when you have to meet bank loans and payrolls, in short, you're a marginal operation."

He feels that there are "some substantial elements" who have come into broadcasting via high-priced station purchases in the past few years, who have sizable bank commitments and must make a satisfactory return in order to stay in business. But he also feels they're in the business to stay for a long time, and that they and broadcasters generally will be spending more and more dollars on programming.

With or Without Crisis • Program improvement he thinks would have proved true even without the current wave of criticism of television programming.

"Using public airwaves," he says, "you have a responsibility to the public—and that means to the majority in a

Mr. Whitney
A projection of tv plenty
TvB sees 10% gain in 1960

Advertisers in 1960 will spend an estimated $1.688 billion in television, a gain of more than 10 percent over 1959.

The projection comes from Norman E. Cash, president of Television Bureau of Advertising, who released today (Jan. 4) a summary of expected tv dollar activity in the new year.

The $1.688 billion is computed on the basis of actual expenditures for time and talent, and keyed to normal production in the U.S. economy, Mr. Cash explained. A resumption of the steel strike, for example, or some other serious disruption "could change the picture," Mr. Cash said.

It's understood that TvB's estimate for total tv advertising in 1959, including network, spot and local business, amounts to $1.527 billion. This is about a 12.8% increase in 1959 over 1958. Early in 1959, Mr. Cash had predicted a minimum increase of 10%. Tabulations for full 1959 have not yet been made.

In looking ahead, Mr. Cash saw a 1% larger slice of total advertising spending going to tv in 1960 compared to 1959. Mr. Cash said that in 1959 tv obtained about 14% of all advertising dollars invested, a share that in 1960 will edge up to 15%.

The major share of the tv advertiser investment will be in network tv, Mr. Cash anticipating some $846 million in net time and talent. This would be an estimated increase of 8% over 1959. He predicts spot expenditures (national and regional) should total $220 million or a gain of about 12%. Local business in tv should total $322 million, representing a 15% upswing.

Time Period Problem • He had a note of warning also as to the climate ahead: "With many more dollars available for advertising in the 60's, television's biggest problem may soon be to find time periods to accommodate the multitude of advertisers who will want to use the medium."

In his other comments, Mr. Cash noted that a number of new advertisers endorsed tv in 1959 and others in various product groups increased their budgets, a trend, he said, that will continue.

According to latest compilations (TvB is the releasing source) this is the status of tv's gross billing.

In network: Gross time billings (computed at one-time rate before all deductions) for the three networks are $510,136,192 for January through October in 1959 (also see network billing story, page 44). In spot: In the third quarter of 1959, spot tv computed at the one-time rate came to $133,581,000, when totaled for the first nine months in 1959, the spot figure comes in at $448,904,000.

We have political democracy and social democracy, but there is an element in our country that refuses to believe that there ought to be cultural democracy. They'd like to set up an elite that says this is what the public wants to see.

"Popular programming is good programming—provided you haven't eliminated the minority appeal in your programming too. Somebody can say, 'I don't like the popular programming,' and that certainly is his prerogative. But that doesn't mean it's poor programming; it just doesn't like it."'

Noting that simple economics requires that there be enough advertiser support to pay for station operation, he ventured that "over a period of time a larger percentage can be devoted to minority appeal—but I'm not saying that this is wrong at the present." Mr. Petersmeyer's estimates of total advertising volume assume that its ratio to GNP will remain at 2.31%, the 1959 estimated figure and also the lowest of the last five years. But he is confident the downward trend evident since 1956 (from 2.36%) is ready for reversal, that the economy will become more and more a consumption economy and that, as business becomes more competitive, it will have to spend more dollars of GNP in order to sell the merchandise. Consequently he feels that 2.31% is a conservative estimate of advertising's relationship to GNP in the future.

Moral of 1958 • He also sees in the 1958 business recession a lesson for the future. A lot of major advertisers, including Procter & Gamble, demonstrated that "you can spend your way out of a recession." When the next shaky spell comes over the economy, he feels, business will remember 1958 and be more inclined to continue and even increase its advertising.

The Whitney projection also foresees greater leisure time opening up larger markets for consumer goods. Through production efficiencies, greater use of machinery, etc., it looks for maintenance of at least the same productivity of the past two decades—with fewer man hours of work.

Another thing going for increased advertising in the years ahead, Mr. Petersmeyer notes, is the way profits get bigger as unit sales increase. For this reason "the businessman will go to increased efforts to make that last sale, because he'll take an increasing profit on it. Hence he can increase advertising expense and the return he will get will be far greater than that additional cost. I think you'll find the advertising lobbying in the way of increased advertising expenditures in order to capture increased sales."

While his discussion centered on tv, he pointed out that "the same factors of reaching people, fixed-vs-variable costs, and population and expanding markets filling in under your coverage areas apply to radio just as they apply to television. Radio is still a very attractive business investment. As the cost of television increases, advertisers blocked out of tv will increase the potential for other media—and certainly radio is more akin to television than other media. I think radio will do very well."

Whitney Plans • With this sort of rosy projection in hand, what does the Whitney company plan to do about it? Mr. Petersmeyer doesn't say, exactly, except to indicate that personally he would like to see it get into program production eventually.

"Our job in the last year—and it will go on for a while—is catching up," he says. "When you move very rapidly you have to consolidate your position behind you. We're still in the process of polishing our stations and making better operations than they were when we acquired them."

He did observe that "we're not at our limit" and that "we've never sold a broadcasting property" and "have no plans to sell one."

"We're not at our limit," Whitney Communications is close to it. The company has five tv and two radio stations through Corinthian. They are KOTV (TV) Tulsa, KHOU-TV Houston, WISH-AM-TV Indianapolis, WANE-AM-TV Fort Wayne and KXTV (TV) Sacramento. The new firm also includes Mr. Whitney's 50% ownership of VIP Radio Inc. (four radio stations in the New York suburban area: WVIP Mt. Kisco, WVOX-AM-FM New Rochelle, WGHQ Saugerties and WFYI Mineola), and his controlling interest in the New York Herald Tribune Parade magazine and Interior Design magazine. FCC regulations limit ownership to seven tv stations (five of which may be vhf), seven am and seven fm stations.

26 (BROADCAST ADVERTISING)

BROADCASTING, January 4, 1960
Meet the regular old pro on every big league marketing team. You can’t go after the top third of America’s markets without GOOD OLD 33

So how do you sign him up? Most big marketers agree (in contracts) that WHIO-TV and/or WHIO does the trick every time. See the small print for this month’s reasons to go after GOOD OLD 33. And, for a zillion other reasons why you want him now, see National Representative, George P. Hollingbery.

One of America’s Great Area Stations
Reaching and Holding 2,881,420 People—in 41 Counties of 3 States

You can’t skip
GOOD OLD 33
THE DAYTON MARKET

Now—Dayton is the 3rd Market in Ohio
68% Own Their Own Homes (National Average 55%)

Associated with
WSB, WSB-TV, Atlanta, Georgia and
WSOC, WSOC-TV, Charlotte, North Carolina
The presidents of two Chicago-centered and broadcast-bent advertising agencies have added their comments and reactions to government advertising and programming probes (Lead Story, Dec. 28, 1959).

Albert G. (Jeff) Wade II, president of Wade Adv. Agency, noted that networks have had control over programming and are major factors. "We believe that almost all the great programs in radio came from agencies, not the networks," adding that there is still an abundance of "good programming people" in agency circles.

Mr. Wade foresaw some programming changes and fewer "extravagant" advertising claims in commercial copy as a result of the Washington investigations, but felt TV's effectiveness has not been tarnished. His agency contemplates no changes in copy approach because it adheres to "strict standards for its clients," including Miles Labs and Alberto-Culver. He observed that naturally would like to see advertising "more closely identified with program content," but that the magazine concept was brought about by the very nature of selling products, particularly in the packaged goods field where frequency is a major factor. In the end, however, Mr. Wade said, "nothing but good" can result from the probes.

Maurice H. Needham, president of Needham, Louis & Brorby, provided these answers to these questions:

What effect, if any, has current Washington investigation on quiz and commercials had on tv as an advertising medium in the future?

We believe investigations such as are going on are valuable and helpful, and that TV—because of its strong combination of sight and sound—will continue as a potent advertising force.

Do you think the investigations will change TV commercials in any way?

The history of advertising shows that the sins of a few have often helped the development of the product as a whole, and this could also be true with TV commercials.

Has the investigations changed your ideas on the effectiveness of TV?

No. In fact, the vast amount of attention and publicity given the subject—particularly by competing mediums—indicates the strong emotional factor and, consequently, the effectiveness of TV.

Has NLAB changed any operating policies—or is it planning any—in view of the investigations?

No. We have always had and will continue to have a policy of absolute integrity in all our advertising.

Do you have any opinion on advertiser influence in and control of TV programming?

One of TV's prime advantages is that it offers advertisers an opportunity to associate their products with specific programs that reflect their corporate image and offer unique emotional impact to their selling messages. Since sponsorship of a single television program involves millions of dollars, it seems inconceivable to us that an advertiser would be willing to invest such sums without participating in the planning and development of its sponsored shows toward this end.

We believe that advertisers and their agencies must stay in "show business" for the good of all concerned. As far as Needham, Louis and Brorby is concerned, this doesn't mean that we are going into the program business. It means we are striving to work more closely with networks, program packagers and producers. That, I think, is the best way to develop TV programs.

Any opinion about magazine or spot carrier concept of TV?

We do not believe that magazines and television are the same breed of advertising medium, though both are and will continue to be very important and popular forms of communication. There is a far greater emotional involvement between people and television programs than there is between people and print editorial content. Furthermore, there is a more direct association between broadcast programming and commercials than between print editorial matter and printed advertisements. By its very nature television cannot separate and isolate advertising from editorial content as is done in newspapers and magazines.

Have the investigations or publicity on the overall subject overlooked any areas?

Perhaps not enough emphasis has been placed on what the mass public actually wants or thinks, particularly in the programming area.

PM, ASR merger

Philip Morris Inc. is considering a major step in its diversification policy. The cigarette manufacturer announced last week the possibility of a merger in April with ASR Products (formerly American Safety Razor Corp.), a major producer of razors and blades. Subsidiaries of ASR include Supreme Products of Chicago and U.S. Relay of California.

The merger would be on the basis of one share of Philip Morris common stock for each 4 1/2 shares of ASR common stock. This ratio places a value on ASR Products common stock of about $22.5 million or $14.25 per share in terms of Philip Morris common stock which closed at $61.75 on the New York Stock Exchange last Monday (Dec. 28). The plan will be submitted to the boards of directors in late January. Stockholder action is anticipated in April.
Things are really 'looking up' in WDAY-TV-land! First, our new 1206' tower—combined with our new 100,000-watt transmitter—has met and exceeded our expectations—has expanded our area coverage 96%... increased our audience 60%... and swelled our retail sales volume 100%!

Second, every edition of SRDS points out that the Fargo Area is the Number 1 Retail-Sales-per-Household Area in the entire USA. The national average is $3,944... as compared to Fargo's whopping $5,970!

Third, our second-to-none Promotion Department has proved, again, that it still has the touch... winning two of the top awards in the Lone Ranger 25th Anniversary Contest and the NBC Daytime Contest last year. Our Promotion Manager Roy C. Pedersen keeps up-to-date in the promotion field by being on the Broadcasters' Promotion Association's Board of Directors. And that's the good word up to this moment!

Yours,

Tom Barnes

WDAY-TV
FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives
Lumber ads discussed

What is the place of radio and tv in the grand merchandising-promotion design of the retail lumber dealer? There are these suggestions made by a group of building supply experts: advertise on radio when shifts change in manufacturing plants, the workers are driving home and thus will hear the ads; "shoot fire power" at women when they're home; and "actually build projects on the show."

The recommendations were among 101 gathered by BBDO at a "creative panel" (or brainstorming session as developed sometime ago [1939] by the agency). The panel covered five areas including advertising, service, procedure, promotion and display.

Food ads lead radio

Food advertisers led the list of spot radio users during the third quarter of 1959, according to Radio Advertising Bureau. Food companies accounted for 16.2% of all spot radio time bought during the period, followed by gasoline advertisers, 13.2%; ale, beer and wine, 10.5%; tobacco products, 8.6%; toiletries, 8.0%; drugs, 4.6%; transportation and travel, 4.2%; religious, 3.6%, and agriculture, 3.0%.

Business briefly

King-sized return • U.S. Tobacco Co., N.Y., out of network TV since June 1954 when its Martin Kane series went off NBC-TV, returned yesterday (Jan. 3) to NBC-TV on behalf of its King Sano cigarettes as alternate-week sponsor of Meet The Press (Sun. 6-6:30 p.m.). Agency: C. J. LaRoche & Co., N.Y.

MBS news show • Acoustic Inter. National Div. of Dictograph Products Inc., Jamaica, N.Y. (Acoustic hearing aids), starting Jan. 25 will sponsor nightly Mutual newscast called The Sound and Sense of the News as part of company's largest consumer advertising campaign in its 58-year history. Monday-through-Friday program (9:30-9:35 p.m.), which will be carried on 275 MBS stations, will be narrated by newscaster George Hamilton Combs. Mr. Combs, formerly ABC Radio commentator, more recently co-founded Radio News Service (Radio Press International) which was sold last month to WMCA New York. Acoustic's 1960 ad effort also includes national magazines and promotional aids to dealers. Agency: The Wexton Co., N.Y.

Moving into radio • Bekins Moving & Storage Co., Seattle, plans a year-long spot radio campaign to be carried in Washington, Oregon and Idaho by 25 stations. Included in the Bekins' schedule are 90-second weather spots in 7:30-8 a.m. time slot, 30-second weather reports and forecasts and a 60-second commercial built around musical and copy themes used in 1959 when Bekins sponsored 5-minute newscasts. Agency is Frederick E. Baker & Assoc., Seattle.

Saturday lunch • Jell-o Div. of General Foods Corp., White Plains, N.Y., renewed sponsorship through June 25, 1960, of Lunch with Soupy Sales on ABC-TV (Sat. 12 noon-12:30 p.m. EST). Agency: Young & Rubicam Inc., N.Y.

Health food • New product called Homegan, a combination of honey and vinegar, is to be marketed by B.T. Babbitt Inc., N.Y. Watch for TV and radio spots (spot in both cases) to help initial campaign this month in six marketing areas (Boston, New York, Chicago,

(9) 1960 (BROADCAST ADVERTISING)
These NEW AM Radio Transmitters
Speak with Continental Authority!

Here are preferential new installations
made by discriminating major broad-
casters. They indicate the proven
quality, reliability and acceptance of
Continental Electronics Transmitters.

In addition, four brand-new 250,000 watt Type 418A Continental shortwave
broadcast transmitters are being installed today near Barcelona, Spain.

designers and builders of the world's most powerful radio transmitters
Philadelphia, Los Angeles and Miami. By spring, it'll be going national with radio-tv spot again a possibility. Brown & Butcher, N.Y., is agency.


Quaker in Germany • The Quaker Oats Co.’s $100,000 billing in Germany is now being serviced by Foote, Cone & Belding at its newly-established Frankfurt, Germany, office, becoming the agency’s first client there. FC&B already has placed an order for Quaker radio advertising to begin shortly after the first of the year in Germany (subsidiary company there is Quaker Nahrmittel Gesellschaft). FC&B in London handles Quaker Oats in England.

Agency appointments

• Doyle Inc. (Strongheart dog food, Kit Kat cat food), Chicago, appoints Lillienfeld & Co., that city, to handle its advertising west of Pittsburgh, replacing D’Arcy Adv. Co. Account has used radio-tv.

• Perfect Circle Corp. (automotive products), Hagerstown, Ind., appoints Compton Adv., Chicago. Account bills nearly $1 million. Advertising formerly handled by Henri, Hurst & McDonald, Chicago.

• Also in advertising

Nominations sought • Western States Advertising Agencies Assn. has launched its search for “Advertising Citizen of 1959” by inviting nominations from anyone in advertising—advertiser, agency or media—of candidates who have made outstanding contributions to the public understanding of advertising and to community and civic affairs. Nominations should be sent in writing to WSAAA, 730 S. Western Ave., L.A., before Jan. 15. The award will be presented at the WSAAA annual dinner dance, Feb. 13, at the Ambassador Hotel in Los Angeles.

Name change • The name of Honig-Cooper, Harrington & Miner, San Francisco and Los Angeles agency, has been changed to Honig-Cooper & Harrington.

Finds a home • Street & Finney Inc., N.Y., has been assigned a new and unnamed product from the Household Products Div. of Colgate-Palmolive. The agency currently handles advertising for Colgate-Palmolive’s Florient, Super Suds and Colgate shave cream.

Record ad budget • Buena Vista Film Distribution Co., New York, has reported it will distribute $18.5 million worth of new film products from Walt Disney Productions during 1960-61. To promote the film releases, Roy O. Disney, president of Walt Disney Productions, announced a record $4 million will be spent by the company on advertising, publicity and exploitation. Broadcast advertising is included in the budget but no figures for various media have been revealed.

Soma moves • Soma Adv., Portland, Ore., has moved to 1311 N.W. 21st Ave. The agency has opened a branch office at 737 N. Michigan Ave., Chicago.

TV PREVIEW

All aboard • General Foods’ newest Gaines dog food product, Gravy Train, will be pulling up in eastern markets this month on the first lap of its national distribution route. These are random stills from an assortment of 60-second and 20-second commercials being placed by Benton & Bowles on General Foods’ networks shows and in night availability in 39 eastern markets. Network exposure beings on the Ann Southern Show (Mon., 9:30-10 p.m.) and the Betty Hutton Show (Thurs., 8-8:30 p.m.), both CBS TV, in late January.

The sneaker wearers (top left) are heard on one sound track but their faces are never seen. The hat (top right), seen in another commercial belongs to a crowd of youngsters rounded up in home neighborhoods of Benton & Bowles’ tv specialists. (Amateur talent, tested and taped in backyard auditions, beat out lines of professional applicants.) In a series of spots that includes dogs, people and the product (bottom left), a bit of animation also tags each commercial as the train chugs across the screen (bottom right).

Tv is getting about 60% of a multi-million dollar budget. The commercials tie in with the print art. Photographer Irving Penn, after shooting close-ups of countless breeds in his own studio for Gravy Train print ads, sat in on the film sessions at Elliot, Unger & Elliot, New York. Finished tv art reflects his style as well as a heightened realism sought by using a hand camera and few optical effects.

Agency credits: John Masson, account executive; Ted Okon, tv producer; Paul Wason, copy group head; Gunnard Faulk, art director, and Bob Brooks, tv art. P.J. Hoffman of General Foods is product manager on Gravy Train. Last week Mr. Hoffman reported results of test marketing in the Midwest were “phenomenal.”
IMPACT

In the San Francisco Bay Area through local interest in Sports, News and Personalities.
The broadcasting business—in both its programming and advertising aspects—is scheduled to get early attention from both sides of Capitol Hill as the 86th Congress reconvenes this Wednesday (Jan. 5). Congressional scrutiny of tv and radio will be intensified, of course, by the fact that this is the congressional and presidential election year and the air media are the most potent instruments of election campaigning.

The most immediate—and sensational—Hill action will come from the House Legislative Oversight Subcommittee, which last fall precipitated the broadcast industry into near panic with a dramatic series of hearings which revealed rigging of network tv quiz shows, and in which witnesses reaped a harvest of newspaper headlines across the country. This subcommittee—headed by Rep. Oren Harris (D-Ark.)—now has turned its attention to allegations of various forms of payola and "deceptive broadcasting practices" and is almost certain to hold hearings which will produce testimony not only by radio-tv network and record company executives and performers, but also by station executives, disc jockeys and other employees in larger cities across the country.

The subcommittee staff has circulated a memorandum to members listing information it has received on more than two dozen alleged abuses. A spokesman says the list will be bolstered with whatever other charges are received in current investigations. These allegations will be analyzed and submitted to members by mid-January, along with a report and legislative recommendations based on tv quiz probe and hearings last fall (Broadcasting, Dec. 21, 1959).

At that time, subcommittee members will decide on a hearing and its scope, Chairman Harris has said.

In the Senate • On the other side of the Hill, Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee has served notice that soon after the second session resumes he will summon representatives of the broadcast industry, the FCC and the Federal Trade Commission to explain what he feels are their past laxities in allowing abuses to enter radio and tv.

Sen. Magnuson took the three groups to task in a speech in November to Washington-Oregon State Broadcasters Assns. and said if abuses aren't cleaned up, "I will move immediately with legislation" (Broadcasting, Nov. 23, 1959). The Senate group has carried on a continuing probe for several years on several phases of broadcast practices and on tv allocations.

Sen. Magnuson said he will ask the FCC to explain its "puny" efforts at halting misleading advertising and over-commercialization through the agency's license renewal procedures and also will go into FCC authority to impose balanced programming. He criticized the FTC for getting such a late start at cracking down on misleading advertising and asked for a written report on the agency's radio-tv monitoring activities.

The Senate Commerce Committee also plans to hold hearings on the tv rating services and Sen. A. S. Mike Monroney (D-Okla.), most vociferous Senate critic of ratings, probably will conduct this phase. To the Senate probe has been added charges developed by the House Legislative Oversight Subcommittee that the networks' jockeying for better ratings are largely responsible for rigged tv quiz shows and a charge by MBS President Robert F. Hurleigh that broadcast ratings are "fixed."

Action Taken • All the Hill actions have spurred the FCC and FTC into greater efforts to halt the alleged abuses. The FTC has ordered a step-up in its tv monitoring, has issued some complaints making specific charges of misleading advertising and payola practices and already has obtained a consent decree ordering RCA to cease payola practices in connection with broadcasts of its records. The FTC also has conferred with broadcast industry and advertising spokesmen.

The FCC has begun probing into payola via questionnaires and currently is conducting a hearing in efforts to determine if it has authority to and should interfere in programming. The hearings

'Lady Chatterley' on tv?

Imagine Lady Chatterley's Lover on tv—four letter words, clinical sex descriptions and all.

Quite a rating it would have, wouldn't it?

Not if the FCC can help it.

Last week the FCC asked the Second Circuit U.S. Court of Appeals in New York to do one thing about the D.H. Lawrence classic:

Please don't give it a blanket endorsement as not obscene. Keep your decision within narrow bounds. Because, if you are too general in your decision you might rule that Lady Chatterley's Lover is not obscene in all respects—and thus there would be no reason why it can't be shown on tv.

The D.H. Lawrence book was forbidden the mails early last year by Postmaster General Arthur E. Summerfield. Mr. Summerfield ruled the book was obscene. Sec. 1461 of the U.S. Code prohibits the use of the mails for an obscene book. Grove Press Inc., publisher of the unexpurgated Lady Chatterley's Lover (written in the 1920s) took the Postmaster General's decision to court. A U.S. District Court held that it was not obscene. This ruling is being appealed by the Postmaster of New York City.

The FCC's brief, filed with a petition for leave to intervene as amicus curiae (Closed Circuit, Dec. 21, 1959), requested the courts to limit its decision to the particular artistic medium before it (books).

"The tolerance by the community of sexual frankness on the broadcast media is obviously less than that which is acceptable in books," the FCC said. "Radio and television programs enter the home and are readily available not only to the average normal adult but also to children and to the emotionally immature or disturbed."

The point the FCC made is that if the district court's viewpoint is upheld—that the British novel comes under the protection of the First Amendment—it will play hob with the Commission's responsibilities to enforce Sec. 1464 of the U.S. Code. Sec. 1464 prohibits the broadcasting of obscenities or profanities. The FCC pointed out that the First Amendment protection covers broadcasting as well as newspapers, books and magazines.

The FCC brief was signed by Edgar W. Holtz, as acting general counsel, and Max D. Paglin, as assistant general counsel. It was written by Ruth V. Reel and Edwart W. Hautoanan, both attorneys in the general counsel's office.
STRETCH OUT FOR PROSPECTS
WITH TELEGRAMS-FOR-PROMOTION SERVICE!

Want to reach everybody, everywhere, all at once? Western Union's Telegrams-For-Promotion Service is the one quick, sure, efficient way of doing just that. Your message is delivered to all your prospects simultaneously... with the importance only a telegram can provide. Read and remembered with real impact! How to do it? Just give us one copy of the message and your list. We do the rest.

Wire us collect for information and action. Address: Western Union, Special Service Division, Dept. 1-B, New York, N. Y.

WESTERN UNION
SPECIAL SERVICES
Doerfer describes an FCC smothered under work

For the FCC, 1959 was a "particularly eventful year," and telecommunications developments in 1960 will raise new problems to trouble and already burdened Commission. This is how FCC Chairman John C. Doerfer introduced a special year-end statement released Dec. 31. Below, in text, are excerpts of his report which pertained to broadcast matters:

Programs:
The biggest happening of public concern in the broadcast field during 1959 was the revelations of unsavory television operations involving "quiz" show and "payola" practices, hidden advertising blurs, offensive commercials and unbalanced programs. They received—and are continuing to receive—concerted attention by Congress, other federal agencies concerned, industry and segments of the public.

Nation-wide expression of indignation is such that broadcasting—and tv in particular—must mend certain of its ways if it is to regain some lost respect and confidence. Whether this can be done by moves to strengthen self-regulation without new and compelling legislation remains to be seen. But whatever the means, many voices are demanding a halt to some broadcast "commercials" which, if not actually illegal, are unethical or in bad taste and are a disservice to the public.

For its part, the FCC is engaged in a public proceeding to reappropriate its role in both tv and radio broadcasting to determine how best to hold its station licensees responsible for better serving the public without the Commission violating the censorship ban and other legal restrictions which limit the scope of its regulation of broadcasting. This is bringing helpful comment and suggestions by religious, educational, women's, civic, business and other groups and individuals who are concerned by some elements of broadcast fare now invading the home.

At the same time, the Commission has asked broadcast stations about hidden payments for air "plugs" and what they are doing to control them. This program authority review is a major follow-up of its special staff report in 1957 on tv network broadcasting. Since then, the Commission has adopted rules prohibiting tv station licensees from being represented in national "spot sales" by networks, proposed amending its rules with respect to "option time" practices, and is inquiring into network tv program selection practices.

TV:
Almost half of the uhf permits issued since 1952 have been surrendered and more than half of the uhf stations which were in operation are now off the air. How to resolve the uhf problem is one of the Commission's greatest perplexities. Experience with intermixture of vhf and uhf operation has been disappointing. Possibilities now being evaluated range from reducing present uhf station separations to a general realignment of existing uhf assignments. A basic consideration is whether additional uhf space can be obtained from the government.

The Commission has proposed legislation which would permit it to license existing uhf stations if they meet certain conditions. It has initiated rulemaking looking toward authorizing low-power uhf translator stations under safeguards to prevent interference. These steps are needed to help it deal with the many unlicensed "boosters" now in operation.

It has also requested legislation to give it authority over CATV (community antenna) systems to the extent of requiring them to obtain the consent of the stations whose programs they pick up, also to carry programs of any local tv stations.

Though the Commission in early 1959 announced that it would consider applications by tv stations to transmit subscription tv services under certain conditions, no conforming application has yet been received.

Commercial tv station figures did not change materially during the year. More than 670 hold authorizations and over 500 (of which only 76 are now uhf) are in operation. In addition, some 270 uhf translator stations (an increase of about 70 for the year) are authorized to bring tv to remote localities, mostly places not otherwise served.

Educational tv station authorizations remain at slightly more than 60, but the number of operating.

also encompass misleading advertising, payola or any other alleged abuses, witnesses want to talk about.

The Hill activities and those of the FCC and FTC have brought various approaches at self-discipline from NAB, the networks, the NAB TV Code Review Board and others.

Some 250 bills affecting tv and radio were introduced in Congress last year and these will continue under consideration this year, plus many more to be introduced in the second session.

Among subjects likely to be considered, but on which hearings are not definitely set are: FCC reforms, FCC regulation of networks, FCC regulation of community antenna systems and boosters, tv reform bills, allocations, spectrum studies, small business problems, improper influences in government, sports antitrust exemptions, changes in FCC administrative procedures, international treaties, educational tv, pay tv, freedom of information, various tax proposals, am daytimer hours and proposals to prohibit liquor advertising on radio and tv.

Government briefs

Gift granted • The gift by Louis and William P. Schweitzer to the Pacifica Foundation of WBAI (FM) New York has been approved by the FCC. Pacifica, a non-profit educational institution, operates KPFA (FM) Berkeley, Calif., and KPFK (FM) Los Angeles, on a listener-subscription basis (BROADCASTING, Sept. 28, 1959). In making the gift, the Schweitzer family said that there was need for such a service in the metropolitan New York area.

Waive rules • The FCC has waived Sec. 3.30 (a) of the rules and granted WSAC Radcliff, Ky., permission to change its station location to Fort Knox, Ky. The Commission stipulated, however, that station identification must be made so as to indicate clearly that the sation is "in no way sponsored or in any manner connected with the Dept. of the Army" or any other government agency. The station operates on 1470 kc and is a 1 kw daytimer.

Induced hearing • KSAW Oakland, Calif., has been informed by the FCC that its application for renewal of license indicates the necessity of a hearing because of "induced electricity energized loading cranes at the Oakland Army Terminal." At issue is KSAW's antenna array which is near enough to the Army depot so that it interferes with the operation of giant cranes when they are in certain positions (BROADCASTING, Sept. 14, 1959). The Commission denied an Army request that the renewal application be dismissed because it was incomplete and filed late.

36 (GOVERNMENT)


**New TV Grant** - The FCC last week granted Helena TV Inc., Helena, Mont., a permit to construct a new TV station on ch. 10 there. Helena TV’s principals include Charles P. Crehan (minority owner of KCAP Helena), Bruce Hamilton (with interest in KBTK Missoula, Mont.) and 14 others. Commr. Robert T. Bartley dissented on the issue of the permittee’s financial qualifications. Helena TV operates a community antenna TV system in Helena and formerly was permittee of KABL-TV on ch. 10 there. KABL-TV surrendered its permit in November 1957 without starting construction.

**Convention Deadline** - The Radio Television Correspondents Galleries in Washington, handling news coverage arrangements for the 1960 nominating conventions of both major parties, last week asked all news directors of radio and TV stations to advise by Jan. 22, what minimum hotel accommodations, work room or studio needs will be required. Space allocations, the announcement said, are being made in early February. Address returns to: Bill Henry, Convention Chairman, House Radio-TV Gallery, Room G-4, The Capitol, Washington, D. C.

**KSWO-TV Move Affirmed** - The FCC last week reaffirmed a grant last summer authorizing KSWO-TV Lawton, Okla., to move its transmitter and increase power (Broadcasting, Oct. 5, 1959). Commission also dismissed protests by KFDX-TV Wichita Falls, Tex., against proposed move as recommended by hearing examiner (Broadcasting, Nov. 23, 1959). The KSWO-TV transmitter will be elevated 4 miles east of Lawton and 49 miles northeast of Wichita Falls to a point 32 miles from Lawton and 24 miles from Wichita Falls. Power will be upped from 158 kw to 316 kw.

**FCC Query** - The FCC has raised question of unauthorized transfer of KBLO Hot Springs, Ark., in McFarland letter to that station and to prospective buyer, Modern Broadcasting Corp., Columbus, Ohio. Commission said management contract filed with assignment application raises “serious questions” on unauthorized transfer of control. It also questioned whether misrepresentations had been made and whether pertinent information had been withheld. Sale of KBLO to Columbus businessmen is for $48,000.

**Dissent** - Chicago Chapter of the American Federation of the TV & Radio Artists last week said it would file a protest with the FCC on the renewal of NBC-owned WMAQ-AM-FM and WNBQ (TV) Chicago (Broadcasting, Dec. 28, 1959).

**CHAIRMAN DOERFER**

After eventful year, new burdens on construction. The FCC is considering possible expanded FM multiplexing operations. However, Commission consideration of the future of FM subsidiary operations is complicated by a court decision which held invalid its present rules insofar as they exclude such simplex operation.

FM commercial authorizations climbed from about 690 to 825, with some 665 stations on the air as compared with 570 a year ago.

Educational FM stations netted a gain of about 10 for the year both in authorized and operating stations, the current figures being around 170 and 160 respectively.

The FCC:

Never before in its quarter century has so much of the Commission's time been diverted from the normal administrative process by happenings which require priority attention. This is manifested particularly in litigation and legislative matters. Court actions have necessitated review of complicated procedures, and Congressional considerations have resulted in an unprecedented number of comments on proposed legislation, personal appearances before various committees and subcommittees, and special studies and reports to answer specific questions from Congressional sources.

To help it reduce backlogs and catch up with its growing workloads, the Commission has asked Congress to eliminate a 1952 amendment to the Communications Act which the courts have interpreted as requiring the Commission to hold a hearing on practically all protests (even from those not in the communications business) to grants made without hearing; remove another 1952 amendment which requires that a protest to an FM station application can be designated for hearing; remove certain restrictions in the act which preclude the Commission from consulting its own engineering and legal staffs in adjudicatory matters; permit it to make more use of its review staff; correct certain omissions in the act concerning "ex parte" presentations; eliminate the present requirement of oaths on routine forms; and for authority to impose small fines to combat minor but increasing violations of its rules and regulations.

"Tooth-and-nail" competition, which now permeates other services as well as broadcast, deluges the Commission with filings and counter filings which are inordinately lengthy and often repetitious. The points raised or re-raised in a single petition sometimes run into hundreds. Each petition not only requires a documented ruling by the Commission but every question raised must be formally dealt with. Such paperwork impedes Commission final determination and delays providing services which directly or indirectly affect the public.


**FTC CITES ELEVEN FOR PAYOLA**

**New complaints claim pay-offs to disc jockeys**

The Federal Trade Commission last Wednesday filed payola complaints against eleven more record manufacturers and distributors, charging they paid off unidentified disc jockeys to play their records. This practice, the FTC said, is an unfair trade practice because the public is given the impression that the records are being played because of their popularity or their merit as judged by the air personality.

Last week's move was the second in the FTC's campaign against payola. Early last month it charged three record companies and six distributors with payola. The first consent order, between RCA and the federal agency, was announced Dec. 15 (Broadcasting, Dec. 21, '59).

**Payola letter replies**

A clean bill of health was claimed by first the stations to reply to the FCC's Dec. 2 payola inquiry (Broadcasting, Dec. 2). KROY Sacramento, Calif., said it has employed "individual contractor" to help management select records to be played and that no labels would be identified over air. WSNJ Bridgeport, Conn., told the FCC that payola has not been problem at station and no new controls are needed or contemplated. KAUS-KMMT (TV) Austin, Minn., said acceptance of payola or failure to report offering of same by its employees will result in their immediate firing.

The Commission asked all broadcast licensees to state whether (1) any employee has accepted payments for matter broadcast and for which the person so paying was not identified and (2) what steps have been taken to prevent payola in the future. Deadline for answering the second question is today (Monday) while stations have until Feb. 5 to answer the first part.

**Comr. Ford talks**

FCC Comr. Frederick W. Ford addressed the first annual WICE Broadcast Career Seminar in Providence, R.I., Dec. 29 and told the all-day meeting of teachers and students that "the Commission needs the finest legal and engineering talent it can find."

Speaking of the general broadcast areas in which the Commission is involved, Comr. Ford told the gathering that "in spite of the publicity which is not always good that an agency such as ours receives, our staff is in there pitching with their collective brains, ever striving to help us solve problems which seem at times insoluble and become more complicated as the intricacies of communications . . . multiply."

**Urge FCC status quo on color tv standards**

A special Electronics Industry Assn. committee has urged that present FCC standards for color tv be left untouched "at this time."

The special group, a subcommittee of the EIA committee on television systems, was formed early in 1959 to look into the colorimetry theories of Dr. Edwin H. Land, president of the Polaroid Corp. Dr. Land has studied methods of producing color pictures using only one color plus black and white. His work has been cited in technical journals as having potential application for tv.

The EIA committee last week noted that the present FCC standards permit color receivers to continue using three-color systems, two-color systems or the "binary" color systems studied by Dr. Land. A simpler transmitter could be used for systems suggested by Dr. Land, the committee said.

The committee also found that the systems studied by Dr. Land can produce pleasing pictures, but "colorimetrically" not as faithful as pictures produced with a three-color process.
Why do they put periscopes on submarines?

The only logical way you can see where you're going is to look ahead. This wisdom is just as profound for people in the business of broadcast advertising as for skippers of submarines.

Radio and television are entering 1960 after tracking a turbulent course through 1959. What's ahead in 1960? Where will broadcasting run into heavy weather; where will the sailing be smooth?

Will radio and television, in 1960, increase their share of the advertising dollar? What changes are in store in audience patterns and ways of evaluating them, in marketing techniques, in radio and television facilities? How do the experts in broadcast advertising look at the new year; what do they say and why do they say it?

Answering these questions calls for either the gift of prophecy—or the gift of interpretive analysis based upon solid knowledge. In short, it calls for perspective.

And that is exactly what a special issue of BROADCASTING Magazine, scheduled for publication next February 15, will be called . . . "Perspective '60," Its many pages of special reports will add up to a chartered course for the year ahead.

Among all publications, only BROADCASTING is equipped by skills, by staff and by the experience of years of growing up with radio and television to attempt so comprehensive an analysis. Each of the special Perspective issues that BROADCASTING has published in past years has become a standard source work for the important decision-makers in broadcast advertising. Perspective '60, like its predecessors, will be kept, studied and re-read for months after its issue date.

Within the framework of such a basic working tool for advertising men, your message takes on special value. Through BROADCASTING—in any issue—you command a guaranteed circulation of 25,000. But in Perspective '60, your advertisement will command extra pass-along and re-readership that will make this the best buy of your year.

If you haven't reserved space yet in Perspective '60, we suggest you up-periscope and sound your klaxon. It will be heard (on your behalf) in all the most important and profitable places.

Deadline for advertising: January 18 for proofs; final deadline February 1.

Rates: No inflation here. For so much more, the cost is the same as any of BROADCASTING's 51 other issues of the year.

Reservations: No time like now. Wire or phone us collect to make sure you'll be represented the way you want, with good position.
3 BLESSINGS WITH 2 REBUKES

But FCC okays Metropolitan purchases

Metropolitan Broadcasting Corp. last week received FCC approval for the acquisition of three broadcast properties for a combined price of $6.7 million—and at the same time had its knuckles cracked for what the Commission said were violations of its rules in two instances. The approved buys:

• WIP-AM-FM Philadelphia from Benedict Gimbel and associates for 150,000 Metropolitan shares (valued at $2.7 million) and assumption of $2 million in obligations.

• Positive control (96.64%) of ch. 13 KOVR (TV) Stockton, Calif., from Gannett newspapers for $1,391,000.

• Ch. 19 WTVM (TV) Peoria, Ill., from the Peoria Star-Journal for $610,000.

And, on the heels of the triple approval, Metropolitan was reported last week near the closing stage in negotiations to purchase its second uhf station—and its fifth tv—ch. 17 WTVP (TV) Decatur, Ill., for $570,000. Current WTVP owners are George A. Bolas, 30%; Gilbert C. Swanson, 15%; W. Clarke Swanson, 15%, and others. They bought the station in 1958 from William A. Shallabarger and family for $200,000, plus a $20,000 yearly real estate lease for five years and option to purchase for $225,000.

Metropolitan Principals • John W. Kluge is president and 14% owner of Metropolitan's 1.75 million outstanding shares. The Washington brokerage firm of Jones, Kreeger & Co. owns 23.77% of the firm. Bennett Korn is vice president in charge of tv. Metropolitan also owns ch. 5 WNEW-TV and WNEW-AM-FM New York, ch. 5 WTIG (TV) Washington and WHK-AM-FM Cleveland. Mr. Kluge individually last week received FCC approval for the sale of 37% of WLOF-TV Orlando, Fla., to Joseph L. Brehm for $350,000.

Mr. Gimbel, who with associates purchased WIP a year ago for $2.5 million, will become a vice president of Metropolitan with a 10-year contract. He will receive 20,000 shares of firm's stock, making him third largest stockholder. Other WIP owners included John Crisconii, Philadelphia auto dealer who will receive 22,000 Metropolitan shares (second largest number owned), station rep Edward Petry & Co., Bob Hope, John Pew and Ralf Brent. WIP was established in 1922 and operates on 610 kc with 5 kw.

Gannett purchased KOVR from H. L. Hoffman (Hoffman Electronics) and associates in 1958 for $1.5 million. Ch. 13 KOVR went on the air in 1954 and is an ABC affiliate. Gannett remains in broadcasting through ownership of WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY-Elmira, WHDL-AM-FM Olean, all New York, and WDAN-AM-TV Danville, Ill.

WTIV, also an ABC affiliate, went on the air in 1953 on ch. 19.

Approval of the three purchases was by a 3-1 Commission vote, with Comm. Robert T. Bartley dissenting, following his ordinary practice in multiple ownership cases. Approving the transfers were Commrs. John C. Doerfer, Robert E. Lee and John S. Cross.

Commission Brown • An official FCC reprimand was given Metropolitan because of filmed reports of Senate labor hearings and a special program on labor legislation. In a letter to Metropolitan, the Commission noted that WTIG filmed the Senate's Kohler hearings and made such kinescopes available to other stations without informing them that the National Association of Manufacturers had borne part of the cost.

"The failure of WTIG to inform each ultimate user of the kinescopes of NAM's part in the matter . . . was a serious omission and was a contributing cause of the failure on the part of such other stations to make the announcements required . . ." by FCC rules identifying sponsors. (Several stations have received reprimands by FCC for not identifying NAM.)

The FCC also told Metropolitan that the program, Special Report on Labor Corruption, carried by WNEW-TV and WTIG, violated the Commission's rules relating to editorials.

The Metropolitan reprimand also was favored by a 3-1 Commission majority, with Comm. Doerfer dissenting in this instance because of that part dealing with the special report.

Hearing site protest

KIMN Denver has told the FCC that it does not think the Colorado city would be the proper site for a license revocation hearing against the station. KIMN said that Chief Hearing Examiner James D. Cunningham was "premature" to assume that a large number of witnesses would be called when he scheduled the hearing for Denver, beginning March 1. The station said it would petition the Commission for reconsideration of the revocation proceeding which "might well make the discussion of sites of the hearing moot." FCC ordered the hearing because of alleged off-color material on KIMN (Broadcasting, Dec. 7).
IN MEMPHIS...

WDIA

It Takes

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION
to Complete the Picture!

40% of the Memphis Market is NEGRO—and you need only one medium to sell it—WDIA!

WITHOUT WDIA . . . YOU'RE MISSING 40% OF THE MEMPHIS MARKET!

And here's why this is a market you just can't afford to miss:
1. Negroes in the Memphis Market have totaled up yearly earnings of $616,294,100!
2. They spend 80% of this big income on consumer goods!
3. And before they buy, these Negroes listen—to WDIA!

MORE THAN JUST A RADIO STATION . . . WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

Let us send you proof of performance in your field!
Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr., Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

TWO MORE SONDERLING STATIONS!

IN CHICAGO, IT'S

WOPA

Featuring Chicago's greatest Negro air salesman . . . "Big Bill" Hill!

IN OAKLAND, IT'S

KDIA

The only full-time Negro station serving all Negro communities in the San Francisco-Bay area.

REPRESENTED NATIONALLY BY: BERNARD HOWARD & CO., INC.
WEST COAST REPRESENTATIVE: B-N-B, INC.—TIME SALES

BROADCASTING, January 4, 1960
A TV WRITER SIZES UP HIS CRAFT

Rod Serling will tell FCC about frustrations and rewards of tv

What do the creative contributors to television think of programming, quiz-payout scandals, advertising influence and other television problems now in the news?

One of tv's most gifted and successful writers will tell the FCC what he thinks of his industry's failure to attract new writers in recent seasons. But Mr. Serling also finds television rich rewards—both financial and professional. And he believes that whatever its faults, television doesn't deserve the extremes in criticism that have hit it lately.

The Sponsor • Here's what he told Broadcasting about sponsor interference in programming:

"Television is probably the least free of any of the art forms. This is a fact and no one denies it. The point has been made over and over again that television drama could be more effective, could be more timely, could be more moving, could be more varied, more exciting if the people who created it were allowed to create without anybody mixing in.

"Some of the problems in sponsorship edicts are minor things like certain English language words that hurt a sponsor. They automatically and arbitrarily delete from the English language any word that suggests a competitive product. You can't 'ford' a river if it's sponsored by Chevy; you can't offer somebody a 'match' if it's sponsored by Ronson lighters.

"Now these things in themselves are minor, but the reason I find them serious is that they suggest on a projected level, you know, the kind of dangerous idiocy that might be operative if we allow this kind of over-concern to go on.

"Probably the most offensive delegation in a program was the gas company's deletion of the word 'gas' in the Playhouse 90 production, 'The Judgment of Nurnberg.' Now it's a fact that the gas referred to was cyas-
it. I'm not sure you can change this overnight."

But if advertisers were clearly divorced from the responsibilities for program content, would that not avoid the kind of problem Philco encountered with its southern dealers when it put a Negro actor on a show?

Mr. Serling thought it would. "I can't see a pressure group saying: 'All right, from now on nobody looks at channel 2 in this city because the station did so and so.' But in terms of an individual product, when there are many alternative products that can be purchased, I think that pressure groups can carry weight and a black listing can be very serious."

A Special Case • In an informal way the magazine concept is at work in Mr. Serling’s own show, The Twilight Zone. The show is sponsored (General Foods through Young & Rubicam, Kimberly-Clark through Foote, Cone & Belding), but neither sponsor nor agency interferes with the show. "They have left me totally alone," said Mr. Serling. "They have no script approval. All they do is have a say in matters of taste and policy, and even in this they've left me alone. We've operated on the assumption that I know my job and they know theirs, and this is the best of all possible worlds."

"Their concern is with the nature of the commercials. They know the nature of the show, the very highly specialized manner in which it is produced, and they try to form commercials that are not jarring to the context of the show. And this to me is a merger of talents which I think could be a very good thing in television. I would gather that my experience here is far more the exception than the rule."

What About Ratings? • Now that Mr. Serling owns a show, does he read ratings reports with interest?

"Well, this is the wholly quantitative approach that television takes, you know. These are the standards of success. I'm now suddenly becoming aware of this whereas earlier in my career the concerns I had usually took the form of waiting for the New York Times review to come out. Now I wait for Monday morning when CBS in New York calls and gives me the rating."

"It's an ambivalent, schizophrenic way to be. I spit on the ratings. I don't believe them. I don't think they're statistically accurate. But, boy, am I on the phone waiting to hear them, because how else do you judge the acceptance of a show?"

"I don't understand the approach ratings take. I know that most statisticians say you can take X number of people as a small sample and project on a larger scale, but I wonder if this can be considered legitimate."

Business conference • Rod Serling works in a cabana adjoining the swimming pool in his own backyard at Pacific Palisades, Calif. At the time this picture was made he was conferring on a script with Inger Stevens, leading lady in a forthcoming play on Mr. Serling's The Twilight Zone. The pool and Mr. Serling's house are in background. Does living in the California sunshine make a writer lazy? "Writing is writing," Mr. Serling says. "It's just as frustrating and demanding and clutching at you in California as it is in New York City. I like to work out here because my kids get fewer colds; it's as simple as that."

"I'm not so pompous as to assume that we must wipe out ratings because I can't give you any alternatives. But I wonder how many good shows die a-borning because, you know, 500 people who went to the movies that night didn't happen to tune in the show."

Attracting Writers • How can television attract new writers and keep those who make good?

"The bigger problem, Mr. Serling said, is that of finding new talent. "There hasn't been a really outstanding crop of new writers in the past three or four years. This fact exists not because there aren't the writers there but because television provides no channels through which they can be recognized."

"It's the same business as the Broadway agent who says to the actor: 'You can't act on Broadway unless you've acted on Broadway.' The same thing applies to writers; you can't get an agent to look at a script unless you have had network credits."

"I think it rests with agents first, since this is their job, not only to sell scripts and get their 10% but also to find talent. It stands to reason that I will read a script submitted by an agent with more hope of its being of legitimate quality than I will read, you know, just anybody's."

"But publishing houses, for example, go through college campuses with a fine-tooth comb looking for talent at the end of each school year. I've never heard of a network doing that. I think they should."

Writing For Money • Does the fact that other media like the movies or legitimate stage offer bigger money to writers discourage them from either entering or staying with television?

No, said Mr. Sterling. "They can go to movies and they can go to legitimate plays but the television writer is not underpaid now when you consider that the average half-hour film show brings in around $2,000 to $3,000. This work takes a week or two. "The television writer of today gets far more than any other writer—outside the famous screen writer who gets maybe a hundred grand a picture. I know myself could make a great deal more money in motion pictures if I just wanted to stop all television and do two screen plays a year."

"But I'd rather work in television because it's more challenging. I think there's more association made between the writer and his craft. I think there are more horizons to aim at in television than there are in motion pictures. The legitimate play and the novel are another thing."

"I don't think television rates the kind of whipping newspapers have been giving it."

"There's too much validity in television, too much wonderful entertainment, too many hours of awfully good things of lasting interest and importance. There's something like 7,000 hours per week of entertainment. I'd like to see any movie company try to fill those hours with what Time would approve."
NBC NEARING CBS IN TV BILLINGS

All three tv networks increase 1959 figures; October is big month

NBC-TV narrowed the gap between it and CBS-TV as the top billing network in October 1959. In that month, NBC-TV started the current tv season by moving up to a new billing level of $22.8 million which is only $727,150 behind rival CBS-TV.

October appeared to be a significant month for conjecture on two counts: (1) It was the start of the new tv season; (2) It was the top billing month in the 10 months covered in 1959 for each of the networks. The figures for October and for the January-October period as compiled by Leading National Advertisers and Broadcast Advertiser Reports were released Thursday (Dec. 31) by Television Bureau of Advertising. These are gross time costs only at the one time rate.

NBC-TV’s billing rise was 10.7%. This was 1.2% above the average gain of NBC-TV during the 10 months. CBS-TV scored an increase itself of 7.8%, which for that network was par for the 10 month course.

ABC-TV in October fared well in the billing compilations, continuing its dramatic rise in gross time charges of recent years. Its new top monthly level is $12.5 million, or 25.9% ahead of October 1958. Nearest ABC-TV billing month to October 1959’s high was in March of the same year when the network grossed $11.5 million. The rate of gain for ABC-TV for the 10 months is 20.5%.

<table>
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<th>Month</th>
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<th>CBS</th>
<th>NBC</th>
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* Figures revised as of Dec. 24, 1959

TV ‘WATCHBIRD’
New device records reactions of viewers

Newest thing in research—a television receiver that looks at the people watching it and records their reactions.

Unveiled in Washington as the decade ended was the Dyna-Foto-Chron, an automatic camera that is designed to show what viewers do when they watch tv. The Dyna-Foto-Chron is designed to show the number of people viewing; what they respond to, including commercials, and who does the channel changing.

The device, which was invented by Dr. Charles L. Allen of the Oklahoma State U. School of Communications, can be placed openly or concealed in the vicinity of a tv set. Dr. Allen, formerly of the Medill School of Journalism at Northwestern U., has one patent grant and in addition has a number of patents pending.

He described his gadget Dec. 29 at the American Marketing Assn. convention but was sparing of details during the pre-patent period. It consists of a camera that will take up to 4,100 still photos at pre-determined intervals and a sound tape unit. Operation is auto...
WLUC-TV MARQUETTE, MICH.

"Looking for a test market?"

ONE STATION

SERVING 76,060 T.V. HOMES
NO DUPLICATE COVERAGE

IT WOULD TAKE THE SEVEN DAILY NEWSPAPERS AND THE
14 RADIO STATIONS IN OUR COVERAGE AREA TO GIVE YOU
THE SAME BUYING AUDIENCE.

For ALL products NEW or ESTABLISHED...
WLUC-TV offers you The Ideal Testing Grounds

CHECK OUR COST PER THOUSAND ..................ONE OF THE LOWEST IN COUNTRY
SETS IN USE ..................ONE OF THE HIGHEST IN COUNTRY

POPULATION ..................341,200
T.V. HOMES ..................76,060
RETAIL SALES ..................341,122,000
FOOD ..................100,044,000
DRUG ..................8,414,000
AUTOMOTIVE ..................49,948,000
GAS & OIL ..................33,133,000
(Sales Management May 11, 1959)

Expanding Industry in Upper Michigan
★ NEW JET AIR BASE (10,000 Personnel)
★ NEW PAPER MILLS
★ NEW IRON ORE DOCKS
★ NEW WOOD CONVERSION PLANTS
★ NEW COPPER MINE DEVELOPMENTS

PLUS...

OVER 2,000,000 TOURISTS PER YEAR
ENTER WLUC-LAND VIA THE MACKINAC BRIDGE.

WLUC-TV CBS

JOHN N. BORGEN, Gen. Mgr.
P.O. BOX 346 MARQUETTE, MICHIGAN
PHONE Canal 6-3526

GEO. P. HOLLINGBERY, Rep.
NEW YORK, DETROIT, CHICAGO
WM. HURLEY — MINNEAPOLIS

ASSOCIATED WITH WISC-TV, MADISON, WEAU-TV, EAU CLAIRE, AND
WLUK-TV, GREEN BAY - MARINETTE

BROADCASTING, January 4, 1960
THANKS

As a new decade dawns, we at Blackburn & Company pause to thank our many friends for a wonderful 1959, and look forward to making many new friendships during 1960.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company
Incorporated

RADIO  •  TV  •  NEWSPAPER BROKERS

WASHINGTON, D.C.  •  MIDWEST  •  ATLANTA  •  WEST COAST

WASHINGTON, D.C.  •  MARYLAND  •  WEST VIRGINIA  •  OHIO  •  MICHIGAN  •  ILLINOIS

James W. Blackburn  •  Jack C. Harvey  •  Joseph M. Strick
Washington Building  •  Chicago  •  Detroit  •  Cleveland  •  Toledo  •  Milwaukee  •  Washington  •  Des Moines  •  Des Moines  •  Des Moines
Sterling  •  1-8431  •  520-600  •  640-600

WASHINGTON, D.C.  •  MARYLAND  •  WEST VIRGINIA  •  OHIO  •  MICHIGAN  •  ILLINOIS

H. W. Cassil  •  William E. Ryan  •  Clifford B. Marshall  •  Stanley Whitaker  •  Calvin M. Salph
333 N. Michigan Ave.  •  1051 W. Grand Ave.  •  520-600  •  640-640  •  641-2500

ATLANTA  •  MARYLAND  •  NEW JERSEY  •  MICHIGAN  •  ILLINOIS

Robert M. Baird  •  Janet Herbert  •  Ralph C. Leach  •  David E. Stillman  •  Calvin M. Salph
105 N. Michigan Ave.  •  500 W. Madison St.  •  640-640  •  640-640  •  640-640

WEST COAST  •  CALIFORNIA  •  MICHIGAN  •  NEW JERSEY  •  ILLINOIS

Jackson 5-1576  •  9441 Wilshire Blvd.  •  625-3939  •  625-3939

BROADCASTING, January 4, 1960
NEW
5000-WATT
AM
TRANSMITTER

INTRODUCES ADVANCED SILICON HIGH VOLTAGE RECTIFIERS

The compact BTA-5R/5R1 is available with a choice of tube rectifiers or new long-life silicon rectifiers. Only two tuning controls make this transmitter ideal for reliable remote control operation. Instantaneous Conelrad frequency switching is also available. Vertical chassis construction provides easy front and rear access to all components.

Silicon rectifiers, tested in a pre-production model of the BTA-5R1, were subjected to aging, estimated to be equivalent to 20 years, while the remaining portions of the transmitter also met severe tests. All of them proved the ability of these transmitters to perform over long periods under adverse conditions. The reliable silicon type of rectifier is ideal in remote control applications. The transmitter will operate within ambient temperatures from -4 to +113 degrees F. and to 7500 feet above sea level.

A unique exciter features plug-in crystal oscillators (this is the exciter proved in the BTA-500R/1R). Three switchable crystal positions are provided for: (1) an operating crystal, (2) a spare on the main channel, and (3) provisions for optional instantaneous Conelrad switching. High-fidelity performance is assured with the new 8X3000 F1 modulator tubes that do not draw grid current to modulate the two long-life 5762 PA tubes. Overall AF response is ±1.5 db from 30 to 10,000 cycles.

For further information about these and other transmitters, call the nearest RCA Broadcast representative. Or write to RCA, Dept. C-22, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal.

OUTSTANDING FEATURES
- Built-in provision for remote control
- Unique exciter with plug-in oscillator
- Instantaneous Conelrad frequency switching (optional)
- Silicon rectifiers (optional)
- Only two tuning controls
- High fidelity performance

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, NEW JERSEY
RADIO-TV'S EQUAL TIME PLIGHT

Spokesmen for major parties sympathize with radio-tv, but have no solution

Spokesmen for both major political parties agreed last week that something should be done to protect broadcasters from equal time demands by splinter party candidates—but both stated they did not have a solution to offer.

Samuel Brightman, information director for the Democratic National Committee, and Robert Humphreys, Republican campaign director, espoused freedom for stations and networks as panelists in a discussion on "The Role of Broadcasting in Politics: The 1960 Conventions and Campaigns." The panel was one of several industry subjects discussed during a convention in Washington last week sponsored by the Speech Assn. of America and four associated organizations.

The third panelist, Elmer W. Lower (manager of news and special events for NBC), said that the impact of radio-tv on campaigns is "considerable and that they can be used to great advantage by candidates who will take the trouble to master them."

Protect From Abuse • Mr. Humphreys said that broadcasters should not be "abused" by equal time demands of candidates of the stature of a L. B. Daley. Ideally, all should be given time but practically this is impossible, he said. Mr. Humphreys left the National Committee effective Jan. 1, to join the Washington Cultural Center.

Mr. Brightman, substituting on the panel for J. Leonard Reinsch, executive director of the 1960 Democratic Convention and executive director of the Cox stations, said his party would like to see the Communications Act amended so that networks could offer public service time to leading candidates without being subject to the demands of others. Both men agreed, however, that the rights of substantial third parties must be protected and that laws should not be passed which would make their development harder.

Both party leaders agreed at the Monday (Dec. 28) session that advertising agency gimmicks in political telecasts could lose votes during this year's Presidential campaign. Mr. Humphreys said that spontaneous programs go over better than canned ones. Mr. Brightman pointed out that it would be "political suicide" for a party to rely on surveys and polls to decide the content of political programs.

The Democratic spokesman took a dig at CBS-TV for deleting a documentary film from coverage of the 1956 convention. He said party leaders will plan their July sessions in Los Angeles with an eye toward the time differential between the west coast convention site and the East.

News Coverage • Mr. Brightman said that news coverage of campaigns is very important to candidates and often has more impact than their own programming. Both spokesmen said they felt there is no "moral issue" involved in prefilming answers to questions by top party leaders (even the President) and then integrating them with questions asked by members of Congress.

Mr. Humphreys said there is a tendency to overrate the role played by advertising agencies in campaigns. He said the GOP agency, BBDO, makes no contribution to party policy but merely serves as a timebuyer and provides its production facilities and know-how.

Mr. Lower gave the history of media coverage of all political conventions since radio reported the 1924 conventions. He cited results of a 1952 survey which showed that tv helped 61.7% of the voters make up their mind, newspapers 31.4% and radio 19.9%. Commentators exert a "considerable" influence over the views of voters, he said.

Program Change • "The Future of Mass Media Research" was to have been the topic of a Monday afternoon meeting, but in the absence of scheduled participants William McPhee of Columbia U. and Percy Tannenbaum, U. of Wisconsin, Charles F. Hoban, U. of Pennsylvania's Annenberg School of Communications talked on educational television.

Prof. Hoban said it's obvious that etv is on its way to altering the face of formal education. He wondered why radio and motion pictures hadn't noticeably changed teaching concepts even though films are used in etv. He said that the Ford Foundation's interest has given teaching by tv its biggest boost. Also, before etv, the idea that radio or any other medium must not replace the classroom teacher was tenaciously held, the professor said. His opinion is that the relaxation of this belief is leading to the wide acceptance of tv as a teacher.

Prof. McPhee, who arrived later, took a pessimistic view of present mass media research. He cited numerous examples of experts who have left the field to go into other activities. But, Mr. McPhee said, there will be a comeback of research in this area. When it does return, the professor said, the knowledge about related fields gained in the interim will give a greater sophistication to mass media research.

The audience at a Tuesday morning session on "Religious Telecasting" saw a kinescope of Introduction to the Old Testament (a telecourse for college credit produced by WMAL-TV Washington) as a demonstration of what is being done in Washington by religious broadcasters.

Making a point • Robert Humphreys (standing) of the GOP emphasizes a point as he replies to a question at last week's panel in Washington on the role of broadcasting in politics. Awaiting their turn are Samuel Brightman (l) for the Democrats and NBC's Elmer Lower.
Man is a complex creature, indeed. He thinks, he works, he takes it easy. He is gay and light-hearted. He is serious and reflective. He is young, old, and in between.

To serve the moods of any man—and to meet the needs of every man—WWJ features Total Radio: carefully planned, well-balanced, touching all facets of human interest.

In 1960 Detroit, sell your product to every segment of the buying public—to the Total Man—with Total Radio on WWJ.

WWJ AM and FM RADIO
Detroit’s Basic Radio Station
NBC Affiliate
SUPER-SENSITIVE NEW LIGHT REQUIREMENT 90%,

Now you can televise:

Using General Electric's new GL-7629, you can obtain black-and-white pictures at light levels as low as one foot candle! With color, there is the same ratio of increase in tube sensitivity. Depth of focus is improved.

In black-and-white, you can televise scenes, settings, and events hitherto barred to television because of sub-normal lighting. In color, you can televise practically everything that now appears in monochrome.

Need is eliminated for special air-conditioning of color studios, and for the extra power supply to operate the equipment.

New GL-7629 has substantially longer life than present image orthicons — far less stickiness as life advances — is less subject to burn-in.

Resolution capability is 25% to 50% greater than present tubes.

Interchangeable electrically and mechanically with all standard camera tubes.

Proved in broadcast service! Used for first colorcasts of an indoor sports event — professional basketball — by WLWT, Cincinnati, November 21 and 22, 1959.

Ordinary night scenes in black-and-white

Dimly lit interiors in black-and-white

Night sports events in full color

Night public events in full color
Acclaimed as the biggest advance in TV since the image orthicon was introduced, General Electric's new high-sensitivity GL-7629 camera tube (1) widens greatly the range of your camera work in black-and-white, (2) opens up brand-new and attractive fields for color television, (3) gives you a long-life tube, and one much less subject to stickiness and burn-in than present types.

This new G-E tube is here...it is in production...it is being used by progressive stations. Commercially, it opens the door for you to new programming of keen interest to sponsors. As an investment, the GL-7629, with its protection against image retention and burn-in, is gilt-edge value. Act now! Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Ky.

Your General Electric tube distributor has all the facts. Phone him! Remember: the new high-performance GL-7629 image orthicon is interchangeable with camera tubes that are now in use!

Principal source of the GL-7629's extra-sensitive performance is an almost incredibly thin (.000002") film of magnesium oxide that constitutes the target. Only 1/100 the thickness of standard glass targets, this self-supporting film is high-gain, and has the ability to inhibit sideways leakage, thus preventing loss of resolution. Also, the basis of electronic conduction with General Electric's new GL-7629 target is such as to ward off tendencies toward stickiness and burn-in, thus extending tube life materially.

Progress Is Our Most Important Product

GENERAL ELECTRIC
NAB radio, tv code memberships growing

Radio stations were joining the NAB Standards of Good Practice subscription list in quantity last week, continuing the fast rise in interest in the voluntary standards. The count stood at 873 as the New Year weekend approached, compared to 819 a week earlier.

A total of 352 stations appeared on the TV Code subscription list, according to NAB, an increase of five. The association is shooting toward a 400-station tv code list by the time NAB appears before the FCC the week of Jan. 25. Only member stations are eligible to subscribe to the radio standards but both members and non-members come within the tv code. NAB is considering revision of its radio standards to admit non-member stations.

- Media reports

New Nashville fm • Operating on 97.5 mc with 9 kw, WSIX-FM Nashville, Tenn., went on the air Dec. 21 with separate programming from WSIX. The new outlet utilizes programmatic broadcasting services and equipment and has the capability of operating eight full hours by tape cartridges without an attendant on duty. Station’s hours are from 8 a.m. to midnight. On Sunday, programming duplicates the hi-fi music carried on WSIX. The fm station has filed an application with the FCC to increase power to 30 kw and change frequency to 97.9 mc.

KTKT beeps • The mobile newswagon of KTKT Tucson, Ariz., sent beeper-phone reports to about 12 stations from the scene of an accident involving a Greyhound bus and a loaded cattle truck. The accident killed 9 people and 45 calves. Thirty-two people were injured. Stations that received KTKT’s reports included WICC Bridgeport, Conn.; WHK Cleveland; KOL Seattle; KTN Tucson; KRIZ, KOY and KPHO Phoenix; KRUX Glendale, Ariz.; WNBC New York; WBZ Boston; KDFW St. Paul-Minneapolis; KEWB San Francisco.

Carib tv • The first of three new tv stations to begin operation in the Caribbean under the ownership of Bartell Broadcasting Corp. went on the air in Port-au-Prince Dec. 14 with program testing. TeleHaiti, ch. 5, is set for official opening Jan. 10. NBC-TV International and ABC-TV have affiliated with Tele-Haiti and are expected to supply American programming to the outlet. Local management for the Haiti station is headed by Andre Apaid, a native-born resident of the island.

WKRC moves • WKRC-AM-FM-TV Cincinnati moved into a new $2 million building Dec. 17. Address: 1906 Highland Ave.

Ground-breaking in Chicago • WGN-AM-TV Chicago last week broke ground for its new radio-tv plant. The functional two-story structure is being constructed on Chicago’s Northwest Side (Addison St. and Campbell Ave.). The building will be ready for occupancy in the fall of 1960.

Four more for ABC • Stations in four states have joined ABC Radio. New affiliates are: WMTT Louisville, Ky.; WMFT Terre Haute, Ind.; KOFE Pullman, Wash.; and WRPB Warner Robbins, Ga.
JAZZ UP YOUR STATION WITH THESE SWINGIN’ MUSICAL SHORTS!

165 Film Shorts Featuring The Greatest Names In The Musical World—All Ready To Give Your Programming A Lilt And A Lift!

We’re blowing our own horn about these swingin’ musical treats from Warner Bros. A Festival Of Top Pop Tunes, all Standards—ideal for local programming in your market. One reel, all approximately 10 minutes.

Get On The Bandwagon and Watch Those Ratings Roll Up—Write, Wire, Or Phone!

UNITED ARTISTS ASSOCIATED

New York. 247 Park Ave., Murray Hill 7-7800
Chicago. 75 E. Wacker Drive, Dearborn 2-2030
Dallas. 1511 Bryan Street, Riverside 7-8553
Los Angeles. 400 S. Beverly Dr., Crestview 6-5886
HOLLYWOOD SET FOR UNION TALKS

Fees from post-1948 films will come up in contract discussions

Hollywood labor relations were quiet at the year's end but 1960 promises a series of talks, mergers, agreements and perhaps disagreements.

The new decade opens with the TV networks and the Writers Guild of America negotiating for a new agreement covering writers employed on programs filmed by networks. While the last pact expired Dec. 31, 1959, its terms have been extended pending talks.

Expiring March 31 is a network-WGA agreement covering writers working on live programs.

Late in the year (Nov. 15) the contract between the networks and the American Federation of Television and Radio Artists comes to an end, but hopefully by that time the pressing problems of today will have been solved.

At the year's end (Dec. 31) the network contracts with the Radio and Television Directors Guild (now part of the new Directors Guild of America) will terminate. CBS in Hollywood now is trying to write a new agreement with the Publicists Assn., Local 818 of International Alliance of Theatrical Stage Employees, for the members of the CBS radio and TV publicity staffs on the Pacific Coast. Negotiations are expected to be lengthy, but not to provoke any major crisis.

The two major engineering unions, National Assn. of Broadcast Employees and Technicians at ABC and NBC and International Brotherhood of Electrical Workers at CBS, have contracts with the networks running through Jan. 31, 1961, for all the radio and TV networks.

American Federation of Musicians, whose demands in the past have added wrinkles and grey hairs to many network executives and station managers, has network contracts running through Feb. 29, 1964. The AFM contract with networks, packagers and producers for musical jingles does not expire until Jan. 31, 1963.

Eye on Hollywood • Despite their lack of personal involvement, TV station operators and program executives are keeping an eye on Hollywood, where a labor storm is brewing that could seriously affect the release of theatrical motion pictures to television and the price that TV stations will have to pay for them. Unions representing the actors, directors, writers and other so-called creative talent, as well as the craft unions, have made it plain that their new contracts with the producers of theatrical pictures must contain clauses providing for their members to share in the proceeds of any sale of this product to TV. And the major picture producers have made it just as plain that they have no intention of cutting into their TV take the people who worked on these pictures.

Currently, WGA is on strike against more than 40 independent producers of theatrical pictures and has secured contracts from 11 independents including acceptance of WGA's demand for a percentage of any revenue which they may derive by selling post-'48 theatrical pictures to television. Negotiations have broken down between WGA and the Assn. of Motion Picture Producers, representing the major movie producing companies, and writers are now writing for these companies without a contract and with the WGA board having authorization from the members to call a strike against the major producers at any time it sees fit.

There is considerable belief in Hollywood that WGA is holding off any strike action against the major film producers until it can align forces with the Screen Actors Guild, whose contract with AMPP expires the end of this month, Jan. 31. SAG like WGA, is insisting that actors employed in post-'48 theatrical movies share in any revenue the producers derive from their sale to TV. Addressing the annual SAG membership meeting last fall, John Dales, national executive secretary, called this the No. 1 objective of SAG's new negotiations, at the head of a list of what he termed "strike items."

Pay TV issues • Mr. Dales put pay TV in second place on the SAG "must" list. No one knows how this kind of television is going to develop, he commented, so it is essential that the new contracts with movie producers give SAG the right to reopen them to deal with pay TV at the proper time.

Pay TV is also covered in the new WGA agreements with the 11 independent picture producing companies who have accepted them and which ended the WGA strike so far as they are concerned. (WGA is still striking against the rest of the 56 independents.) The agreements call for the same payment to be made for the use of theatrical films on pay TV as on free TV—4% of the gross after deduction of distribution fees and after the producers have recouped the production costs of the pictures. For pay TV, the agreements apply to pictures distributed theatrically for at least two years, then exhibited via pay TV.

The WGA agreements stipulated that the formula for payments for the release of theatrical films to TV, free or pay, is to go into effect only if and when an overall industry pattern is achieved. This pattern has been tentatively drafted as setting aside 15%
of the gross receipts from TV for the guilds and unions, Harry Warner, legal counsel for Paramount Television Productions (KTLA [TV] Los Angeles), told the November meeting of the Los Angeles chapter of the Academy of Television Arts and Sciences (Broadcasting, Nov. 16, 1959.)

Under this plan, writers would receive 2.4% of the gross receipts from the sale of a theatrical film to TV (4% after a deduction of 40% for distribution costs). Directors would get the same as writers, 2.4%. Actors would receive 7.2% and the craft unions, chiefly IATSE locals, would divide 3%. None of these payments to guilds or unions would begin until the producer has made back the production costs of the picture.

Joint Negotiations • Since this is a common problem of all labor organizations representing workers on motion pictures, it can best be solved by joint negotiations of the various unions and guilds, according to Leith Stevens, president of the Composers & Lyricists Guild of America, which last August received NLRB certification as bargaining agent for writers of words and music of songs used in motion pictures.

Mr. Stevens made a two-point proposal in a letter to SAG, WGA, Screen Directors Guild (now part of DGA), Screen Producers Guild, Musicians Guild of America (which wrested control of studio musicians negotiations with major film producers from AFM in 1958), Society of Motion Picture Art Directors and IATSE. First, he called for a single negotiating committee to represent all talent and labor in dealing with the picture producers; second, for an impartial body to work out the problem of distributing talent and labor's share of the profits of the sale of theatrical film to TV (Broadcasting, Dec. 28, 1959). Mr. Stevens called for a meeting of top executives of the organizations to discuss his proposal, asked each for the earliest date possible, but last week there was still no date set.

Informed opinion in Hollywood holds that an actors' strike against the major producers of motion pictures would bring more pressure to bear on the studios than the same action by writers, particularly if the top stars of the movies stand by their union and refuse to work for struck producers. However, it was noted, the situation is complicated by the fact that today many picture stars are also picture producers, owning all or part of the movies in which they appear and hiring production and distribution facilities from the companies which formerly employed them.

While this transformation of talent into management was largely inspired by the differential between income taxes on salaries and capital gains taxes on the profits from the sale of property such as a motion picture, and in many cases is doubtless only a legal fiction, it nonetheless puts the individuals concerned simultaneously on both sides of the bargaining table. With what effect remains to be seen.

Talks Resume • SAG held a preliminary session with AMPP in mid-December, then recessed for the holidays, setting today (Jan. 4) as the time for a meeting that will tackle negotiations in earnest. Subsequently, SAG will also negotiate with the independent motion picture producers and with the producers of filmed programs for television, represented by the Alliance of Television Film Producers, whose current agreement with SAG expires March 31. The SAG TV commercial agreement with advertising agencies and the companies which produce filmed commercials runs to June 1 of this year. WGA is also currently negotiating with ATFP for a new contract for writers of TV filmed programs to succeed the one ending Jan. 15.

Although the network contracts with the engineering unions have more than a year to run, broadcast labor experts say it is none too early to begin

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**MARCH 21, 22, 23, 24**

The Institute of Radio Engineers

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considering some of the issues that IBEW and NABET may raise at that time. Automation has entered both radio and television and its effects on the employment of technicians present problems to both labor and management which at best will not be easy to answer. Automation's effects on programming, notably through audio and video tape recordings, are also certain to enter into the end-of-the-year AFTRA negotiations.

Another aspect of the labor situation of interest to broadcasters is that of mergers. In recent weeks Screen Directors Guild of America and Radio & Television Directors Guild have merged into Directors Guild of America. Feasibility of a merger between SAG and AFTRA, long avidly advocated by some, and bitterly opposed by others, is being studied by a group of university professors under the supervision of David L. Cole attorney who has specialized in labor relations. Mr. Cole was chosen for the job by a joint AFTRA-SAG committee. His report is expected early this year.

**SOME IN, SOME OUT**

**Networks shuffle, kill some TV shows**

A handful of nighttime shows are following the old year out as network programmers make adjustments in the 1960 portion of a still young broadcast season. Abbreviated contracts and weak ratings have slayed a few others for a short life in the sixties.

Most dramatic of the changes are occurring on CBS-TV, where Revlon's dissatisfaction with its 90-minute Big Party format (Broadcasting, Dec. 21, 1959) precipitated a move of the alternate-week partner, Playhouse 90 to a floating "special" status and the insertion of a revamped 60-minute Revlon Show on a weekly basis at 10 p.m. Revlon and its agency, Warwick & Legler, now will try a variety presentation with such solos as Maurice Chevalier and Harry Belafonte.

To fill the 9:30-10 slot, the network is moving Markham (sponsored by Schlitz Brewing through J. Walter Thompson; National Carbon through William Esty and Liggett & Myers through McCann-Erickson) from Saturday, 10:30 p.m., that time reverting to station programming. Playhouse 90 probably will continue with present backers when it goes special after Jan. 21 for eight more shows. They are American Gas (through Lennen & Newell), Allstate Insurance (Leo Burnett) and R.J. Reynolds Tobacco (Esty).

In other major changes for CBS-TV, The Kate Smith Show replaces Masquerade Party on Mondays, 7:30-8 p.m., and Be Our Guest is in for The Lineup Wednesdays, 7:30-8:30 p.m. The Kate Smith Show, starting Jan. 25, marks the singer's first regular tv show since 1954. Show will be sponsored by Whitehall and Boyle-Midway Divs. of American Home Products Corp. through Ted Bates, which backed both Masquerade Party and the show it replaced, Name That Tune, a victim of the quiz purge. Be Our Guest is being offered for segmented sponsorship.

The Others - ABC-TV's sole substitute so far is 21 Beacon St., which on Dec. 27 replaced Dick Clark's World of Talent Sundays, 10:30-11 p.m. It is sponsored by P. Lorillard (through Lennen & Newell). General Electric, sponsor of ABC-TV's Man With A Camera Mondays, 10:30-11 p.m., will continue its 20-week run on that show in mid-March, its agency, Grey Advertising says. The network has not announced plans for that time slot.

NBC-TV's new public affairs program, World Wide '60, replaces Five Fingers Jan. 23 on Saturdays, 9:30-10:30 p.m. It will not be sponsored at the start, but is available. Wichita Town will vacate the NBC-TV Wednesday night 10:30-11 half-hour after March with expiration of the Procter & Gamble contract placed by Benton & Bowles. The network will re-program the time, but hasn't said with what.

Corn Products' agency Lennen & Newell has advised NBC-TV that its client is debarking from Riverboat the end of this month, putting a question mark over 7:30-8 p.m. period on Sundays. The network would like to switch Love and Marriage from its Monday 8-9:30 p.m. slot, but sponsor Noxex and agency Sullivan, who backed Colwell & Byrds would rather not. Another on the NBC-TV uncertain list is Fibber McGee & Molly, Saturday, 8:30-9 p.m. sponsored by Singer Sewing Machine through Young & Rubicam and Standard Brands through J. Walter Thompson. This may be a rating casualty, it was reported.

**Networks split honors in 'Look' TV awards**

All three networks shared in the laurels bestowed by Look Magazine's 10th Annual Television Awards competition. Announced Dec. 21, the score by network: CBS-TV, 9; NBC-TV, 4, and ABC, 1. Prize-winning programs for the period starting Nov. 1, 1958 through Oct. 30, 1959, were:

- Best variety series—"The Garry Moore Show" (CBS-TV).
- Best quiz or panel series—"I've Got A Secret" (CBS-TV), making Garry Moore the only double winner.
- Best comedic—Red Skelton (CBS-TV).
- Best action series—"77 Sunset Strip" (ABC-TV).
- Best educational series—"The Twilight Century" (CBS-TV).
- Best public affairs show—"Huntley-Brinkley Report" (NBC-TV).
- Best musical series—"Bell Telephone Hour" (NBC-TV).
- Best dramatic series—"Playhouse 90" (CBS-TV).
- Best situation comedy series—"Father Knows Best" (CBS-TV).
- Best special show of the year—repeat telecast of "Look's" 1958 award winner, "An Evening With Fred Astaire" (NBC-T).
- Best dramatic show—"Dr. Phil's Playhouse" production of "The Untouchables" (CBS-TV).
- Best playwriting—Rod Serling, for "The Velvet Alley" on "Playhouse 90" (CBS-TV).
- Best special program of the year—CBS-TV's coverage of Soviet Premier Nikita Khroushchev's visit to the U.S.

**Herts-Lion financing series by stock sale**

Herts-Lion International Corp., tv program producer capitalized at $1 million, offered 300,000 shares of capital stock to the public last week through Samuel B. Franklin & Co., Los Angeles brokerage firm. Stock, with par value of $1 per share, was offered at the same price. Proceeds from the issue will go to finance a new tv series, The Victim based on files of Los Angeles County Coroner's office.

Herts-Lion International officials are: Kenyon Brown, board chairman; Ken-
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BROADCASTING, January 4, 1960
neth Herts, president; Leo Guild, executive vice president; Zsa Zsa Gabor, vice president, Robert Warren, vice president. Mr. Brown, (lead of Nafl's broadcast division and himself owner of a number of radio stations), Mr. Herts and Mr. Guild have been associated for the past several years in Herts-Lion Productions, which last year completed a tv series, *What are the Odds?*, based on stories written by Mr. Guild and produced by Mr. Herts. Herts-Lion Productions is currently producing a series of 39 half-hour films, *Demon Street*, in Europe in association with Bing Crosby/Kenyon Brown Productions and Svensk Industry.

- **Program shorts**

**Flying adventure** • A new half-hour series, *Rogue for Hire*, is to be produced for CBS Films by California Studios Inc. The agreement calls for 39 episodes and was announced last week by Robert F. Lewine, vice president, programs, at CBS Films. Producer is Philip N. Krasne, president of California. Filming is to start the middle of this month. Star of the series is Jerome Thor who was featured in *Foreign Intrigue*. Story: Adventures of an ex-Navy pilot. Technical adviser will be Paul Mantz, an expert stunt flyer. Roger Kay will direct the first two episodes.

**Script contest** • The speech department of the U. of Maryland has announced its 1960 Victor Frenkil Tv Script Award contest for any student currently enrolled in a college or university offering radio or tv courses. The price is $500 and the deadline is April 15, 1960. Entries must be original, one-hour dramatic scripts, not previously produced and the U. of Maryland reserves first production rights, with subsequent rights the property of the author. For further information write George F. Batka, director of Radio-tv Div., Dept. of Speech, College Park, Md.

**Pittsburgh rerun** • A Christmas special produced and presented by a Pittsburgh etv station, was purchased and re-run by a commercial station in that city. Josie's Holiday, a children's program starring local talent, was first presented Dec. 23 by WCJO-7 TV Pittsburgh. It received warm reviews, including a column in the *Pittsburgh Post Gazette* in which critic Win Fanning praised the show and urged that it be repeated. WJIC (TV), the NBC affiliate there, promptly purchased the show and presented it on Christmas Day. Alcoa sponsored the repeat. The unusual arrangement was transacted with cooperation from AFM, AFTRA and KDKA-TV, that city, where some of the talent is under contract.

**Ready to fly** • Screen Gems Inc., New York, reports production will start shortly on its new detective series entitled *The Raven*. The series was created by Jonas Seinfeld and Donald L. Gold, who were also creators of *Two Faces West* which Screen Gems will put into syndication early this year. Supervising *The Raven* will be William Sackheim, executive producer.


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**COLORCASTING**

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

**NBC-TV**

**Jan. 4-8, 9-13** (6:30-7 a.m.) Continental Classroom.

**Jan. 4-8, 9-13** (11-11:30 a.m.) Price Is Right, participating in The College Bowl.

**Jan. 4-8, 9-13** (12:30-1 p.m.) It Could Be You, participating in sponsorship.

**Jan. 4, 5, 6** (9-9:30 a.m.) Steve Allen Plymouth Show, Plymouth through N.W. Ayer.

**Jan. 5, 12** (9-9:30 a.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kumer.

**Jan. 5** (9:30-10:30 p.m.) Ford Star- time, Ford through J.W. Thompson.

**Jan. 6, 7, 8, 9 (8-9:30 p.m.)** Price Is Right, Lever through O'hyke, Benson & Mather and Spiegel through J.W. Thompson.

**Jan. 6** (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J.W. Thompson.

**Jan. 7** (9:30-10 p.m.) Ford Show, Ford through J.W. Thompson.

**Jan. 8** (8-9:30 p.m.) Art Carney Show, United Motor Service and Delco Remy Batteries Div. of General Motors (both Campbell-Ewald) and AC Sparkplug Div. of GM (D. P. Brother).

**Jan. 9, 10, 11 (10-10:30 p.m.)** Howdy Doody Show, Continental Baking through Ted Bates.

**Jan. 9** (10:30-11 a.m.) Ruff and Reddy Show, Borden Co. (Benton & Bowles).

**Jan. 9** (3 p.m.-conclusion) Senior Bowl Football Game, Phillips Ligers (Weberman & Schorr).

**Jan. 9** (7:30-8:30 p.m.) Bonanza, Ligers by Dancer-Fitzgerald-Sample.

**Jan. 10** (9-10 p.m.) Dinah Shore Chevy Show, Chevrolet through Campbell-Ewald.

**Jan. 12** (9:30-10:30 p.m.) Lincoln Mercury Starline, Ford through J.W. Thompson.

**News group formed**

The formation of Public Affairs Inc. to produce and distribute news and public affairs radio programs was announced last week by Guthrie E. Janssen, president.

The company's first offering will be *Dateline: Wall Street*, a 15-minute weekend survey of business and finance. Mr. Janssen said that additional programs planned by the company include a daily phone-in service of 50 seconds of financial-business news: voiced news reports from the U.S. and abroad and public affairs programs. Headquarters for the new firm has been established at 150 Broadway, New York 38, N.Y. Telephone is Barclay 7-6563.
EQUIPMENT & ENGINEERING

RCA SALES HIT ALL-TIME HIGH

$1.375 billion reported for last year; first profits from color TV also claimed

RCA’s sales for 1959 rose 17% over 1958 to an all-time high of about $1.375 billion and profits after taxes increased by 29% to about $40 million, RCA Board Chairman David Sarnoff reported last week in a year-end statement. Earnings in 1958 were equal to $2.65 per share of common stock as compared with $2.01 in 1958.

Gen. Sarnoff attributed the improvement in earnings to “increases in virtually all of the company’s major operating units and the cumulative effects of a company-wide cost-reducing program.” He noted that during 1959, for the first time, RCA crossed the “break-even” line and began to earn a profit on the sale of color TV sets.

He said that sales of color TV sets have been running “at a rate of 30% ahead” of last year. Gen. Sarnoff added that as color sets increase, it is expected that “substantial advertising support will be available for additional color programs and color commercials.

“Sales of black-and-white receivers increased over 1958, with portable models setting the pace,” Gen. Sarnoff reported. “Our new thin Sportable and Toteable sets more than doubled RCA’s sales of portables. Of all the TV sets sold by the industry this year, nearly 40% were portables.”

RCA sold more radios in 1959 than in any other year of its history, he stated. Transistor models led the way, and in late 1959, the company introduced two, nine-ounce, shirt-pocket portables that “promised to widen the market still further in 1960,” he added.

He placed gross time sales at NBC-7TV in 1959 at more than 100% higher than the previous year, and said NBC-owned radio and television stations reached “record levels of revenue and profit.” He offered no specific information on the fiscal condition of NBC Radio, but said the radio network carried 47% of all reported network-sponsored time.

Gen. Sarnoff predicted that the electronics industry as a whole would expand its business from its present $14 billion to $16 billion in 1960, and to $25 billion in 1965. He forecast 10 major developments “likely to affect all of us before the end of the next 10 years,” and listed them as follows: super computers to take over more and more office and factory chores; global television in full color; electronic systems without moving parts to heat and cool the home; new homes and apartments equipped with electronic sound-and-sight systems; electronic safety devices for highways and autos to reduce danger of driving; accurate long-range weather forecasts through use of satellite observers; electronic aids to medicine; classes of 100,000 or more under one gifted instructor under educational TV and other electronic tools; the enhancement of our national security by advances in electronics and atomic; improved basic circuitry for advance systems for defense and space exploration.

GE RECORDER
Industry awaits data

on thermoplastic vtr

Industry reaction last week to General Electric’s announcement of a “thermoplastic recorder” was one of caution. Enthusiasm limped principally because of a paucity of information following the initial news that GE’s research lab in Schenectady has developed a new electronic process for recording images.

Application presumably would be in recording, storing and reproducing images and technical data.

A meaningful appraisal could come next week, however, when GE on Jan. 12 is expected to make details public at a news conference in New York.

Engineers admit the recording process has potential as a TV technique that conceivably could facilitate important improvements and changes. But from information available, the thought is that a TV debut is some years off with its first application being more likely in telemeter and computer equipment.

What made TV people pause was a lengthy delay in disclosure from the time of the material’s assembly to publication in the December issue of The Journal of Applied Physics published by the American Institute of Physics. Since the paper by W. E. Glenn, a GE scientist, was received by the journal on Jan. 5, 1959, the time lag could have been as long as a year and a half.

Wall St. Reacts • There was no slow movement in the stock market, however, on Dec. 24 when the New York Times published a description of the process and implied that the process...
would have numerous advantages over video-tape. Ampex dropped 11 3/4 points that day at the New York Exchange and on Monday, Dec. 28, the first trading day after Christmas, fell another 7 1/4 points. By Tuesday, the "scare" had dissipated, the Ampex quotation went up 4 points. (Ampex closed at 108 3/4 on Tuesday; on Dec. 23 it had closed at 123 with a net gain then of 1%). General Electric stock on Dec. 24 showed its highest net gain during the period—up 33 3/4 points. On Dec. 23, GE stock had dropped 1% at the closing, another 1 point on Dec. 28 and by Dec. 29 again moved up 1 3/4 points.

In the process, technical data or photographic images are converted electronically into coded signals which are reduced to variations in the intensity of a beam of electrons. This beam plays back and forth across a film. The film has three layers: heat resistant plastic covered by a positively charged middle layer topped by a thermoplastic film that melts at low temperatures. The movement of the beam deposits a pattern of negative charges in accordance with the data or image that's being recorded. (This is the so-called negative.)

In the next or "developing" step, a pattern of electric charge on the film converts to a different pattern of depressions and ridges which can be observed optically. This takes but a few thousandths of a second.

The visual reading comes by passing a beam of light through it and into an optical system that converts into an image. Viewing can be direct, screen projected, or transmitted electronically (as in tv) or stored on film.

Color, too • According to Dr. Glenn's account, the optical systems have been devised for image reproduction in either monochrome or in color.

According to engineering opinion; these applications would appear possible:

Thermoplastic recordings immediately could be played back (as in tv tape) and could be erased and used over again; it also would produce images that are visible (as in film) which would aid in the editing. The "1 to 1" ratio in vtr would be reduced. It takes an hour to copy an hour's tape but in thermo, the embossed pressing would give fast copies off the so-called "master." Engineers point out that its workability is an unknown.

Its virtue • Chief virtue of such a process, it is theorized, would be an immediate reduction of the amount of recording material. It would take only 10 and possibly as little as 1% of the amount in thermo compared to videotape. This could be a cost saver. The "machine" might be simpler than tape machines.

Other advantages of such a process: Adaptability for playback anywhere in the world (it does away with the need to translate vtr from one standard to another); possibility of synchronizing thermo with both live and film (for special optical effects).

Network and station engineering experts said that they want to first have the "equipment," run pictures on monitors and "get a feel of it" before "we actually form an opinion."

New radio-tv supplier

The establishment of Bauer Electronics Corp. with headquarters in Burlingame, Calif., was announced last week by Fritz Bauer, president and principal stockholder of the firm. The new company will be a broadcast equipment supplier and will introduce two new am transmitters (1 kw and 5 kw) early this year. Mr. Bauer also announced that Paul Gregg, formerly with Gates Radio Co., has been named sales manager. The firm's office is at 1011 Industrial Way, Burlingame.

• Technical topics

Stock transfer • Pending stockholder approval, Midwestern Instruments, Tulsa, has proposed to enter into an agreement of reorganization with Textron Electronics, Providence, to provide for the transfer of the entire business of the former to the latter. The agreement would involve an exchange of 724,167 shares of Textron Electronics common stock for subsequent distribution to Midwestern stockholders, which would, in effect, result in the exchange of one share of Midwestern for 3/4 share of Textron Electronics. Transaction would not affect management or location of Midwestern Instruments, which would become a division of the electronics firm.

Direct distributor • Dale Television Div. of Thompson Ramo Wooldridge Inc. has appointed Hoffman Sales Corp. of California, a wholly-owned subsidiary of Hoffman Electronics Corp., direct factory distributor for its line of closed circuit tv equipment.

Adjustment • Radio Corp. of America last week announced a change in the conversion price of its 3 1/4% convertible subordinated debentures to $49.04 a share. Prior to the adjustment, which became effective Dec. 18, the conversion price was $50 a share. The adjustment results from the declaration on Dec. 4, 1959 of a stock dividend of 2%, payable Feb. 1, 1960, to holders of common stock on Dec. 18, 1959.

Transistor literature • General Electric Communication Products Dept., Lynnchurg, Va., has issued Bulletin ECM 112 describing Transistorized Service Channel equipment now available for 6 kmc microwave. The new equipment reportedly simplifies servicing of a microwave system and aids preventative maintenance technicians.

More tv automation • Hoffman Electronics Corp., L.A., has developed a new control device, LiteScope, that adjusts tv picture contrast and brightness automatically according to the light level in the viewing area. In addition, Hoffman's new Vanguard wireless remote control system, about the size of a cigarette pack, also makes it possible to change channels and turn on and off, automatically. The new innovations will be in Hoffman's 1960 spring line.

America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.

D A V I D  J A R E T  C O R P.

150 MONTAGUE STREET
BROOKLYN 1, N. Y.
ULSTER 2-5600

60 (EQUIPMENT AND ENGINEERING)
COLLINS REMOTE AMPLIFIERS AND MICROPHONES HAVE BEEN SELECTED
BY THE OLYMPIC COMMITTEE FOR USE BY ALL FOREIGN BROADCASTERS
AT THE 1960 WINTER OLYMPIC GAMES, SQUAW VALLEY, CALIFORNIA
She was not alone

If you had wanted to get in touch with Eva Vasquez three years ago, you would have had to travel some two hundred miles from her home on the outskirts of Bakersfield, California, to Modesto State Hospital for the mentally ill.

She was hospitalized there because she was tired of living and tried dying. Withdrawal, they called it, from reality.

The communists could have made quite a thing out of her story if they had known it.

What about "all men are created equal"? they might have asked. What about "unalienable rights"?

Here she was: Eva. Born a Mexican, another victim of pride, prejudice and poverty. Knowing no love in her own home, she escaped into marriage at sixteen.

Now, at twenty-nine, she was the wife of Juan Vasquez, mother of seven children and pregnant again.

Because of recurring bouts of illness, finally diagnosed at Kern General as malnutrition, Juan was only intermittently employed. Came cotton time, the whole family took to the fields—usually earning a total of $7.50 a day.

Worry over her neglected children and Juan led to Eva's breakdown. The feeling that she, alone, was faced with these problems only exaggerated her anxiety.

It turned out she was not alone. And that's where the Russian script ends and the American story begins.

During Mrs. Vasquez's hospitalization the family received relief and the children were provided milk by BROADCASTING, January 4, 1960
a local school nurse. Juan was encouraged to study English in night school in hopes of finding a better job. To practice English he read comic books and watched TV in the two-room cabin he shared with the children.

One day, and then again, he saw a TV message sponsored by The Advertising Council, urging people to send for a booklet entitled “How to Deal With Your Tensions,” published by The National Association for Mental Health. Free.

He sent away for it and spent the next two months laboriously translating it with the aid of his comic books and a Spanish-American dictionary.

Among other things, he learned that Eva was not alone in her affliction. One in ten Americans suffers from mental illness. And 80% of those hospitalized, in the words of Dr. William Menninger, “could be out if enough of us cared.”

The Advertising Council cared to the point of courageously sponsoring the Mental Health program during 1958 and 1959. Through the combined volunteer services and facilities of American business, advertising agencies, publishers, broadcasting stations, networks, outdoor and transit advertising companies, millions of dollars have been spent bringing that message to millions of people, more than 1,300,000 of whom have written in for the pamphlet.

People like Juan Vasquez, for instance, who cared enough to translate it painstakingly and sensitively, so that his wife would believe and understand and be restored to her family, rehabilitated. That happened on July 7, 1958.

The Mental Health campaign was supported by The Advertising Council because mental illness is “the number one disease of the country.” And the Council is committed to making ours a stronger nation. Stronger in human and natural resources.

Through public service campaigns—adding up to 170 million dollars of voluntary support during 1959 alone—our country was bulwarked in many ways.

Through saving lives on the highways. Preventing forest fires. Fighting for better schools. Selling savings bonds, and helping our friends and allies abroad.

Not by standing still, certainly, nor playing it solo. Rather, by people working together in the common cause of insuring our “health, wealth and happiness.”

THE ADVERTISING COUNCIL... for public service
If you would like to know more about this work, this magazine suggests you write to The Advertising Council for a free booklet,
25 West 45th Street, New York 36, New York

The Advertising Council, supporting these and many other public service causes with men, materials and money contributed by American business, helps solve more problems and serve more people than any other single private institution:

AID TO HIGHER EDUCATION • BETTER SCHOOLS • CONFIDENCE IN A GROWING AMERICA
CRUSADE FOR FREEDOM • FOREST FIRE PREVENTION • MENTAL HEALTH • NATO • RED CROSS
REGISTER, VOTE AND CONTRIBUTE • RELIGION IN AMERICAN LIFE • RELIGIOUS OVERSEAS AID
STAMP OUT PARALYTIC POLIO • STOP ACCIDENTS • UNITED COMMUNITY CAMPAIGNS
U. S. SAVINGS BONDS • UNITED NATIONS
Broadcast Advertising

Mr. Flouton  Mr. Rees

- Allen F. Flouton and Jack P. Rees, both senior vp's and directors of Compton Adv., N.Y., named executive vp's. Mr. Flouton, senior management representative on Procter & Gamble soap brands, joined Compton in 1937. Mr. Rees has charge of agency's marketing department and branch operations and is also management supervisor on several accounts.


- H. Milton Gurwitz, account supervisor on Emerson radio account at Friend-Reiss Adv., N.Y., appointed vp. Mr. Gurwitz also has been assigned supervisor on Lee Filters account.

- John J. Oakson, advertising manager of Hallmark Cards Inc., Kansas City, elected to board of directors. D.M. Gray, director of sales and merchandising, named vp in charge of sales.

- James E. Keeffe promoted from account manager to vp and account supervisor on the Automotive Aftermarket Div. account at Waldie & Briggs, Chicago. C.E. Huwen, formerly with Fuller & Smith & Ross, Chicago, to Waldie & Briggs, that city, as vp and account supervisor in agency's building products division.

- Harvey Victor and Edgar Rose, account executives, named vps of Jay Victor & Assoc., Newark, N.J. advertising agency.

- Guy B. Mercer, previously head of own consultant firm, to Needham, Louis & Brophy, Chicago, as vp and member of plans board. He formerly was executive vp of Clinton E. Frank, account supervisor with Tatham-Laird and marketing director at McCann-Erickson, all Chicago.

- John H. Rolfs, assistant general manager of Guild, Bascom & Bonfigli, San Francisco, elected treasurer. He also continues his managerial responsibilities.

- Stanley Evans, senior account executive on American Tobacco Co. at Lawrence C. Gumbinner Adv., N.Y., elected vp.

- Sheldon S. Sosna, formerly vp and creative director, Grant Adv. Inc., Chicago, joins Doherty, Clifford, Steers & Shenfield, N.Y., as vp.

- J. Robert Conroy, formerly vp for pr at Grant Advertising, Detroit, to Ross Roy Inc., that city, in similar capacity.

- Maid Marion Montgomery, account executive at Henri, Hurst & McDonald, Chicago, elected vp, first woman so appointed in agency's 47-year history. She will implement and expand creative fashion and design service.

- Roland H. Cramer, formerly account supervisor at BBDO, N.Y., to Lennen & Newell, that city, as vp on Colgate account. Mr. Cramer had previously been with Ted Bates, Ruthrauff & Ryan and McCann-Erickson, all as vp.

- Carl Spielvogel, advertising columnist of New York Times for past three years, to McCann-Erickson, N.Y., as corporate pr director.

- Robert A. Miller, formerly with Art Direction Magazine, appointed vp in charge of sales promotion activities for Delroy Inc., New York advertising agency.

- Hal Davis, formerly independent producer-director in open and closed circuit tv, and previously producer-director for ABC-TV, joins Sudler & Hennessey, N.Y., as tv-radio director.

- John P. Hughes, assistant advertising manager of John H. Breck Inc., Springfield, Mass., producer of hair preparations, appointed advertising manager.

- Bernard Gerhardt, formerly account executive with Mosher, Reimer & Williamson, Denver advertising agency, promoted to director of client relations.

- Lou Perkins, formerly senior producer at ABC Chicago and associate producer of Don McNeill's Breakfast Club on ABC radio network, to tv-radio production staff at Tatham-Laird, Chicago.

- Al McMillan appointed executive vp in charge of personnel and services of Carl Byoir & Assoc., New York pr firm.

- Carollee A. Cornelius, formerly copywriter for Carson, Pirie, Scott & Sears, Roebuck, both Chicago, to copy department of N.W. Ayer, that city. Other Ayer appointments: Sally Diekema, formerly with Kenyon & Eckhardt, and James T. Cooper, formerly at Leo Burnett, both as commercial broadcast producers.

- Dudley Rockwell, formerly account supervisor at Fuller & Smith & Ross, Chicago, to Waldie & Briggs, that city, in similar capacity.

- Floyd G. Van Etten, tv service representative; Theodore E. Schulte, group copy head, and Mable C. Anderson, director of home economics center elected vps in Chicago office of J. Walter Thompson Co.


- A.E. (Jack) Horner, formerly account executive with W.B. Doner, Baltimore advertising agency, to VanSant, Dugdale, that city, as copywriter.

The Media

- Robert J. Hoth, formerly vp and general manager of KAKC Tulsa, Okla., appointed executive vp of Public Radio Corp. which operates KIOA Des Moines, Iowa, and KBBK Kansas City in addition to KAKC. James Dowell, vp and general manager of KIOA, named PRC vp in charge of national sales and retains KIOA position. Larry Monroe, formerly program di-

Promotions

Rufus Cramer, Broadcasting's senior editor in charge of the New York editorial bureau since 1951, has been promoted to the new position of editorial director, New York. He will continue to report to Edwin H. James, vice president and managing editor at the magazine's Washington headquarters.

Lawrence B. Taishoff, assistant secretary-treasurer of Broadcasting Publications Inc. since September, 1958, has been promoted to the new position of assistant to the publisher. The appointments were announced by Sol Taishoff, editor and publisher.
NEW Hughes Storage Monitor

Tape advantages are well-known—superior "live-quality" picture reproduction, immediate playback and greatly reduced costs. One of the major difficulties to date has been development of efficient tape editing methods and techniques. Now, Hughes makes available to the industry a Storage Monitor for use as a key unit in the design of tape editing systems.

The new Hughes Storage Monitor operates like any standard TV monitor until you press the button. Immediately the Hughes 5" TONOTRON® Tube freezes the image, holding it until the monitor mode is restored.

Advantages to TV engineers include: High-Speed tape processing. Better program continuity and quality. Less tape wear during editing. Highest utilization of video recording equipment.

Pictures may be held for approximately ten minutes with a minimum of 5 half tones. Input may be from separate or composite video sources. Push-button controls permit local or remote operation.

Model 201 Storage Monitor is available in several mounting arrangements—portable or rack mounted, individually or in groups, for sequential frame study. This permits rapid selection of individual frames and desired action sequences.

For additional information write to: Hughes Products, Industrial Systems Division, International Airport Station, Los Angeles 45, California.
His Honor

ROBERT J. BURTON, vice president and resident attorney of Broadcast Music Inc., N.Y., was sworn in last week as acting city judge of New Rochelle, N.Y. The post requires occasional service supplementing full-time bench activity of an elected city judge. Mr. Burton served as vice president of the New Rochelle board of education from 1958 to 1959. A member of the New York Bar since 1937, Mr. Burton became affiliated with BMI in 1941 as resident attorney, responsible for internal legal matters.

Mr. Payette

Mr. Tyrol

Mr. Kirby

Mr. Evans

This is a ROCKY MOUNTAIN DAYTIMER. While this daytimer is only a 250-watter, its low frequency gives it unbelievable coverage. It is in a semi-major market in Rocky Mountain area, has the most attractive studios you will see. The station is in the black. Asking price is $150,000.00, liberal terms.

NORTH TEXAS DAYTIMER—in metropolitan area. This is the top rated station in its market and is in the black. Has very attractive studio at the transmitter site. Equipment in top-top condition. An owner-manager can operate this cheaply and make a bundle. $5,000.00 down against a total price of $75,000.00 will handle.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

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EXective 3-3456  DEwloe 7-2754  Riverside 8-1175  EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, January 4, 1960

66 (FATES & FORTUNES)
TO OUR FELLOW UNIONISTS IN THE ENTERTAINMENT FIELD—
Below is the text of an advertisement which Local 802, American Federation of Musicians is running in New York newspapers. The practices referred to, and to which we object in the advertisement, can adversely affect employment in other branches of the entertainment field—if allowed to continue. We ask you to support us in our campaign.

"a species of fraud on the American public..."

TO THE TELEVISION AUDIENCE

The employment opportunities of professional musicians in the United States are being curtailed seriously by a growing, but little-known practice in many filmed network television shows. The same thing is also happening in motion picture production.

The music which you hear on these shows is made abroad at cut rates, at the expense of American musicians.

This practice has grown to alarming proportions, and has led Senator Wayne Morse of Oregon to introduce a resolution in the Senate demanding a Congressional investigation of the effects of these practices on employment for American musicians and other workers in the film entertainment industry.

The situation is not generally known. Sponsors and producers naturally would prefer that it should not be. However, it is becoming such a serious threat to employment opportunities that it has been branded by Senator Morse as "a species of fraud being perpetrated on the American public by many American producers of film entertainment."

The American Federation of Musicians, whose members would normally be employed to provide music for these shows at union wage scales, is initiating a national campaign of protest against these shows and their sponsors. Local 802 is participating in this campaign and giving it full and vigorous support.

We feel that our cause is a just one. We sincerely feel that we are not only fighting for employment which is rightfully ours, but we are also opposing a real threat to the perpetuation of Live Music in America.

We hope we may have your understanding, encouragement and support in our efforts.

The following television shows use foreign-made music:

BAT MASTERSON
THE BLACK SADDLE
THE DUPONT SHOW
JOHNNY RINGO
LASSIE
THE LOCKUP
MAN AND THE CHALLENGE
MEN INTO SPACE
RICHARD DIAMOND

THE RIFLEMAN
ROBERT TAYLOR'S DETECTIVES
SEA HUNT
TALES OF THE PLAINSMEN
TOMBSTONE TERRITORY
WANTED DEAD OR ALIVE
WICHITA TOWN
ZANE GREY THEATRE

EXECUTIVE BOARD, LOCAL 802
AMERICAN FEDERATION OF MUSICIANS, A.F.L.-C.I.O.

AL MANUTI, President

AL MANUTI, President

(BROADCASTING, January 4, 1960)
Sit down at today's most

COMPLETELY TRANSISTORIZED FOR LOW MAINTENANCE

For studio and/or master audio control of radio and television, General Electric's Type BC-21-A Transistorized Audio Console offers the ultimate in convenience and flexibility.

It provides all facilities necessary for switching, mixing and amplifying the outputs of microphones, turntables, tape mechanisms, projectors, remote and network lines and other audio sources—as well as complete facilities for auditioning, cueing, monitoring remote lines and cue/talkback circuits to studio and remote lines.

The BC-21-A can be used for single-channel control or easily, quickly and inexpensively modified for two-channel operation. For complete details, get in touch with your G-E Broadcast Representative. Or write Section 48104, General Electric Company, Communication Products Dept., Technical Products Operation, Lynchburg, Va. In Canada: Canadian General Electric Company, Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario.
modern audio console!

Modular design • Buy as you need—add more preamplifiers later • Plug-in amplifiers, hi-level mixers and relay modules easily removed for maintenance • Clean, "crackle-free" switching • Noiseless fading and mixing • Convenient color-coded controls • Designed for dual-channel use • Built-in cue and IC facilities

SOME TYPICAL INSTALLATIONS:

WNHC—New Haven, Conn.  KHTV—Portland, Ore.
WNBF—Binghamton, N. Y.  KSFO—San Francisco, Cal.
WFBC—Altoona, Pa.  KPLR—St. Louis, Mo.
WNED—Buffalo, N. Y.  WXYZ—Detroit, Mich.
Howell Recording Studio, Buffalo, New York

GENERAL ELECTRIC
KMSO-TV
Serves MISSOULA and All of WESTERN MONTANA
With the Best of CBS, NBC, ABC

PERFECT TEST MARKET
- 51,000 TV Homes
- Drug Sales Index 167
- Retail Sales Index 143
- Auto Sales Index 176

PERFECT TEST STATION
- Captive Audience in 90% of the Area
- Dominates the 10% Remainder Completely
- Now the Only TV Station on the Air in Western Montana
- Low Cost/1,000 HOMES

Represented Nationally by FORJEO TV INCORPORATED

GROWING
GROWING
GROWING

- KMSO-TV now reaches 51,000 Montana TV homes and is gaining new viewers all over Western Montana.


REX KING, formerly regional sales manager of WSTV Steubenville, Ohio, named general sales manager of KELO-TV Sioux Falls, S.D.

ALAN SCHROEDER, formerly assistant sales manager of WBBM-TV Chicago and Al DiGiovanni, formerly account executive at WCBS-TV New York, to CBS-TV spot sales, that city, both as account executives.

ROBERT E. SWANSON, formerly on promotion and pr staff of WNDU-TV South Bend, Ind., to sales staff of WBBM Chicago.

RUSSELL HALL, formerly air personality with WITH Baltimore, joins WCAU Philadelphia, in similar capacity.

GEORGE KUISK appointed night operations manager and ROBERT BRADFORD assistant night operations manager of WGN-AM-TV Chicago. Both have been identified with wide range of activities at WGN Inc., including engineering, programming and traffic.

M.J. BECK retires as treasurer of The Katz agency, N.Y., position he has held for 30 years. He joined Katz in 1905. H.J. GRENTHOT, assistant treasurer, succeeds Mr. Beck. Also announced: Election of WALTER NOLSON, tv sales manager, to board of directors; retirement of MICHAEL J. FLYNN, member of radio sales staff for past 27 years.

DAVID MELAMED, named director of administration of National Theatres & Television Inc., Los Angeles. He will handle administrative matters, budgets and services for NT&T and its subsidiaries.

BERNARD MILLER, formerly president and general manager of WMOR-FM Chicago (now defunct) and producer at Jules Power Productions, to Chicago office of Westheimer & Co., investment broker, as registered representative.

ANTHONY (BILL) HARTMAN, formerly account executive with WJZ-TV Baltimore, named local sales manager of WICE Providence, R.I.

RICHARD HICOG, formerly promotion-publicity director of WIRE Indianapolis, named account executive with WFBM, that city.

IRWIN G. INMAN JR., formerly sales representative with WXEX-TV and WRVA-TV, both Richmond, Va., to WSUN-TV St. Petersburg, Fla., in similar capacity.

WILLIAM A. HOFFYER, formerly general manager of KUTY Palmdale, Calif., to sales staff of KFTR San Francisco.

CLINTON PACKARD, formerly with H-R Representatives Inc., to New York TV sales staff of WGN-AM-TV Chicago.

BOB GALLAGHER, formerly assistant sales promotion manager, WCBS New York, to CBS-TV, that city, as copywriter in sales promotion and advertising department.

ANTHONY C. BATTAGLIA JR. joins WBEN-FM Buffalo, N.Y., as sales representative.

MERRILL (RED) MUELLER of NBC elected president of American Assn. of Radio & Television News Analysts, succeeding Bob Trout of CBS. Mr. Trout became chairman of executive committee which includes H.V. KALTENBORN, re-elected, and WILSON HALL, NBC, newly elected. Others elected were LEON PEARSON, NBC, vp, BLAIR CLARK, CBS, secretary, and CAESAR SEARCHINGER, treasurer.

WES A. DRIPPS, formerly program director of KDOM Windom, to KMMT (TV) Austin, both Minnesota, in tv operations.

MARC ANSON, formerly newsman and announcer with WAKY Louisville, Ky., joins WSAI Cincinnati in similar capacity.

RAY GOLDEN, formerly with KSTN Stockton, Calif., to KAYO Seattle, Wash., as program director and air personality. BILL SCHONELLY, formerly with KOMO-TV Seattle, joins KAYO as news director. MARK HAYES, formerly with KGEM Boise, Idaho, and BOB SALTER and DALE STARKEY, both formerly with KVI Seattle, all join KAYO as air personalities.

DR. JOHN W. DEMPSEY, professor of political science at U. of Detroit, named director of news and public affairs of WJBK-TV Detroit. He will continue his teaching duties in addition to his new post.
**Programming**

- **Jerry Franken**, formerly director of publicity of National Telefilm Assn., Hollywood, named executive director of advertising, promotion and publicity. Previously he was radio-tv editor of The Billboard and Variety.

- **Gordon H. Miller**, appointed managing director of creative sales for Great Lakes Div. of Wilding Inc., Chicago, producer of tv commercials, business motion pictures and slideslins. Mr. Miller will operate from Detroit.

- **Jack Emanuel**, formerly of Warner Bros., story department, named executive story editor, Pacific Div. of NBC.

- **Wayne Langston**, formerly vp and general manager of George Ryan Films, Minneapolis, and previously director-writer, Sarra Inc., to writing staff of Fred Niles Communications Center, Fred A. Niles Productions, Chicago-based film firm.

- **Benedict Berenberg**, formerly eastern executive producer-director for Screen Gems, to Television Graphics, N.Y., as producer and director of filmed commercials and industrial pictures.

**Equipment & Eng'ring**

- **H.D. Farnsworth**, formerly manager of field sales of Stromberg-Carlson's digimatic numerical control systems, appointed manager of product planning of Sierra Electronic Corp., Melano Park, Calif., div. of Philco Corp. Sanford K. Ashby, formerly partner in Ashby Assoc., Dayton, Ohio, manufacturers representatives, named sales engineer.


- **Max Schneiderman**, formerly chief engineer at Electronic Tube Corp., to Analab, Cedar Grove, N.J., as head of new Special Products Div.

- **John A. Fairchild**, formerly area manager, Latin America, for Raytheon Co., joins Dynamics Corp. of America. Mr. Fairchild will head DCA's first overseas operation, newly-created Latin American-Far East Div., as corporate vp in charge of commercial and governmental operations.


- **Harold F. Cook**, formerly manager of marketing services of Tung-Sol Electric Inc., Newark, N.J., promoted to sales planning manager. Robert E. Blibby, supervisor of sales analysis and controls, named advertising sales promotion manager.

- **Dr. M. John Rice Jr.**, formerly director of research of Trancoa Chemical Corp., appointed manager of semiconductor material engineering for CBS Electronics, Danvers, Mass., manufacturing division of CBS Inc.

- **George C. Smith Jr.**, manager of plant process engineering for Raytheon's semiconductor plant in Newton, Mass., to Lewiston, Me., division in similar capacity.

- **William T. Buschmann**, merchandising manager of Sylvania Electronic Tubes renewal and equipment sales departments, appointed eastern regional distributor sales manager, succeeding Samuel J. McDonald, who was promoted to assistant distributor sales manager.

- **John J. Shenk**, formerly eastern regional field coordinator of field engineering with CBS Electronics, appointed regional manager.

- **Michael J. Votava**, applications engineer of Elgin Metalformers Corp., Elgin, Ill., promoted to sales supervisor.


- **John Mustico** appointed sales representative for Entron Inc., Bladensburg, Md., producer of tv antenna systems equipment. He will cover New Jersey, Virginia, Maryland, Pennsylvania, Delaware and Washington, D.C.

**International**

- **M.J. Frankovich**, managing director of Screen Gems Ltd., London affiliate of Screen Gems Inc., elected chairman of board. Kenneth Hargreaves, managing director of Columbia Pictures Ltd., succeeds Mr. Frankovich at Screen Gems Ltd.

- **Herbert S. Stewart**, manager of CHCT-TV Calgary, Alberta, resigns to join Chinko Communications Ltd., Calgary, as executive vp.

- **Vern Dallin**, vp and station manager of CFQC-TV Saskatoon, Sask., named vp and general manager. G. Blair Nelson, manager of CFQC, that city, appointed general manager.

- **Clive B. McKee**, manager of industrial relations of Canadian Broadcasting Corp., named director of industrial and talent relations of CBC, with headquarters at Ottawa, Ont.

- **R.A. Leslie**, National Broadcast Sales Ltd., Toronto, Ont., elected president of Canadian Radio Representatives Assn., succeeding G.W. Hellman, Stovin-Byles Ltd. Ernie Towndrow of Stevens & Towndrow, elected vp; Ted Pepler, Trans-Ocean Registered, secretary, and Lorrie Potts of rep firm of same name, treasurer. Andy McDermott of Radio & Television Sales Inc., appointed publicity chairman. All are from Toronto.

**Deaths**

- **David Edelson**, 68, Chicago radio pioneer and personality for over 37 years, died in that city following heart attack Dec. 26. He helped found original KYW (then in Chicago) in 1921 and was active in other stations there, including WLS and WBSC. He conducted music programs on WJJD and WATF at time of death. Mr. Edelson was applicant for station in Geneva, Ill., under Fox Valley Broadcasting Co., and also headed Commercial Broadcasters Adv. Agency and Dave Edelson Assoc., pr firm.

- **Gerald McDermott**, with KFEL Denver in early days of radio, died of lung cancer Dec. 23 in Chicago. Among survivors is twin brother Gerald B. McDermott, president of KBUR Burlington and KMCD Fairfield, both Iowa.
INTERNATIONAL

‘SECOND TV' HEARINGS FACE BBG

Winnipeg sessions are first step in move to open up Canada's major TV markets

Three applicants for a second television station at Winnipeg and 13 other applicants for radio and TV stations across Canada will be heard by the Board of Broadcast Governors in the large committee room of the Legislative Building at Winnipeg, Man., from January 13-16.

The ch. 7 frequency for the second TV station at Winnipeg will be contested by Jack Blick, CJOB Winnipeg, who is applying for 180 kw video and 108 kw audio power with directional antenna 542 ft. high; Joseph Harris on behalf of a company to be formed, with request for 325 kw video and 162.5 kw audio power and nondirectional antenna 1,026 ft. high; R.S. Misener on behalf of a company to be formed for a station with 325 kw video and 180 kw audio power and nondirectional antenna 946 ft. high.

This will be the first of a series of hearings being held by the BBG for second TV station licenses in urban markets now served solely by the government-owned Canadian Broadcasting Corp.

A ch. 12 station to serve the eastern part of Quebec province and the northern part of New Brunswick province is being applied for by three television stations. CHSJ-AM-TV St. John, N.B., is applying for a station at Campbellton, N.B., with 205.7 kw video and 102.8 kw audio and antenna 799 ft. high.

CHAU-TV New Carlisle, Que., is asking for a station with 23.5 kw video and 11.8 audio power and antenna 1,673 ft. high at Carleton, Que.

CKCW-TV Moncton, N.B., is requesting a TV satellite at Upsalquitch Lake, N.B., on ch. 12, with 141 kw video and 77 kw audio power and antenna 1,331 ft. high.

Broadcasting station licenses are being sought by Melfort Broadcasting Co. Ltd., at Melfort, Sask., on 1240 kc with 250 watts; by James Alan Stewart at Ottawa, Ont., on 1250 kc with 10 kw and directional antenna; and by A.W. MacDonald at Calgary, Alta., on 1550 kc with 10 kw and directional antenna.

Application is being made for a new FM station at Toronto, Ont., by A.W. Ness on 104.5 mc with 3.52 kw and antenna 93 ft. high.

CHOW Welland, Ont., is requesting a power increase from 500 watts to 1 kw on 1470 kc and authority to operate full time instead of present dawn to dusk.

CFHR Hay River, Northwest Territories, is requesting a power increase from 25 to 40 watts on 1490 kc.

CHCL Cold Lake, Alta., wants a power boost from 10 to 50 watts on 1450 kc.

CKX Brandon, Man., wants a daytime power increase from 5 kw to 10 kw on 1150 kc.

CJGX Yorkton, Sask., is requesting authority to open a part-time studio at nearby Melville, Sask.

CBC plans to build new radio-TV center

After searching several years for a site to centralize its widely-spread national program and commercial operations at Toronto, Ont., Canadian Broadcasting Corp. has announced the purchase of a 33-acre site in the northeast suburban area for $650,000. CBC plans to start construction of a $40 million radio-television center late in 1960 or early in 1961.

Announcement of the purchase was made by CBC president Al Ouimet at Ottawa, and Alex Rubin, president of Toronto Industrial Leaseholds Ltd., owner of the property. CBC will move its 2,000 employees now working in 14 buildings at 11 different locations in Toronto, to the new center. There will be at least 10 camera and broadcasting studios in the new location, according to preliminary plans. No decision has been made yet as to removal of the CBLT Toronto television tower from the present downtown location to the new site.

Realtors plan 1,200 apartment units nearby the new radio-TV city for CBC employees, and some film companies may move to the area to be closer to the center of national programming.

CBC will sell its downtown property on Jarvis Street and at other locations. It now pays some $550,000 annually in rent in addition to using its own properties.

Nielsen may start Canadian service

The A.C. Nielsen Co. will launch a radio-TV audience research service in 15 Canadian markets if it can find enough clients to provide 60% of the amount needed for operations. It would be called Nielsen Broadcast Index.

Arthur C. Nielsen, president, told a meeting of advertisers and advertising agencies in Canada two weeks ago that his broadcast services in the United States and the United Kingdom lost...
money for many years, with losses in the U.S. sometimes exceeding $1 million. He voiced confidence that "ultimately" a service in Canada would prove successful but added that on the basis of present pledges of business, the "excessive length of time" might make it unrealistic to start such a project.

He pointed out that present commitments would provide only 34% of the needed revenue. He told agencies-advertisers that if, within the next few months, at least 60% of the required revenue can be pledged, Nielsen is prepared to supply an audience research service in 15 markets.

**Canadian rep sale**

Brian Scharfe has bought control of Hunt & Scharfe Representatives Ltd., Vancouver, representing a large number of Canadian radio and television stations on the Pacific coast. Firm name has been changed to Scharfe Broadcast Sales Ltd. It started originally in 1946 as John N. Hunt & Associates. Mr. Scharfe bought an interest in the firm two years ago. Mr. Hunt is now sales manager of CKLG North Vancouver, B.C.

**Abroad in brief**

Moving day ⋆ Northern Broadcasting Ltd., owner and operator of CIKL Kirkland Lake, Ont., CFCH North Bay, Ont., CKGB Timmins, Ont., CKWS-AM-TV Kingston, Ont., and CHEX-AM-TV Peterborough, Ont., has moved to new headquarters at 425 University Ave., Toronto.

---

**FANFARE**

**KREM-TV, press in co-operative effort**

In a stride towards peaceful—even helpful—co-existence between newspapers and tv, KREM-TV Spokane, Wash., enlisted and got the aid of nearly 100 community newspapers in presenting its Community Profile series.

On the theory that the local newspaper knows most about its community, the station held a banquet for key editors and publishers from the areas it planned to feature. The idea was presented to them: five-to-seven-minute documentary filmed programs covering the towns and cities in the four western states covered by KREM-TV (eastern Washington, northeastern Oregon, Idaho and western Montana). The station also expressed its wish to prove its interest in the progress and economic potential in this area, dubbed the "Inland Empire."

The newspaper executives pledged their cooperation. Before each community profile was shown, an advertisement appeared in the local paper giving date, time and channel. In addition, the editors aided KREM-TV newsmen in pinpointing significant features and personalities in each locality and devoted editorial space to the program. In fact, when one newspaper had no available advertising space at the time, its community was to be shown, the editor gave a free front page story. In return, when listeners called from the hinterlands asking when their town would be featured, they were instructed by KREM-TV to watch their local newspaper for date and details.

Robert Temple, the station's general manager, points out that although the program is expensive, it is paying off for KREM-TV in higher viewing ratings and that its news staff is getting more "scoops" from outlying areas.

**duPont winners announced**

Doug Holcomb, director of promotion and advertising for WDAU-TV Scranton, Pa., has won the $500 first prize in the "duPont Everyone Wins" contest for station promotion managers conducted by duPont Textile Fibers on behalf of its weekly tv dramatic series, The duPont Show with June Allyson.

Mr. Holcomb's campaign included stories about the program in the station's own magazine, creative studio displays, on-air promotion and an advertising and publicity push in local newspapers. Other winners included: F.R. McKane, KOLD-TV Tucson Ariz., $250; Neill C. Swann, WOAY-TV Oak Hill, W.Va., $100; Ward W. Weldon, WIBW-TV Topeka, Kan., $100, and Carroll E. Gregg, KWTV (TV) Oklahoma City, $50. All contest entrants received two sport shirts of "Orlon" acrylic fiber.
**TV NETWORK SHOWSHEET**

**PROGRAMS, TIMES, SPONSORS**

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sus., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live; T, video tape. All times are EST.

**SUNDAY MORNING**

10-11 a.m.  
ABC-TV No network service.  
CBS-TV 10:10-10:30 Lemp Upto My Feet, sust., L.  
10:30-11 Look Up and Live, sust.  
NBC-TV No network service.

11 a.m-Noon  
ABC-TV No network service.  
CBS-TV 11:10-11:30 FYI, sust., L and T; 11:30-12 Camera TV, sust., L.  
NBC-TV No network service.

**SUNDAY AFTERNOON**

Noon-1 p.m.  
ABC-TV 12-12:30 John Hopkins File, sust., L; 12:30-1 Bishop Pike, sust., L.  
CBS-TV 12:15-12:30 CBS Television Workshop, sust., L; 12:30-1 TBA.  
NBC-TV No network service.

1-2 p.m.  
ABC-TV 1-1:30 College News Conference, sust., L; 1:30-2 No network service.  
CBS-TV No network service.  
NBC-TV No network service.  

3-4 p.m.  
ABC-TV 3:30 Open House, sust., L; 3:30-4 Championship Bridge with Charles Goren, North American Van Lines, L.  
CBS-TV 3:30-4 Sunday Sports Spectacular, sust., L and F.  
NBC-TV Pro Basketball, cont.; 4:30-5 World Championship Golf, A.B.R. Products, Bayuk.

5-6 p.m.  
ABC-TV 5-6:30 Myth's Funday Funnies, sust., L; 5:30-6 Lone Ranger, Gen. Mills, Sweats, L.  

NBC-TV 5-30 Golf, cont.; 5:30-6 No network service.

**SUNDAY EVENING**

6-7 p.m.  
ABC-TV No network service.  
CBS-TV 6-8 Small World, Olin Mathieson, F; 6:30-7 Twentieth Century, Prudential, F.  
NBC-TV 6-6:30 Meet the Press, sust., L; 6:30- L Saber of London, Sterling Drug, F.  

7-8 p.m.  
ABC-TV 7-7:30 Colt 45, Whitehall, F; 7:30-8 Reservists, Kaiser, Drackett, F.  
CBS-TV 7-7:30 Little House, Campbell Soup, F; 7:30-8 Dennis the Menace, Kellogg, F.  
NBC-TV Riverboat, Corn Products, F.

8-9 p.m.  
ABC-TV 8-8:30 Materick, cont.; 8:30-9 Law-  
man, Reynolds Tobacco, Houseparty, Kellogg, L.  
CBS-TV Ed Sullivan Show, Colgate, Eastman Kodak, L.  
NBC-TV Sunday Showcase, part., L.  

9-10 p.m.  
ABC-TV 9-9:30 The Rebel, P&G, Liggett & Myers, F; 9:30-10 The Alisons, part., F.  
NBC-TV 10-10:30 Loretta Young Show, Toni,  

11:30-11:55 NBC-TV No network service.  
CBS-TV Sunday News Special, Whitehall alt. with Caret, L.  
NBC-TV No network service.

**MONDAY-FRIDAY MORNING**

7-8 a.m.  
ABC-TV No network service.  

8-9 a.m.  
ABC-TV No network service.  
CBS-TV 8-8:30 CBS News, sust., L; 8:15-9 Captain Kangaroo, part., L.  
NBC-TV Today, cont.

9-10 a.m.  
ABC-TV No network service.  
CBS-TV No network service.  
NBC-TV Today, cont.

10-11 a.m.  
ABC-TV No network service.  
CBS-TV 10-10:30 The Red Rose Show, subst., L; 10:30-11 On the Go, Helene Curtis, Lawry’s Foods, Kayser-Roth, L.

NBC-TV 10-10:30 Dough Boy, Mi., Nabisco, Sweats Co., L; 10:30-11 Play Your Hunch, Bridging Drug, L.

11 a.m-Noon  
ABC-TV No network service.  


**MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT**

Monday-Noon  
ABC-TV 12-12:30 Rentless Gun, part., F; 12:30-1 Love That Bob, part., L.


1-2 p.m.  
ABC-TV 1-1:30 About Faces, part., L; 1-30-  
2 No network service.  
CBS-TV 1-1:30 No network service; 1:30-2 As the World Turns, Carnation, P&G, Pillsbury, Vick, Sterling Drug, Nabisco, Quaker Oats, Gen. Mills, Menhod, L; 3-2 No network service.

2-3 p.m.  
ABC-TV 2-2:30 Day in Court, part., L; 2:30-3 Cold Storm Show, part., L.  
CBS-TV 2-2:30 For Better or Worse, Lever, Vick, sus. and sust. segments, L; 2:30-3 Art Linkletter’s Houseparty, Kellogg, L.

NBC-TV 2-3:30 Queen For a Day, Alberto-  
Culver, Congopep, Nabisco, L; 2:30-  
3 The Thin Man, sus. T.

3-4 p.m.  
ABC-TV 3-3:30 Beat the Clock, part., L; 3:30-  
4 Who Do You Trust?, part., L.  
CBS-TV 3-3:30 The Millionaire, Colgate-Palm-
And so does everyone else who has used one of these versatile consoles. There must be a reason why the Gatesway is the largest selling audio control console manufactured today... it must also be significant that broadcasters are continually writing to us saying: "The Gatesway is the best 'put together' console we've ever seen" — "the equivalent of a custom-built unit" — "meets even the most exacting requirements" — "the Gatesway was the only one with all the features we needed" — "in a class by itself" — (to mention just a few).

When a product has overwhelming preference, it means without question, that it is the finest of its kind... anywhere... at any price.

May we have your order?

Mr. Marvin L. Fiedler,
Chief Engineer of KCOR AM-TV,
San Antonio, writes:

"Just wanted to let you know that I am very much pleased with the performance of my Gatesway Console. The cue and intercom feature of this console and the provision for normalizing all major circuits thru jack fields puts the Gatesway in a class by itself. Our announcers, too, without exception, are completely sold on the console. In short, it was the best investment I have made here for some time."

GATES RADIO COMPANY
Subsidiary of Harris Intertype Corporation
QUINCY, ILLINOIS

GATES

HARRIS
INTERTYPE
CORPORATION

Offices in:
HOUSTON, WASHINGTON, D.C.
International division:
13 EAST 40th STREET, NEW YORK CITY
In Canada:
CANADIAN MARCONI COMPANY
olive, Quaker Oats and ast. L; 3:30-4 The Verdict Is Yours, American Home Products, Gen. Mills, P&G, Lever, Sterling Drug, Scott, Mentholatum, Vicks, Chicken of the Sea, L; NBC-TV 3-3:30 Young Dr. Malone, Miles, Lever, Helene Curtis, Borden, L; 3:30-4 From These Roots, Helene Curtis, Nestle, Standard Brands, L.

4-5 p.m.


5-6 p.m.

ABC-TV 5-5:30 American Bandstand, cont.; 5:30-6 (Tues., Fri.) Hit Tin Tin, part., F; (Mon., Wed.) My Friend Flicks, part., F (Thurs.) Rocky and His Friends, part., F; CBS-TV No network service.

6-7:30 p.m.


11:15 p.m.

ABC-TV No network service.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30 Cheyenne, part. F; CBS-TV 7:30-8 Marguerite Pady, Party, American Home Products, L; NBC-TV 7:30-8 Richrod Diamond, Pharaoh, Block Drug, F.

8-9 p.m.

ABC-TV 8-8:30 Cheyenne, cont.; 8:30-9 Bourbon St. Beat, part. F; CBS-TV 8-8:30 The Texan, Brown & Williamson, alt. with Pharmacetical, F; 8:30-9 Four Seasons, Lever, Scott, Pond, F; NBC-TV 8-8:30 Love and Marriage, Novoxa, F; 8:30-9 Lovers Forgive, Amer. Tobacco, alt. with P&G, F.

9-10 p.m.

ABC-TV 8-9:30 Bourbon St. Beat, cont.; 9:30-10 Adventures in Paradise, part. F.

SPECIALS ON NETWORK TV IN JANUARY, FEBRUARY & MARCH

NBC-TV


CBS-TV


ABC-TV

Jan. 24: 8-9:30 p.m. Bing Crosby Golf Tournament, Oldsmobile. Feb. 10: 8-10:30 p.m. Frank Sinatra Special, Timex. Feb. 11: 8-10:30 p.m. The Ogden, General Mills, Westclox. Feb. 21: 8-9:30 p.m. Bing Crosby Show, Oldsmobile.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 Court of Last Resort, matt, F; CBS-TV 7:30-8 Be Our Guest, matt, F; NBC-TV 7:30-8 Wagon Train, Ford, National Biscuit, R.J. Reynolds, F.

8-9 p.m.

ABC-TV 8-8:30 Charlie Weaver Show, Mogen David Wine, L; 8-9 Ocie & Horrion, Eastern Kodak, Quaker Oats, F; 8:30-9 Field of Dreams, Lever, Scott, Pond, F; NBC-TV 8-8:30 Love and Marriage, Novoxa, F; 8:30-9 Lovers Forgive, Amer. Tobacco, alt. with P&G, F.

9-10 p.m.

ABC-TV 8-9:30 Bronco, alt. with Sugarfoot, part. F; CBS-TV 8-9:30 No network service.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV Bronco, alt. with Sugarfoot, part. F; CBS-TV No network service.

March 8: 8-9 p.m. Our American Heritage, Equitable.

UNITED PRESS INTERNATIONAL NEWS PRODUCE!
THURSDAY EVENING
7:30-8 p.m.
ABC-TV 7:30-8 Gale Storm, Warner-Lambert, F.
CBS-TV 7:30-8 To Tell The Truth, Carter, Topil, L.
NBC-TV 7:30-8 Law of the Plainsman, Anaco Camera, Sunshine biscuit, Renaul, F.
8:30 p.m.
ABC-TV 8-9 Donna Reed Show, Campbell Soup Co., F; 8:30-9 The Real McCoys, P&G, F.
CBS-TV 8-9 Betty Hutton, General Foods, F; 8:30-9 Johnny Ringo, S.C. Johnson, alt. with P. Larrillard, F.
NBC-TV 8-9:30 Nat Masterson, Seatest, F; 8:30-9 Johnny Staccato, R.J. Reynolds alt. with Bristol-Myers, F.
9:10 p.m.
ABC-TV 9-10 Pat Boone Show, Chevrolet, L; 9:30-10 The Untouchables, LAM, Armour, Lewis Howe, Carnation, Anashin, F.
NBC-TV 9:30-10 Bachelor Father, American Tobacco alt. with Whitehall, F; 9:30-10 The Fifth Floor, Ford, L.
10:11 p.m.
ABC-TV 10-11:30 The Untouchables, cont.; 10:30-11 Take A Good Look, Dutch Master Cigars, F.
CBS-TV 10-11 Playhouse 99, cont.
NBC-TV 10-11 You Bet Your Life, Lever alt. with Pharmaceuticals, F; 10:30-11 The Lastest Years, Alberto-Culver, F.
FRIDAY EVENING
7:30-8 p.m.
ABC-TV 7:30-8 Walt Disney Presents, Mars, Hills Bros. Canada, Derby, Ward Baking, F.
CBS-TV 7:30-8 Rowhide, Parliament, Lever, H.C. Moore, Peter Paul, Vick, Nabisco, F.
NC-TV 7:30-8 People Are Funny, Greylound, Bulova, F.
8:30 p.m.
ABC-TV 8-9:30 Walt Disney Presents, cont.; 8:30-9 Man From Black Hawk, Miles, R.J. Reynolds, M.
CBS-TV 8-9:30 Rowhide, cont.; 8:30-9 Hotel De Power, Kellogg, Liggett & Myers, F.
NBC-TV 8-9:30 Troubleshooters, Philip Morris, alt. with H-Halt Arranger, F; 8:30-9 Specials (see page 78 for sponsors), L.
9:10 p.m.
ABC-TV 9-10 77 Sunset Strip, American Chicle, Whitehall, Ritchie, R.J. Reynolds, Carter Products, R.
CBS-TV 9-10 Deja Playhouse, Westinghouse, NBC-TV 9-9:30 Specials, cont.; 9:30-10 M-Squad, American Tobacco, Sterling, F.
10:11 p.m.
ABC-TV 10-11 Robert Taylor’s Detectives, P&G; F; 10:30-11 Black Saddle, L&M, Albert-Culver, F.
CBS-TV 10-11 Twilight Zone, Kimberly-Clark, F; 10:30-11 Person to Person, Pharmaceuticals, Warner-Lambert, L.
NBC-TV 10-11 Canalside of Sports, Gillette, L.
SATURDAY MORN. & AFTERNOON
10:11 a.m.
ABC-TV 10-11 No network service.
CBS-TV 10-10:30 Heckle & Jeckle, General Mills, F; 10:30-11 Mighty Mouse, General Foods alt., Colgate-Palmolive, F.
NBC-TV 10-10:30 Moody Doody, Continental Baking, Nabisco, F; 10:30-11 Ruff and Reddy, General Foods alt. with Borden, F.
11 a.m.-Noon
ABC-TV 11-12 No network service.
CBS-TV 11-11:30 I Love Lucy, Matt. F; 11:30-12 Lone Ranger, General Mills, F.
NBC-TV 11-11:30 Fury, General Foods alt. with Borden, F; 11:30-12 Circus Boy, Miles alt. with sunt., F.
Noon-1 p.m.
ABC-TV 12-12:30 Lunch with Soupy Sales, General Foods, L; 12:30-1 Restless Gun, Sweets Co., F.
CBS-TV 12-12:30 Sky King, Nabisco, L; 12:30-1 No network service.
NBC-TV 12-12:30 True Story, Sterling Drug, F; 12:30-1 Detective’s Diary, Sterling Drug, F.
1-2 p.m.
NBC-TV 1-3 Mr. Wizard, sunt.; 1:30-2 No network service.
2-7:30 p.m.
ABC-TV 2-7:30 Dick Clark Show, Beech-Nut, Life Savers, L.
CBS-TV 7:30-8 Perry Mason, Coignet, Gulf, Hamm, Philip Morris, Sterling Drug, F.
NBC-TV 7:30-8 Bonanza, RCA, L&M, F.
8-9 p.m.
ABC-TV 8-9:30 John Gunther’s High Road, Raiston; 8:30-9 Leave It to Beaver, Raiston, F.
CBS-TV 8-9:30 Perry Mason, cont.; 8:30-9 Wanted—Dead or Alive, Brown & Williamson alt. with Kimberly-Clark, F.
NBC-TV 8-9:30 Bonanza, cont.; 9:30-9 Man and The Challenge, Chemstrand alt., with R.J. Reynolds, F.
10-11 p.m.
ABC-TV 9-10 Dodge Dancing Party, Dodge, L.
CBS-TV 9-9:30 Mr. Lucky, Lever, Brown & Williamson, cont.; 9:30-10 Hone Gun, Will Trapp, Lever, Whitehall, F.
10:11 p.m.
ABC-TV 10-11 Jubilee, USA, Massey-Ferguson, Williams-Dickle, Hall Carbon, L.
CBS-TV 10-10:30 Gunsmoke, Liggett & Myers, Remington Rand, F; 10:30-11 Markham, Schiltz, Liggett & Myers, F.
NBC-TV 10-10:30 Five Fingers, cont. 10:30-11 It Could Be You, Pharmaceuticals, L.

INCREASE TV COVERAGE . . . . . . . . . FOR MORE INCOME

TEXAN TRANSLATOR

From LING ELECTRON CORPORATION . . .
(Subsidiary of Ling-Altec Electronics, Inc.)

Translations any VHF channel to any UHF Channel 70-83.
Translations any UHF Channel to any UHF Channel 70-83.
Excellent frequency response.
Translates without modulation.
Exclusive use of pencil type triodes insures maximum trouble-free performance.

. . . at LOWEST Costs . . .

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LING ELECTRON CORPORATION
P.O. BOX 5570—Dallas 22, Texas
Subsidiary of Ling-Altec Electronics, Inc.

Video systems designed, manufactured, planned and installed for: BROADCAST . . CLOSED-CIRCUIT . DISTRIBUTION . RECEIVING .

BROADCASTING, January 4, 1960 77
December 21 through December 29. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine round-up.

Abbreviations:
DA—directional antenna, cp—construction permit, EHF—effective radiated power—...—high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, visual, kw—kilowatts, W scl.—megacycles, D-day—night, Ls—local station, mod.—modification, Trans.—transmitter, —unlimited hours, ke—kilobytes, SCA—subauditory communications authorization, STA—special temporary authorization, mF—modified.

New TV Stations

KANSAS CITY, Mo.—School District uhf ch. 19 (500-506 mc), ERP 18.08 kw, 6.83 kw at. 100 ft. above average terrain 506 ft, above ground 474 ft. Estimated construction cost $134,120, first year operating cost $55,777, revenue $94,949. Principal includes Donald L. Neblet 30.0% and others. Mr. Neblet is in kw sales and service. Ann. Dec. 22.

Gowanda, N.Y.—James Bestc, Inc. 1400 kw, 8 kw D. P. O. address 110 W. Third St., Jamestown, N.Y. Estimated construction cost $25,461, first year operating cost $25,500, revenue $49,000. Applicant is Simon Goldstein who is vice-president of WUTN Jamestown, N.Y. Ann. Dec. 22.

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New FM Stations

APPLICATIONS FOR FM


KOB-TV Albuquerque, N.M.—Granted request for waiver of Sec. 3.631(c) of rules for 90 days to permit showing of "mill" (still picture) slides while transmitting stereophonic sound broadcasts between 9 a.m. and 11 p.m. Sundays in conjunction with its KOBL television station. Cost—Bartley and Ford dissentied; latter with following statement: "We feel that stereophonic sound broadcast systems which have no objection to paying one of the components of stereo radio transmission system. I do not believe that this type of operation aids in any way development of acceptable broadcast stereo system. In fact, such transmissions may hamper such development that they encourage usage which holds no promise of eventual adoption. These authorizations offer nothing in way of experimental or developmental program, yet occupy 8 mc of radio frequency spectrum where few other programs would be more appropriate."

The purpose of Commission rule which refers to broadcasting present, programs of primarily visual interest is in keeping with what is popularly considered, a medium for which TV stations are licensed and it is not the purpose to permit of TV-mitigation from these aims." Ann. Dec. 22.

New Am Stations

APPLICATIONS

Crystal, Minn.—Crystal Bestc. Co. 680 kc.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by Broadcasting

1960年1月4日，星期一

BROADCASTING


**KOMI-AM-TV** Honolulu: **KHRC-AM-TV** Hilo, **KMAU-TV** Waikiki, all Hawaii—Granted transfer of control from Island Development Corp. to Honolulu Star-Bulletin Ltd. (now 24.5% owner) through exchange of contract to purchase, remaining stock: consideration $3,394,085; conditioned (1) within 90 days from date of consummation Herbert M. Richards dispose of (a) his directorships and any other interest in Honolulu Star-Bulletin and in Hamilton Broadcasting Co., (b) his stock interest and preditor interest in Radio Honolulu, Ltd. (KONA-TV) Honolulu, by sale to someone not in family or business privity with him of all stock in said licensee and of all of deeds of said company presently owned or (c) Herbert M. Kiff dispose of (a) his officer and directorship interests in the Hawaiian Trust Co. Ltd. or (b) his directorship in Advertising Publishing Co. Ltd. (KGLK) Honolulu and the owner of about 49% of stock of Radio Honolulu, Ltd. (KONA-TV) Honolulu. Ann. Dec. 22.

**WCMI-AM-FM** Ashland, Ky.—Granted assignment of licenses to WCMIC Inc.; consideration $160,000. Donald J. Horton, assignee president, has interest in WVLL Lexington, KY; WLKY-Frankfort, Ky., and WBOO-AM-FM Orlando, Fla. Ann. Dec. 22.

**WBAT** (FM) New York, N.Y.—Granted transfer of control from Louis and William P. Schweitzer to Pacifica Foundation; gift—no monetary consideration; conditioned that immediately upon consummation of transfer SCA, authorization be surrendered for cancellation, Pacifica, non-profit educational institution, is licensee of KPFA (FM) and *KPPB (FM) Berkeley, *KFCP (FM) Los Angeles. Ann. Dec. 22.

**WOMP-AM-FM** Belleair, Ohio.—Granted assignment of licenses to WCMIC Inc.; consideration $170,000. Donald J. Horton, assignee president, has interest in WVLX Lexington, and WFXK-Frankfort, both Kentucky, and WBOO-AM-FM Orlando, Fla. Ann. Dec. 22.


**KLBK** Livingston, Tex.—Granted (1) renewal of license and (2) assignment of license to Polk County Bestig Service Inc. (Venusia B. Robinson and Elmer J. Griffin Sr., latter has interest in KLBQ Liberty); consideration $5,000. Ann. Dec. 22.

There are, in addition, ten tv stations which are no longer on the air at one time but are no longer in operation and one which has not started operation.

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>3,389</td>
<td>65</td>
<td>73</td>
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<td>629</td>
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**OPERATING TELEVISION STATIONS**

Compiled by **BROADCASTING** through December 29

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<th>VHF</th>
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**COMMERCIAL STATION BOXSCORE**

As reported by **FCC** through November 30, 1959

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<td>32</td>
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<tr>
<td>175</td>
<td>6</td>
<td>17</td>
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<tr>
<td>805</td>
<td>37</td>
<td>51</td>
</tr>
<tr>
<td>0</td>
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</tbody>
</table>
In the report, there are various details about different broadcasting stations, their locations, and their actions taken by the FCC. Some key points include:

- The FCC granted a license to the Community Bevors to a new station to operate in Los Angeles.
- The FCC denied a petition to dismiss a case involving a station in California.
- The FCC approved a purchase of a station in Tennessee.
- The FCC granted a license to a station in Arkansas.
- The FCC approved a change of location for a station in New York.

The report also includes information about other actions taken by the FCC, such as granting a license to a station in New York, and dismissing a case involving a station in California.

Overall, the report provides a detailed account of the decisions made by the FCC in response to various petitions and applications from different broadcasting stations across the United States.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Number</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>Executive Offices, 1234 Wisconsin Ave., N.W., Washington, D.C. 20036</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>James C. McNary</td>
<td>Consulting Engineer, National Press Bldg., Washington, D.C. 20036</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A.D. Ring &amp; Associates</td>
<td>Consulting Engineer, Washington, D.C. 20036</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>L.H. Carr &amp; Associates</td>
<td>Consulting Engineer, Washington, D.C. 20036</td>
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<td>Member AFCCE</td>
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<tr>
<td>Siliman, Moffet &amp; Rohrer</td>
<td>Consulting Engineer, Washington, D.C. 20036</td>
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</tr>
<tr>
<td>William E. Benns, Jr.</td>
<td>Consulting Engineer, Washington, D.C. 20036</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A.E. Towne Assocs., Inc.</td>
<td>Consulting Engineer, Cincinnati, Ohio</td>
<td></td>
<td>Member AFCCE</td>
</tr>
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<td>John H. Mullaney</td>
<td>Consulting Engineer, Cincinnati, Ohio</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Precision Frequency Measurements</td>
<td>Commercial Radio Monitoring Co.</td>
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<td>Collections</td>
<td>Consulting Engineer, Washington, D.C. 20036</td>
<td></td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Spot Your Firm’s Name Here</td>
<td>To Be Seen by 85,000 Readers among them, the decision-making</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consulting Radio Engineer</td>
<td>809-11 Warner Building, Washington, D.C. 20036</td>
<td></td>
<td></td>
</tr>
<tr>
<td>George C. Davis</td>
<td>Consulting Engineer, Washington, D.C. 20036</td>
<td></td>
<td>Member AFCCE</td>
</tr>
</tbody>
</table>
By Hearing Examiner James D. Cunningham

Dated petition by Interstate Bestg. Inc. (VXNB) New York, for leave to intervene in proceeding on application of Ulster County Bestg. Co. for new am station in Ellenville, N.Y. Action Dec. 23.


By Hearing Examiner J.D. Bond

Granted petition by Hi-Flity Sta- tions Inc. (KPAF) Redding, Calif., for leave to amend its application to supply cur- rent financial statement as well as verified financial statements of all two named stockholders.

Scheduled further prehearing conference for Jan. 15 to file proposals pending as of Jan. 15; may be filed not later than Jan. 6, and that order on such proposals will be heard at a further prehearing conference in connection with proceeding on an application of Cookeville Bestg. Co., Cookeville, Tenn., et al. Action Dec. 23.

Granted request by Istevna Bestg Co. for extension of time from Dec. 31 to Jan. 18 to exchange drafts of engineering exhibits in proceeding on its application for a new am station in Irvine, Ky. et al. Action Dec. 18.

By Hearing Examiner Basil P. Cooper

Granted petition by Grabel Inc. Radio Enterprises for leave to amend its applica- tion to reflect change of competing applicant, changes in stock own- ership or organizational structure, and proceeding on their applications for new am station in Tucson, Ariz. Action Dec. 22.

By Hearing Examiner Thomas H. Donahue


By Hearing Examiner Charles J. Frederik

Granted motion by John W. Davis, pro- testant, to correct transcript in proceeding on applications for assignment of licenses of stations KPM and KJFPM (FM) Portland, Ore. Action Dec. 17.

Received in evidence Tri-Cities Bestg. Co. exhibit no. 10-13, and closed record in consolidated proceeding on Tri-Cities ap- plication and those of Madison County Bestg and East Side Bestg Co., for new am station on Grantville Ch., Ill. Action Dec. 17.

Continued hearing scheduled for Jan. 4 to date to be established by subsequent order, scheduled prehearing conference for Jan. 4, and in matters at present under consideration, there shall be oral argument on question of grant- ing what purports to be petition to amend by Madison Bestg, for new am station in Madison, N.J. Action Dec. 17.


By Hearing Examiner Isadore A. Honig


On own motion, postponed to dates to be set by subsequent orders prehearing con- ference and hearing scheduled for Jan. 20, and for Feb. 22, respectively, pending further action by Commission on matter of con- solidating several additional applications for hearing, in consolidated proceeding on applications for Blue Island Community Bestg Inc. Blue Island, Ill. et al. Action Dec. 22.

By Hearing Examiner Annie Neil Hunting


Granted petition by Ulster County Bestg. Co. for continuance, without sale of prehearing conference and hearing now scheduled for Dec. 21 and Dec. 22, respectively, pending consideration by Commission of petition for reconsideration of order of designation by Ulster in proceeding on its application for a new am station in Ellenville, N.Y. Action Dec. 17.

By Hearing Examiner H. Gifford Irion

Scheduled conference for Jan. 8, at 2 p.m., to which applicants in proceeding are expected to attend, in consolidated proceeding on am applications of WMWO-FM, Goldfield, Golden Valley, Minn., et al. Action Dec. 22.

By Hearing Examiner David I. Krauskamp


By Hearing Examiner Jay A. Kyle

Reopened record in proceeding on applica- tions of Walter G. Allen and Marshall County Bestg. Inc., for new am stations in Huntville and Arab, both Alabama, granted motion by Mr. Allen to correct transcript, and ordered record closed.

On own motion, scheduled prehearing conference for Jan. 10 for dates shown. Feb. 8; application of WPGC Chicago, Ill., to open station at WBNV/WBU Inc. in Denver, Colo., for new fm stations in Trenton, N.J.; Feb. 10; on application of Marvin L. Kincaid, for new am station in Joplin, Mo.; Feb. 11; am station in Joplin, Mo.; Feb. 14; to change name of station WJSY in Gaines City, Fla.; et al. Action Dec. 18.

By Hearing Examiner Elizabeth C. Smith

Issued order following pre-hearing con- ference on new applications for license by the following radio stations: WNYK New York, N.Y., granted petition, pursuant to Dec. 11 prehearing conference, established groups 1, 3 and schedules of hearings for exchange of engineering data and for further prehearing conference. In proceeding on am applications for Flor- ida stations, granted order of preliminary exchange of engineering data for group 1, Jan. 31; group 2, Feb. 6; group 3, March 1; exchange of engineering exhibi- tions for group 1, Feb. 16; group 2, March 15; group 3, April 5; further prehearing con- ference group 1, 9 a.m., Feb. 25, group 2, 9 a.m., March 6; and group 3, April 6. Action Dec. 22.


By Hearing Examiner Karl K. H. Nordstrom

Granted petition by KCAK-TV San Angelo, Tex., for elimination of docket, granted order for the record to continue, and granted permit covering changes in tv station.

By Hearing Examiner H. Gifford Irion

Ordered applications to make changes in DA pattern and to change type of transmitting equipment; permission was granted to make changes in DA pattern and to change type of transmitting equipment; permission was granted to WKBZ-B Medford, Ore., for enlarged license and to effect geographic relocation of its fm station at Medford, Ore. Action Dec. 22.

By Hearing Examiner H. Gifford Irion

Following stations were granted ex- tension of time for completion of rules: KTVF-TV Camden, N.J., to Feb. 15; WNDK-TV Buffalo, N.Y., to April 2; WKAQ Springfield, Ill., to March 30; WTKA-TV White River Junction, Vt., to June 16; KLUBF-FM Salt Lake City, Utah, to Jan. 15.

Actions of December 17

KACI The Dallas channel of remote control authority.

Grant to new mod. of licenses and cph to change name of RKO Teleradio Pictures Inc. to RKO Pictures Inc. and WGBS-FM Washington, D.C., to WGBS- AM Washington, D.C., for extension of time from Dec. 15 to Dec. 18 to exchange drafts of engineering exhibits and technical evidence: applications are in consolidated proceeding with applications of County Bestg Corp., Gloucester, Mass., et al. Action Dec. 17.

Granted petition by Ulster County Bestg. Co. for continuance, without sale of prehearing conference and hearing now scheduled for Dec. 31, and Dec. 32, respectively, pendi- ng consideration by Commission of petition for reconsideration of order of designation by Ulster in proceeding on its application for a new am station in Ellenville, N.Y. Action Dec. 17.

By Hearing Examiner Robert E. Leary

Reopened record in proceeding on applica- tions of Walter G. Allen and Marshall County Bestg. Inc., for new am stations in

BROADCASTING, January 4, 1960

Continued on page 87
Help Wanted—Management

Experienced operators seek station manager-salesman midwest city of 20,000. If thor-oughly dependable, honest, and sober, can work while earning dependable, send resume to Box 76JR, BROADCASTING.

Assistant manager-salesman smaller city of Chicago. Right man could work in management. Write resumes to Box 725R, BROADCASTING.

Need combination sales and general manager to take complete control of country station in California. Knowledge of foreign languages and salesmanship a must. Salary and commission. Box 757R, BROADCASTING.

Salesman-announcer-sa...
RCA SALES AND PRODUCT PLANNING
BROADCAST AND TELEVISION SYSTEMS

Several immediate openings are presently available to experienced engineers with Sales or Marketing Interests. Our positions offer unusual opportunities for professional advancement in two areas of responsibility.

As an RCA PRODUCT PLANNER you will have the opportunity to guide and encourage the development of new and exciting equipments for the Broadcast Industry—interpreting the expansion of multi-hop TV microwave systems, introduction of highly developed TV tape recorders, projectors, cameras, switching and test equipment. You will work with skilled engineers, production men, and market research specialists to aid you in guiding advanced projects from drawing board to practical reality.

As an RCA BROADCAST-AND TV FIELD SALESMAN you will have the advantage of selling this complete line of equipment and systems. In addition, you will have the assistance of the largest systems engineering and service groups in the Industry allowing you to concentrate your efforts on contacting customers.

For confidential interview please send resume of experience and education to:

Mr. J. R. Milligen, Dept. RO-1A
RCA Professional Employment
Bldg. 10-1, Camden 2, N.J.

RADIO CORPORATION OF AMERICA
Industrial Electronic Products
Help Wanted—(Cont'd)

Announcers
Experienced radio and/or TV woman air personality wanted immediately. Send tape and/or reel to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical
TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Fotovideo Laboratories Inc. C.E. 9-4160. Cedar Grove, New Jersey.

One or more first class colored TV operators to work on Italian show in Puerto Rico. Reply to Carl H. Butman, 862 Nat'l Press Bldg., Washington 4, D.C.

Production-Programming, Others
Experienced copywriter, who knows traffic for combination radio and television position. Small mountain states radio and television station. Applicant should have NMC, NIC, SCI, for one year. Close to country's best outdoor recreation facilities including skiing, water skiing, hunting and fishing. Prefer young woman with copy experience with format radio. Write Box 727R, BROADCASTING giving full details as to experience, character, references, and salary requirements.

TELEVISION
Situations Wanted—Technical
Television engineer, mid-twenties, highly experienced, currently employed, prefers operational engineering. Box 728R, BROADCASTING.

Experienced engineer, tv phone ticket. Willing to relocate. Available anytime. Box 728R, BROADCASTING.

Production-Programming, Others
Writer. Background; producer-top show top market. Attention TV production-director, copy chief and agency free lanceing. Available immediately. Box 808R, BROADCASTING.

TV programming and production graduate seeks tv position. Also am college graduate. Prefer production staff, but will consider anything. Box 113R, BROADCASTING.

Program director. Ten years all phases tv and radio production, PD for seven, years present location. Highly creative and sales oriented. Experience includes skiing, water skiing, hunting, fishing. 31, married, family. Available for interview. Box 113R, BROADCASTING.

FOR SALE
Equipment
For immediate sale. RCA 5 kw television transmitter. RCA remote control in console with TM-5A monitor. RCA 3 Bay antenna channel 5 RCA, WM 12 and WM 13 demonstrator. RCA 10 kw Harmonica filter (10) Channel 5. RCA 10 kw diplexer Channel 5. 400' Stainless steel tower on ground. 800' 9 kw transmission line. Sold as package or separately. Box 488R, BROADCASTING.

Schafer custom engineering model 60, Program Automation Package, list $7,500, $5,000 for three 20 hours airtime. Entire package fab. $1,000. Box 790R, BROADCASTING.

RCA studio equipment, used only 1/4 years. Audio console BC-6A two-channel, 3 EQ-9A turntables. Like new. Any or all at great savings. KATI, Casper, Wyoming.

250 watt transmitter 186 foot Ideco tower. KAVL, Lancaster, California.

For list of 300 TV stations. 1959-60. Write: Miratel, Inc., 1398 Dione St., St. Paul 13, Minn.

FOR SALE
Commercial crystals and new or replacement crystals for RCA, Gates, W.E. Billey, and J.C. holders, regluing, repair, etc. 919-864 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Elec- tronix Co., Box 31, Temple, Texas.


WANTED TO BUY
Stations
Want to buy small am station, Indiana, West Virginia or Pennsylvania. Need not be a profit maker. Small down payment Easy payout required. Experienced, responsible party, sufficient backing. Replies confidential. Brokers welcome. Box 710R, BROADCASTING.

Main market station with real estate. Prefer Florida. Box 729R, BROADCASTING. ING.

Equipment
250 to 10,000 watt fm transmitter, frequency-modulation monitor, antenna, or complete fm station equipment. Will repair, state age and condition Box 729R, BROADCASTING.

INSTRUCTIONS
F.C.C. first radio license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 48-page brochure, Grantham School of Electronics, 1323 Gilham Road, Kansas City, Missouri.

FCC first radio license in six weeks. Guaranteed instruction by master teacher, G.I. approved. Request brochure. Ekka Radio License School, 2803 Inwood Road, Dallas, Texas.

MISCELLANEOUS
Production radio spots. No jingles. Free audio tape, M-J Productions, 3601 Templeton Road, Columbus, Ohio.

RADIO
Help Wanted—Management

GENERAL MANAGER WANTED
For a top radio station in Florida. One of Florida’s leading markets. Want general manager that is aggressive in sales. Good salary and percentage of gross. Excellent opportunity for advancement. Must start by February 1. Send resume, salary requirements and photo. BOX 741R, BROADCASTING.

Immediate openings for . . . .

RADIO SALESMEN
with a well established Group Operation located in the Middle Atlantic States. Compensation and growth opportunities are excellent. Liberal benefits offered.

FOR INTERVIEW WITH MANAGEMENT
Send resume to
Box 743R
BROADCASTING MAGAZINE
1735 DeSales St., N.W.
Washington 6, D.C.
WRIC with tapes and writing newsman "Let on Immediate New York School.

New York School, 22-23, West 73rd Street

Both Production and Programming, with experience help

 announcements and commercials for the Detroit School.

Detroit School of

ANNUCING AND SPEECH

138 Duffield, Detroit 1, Mich.

FOR SALE

1000 watt station in 2 station market

Alabama city over 20,000

Gross over $5,000 per month.

$60,000.00...terms can be arranged.

Box 739R. BROADCASTING

STATIONS

FOR SALE

Southwest semi-major regional day.

Good profits $143,000. 29% =

Southern major regional day.

In black, $300,000. 25% =

Southeast major regional day. Nice operation making money. $225,000, 29% =

Texas regional day. Making money. $75,000 with $15,000 down =

Texas fulltimer in black. $48,000 with $16,500 down. PAUL McDONALD, Box 9266, Austin, Tex. 78708 or Jack Koste, 60 E. 42nd., NY 17, NY. MU 2-4813.

I CAN HELP YOU FIND A GOOD BUY

Verl Bratton, Management Consultant

1205 LaPaloma Way, Colorado Springs.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

ESTABLISHED 1946

NEGOTIATIONS, MANAGEMENT APPRAISALS, FINANCING

HOWARD S. FRAZIER, INC.

1726 Wisconsin Ave., N.W.

Washington 7, D. C.
Continued from page 82

change name to Bob Hicks Enterprises Ltd., WYNU Newbury, N.H.— Granted cp to change ownership of station with the condition that he make changes in ant. system.

KXLA Lewiston, Mont.—Granted assignment of license to Idaho College Foundation.

KULE Ephrata, Wash.—Granted assignment of license to North Coast Beverage Co., Inc.


WOL Columbus, Ohio—Granted cp to install new trans. at main trans. site, to be used as alternate main trans.; remote control permitted.

KFRW (FM) Bakersfield, Calif.—Granted cp to change ownership.

KKLG Great Bend, Kan.—Granted cp to install new trans. at main trans. site, for aux.

KBAY-FM San Francisco, Calif.—Granted assignment of license to Community Bcstg. Inc.

Actions of December 15

WNCC Barnesboro, Pa.—Granted assignment of license to Richard Tootshunter Jr. and W. Thomas.

1959 BROADCASTING YEARBOOK CORRECTIONS AND ADDITIONS

Changes and additions received after the new 1959 BROADCASTING YEARBOOK went to press are included in the following list. For readers' convenience, the information is arranged in order of YEARBOOK page numbers.

Page 7-A 8-5 In the Market Facts section of the 1959 BROADCASTING Yearbook, the percentage of radio penetration and for total radio homes, in each U.S. county, is based on data available from A.C. Nielsen Co.

But the figures for total homes in each county presented in the 1959 Yearbook were updated to spring 1959. Hence, the percentage of radio penetration and for total radio homes, in each U.S. county, is based on data available from A.C. Nielsen Co.

These differences in dates were inadvertent, and corrections are noted in the footnotes in the Yearbook.

Page 8 B-4 Philadelphia Stations Directory, District of Columbia, WRC-TV, Washington, D.C., to include ana of WJPA, Philadelphia, whose address is 144 South 15th Street.

Page 8 B-19 John Lightner, WADD Rockford, III., to include his name in the list of owners.

Page 9 B-38 Under TV Stations Directory, Indiana, WLWI Indianapolis, change power to 100 kw.


Page 32 J-2 In the Homeowners Guide, the location area of NBC-TV (terrestrial) in Los Angeles is NBC-TV (terrestrial), with radio station WLOS Los Angeles. Highest hour rate is 979.

Page 34 J-10 In the Homeowners Guide, Seattle, Washington, the highest hour rate is 979.

Page 37 J-13 In the Homeowners Guide, Kansas City, Mo., the highest hour rate is 979.

Page 38 J-15 In the Homeowners Guide, Denver, Colorado, the highest hour rate is 979.

Page 40 J-17 In the Homeowners Guide, San Francisco, California, the highest hour rate is 979.

Page 42 J-19 In the Homeowners Guide, Dallas, Texas, the highest hour rate is 979.

Page 44 J-21 In the Homeowners Guide, New York, New York, the highest hour rate is 979.

Page 46 J-23 In the Homeowners Guide, Los Angeles, California, the highest hour rate is 979.

Page 48 J-25 In the Homeowners Guide, Chicago, Illinois, the highest hour rate is 979.

Page 50 J-27 In the Homeowners Guide, Boston, Massachusetts, the highest hour rate is 979.

Page 52 J-29 In the Homeowners Guide, Philadelphia, Pennsylvania, the highest hour rate is 979.

Page 54 J-31 In the Homeowners Guide, Detroit, Michigan, the highest hour rate is 979.

Page 56 J-33 In the Homeowners Guide, Washington, D.C., the highest hour rate is 979.

Page 58 J-35 In the Homeowners Guide, Seattle, Washington, the highest hour rate is 979.

Page 60 J-37 In the Homeowners Guide, Chicago, Illinois, the highest hour rate is 979.

Page 62 J-39 In the Homeowners Guide, San Francisco, California, the highest hour rate is 979.

Page 64 J-41 In the Homeowners Guide, Dallas, Texas, the highest hour rate is 979.

Page 66 J-43 In the Homeowners Guide, New York, New York, the highest hour rate is 979.

Page 68 J-45 In the Homeowners Guide, Los Angeles, California, the highest hour rate is 979.

Page 70 J-47 In the Homeowners Guide, Chicago, Illinois, the highest hour rate is 979.

Page 72 J-49 In the Homeowners Guide, San Francisco, California, the highest hour rate is 979.

Page 74 J-51 In the Homeowners Guide, Dallas, Texas, the highest hour rate is 979.

Page 76 J-53 In the Homeowners Guide, New York, New York, the highest hour rate is 979.

Page 78 J-55 In the Homeowners Guide, Los Angeles, California, the highest hour rate is 979.

Page 80 J-57 In the Homeowners Guide, Chicago, Illinois, the highest hour rate is 979.

Page 82 J-59 In the Homeowners Guide, San Francisco, California, the highest hour rate is 979.

Page 84 J-61 In the Homeowners Guide, Dallas, Texas, the highest hour rate is 979.

Page 86 J-63 In the Homeowners Guide, New York, New York, the highest hour rate is 979.

Page 88 J-65 In the Homeowners Guide, Los Angeles, California, the highest hour rate is 979.

Page 90 J-67 In the Homeowners Guide, Chicago, Illinois, the highest hour rate is 979.
A well-balanced moderate low-fat breakfast for teen-age girls, 16-19 years

When a moderate reduction of dietary fat is indicated for girls in their late teens, the basic cereal and milk breakfast merits consideration. This breakfast is moderately low in fat because its fat content of 10.9 gm. provides 20 per cent of the total calories. As shown in the table below, it contributes well-balanced nourishment. It provides "Girls, 16 to 19 Years" with approximately one-fourth of the recommended dietary allowances of complete protein, important B vitamins, essential minerals; and provides quick and lasting energy.

**Recommended dietary allowances* and the nutritional contribution of a moderate low-fat breakfast**

**Menu:** Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

<table>
<thead>
<tr>
<th>Nutrients supplied by Basic Breakfast**</th>
<th>Calories</th>
<th>Protein</th>
<th>Calcium</th>
<th>Iron</th>
<th>Vitamin A</th>
<th>Thiamine</th>
<th>Riboflavin</th>
<th>Niacin equiv.</th>
<th>Ascorbic Acid</th>
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<tbody>
<tr>
<td>Totals by Basic Breakfast**</td>
<td>503</td>
<td>20.9 gm.</td>
<td>0.532 gm.</td>
<td>2.7 mg.</td>
<td>588 LU.</td>
<td>0.46 mg.</td>
<td>0.80 mg.</td>
<td>7.36 mg.</td>
<td>65.5 mg.</td>
</tr>
<tr>
<td>Recommended Dietary† Allowances—Girls, 16 to 19 Years (54 kg.—120 lb.)</td>
<td>2400</td>
<td>75 gm.</td>
<td>1.3 gm.</td>
<td>15 mg.</td>
<td>5000 LU.</td>
<td>1.2 mg.</td>
<td>1.9 mg.</td>
<td>16 mg.</td>
<td>80 mg.</td>
</tr>
<tr>
<td>Percentage Contributed by Basic Breakfast†</td>
<td>20.9%</td>
<td>27.9%</td>
<td>40.9%</td>
<td>18.0%</td>
<td>11.8%</td>
<td>38.3%</td>
<td>42.1%</td>
<td>46.0%</td>
<td>81.9%</td>
</tr>
</tbody>
</table>

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

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

Walter Scott Patterson

When Walter Patterson—today executive vice president of Knorr Broadcasting Corp., Dearborn, Mich.—applied for his first job at WBOY Terre Haute, Ind., at the age of 19, he claimed he could do just about everything: announce, write, sing, play the piano and organ, sell, and you name it.

Although he was a little bit overenthusiastic at the time, he since has added these qualifications and others. There is very little he has not done at a radio station in his 29 years in broadcasting, uninterrupted except for Navy service in World War II and a brief fling in the haberdashery field.

Mr. Patterson’s musical claims had been based on his ability—discovered by his amazed family when he was eight—to play a piano by ear, but only, however, in the key of F♯. His selling and administering abilities became established over a somewhat longer time.

Pre-payola • His days in radio began when, as he remembers, “it was a chance to play a phonograph record on the air. Anyone at that time could buy a record, we reasoned, and in our concept, we considered that it would be audacious to broadcast something free that a listener could buy and play for himself.”

He also recalls the results of this attitude: “We had on the air some of the most discordant quartets and soloists, piano players and organists that civilization ever produced. Further, we were absolutely certain that no one listened from 9 in the morning till noon, from 2 in the afternoon to 5 and on a Sunday morning.” At one station where he worked, he recalls, the management supported this theory by signing off between 2 and 4 in the afternoon.

Mr. Patterson (his friends call him Pat) was born July 18, 1911, in Bluefield, W.Va. At an early age he moved with his family to Cincinnati where his education was completed.

He started in broadcasting as an announcer and program director at WBOY Terre Haute, Ind., in 1930. He also has been employed by WJMS Ironwood, Mich.; WWVA Wheeling, W.Va.; WING Dayton, Ohio; WSPD Toledo, Ohio, and NBC’s Central Division.

At the NBC job, just before World War II, he was featured in a daily song and patter bit backed by the King’s Jesters group and sponsored by the Pillsbury Co. Oldtimers in broadcasting may remember the Wheeling Steel Corp.’s original employee family broadcast, It’s Wheeling Steel. The program was originated, written and produced under Mr. Patterson’s direction and used as its talent the staff members of the corporation. It started locally on WWVA, went to Mutual and later moved to the NBC Blue Network.

Wartime • In 1942, Mr. Patterson joined the U.S. Naval Reserve as a lieutenant, junior grade. During his 3½ years of service, he saw action as a communications officer aboard ship and as a beachmaster in the Pacific at the invasions of Iwo Jima and Okinawa.

Mr. Patterson was released to inactive duty in January 1946 as lieutenant commander.

During his war years, Mr. Patterson’s wife Wilma and her mother, Anna Russbolt, had opened a dress shop in Greenfield Village, Dearborn, Mich. In his single venture outside radio, Mr. Patterson opened a haberdashery next door to them. This venture lasted but a few months.

At this time, Fred A. Knorr, who was to parlay a $5,000 investment into a string of five radio stations in Michigan markets, called upon Mr. Patterson to assist him in the operation of WKMH Dearborn as sales manager. When the company expanded operations to include WKHM Jackson, Mich., Pat- terson moved to Jackson as vice president and managing director.

Mr. Patterson moved to Clarksburg, W.Va., on Aug. 1, 1954, as a partner and president of WHAR Clarksburg (now WKKYR Keyser, W.Va., in partnership with Robert K. Richards of Richards Assoc., Washington and New York public relations firm.

Back to Wheeling • Mr. Patterson and his wife returned to Wheeling in 1957, after a 22-year absence, to operate WTRX Wheeling, which Messrs. Patterson and Richards had acquired. He also is presently a director of Fred Allman and Mr. Richards in the ownership of WKBZ Muskegon, Mich.—not far from Mrs. Patterson’s birthplace (Ironwood).

On April 1, 1959, Mr. Patterson returned to Jackson, Mich., where—for a few weeks—he served as vice president of the station he formerly headed, WKHM. On July 27, 1959, Mr. Knorr, who had kept up his relationship with Mr. Patterson through the years, appointed him executive vice president of Knorr Broadcasting Corp., which now includes WKMH-AM, WFKM, WKMF Flinthill, WSAM-FM Saginaw and WELL Battle Creek, all Michigan.

In every community where he has lived, Mr. Patterson has been a civic leader. In Jackson, he was vice president of the Community Chest, director of the Rotary Club, director of Junior Achievement, vice chairman of the 45 Fund Campaign and chairman of the Federated Fund Raising Campaign. In Clarksburg, he was a Rotary Club director, organizer of the Community Chest Federated Fund Raising Campaign and an active participant in the city’s Charter Reorganization Campaign.

Same key • If suitably prodded, Mr. Patterson still will turn his talents to the piano (he still plays in F♯) and his tenor voice has not lost the quality that once thrilled housewife listeners on NBC.

But like the careers of most oldtimers in radio broadcasting, Mr. Patterson’s has undergone an evolution and his main attention is now turned to the balance sheet while his voice is used for persuasive leadership of the men who run the five Knorr Broadcasting Corp. stations.

Mr. Patterson, his wife and her mother, who have continued to live with them through the years, have moved back to Dearborn. As he puts it: “One more move and we’ll have to take out a real estate license.”
Decade of opportunity

NOT even the regulatory stormclouds hanging over television, massive and loaded as they are, can hide the brightness of the optimism which experts hold out for television and radio, advertising generally and the entire U.S. economy as the new decade emerges. "The Decade of Incentive" and "The Big Sixties" are descriptions used by McCann-Erickson in a searching appraisal of what others, even less conservative in their labels, look to as "The Soaring Sixties." J.H. Whitney & Co., whose ranking as a thoughtful investment firm gives additional meaning to its heavy investment in television, sees tv revenues doubling in the next 10 years—and points out that radio, while dealing in smaller tickets, enjoys the same economic and coverage advantages as television and "is still a very attractive business investment." The television and radio sales arms, TbV and RAB, are naturally bullish, but their enthusiasms seem in line with the optimism of less biased witnesses.

It is impossible to read these forecasts without developing a sense of enthusiasm—and anticipation. McCann talks about 25 years' growth in the next 10, with total advertising expenditures doubling to $20 billion or more (see page 23). Whitney sees uncommon profit potential which will strengthen broadcasters' programming investments as well as meet the payrolls (page 23). TbV looks for a 10% gain in television expenditures this year (page 26), and RAB sees radio entering "a banner decade" (Broadcasting, Dec. 21, 1959).

Although we do not disagree, despite these glowing prognoses we prefer to greet the 1960's as a "Decade of Opportunity" for the broadcast media. Blessings will not come to pass unassisted. It is fortunate that broadcasters, beset by regulatory investigations, carping criticisms and their own housecleaning projects, do not also have a gloomy economic climate to contend with. But a rosy outlook does not call for less attention to sales or programming or any other phase of operations. The economic signs are right, but it's up to the broadcasters to make the most of them.

The national scene

THE new year means different things to different people. For the harried broadcaster, 1960 will sizzle.

Congress reconvenes this week. It is a presidential election year. That alone would be enough to cause anguish because of the considerable impact of radio and tv on political campaigning and the complexities of operating under Section 315 even as modified to make the equal time requirements less onerous. During the first session of the 86th Congress some 250 bills affecting radio and television were introduced. All these retain their status. Because of developments growing out of quiz programming practices, payola and purported advertising excesses, the prospects are that scores of new measures will be dumped into the legislative hoppers in both House and Senate.

The House Oversight Subcommittee will pick up where it left off in the mid-recess hearings which exploded into the quiz exposures.

On the Senate side, the Commerce Committee has considerable unfinished business which Chairman Magnuson (D-Wash.) plans to pursue. And much of this goes to the fundamental issue of equitable allocations of broadcast facilities, mainly in television. The pressure continues for more competitive facilities in major markets. This year, the FCC must have the answers. This whole question, while less glamorous, is of deep concern to the owner-operator who may be faced with increased competition, reduced coverage and extensive litigation, in addition to his "image" problems.

The economists tell us that 1960 will be a big year. Significant surveys show that the public, while concerned over what has happened in certain programming areas, has not lost its faith in or affection for the broadcast media. And the customers of the broadcasters feel that the current ills ultimately will strengthen television. (Broadcasting, Dec. 28, 1959)

The greatest problem, however, resides in the legislative and regulatory area. In a presidential election year almost anything can happen. The politicians have found a news-worthy issue in television and radio morality and ethics. It is a horse they can ride in full stride until the November elections. Extraordinary statesmanship and vigilance must be exerted by all in broadcasting, advertising and marketing to avoid a stampede toward legislation that could cripple our free institutions.

More complex every year

NOT all is dark in darkest Washington, where the National Labor Relations Board issued a year-end decision in the secondary-boycott case involving American Federation of Television & Radio Artists and WCKY Cincinnati. The board held the union had tried illegally to prevent employees of transcription companies from making commercial recordings for use on WCKY.

In this particular case an intricate set of facts was reduced to simple patterns as the NLRB refused to be taken in by legal trickery. Secondary boycott cases aren't always that simple, despite enactment of the Landrum-Griffith bill last September. This bill closed the door on many unsavory union practices.

Labor relations will require increasing management attention from coast to coast in 1960, particularly in Hollywood where the union structure is intricate, involved and full of internecine maneuvers. TV networks may be hit from all sides. They face negotiations with talent, writers, directors and technicians unions. All television interests face an added complication—the impact of union difficulties in the theatrical motion picture field. Here the unions are hot after some of the money that comes from share of theatrical films sold to television. Then there is talk of mergers among the directors unions representing screen and broadcast industries, as well as the talent unions in these fields.

It promises to be a busy year for management.
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DALLAS-Ft. WORTH 39% share of audience.
BOSTON 40% share of audience.
DETROIT 33% share of audience.
LOS ANGELES 36% share of audience.

SOURCE: Nielsen, ARB Aug.-Oct. '59 *4-week ave