As a pioneer television station, we join with others in a renewed pledge to fulfill our responsibilities and to take full advantage of every opportunity to serve the public interest.
How Do You Gauge the Health of an Industry?

Radio is a mass communications medium with unequaled flexibility, with unquestioned effectiveness. Its firm, strong pulse is felt in the nation's markets, great and small. Bartell Broadcasting Corporation has, for thirteen years, demonstrated the vigor and power of radio in advertising and public service.
buy St. Louis a la card

*KTVI RATE CARD
...your lowest
cost per thousand
TV buy in St. Louis

Amid the floral beauty of Forest Park's JEWEL BOX

KTVI
CHANNEL 2
ST. LOUIS

Represented nationally by BLAIR-TV

BROADCASTING, April 4, 1960
real big . . . .
AND STILL GROWING!

• IN COVERAGE

• IN POPULARITY

• IN SALES RESULTS

KRLD-TV continues to lead in the great Southwest . . . circulation center for almost 700,000 TV homes in Texas and Oklahoma . . .

Cover the booming, buying Dallas-Fort Worth market . . . recognized net weekly circulation leader . . . 10th market in population in the nation!

ASK ANY BRANHAM MAN

KRLD-TV
THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas
MAXIMUM POWER
TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.
Major issue. FCC's action announced last Friday affording opportunity for comment on its drastic sponsor identification notice, but without suspending it, makes Sec. 317 burning topic at NAB convention's FCC forum Wednesday morning, April 6, in Chicago. Action, taken at previous Wednesday meeting, was not clarified until Friday session and then FCC split 3-2 with one member (Bartley) absent. Favoring stay were Commissioners Hyde and Lee, with Commissioners Ford, Craven and Cross supporting retention of notice.

Chairman Ford's address before NAB tomorrow, his first since assuming chairmanship on March 15, will deal with hottest topic in broadcasting—programming. FCC chairman hasn't pulled his punches since he was appointed to commission in 1957 and isn't expected to in his maiden NAB appearance, but, as in past, he will disclaim any attempt at censorship, front door, back door or side door.

Big deals under study. Antitrust Division of Justice Dept. has undertaken inquiry into NBC-RKO General major market station trades and has broadened inquiry to include CBS affiliation switch from RKO's WNAC-TV to WHDH-TV (Broadcasting, March 28). Justice Dept. acquiescence on swap of NAB's Philadelphia properties (WRCV-AM-TV) for RKO General's Boston properties (WNAC-AM-FM-TV) is required under court decree, but department also is looking into collateral aspects including RKO General's proposed $11.5 million purchase of WRC-AM-FM-TV Washington from NBC; NBC's $7.5 million-plus purchase of ch. 2 KTUU (TV) San Francisco, and now CBS Boston shift. Antitrust Division lawyers were in New York last week interrogating top network and other officials involved in transactions.

Crowell-Collier in D.C. Last step in NBC-RKO General multi-station sales transactions—sale of WGMS-AM-FM Washington—is now in works. Negotiations are underway to sell Washington's "good music" stations to Crowell-Collier Publishing Co., owner of KFWB Los Angeles, KEWB San Francisco and KDWB Minneapolis-St. Paul. Price believed to be around $1.5 million. RKO General must sell its WGMS properties (which it bought in 1957 for $400,000) to make way for its buy of NBC's WRC-AM-FM-TV Washington.

Word is, informally, that Crowell-Collier does not plan to continue present good music policy of WGMS but is seeking to persuade another Washington outlet to take this "obligation" off its back. Washington's other full-time good music outlet is WASH (FM), owned by consulting engineer Evereti L. Dillard. It is part of QXR Network (fed by WQXR New York). Only other all-clasical schedule is carried by WMAL-FM which cuts away from other ABC-affiliated am station at 6 p.m. each night and programs good music until midnight.

Not all bad. One of Congress' most frequent critics of broadcasting practices plans this week to give broadcasters a round of applause. Rep. Emanuel Celler (D-N.Y.), chairman of House Judiciary Committee and its Antitrust Subcommittee, intends to make speech lauding public service records of several New York radio and television stations. His main point: In considering legislation Congress ought to know good as well as bad about broadcasting.

Pint-sized VTR. Ampex Corp. which stole show at NAB's 1956 convention with introduction of video tape recorder, promised to uncork another surprise at 1960 exhibit in Chicago. It's movable VTR only half size of present models and mounted on casters for easy shifting from place to place. Among Ampex claims: new model has same performance as bigger types; occupies only 11 square feet of floor space; can be operated by one technician sitting in chair.

Public service price. Who says broadcasters aren't interested in public service? Not Edward Petry & Co. Pioneer station representative and its 25 radio and 30 television clients have just completed survey which underscores multimillion-dollar nature of broadcast contributions in this area. Example: Petry stations alone averaged more than $400,000 apiece in time and talent donations to public service causes last year. Details, with category breakdowns, will be made public by Petry in Chicago this week during NAB convention.

Senate schedule. Senate Commerce Committee holds important closed meeting April 13 when, Chairman Magnuson hopes, civil rights debates in Senate will be disposed of and members can get down to business on these communications matters: (1) Edward Mills nomination and Robert E. Lee renomination to FCC, (2) broadcaster-network-advertiser-agency conference side-tracked by civil rights in February, (3) FCC Chairman Ford's report on negotiations with military for vhf spectrum space, (4) free political tv time bill and possibly (5) tv-radio ratings.

Sen. Magnuson points out FCC nominations technically won't be before committee until it meets, and he'll allow two more weeks for notifying nominees' home state senators, putting hearings April 27 at earliest. Possible Democratic policy objections to Lee and Mills nomination should be weighed against fact no potential lame duck FCC nominee has been refused confirmation in recent years. But if this does happen, President would then be faced with task of making interim appointments.

Didn't say yes—nor no. There's still a ray of hope, though mighty dim, for deal with military on extension of vhf band from existing 12 channel limit. That's nub of FCC report sent to Chairman Pastore of Senate Commerce Subcommittee on Communications last Friday. FCC Chairman Frederick W. Ford, who has been FCC's liaison with military on allocations, previously had advised committee (Broadcasting, Feb. 8) that outlook was bleak indeed. Latest report doesn't entirely kill off prospect but keeps it barely alive.

Split personality. Hearth Corp. reportedly is making rounds of rep companies with PI (per inquiry) deal on behalf of trio of its magazines (Sports Afield, House Beautiful and Good Housekeeping). It's understood Hearth would pay participating stations 20% of all subscription orders resulting from announcements. Check at Hearth brought report: It's "just talk so far."

Bottleneck breaker. If FCC Chairman Fred W. Ford has his way (and there's every reason to believe he will), FCC shortly will create post of Director of Special Projects, to coordinate projects requiring FCC action. Chairman's candidate: James B. Sheridan, assistant chief of Economics Division, Broadcast Bureau, who has been with FCC since 1941. Mr. Sheridan worked with chairman while he was FCC attorney back in 1950.
Suppose each of the thirteen original colonies sent an equal number of men to fight the Redcoats. Suppose they fought in solid phalanxes of perfect squares (that is, the men from each colony formed a square of \( n \) men on a side, so that the total number of men present was \( 13n^2 \)). Suppose George Washington, the great unifier, decided to add himself to the total and rearrange the works, himself included, into one big solid, perfect square.

1. What's the smallest number of men each colony would have had to send to make the unification possible? (No fractions permitted. G.W. required whole men.)

2. What has this to do with Washington, D. C. time-buying?

(We'll send you the answer to the first question upon request. Or, if you send us the correct solution, we'll send you a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., N. Y.)

(We never could figure out the answer to the second question.)
Personal approach packs extra TV punch. The aim of virtually all advertising is persuasion. So television, like person-to-person communication, is most effective when it is personal, one personality persuading another personality and using logic and enthusiasm which convey a sincere interest in serving the needs or desires of the prospective buyer. These and other ideas about the personal approach are explored by J. Neil Reagan, vice president, McCann-Erickson, Hollywood, in this week’s Monday Memo. Page 32.


Want to sell? Use radio. Advertisers tell how they did it, agency executives trace evolution of some distinctive commercials as RAB holds its fifth annual National Radio Advertising Clinic. Page 54.

Big advertiser five in TV. Procter & Gamble (at $95 million-plus), Lever, American Home Products, Colgate-Palmolive and General Foods tote up $251.8 million worth of TV gross billing in 1959; P&G is top spot TV advertiser and Adell Chemical’s Lestoil is No. 1 TV spot brand. Page 56.

Radio spot: new swingabout? Two former spot radio tonnage advertisers, Bulova Watch and Pepsodent, break with campaigns on limited basis. Page 64.

Record ABC earnings. Leonard Goldenson reports higher earnings and income for ABC and for parent AB-PT. Page 76.

Are ratings scientific? Oversighter Harris says he plans to find out and he’s commissioned a study by statistical survey experts to determine validity of ratings. Page 82.

Right to be heard. Broadcasters continue demands for FCC reconsideration of its Sec. 317 interpretation (sponsor identification) and seek opportunity to comment in rulemaking proceeding. Methods of compliance are still buried in confusion. Page 86.

FTC joins FCC on ethics. Kintner tells House Commerce Committee why FTC doesn’t like two ethics bills. His objections are mostly the same as the FCC’s. Page 88.

A buyer’s market. A spring preview of next fall’s pilots indicates there’ll be more situation comedy shows in next season’s TV schedules. Page 110.

How the TV network shows line up. Quarterly service of Broadcasting gives complete rundown of all television network shows, sponsors, times and other information. Page 139.

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**ADDRESS**

Broadcasting, April 4, 1960
Big things happen to Kansas City. It's chosen for the world premiere of the new musical, "Tom Sawyer." It's the scene of the dedication of "St. Martin of Tours," last sculpture completed by the great Carl Milles. New trafficways and airports. Steadily rising buying power. Record breaking department store sales.

Kansas City's a moving, imaginative, responsive community of more than a million. And Kansas City responds—so say ARB and Nielsen—to KCMO-TV more than any other television station. Month after month, more quarter-hour firsts for KCMO-TV.

The reason? Because we program to get the audience. Because we broadcast at maximum power from America's tallest self-supported tower. Because Kansas City gets the big clear picture on the world from KCMO-TV.
**SPONSOR RULE VIEWS SOUGHT**

**But FCC fails to suspend Sec. 317 order**

FCC backed up one short step from controversial sponsor identification notice it issued two weeks ago and agreed to consider comments. But it refused to rescind or stay effectiveness of March 16 interpretation (early story page 86).

In notice issued Friday, commission instituted inquiry and invited comments, including "supporting briefs and memoranda of law," with cutoff date May 2.

Action had concurrence of five participating commissioners (Commissioner Robert T. Bartley was absent), but two dissented at refusal to suspend effectiveness of March 16 notice. Dissenters were Commissioners Rosel H. Hyde and Robert E. Lee.

March 16 notice, which turned 30 years of operational practices topsy turvy, held that term "consideration" in Sec. 317 of Communications Act has wide application (Broadcasting, March 21, 28). It tabbed as commercial, and therefore required to be identified as such, free records, junkets, furnishing of program material, trade-outs, and other forms of barter (time for product).

**Bitter Attack** Notice was bitterly attacked by industry segments. Thrust of complaints was that so-called "interpretation" was so far-reaching and radical broadcasters should have chance to comment on it in rulemaking proceeding before adoption.

In its notice of inquiry Friday, FCC said it would consider whether clarification of March 16 notice was desirable. It denied requests that the subject be made rulemaking.

Commissioner Hyde said that since commission may find, after comments are in, that March 16 notice goes beyond intent and purpose of Sec. 317, it should be suspended until comments can be considered. Commissioner Lee concurred in Mr. Hyde's statement.

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**Satellite relaying weather data via tv**

Tv-equipped space robot weatherman began sending meteorological information back to Earth Friday. Satellite was sent into 400-mile-high orbit early in morning. It will relay still pictures of Earth's cloud cover, permitting better weather forecasting. Pictures from dual tv cameras (each size of water glass) were termed "very good" by National Aeronautics & Space Administration officials.

Satellite was put into orbit by Thor-Able rocket. It weighs 270 lbs. and will circle Earth every 90 minutes. Pillbox-shaped satellite is covered with 9,000 solar cells to recharge nickel cadmium batteries. Expected usefulness of experiment, first of three, is about three months.

Two tv cameras differ in coverage and resolution. Side-angle camera is designed to cover cloud area up to 800 miles per side. Narrow angle camera will photograph smaller area within first camera's view. Each has specially-designed 1/4-inch vidicon tube and focal plane shutter to permit storage of still pictures on tube screen.

Lens speed of side-angle camera is f/1.5; narrow-angle f/1.8; shutter speed 1.5 milliseconds; lines per frame 500; frames per second 1/2; video bandwidth 62.5 kc.

Connected to each camera is midget video tape recorder to record up to 32 photographs for later relay. Tape is 400 feet long and moves at 50 inches per second.

Fm transmitter in each photo system operates with 19 w output on 235 mc. Beacon transmitters for tracking operate on 108 mc and 108.03 mc, with power output of 30 mw.

Satellite and special ground station equipment was designed and constructed by RCA's Astro-Electronics Products Division, under technical supervision of U.S. Army Signal Corps.

**New Harris probe set on bills in radio-tv**

FCC is expected to be first witness in April 12-14 hearing by House Communications & Power Subcommittee on Chairman Oren Harris' bill (HR 11341) to regulate networks and restrict station transfers. Invitations to testify are being sent to interested parties including networks and NAB. Other recent bills related to Feb. 7 recommendations on network regulation and station transfers in Harris Oversight Subcommittee interim report (Broadcasting, Feb. 8) also will be considered.

If hearing isn't concluded that week, communications subcommittee's next open dates are week of April 25, since annual Easter recess includes April 15 to noon April 19 and Oversizers' Dick Clark hearing starts about April 21 (story page 92).

Other Harris bill (HR 11340)—to restrict payoffs and swap-offs among applicants, require local hearings on original station applications, authorize 10-day license suspensions, prohibit payola and plugola and make rigging of on-air contest criminal offense—will be heard at later date, along with similar bills.

**FCC trying to censor, NAB comments charge**

NAB charged FCC attempt to censor programming in objection to proposed rulemaking to allow station licenses of less than three years. Rulemaking elicited little interest from broadcasters generally, with only four comments received by Friday (April 1) deadline.

"It seems apparent (the) proposal is aimed at programming," NAB said. "This to us is censorship. Through the device of a probationary period the commission would, in effect, be forcing compliance with some vague view of public taste. . . . A grant on a six-months or one-year basis could so handicap an operation as to preclude it from getting off the ground."

CBS said proposal seems to be unnecessary since FCC already can withhold renewals till questions are resolved.

Westinghouse Broadcasting Co. approved shorter license periods if issued only after full hearing. WBC renewed request for maximum five-year licenses "to insure greater stability of operation." Fourth comment was filed by WEIL Scranton, Pa.

**WGA strike vote**

Strike action against tv and radio networks for live programs (news and continuity chiefly) and against some 50 independent tv film companies authorized March 31 at membership meetings of radio-tv branch of Writers Guild of America. No strike is contemplated immediately as WGA negotiations continue with networks in New York and film companies in Hollywood, but WGA council now has authority to call these
strikes if it deems necessary.

WGA has been on strike against major motion picture producers for both theatrical and television films and against alliance of tv film producers since January 15 and on March 19 also pulled members from writing for tv films produced by networks. Members rejected new proposals of ATSP as inadequate, but approved renewed negotiations with these major tv film makers in attempt to resolve conflict of increased domestic residuals and fees for foreign runs of tv filmed programs.

Networks skeptical of clears rulemaking

Deluge of comments at FCC deadline (April 1) on proposed clear channel rulemaking fell into three groups: (1) mostly educators asking class II channels; (2) protests against power boosts for I-A's; (3) individual stations asking specific clear channel frequencies.

Three networks were extremely skeptical. ABC said it supports main idea that many areas need more clear channel service, but said FCC's plan is not "optimum." Better, ABC held, would be use of "broken down eastern clears" in three Pacific coast states.

CBS Radio said it doesn't advocate breakdown of clears, but would not oppose FCC plan if it "holds promise" of solution.

NBC said need of people in areas where class II unlimited stations are proposed outweighs present service of class Is.

Proposed increase of class I-A's to over 50 kw brought howl of protest. RKO General and host of stations led attack, claiming stations in small communities would be hit hard. WLW Cincinnati backed high power increase as only method of serving unserved areas.

FCC proposal for new unlimited time class II assignments on 23 class I-A channels drew enthusiasm from education groups.

Conference resolution

Further resolutions on radio-tv released Friday by 1960 White House Conference on Children and Youth (early story page 106). Mass media forum urged broadcasting and advertising industries to assume greater responsibility for elevating moral and ethical values of programs and to present high quality programming designed for entertainment and for education as embodied in the NAB code. Forum also urged religious and civic groups to voice praise and criticism to national and local broadcasters in individual letters and that state committees of White House Conference conduct courses "in selection and proper use of tv and radio (and other mass media)."

Resolutions calling for scientific research projects into effect of programs on both children and parents were passed. These were similar to suggestions by CBS' Irving Gitlin, who spoke opening day. Other media were touched upon in forum's recommendations, but greatest cries for reform were aimed at broadcasting.

Fogel's fm prediction

Fm in next 10 years will relegate am to pages of history, Henry Fogel, president of Granco Products, Kew Gardens, N.Y., said in speech prepared for delivery yesterday (April 3) at NAB Fm Day session in Chicago. Short-range forecast: 2,000 fm stations broadcasting stereo in 1963, compared with 900 fm stations today, all with monaural signal; four million annual fm set sales (quarter of them in cars) by 1963, compared with around one million last year. He noted FCC July deadline for filing proposed standards for fm stereophonic broadcasting and said full stereo programs can be expected by end of year. Mr. Fogel urged set-makers and broadcasters to exploit "multi-billion sales potential" of fm.

Fourth Young rep

Southern Advertising Representatives Inc., fourth member of Adam Young station representative companies, started operation Friday (April 1) at Atlanta headquarters (1182 W. Peachtree St.) with offices in St. Louis and New Orleans. It is established as autonomous unit offering regional services and as southern division of Adam Young Inc. (radio) and Young Television Corp. Territory embraces 15 states. SAR is headed by Harold M. Parks, who is succeeded in former position of eastern sales manager of Young Tv by Alfred T. Parenty, formerly on Chicago sales staff of Young Tv.
(Just a matter of Relativity)

- WBTV-Charlotte is FIRST TV Market in Entire Southeast with 595,200 TV Homes*
- WBTV Delivers 43% More Television Homes than Charlotte Station “B”**

*Television Magazine—January 1960  **NCS #3

LET'S COMPARE MARKETS!

<table>
<thead>
<tr>
<th>Market</th>
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<tr>
<td>WBTV-CHARLOTTE</td>
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<tr>
<td>ATLANTA</td>
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<td>NORFOLK-PORTSMOUTH</td>
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<tr>
<td>RICHMOND</td>
<td>271,000</td>
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JEFFERSON STANDARD BROADCASTING COMPANY

WBTV
CHANNEL 3 • CHARLOTTE
You'll see when the top home run hitters of today meet in direct competition.

GRABBED BY: CONSOLIDATED CIGAR in Green Bay, Milwaukee, Rockford and other midwest markets, SCHLITZ BEER in Albany, Ga., INTERNATIONAL HARVESTER CO. in Savannah, Green Bay, Tampa-St. Petersburg, STAIGS-BILT HOMES in Phoenix, JOHN LABATT, LTD., OF CANADA in Buffalo, Rochester, Erie, Watertown... and many others!

SNAPPED UP BY: WALB-TV, Albany, Ga., WBAL-TV, Baltimore, WLW-T, Cincinnati, WBAZ-TV, Huntington-Charleston, WLW-C, Columbus, O., WLW-D, Dayton, WLW-I, Indianapolis, KPLC-TV, Lake Charles, WCSD-TV, Minneapolis, WAVY-TV, Norfolk, WJAR-TV, Providence, WROC-TV, Rochester, WDAY-TV, Scranton-Wilkes-Barre, WSJW-TV, South Bend-Elkhart, WICS-TV, Springfield, Ill., KPSO-TV, San Diego, WEEK-TV, Peoria, KLIX-TV, Idaho Falls, WLUC-TV, Marquette, Mich., WAGA-TV, Atlanta, KTVE, El Dorado-Monroe, La., WSVA-TV, Harrisonburg, Va., WJAC-TV, Johnstown, Pa., WLDF-TV, Orlando, KTV, Omaha, WTVY, Evansville, KTVH, Wichita-Hutchinson-Great Bend, KTVE, Ft. Smith, Ark., WTVY, Tampa-St. Petersburg, WREX-TV, Rockford, Ill., WTIC-TV, Hartford, WRYA-TV, Richmond... and many others!

AT THE NAB Convention April 3-6 VISIT Ziv-UA's Hospitality Suite 2300 Hotel Conrad Hilton, Chicago DISCOVER how to get Winter Profits in the Summer Months!
Now Baseball's Greatest "Long Ball" Sluggers

GO TO BAT FOR YOU!

MICKEY MANTLE • HANK AARON
FRANKIE ROBINSON • KEN BOYER
ROCKY COLAVITO • DUKE SNIDER
GUS TRIANDOS • EDDIE MATHews

and many others star in
THE BIG AUDIENCE-WINNER OF 1960

"HOME RUN DERBY"

ALL THE EXCITEMENT OF BASEBALL'S BIGGEST MOMENT!

The new power in TV programs!

ZIV-UNITED ARTISTS INC.
488 Madison Ave., New York 22, N.Y.
YOU MAY NEVER SURVIVE 61 MARRIAGES*

BUT... WKZO Radio Will Do Your "Courting" For You
In Kalamazoo-Battle Creek And Greater Western Michigan!

WKZO Radio causes more "marriages" between manufacturers and consumers than any other AM station in Kalamazoo-Battle Creek and Greater Western Michigan!
Pulse (see left) gives WKZO-AM a total audience 32% larger than that of any other station. And WKZO-AM keeps the lead morning, afternoon, evening (Monday through Friday, 6 a.m.-Midnight)—No. 1 in 345 of 360 quarter hours surveyed!
Ask Avery-Knodel for the details on WKZO-AM.

* Mrs. Theresa Vaughan, 24, of Sheffield, England, confessed to 61 bigamous marriages in 5 years.

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959
SHARE OF AUDIENCE — MONDAY-FRIDAY

<table>
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<tr>
<td>6 P.M. - 12 MIDNIGHT</td>
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The Felzer Stations

WKZO-AM TV FM
WEZ-AM TV GRAND RAPIDS-KALAMAZOO
WKZO RADIO KALAMAZOO-BATTLE CREEK
WJEF RADIO GRAND RAPIDS
WJEF-FM GRAND RAPIDS KALAMAZOO
WAPL CADILLAC, MICHIGAN
KOLN-TV LINCOLN, NEBRASKA
Associated with
WMED RADIO PEORIA, ILLINOIS
WMED-TV PEORIA, ILLINOIS

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives
April 3-6—NAB Annual Convention, Conrad Hilton Hotel, Chicago. Full agenda in NAB Convention section of this issue.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-TV networks, 10-1:30 p.m. EST.

April 4—Industry Filmmakers Assn. meeting, 7:30 p.m. Cinesound, 1037 N. La Brea, Hollywood.

April 4—American Management Assn.'s national packaging convention, Convention Hall, Atlantic City, N.J.


April 5—Broadcast Pioneers annual dinner meeting, Conrad Hilton Hotel, Chicago.

April 6—Academy of Television Arts & Sciences forum on new VHF television stations, ABC.

April 6—Special meeting on educational television, at University of California in Los Angeles, Humanities Bldg., 8 p.m. Steve Allen; Rudy Brette, in charge of edu UCLA, and Frank O. McIntyre, public relations director, California Teachers Assn., will speak.


April 8—Oregon Assn. of Broadcasters annual meeting. Howard Bell, assistant to president, NAB, is keynote speaker, Eugene, Ore.


April 9—Disc Jockey Assn., membership meeting, Pick-Nicocket Hotel, Minneapolis.

April 11—Deadline for filing reply comments to proposed FCC amendment of Connelar manual BC-3 to provide for transmission standards for the Connelar attention signal. Deadline for reply comments is April 25.

April 13—American Public Relations Assn. conference, Greenbrier Hotel, White Sulphur Springs, W. Va. Registration can be made through APRA Convention headquarters, 1010 Vermont Ave., N.W., Room 812, Washington 6, D.C.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel LeMamington, Minneapolis.

April 19—Comments on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

April 20—Radio Advertising Bureau area sales clinic, New York. For complete list of subsequent clinics and cities, see BROADCASTING, March 28.

April 20—Deadline for nominations to the Advertising Hall of Fame. Nominations should be sent to the Advertising Federation of America, 250 West 57th Street, New York 19.


April 21—Pennsylvania AP Broadcasters Assn. Hershey Hotel, Hershey, Pa.

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


April 21-23—New Mexico State Broadcasters annual spring meeting. Las Cruces, N.M.


April 22—Arizona Broadcasters Assn. spring meeting at Sands Hotel, Tucson. Dr. Ben Markland, KJAT (TV), U. of Arizona TV station, and Richard S. Saltant, CBS vp, will address morning session at the university. Open discussion scheduled for afternoon, banquet for evening.

April 22—Assn. of National Advertisers work-shop on shows and exhibits. Hotel Plaza, New York.

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

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—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainesville. (Broadcasting Day, Monday, April 25th) Speakers will be: Matthew Culligan, general corporate executive, McGann-Erickson; Mary Jane Morris, secretary, FCC; Grady Edney, national program director for radio, Storer Broadcasting; Charles H. Towner, manager, Dept. of Broadcast Personnel & Economics, NAB; John F. White, president, National Educational Television.


April 25-28—American Newspaper Publishers Assn. annual convention. Several topics related to...
Very probably you have...on your own television screen!

In recent months, for example, NBC viewers watched "The Turn of the Screw" by Henry James, "The Moon and Sixpence" by Somerset Maugham, Stephen Vincent Benet's "The Devil and Daniel Webster" and Budd Shulberg's "What Makes Sammy Run?"

On the drawing boards now at NBC are special television adaptations of such literary favorites as "Rebecca," "The Spiral Staircase" and "Portrait of Jenny." A new NBC Television series based on F. Van Wyck Mason's exciting novel "The Barbarians" is being produced on location in Rome. Mark Twain's "Roughing It" will offer millions of NBC viewers a self-portrait of the famous humorist as a young man. And Henry Steele Commage's definitive source work on the American Civil War will provide the basis for "The Blue And The Gray," a blazing series of one-hour programs.

A far cry from the wrestling match and transplanted vaudeville whi
terminated the broadcast schedule only a decade ago—and a bright array of things to come during the 1960-1961 season in the demand-dragging, creative medium of television.

In its unending quest for quality in everything it does, NBC Television will continue to attract outstanding talent from all branches of the creative arts. In addition, NBC will continue to discover its own creators—writers, directors, and performers.

Result: a whole library of distinguished literature, a rich treasure of music, art, and drama—in color and in black and white—on...

NBC TELEVISION
Gill-Perna

National Representatives of quality radio and television stations cordially invite you to visit us during the convention.

Suite 1300
Conrad Hilton Hotel

radio and tv are on the proposed agenda. Waldorf-Astoria Hotel, New York.
April 28—Southern California Broadcasters Assn. Luncheon meeting with program to be presented by Cunningham & Walsh, L.A. Hollywood Knickerbocker.
April 28-29—Ohio Broadcasters Assn. annual meeting. Pick-Ohio Hotel, Youngstown.

*MAY 1-7—Society of Motion Picture and Television Engineers semiannual convention. "New Techniques for Films, TV and Video Tape." Ambassador Hotel, Los Angeles.
*MAY 1-7—U. of Missouri School of Journalism, Columbia, Mo., annual journalism week. David Brinkley and Chet Huntley, NBC-TV commentators, will be among the speakers. Broadcasters Day is May 4. Mr. Brinkley will address group that day: Mr. Huntley will speak at banquet, May 6 at 7 p.m.
*MAY 2—Comments due on proposed FCC rule-making to shift Fresno, Calif., to uhf market.
*MAY 2—Reply comments due on FCC rule-making to duplicate 23 clear channels with additional nighttime service.
*MAY 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.
*MAY 3—Cone9drad drill scheduled by FCC for all radio and tv stations in all states except Hawaii and Alaska. Duration: one half-hour at time corresponding to 3 p.m. EST.
*MAY 3—Television Bureau of Advertising sales clinic. King Cotton Hotel, Greensboro, N.C. For list of subsequent sales clinics and their locations, see THE MEDIA this issue.
*MAY 4—Reply comments due on FCC proposal to add additional uhf channels to several principal markets through reduced mileage separations.
*MAY 4—Station Representatives Assn. awards luncheon. The Silver Ball Timebuyer of the Year award and Gold Key will be presented. Waldorf-Astoria Hotel, New York.
*MAY 4-7—Institute for Education by Radio and Television, under auspices of Ohio State U., Deshler-Hilton Hotel, Columbus, Ohio.

*MAY 5-6—Montana Broadcasters Assn. annual meeting, Fiallen Hotel, Butte.
*MAY 5-8—American Women in Radio & Television national convention. On agenda: an all-day Industry forum; six radio-tv workshops and general session on radio programming, tv commercials
TAX COLLECTOR

Not a bad fellow at heart, someone once said, but no one can remember who said it. Neighbors keep blinds drawn day and night. Spoils books and plays for friends by telling endings. Shows conformist tendencies in listening to WTOP Radio, the important station for reaching the 20-County Greater Washington area.

WTOP RADIO
Washington, D. C.
Represented by CBS Radio Spot Sales

Operated by THE WASHINGTON POST BROADCAST DIVISION:

WTOP RADIO, Washington, D. C.
WTOP-TV, Channel 9, Washington, D. C.
WXJT, Channel 4, Jacksonville, Florida
With these words, Winston Churchill concludes the preface to his memoirs.

And from these words the most ambitious project in visual history takes inspiration: ABC's television presentation of this pageant of the fateful years from 1919 to 1949.

To meet so immense a challenge, historical film footage—much of it never shown before—has been gathered from allied and axis sources. Cameramen have girdled the globe to film special interviews with the history-makers of our time. For this series, President Eisenhower, former President Truman . . . many German, Italian, Japanese and Russian leaders have added their eye-witness testimony to the record.

But dominating the stage, giving the vast scene immediacy, color, dynamic import . . . are the words, the voice, the presence of the greatest of all living history-makers . . .

The Right Honorable Winston Spencer Churchill himself.

The program, with special musical score by Richard Rodgers, will be brought to the American television public next fall in a series of 26 half-hour episodes.

Pridefully, it takes its place in the array of public affairs programs creating the significant look of ABC Television in 1960.

WATCH ABC-TV IN '60 (more people will)
and educational tv. Final day will be devoted to business meeting, including election of officers. Pick-Carter Hotel, Cleveland.

May 6—Radio & Television Guild of San Francisco State College 10th annual conference and banquet. May 6-7—U. of Wisconsin journalism institutes, Wisconsin Center, Madison.

May 9-11—Institute of Radio Engineers Symposium, Hotel del Coronado, Coronado, Calif.

May 10—Wisconsin FM Stations Clinic, Center Blvd, U. of Wisconsin, Madison.

May 12—Reply comments due on proposed FCC rulemaking to shift Fresno, Calif., to air-unf market.

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


May 14-16—Advertising Federation of America 2nd District convention, Skyline Inn, Mt. Pocono, Pa.


May 17—Academy of Television Arts & Sciences, forum on “Eastern,” film production in New York, Gold Medal Studios, 807 E. 175th St.

May 18—Sigma Delta Chi annual banquet. Distinguished journalism service awards in 15 categories will be presented. National Press Club, Washington, D. C.


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


May 21-22—Illinois News Broadcasters Association. Spring meeting, U. of Illinois campus, Urbana. Combined clinic and business meeting will be jointly sponsored by INBA and university’s College of Journalism and Communications, with some sessions at Inman Hotel, Champaign.


JUNE


June 4—UPI Broadcasters of Pennsylvania annual statewide meeting. Army General Depot, New Cumberland, 9 a.m.


June 5-9—Advertising Federation of America convention, Hotel Astor, New York.

June 5-9—Assn. of Industrial Advertisers annual convention. Shoreham Hotel, Washington, D.C.

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse, N.Y.

June 8—Academy of Television Arts & Sciences, forum on tv and politics, Sherman Hotel, Chicago.

June 12-17—Fourth Annual Communications Institute for High School Students, Institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

June 13-17—International Advertising Film Festival, Lido, Venice, Italy.

June 16—Relay on Miami ch. 7 case involving questions of ex parte representation to FCC commissioners. U.S. Customhouse, Philadelphia.

June 15-17—American Marketing Assn. annual meeting. Hotel Leamington, Minneapolis.


June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10:11:30 p.m. EDT.

June 20-21—Chicago Spring Conference on Broadcasting and Television Receivers, Greenermore Hotel, that city, running concurrently with International Home Furnishings Market. Emphasis will be on home economist entry in field under sponsorship of Chicago Section of Institute of Radio Engineers.


June 23-25—Maryland-O. C. Broadcasters Assn. annual meeting. Ocean City, Md.


June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City.

Theme: “Advertising in the Challenging Sixties.” Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O’Farrill, prominent Mexican broadcaster; James Farley, president, Coca Cola Export Co.

June 27-29—Institute of Radio Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Statler-Park Hotel, Washington, D.C.

JULY

July 4-16—Advertising Federation of America’s second annual seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to give section from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

AUGUST


Aug. 23-26—Western Electronic Show & Convention, Ambassador Hotel and Memorial Sports Arena, Los Angeles.


Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER


OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 5-8—Assn. of National Advertisers workshop on advertising management, Ambassador Hotel, Chicago.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 16-17—Texas Assn. of Broadcasters fall meeting. Sheraton-Hilton Hotel, Dallas.


Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet,otron, N.Y.

NOVEMBER


JANUARY 1961

EVERYTHING FOR NEWS FOR THE AIR

United Press International

UPI NEWS PRODUCES
SCIENCE FICTION THEATRE

TV's unique series of space-age adventures with big name stars in exciting fiction dramas. Winning top multi-run ratings . . . Las Vegas 20.5, Wichita 24.8, Orlando 20.3, Harlingen-Weslaco . . . 27.4

WEST POINT

Economee's star-spangled rating winner now available for first off-network showings! Ratings like these: Buffalo 22.9, Philadelphia 19.2, Wichita 25.3, Green Bay . . . 26.3

MEN OF ANNAPOLIS

Already snapped up by a host of leading stations and advertisers who see top rating opportunities for this power-packed prestige series. Boise 28.4, Buffalo 20.2, Beaumont-Port Arthur 24.8, Charlotte . . . 28.7

I LED 3 LIVES


SMASH RE-RUN RATINGS

AND RESULTS... for stations and advertisers!

BOSTON BLACKIE

America's most successful mystery show! 58 high-scoring half hours with ratings like these: Birmingham 20.3, Buffalo 18.5, Mobile 21.0, Burlington-Plattsburgh . . . 25.2
America's Favorite Family Show!

Starring
Macdonald Carey

DR. CHRISTIAN
39 quality-produced, success-proved half hours winning sensational ratings like these for the show that delivers the all-family audience: New Orleans 21.2, Kansas City 18.6, Cincinnati 20.2, Pittsburgh... 26.8

MR. DISTRICT ATTORNEY
Rated No. 1 nationally time after time! Look at these recent multi-run ratings scored by these authentic behind-the-scenes law-enforcement dramas: Portland, Ore, 24.4, Albany-Schenectady-Troy 18.4, San Antonio 19.2, Birmingham... 21.3

CURRENT FILES PACKED WITH SUCCESS STORIES
In market after market, for show after show, the story's the same: Economee TV series offer unlimited opportunities to strengthen programming, win larger audiences, build sales and profits! All series available for full or alternate sponsorship or as spot carriers to fit sales or program needs.

Economee TV
A DIVISION OF ZIV-UNITED ARTISTS, INC. 488 Madison Ave., New York 22, N.Y.

RATING-PROVED! ZIV-PRODUCED!

Economee TV AT THE NAB Convention, we'll see you at our Hospitality Suite 2301 Hotel Conrad Hilton, Chicago April 3-6

TUESDAY Ssquare playhouse
Top Hollywood stars, brilliant stories, and masterful showmanship in every half hour program. 39 exciting dramas with ratings like Philadelphia 13.6, St. Louis 19.5, Cleveland 20.6, San Antonio... 32.5

Economee TV

Great new stars in each show!

Host-Narrator Adolphe Menjou

FAVORITE STORY
78 success-proved half hours based on stories written by the world's greatest authors. Charleston 18.3, Huntington-Ashland 22.1, Birmingham... 31.3

Economee TV

For 4 Years TV's Unquestioned #1 Series!

Host
Broderick Crawford

HIGHWAY PATROL
156 half hours of the series whose incredible first run shattered every possible record! Riding high in rerun now with ratings like these: Shreveport 34.4, Fort Wayne 28.7, New York City 19.2, Knoxville... 42.7
ANOTHER McLENDON STATION

WYSL

BUFFALO

ANOTHER McGAVREN STATION

Joining its sensational San Francisco sister, KABL, at the top of America's Good-Music stations.

JUST WYSL FOR YOUR NEAREST McGAVREN MAN

NEW YORK / CHICAGO / LOS ANGELES / SAN FRANCISCO / DETROIT / ST. LOUIS / SHUTTLE
OPEN MIKE

Agency research puzzle

EDITOR: Ever since you ran my comments on programming and research in Monday Memo (page 16, Feb. 29), my advertising colleagues in Chicago and New York have been calling me. Their comments are agreeably surprising: It seems that the vast majority of them agree with me completely that stilted, unimaginative, uncreative research has been the rule in programming—and that its use is decreasing because its value is so limited, if not confusing.

This now confuses me. If so many of those concerned with programming in Chicago and New York agree with my simple observations, why does the condition exist to such a degree? . . . I'm sure that the heady response I got from the programming people will eventually reach the research people who are charged with the responsibility in this area; they may even do something about it.—Donald Lucky Kanter, Tatham-Laird Inc., Chicago.

‘Basic’ entertainment

EDITOR: I have been out of town on business and upon my return to the office I was amused to find in the Closed Circuit department for March 14 a little item ["Musical truce?"] about ASCAP’s program at the NAB convention in Chicago on April 6.

For the record, ASCAP does not produce any entertainment at any convention or meeting unless it is invited to do so. The NAB invited the Society to provide the show this year. And, secondly, whatever differences of opinion may exist between members of the NAB and the Society, the fact remains that the Society’s catalog of great music is the basic ingredient not only of the broadcasting industry but of every other medium of entertainment.

At any rate, let me assure you that you and the broadcasters will enjoy the ASCAP show at this year’s convention.—Richard F. Frohlich, Director of Public Relations, American Society of Composers, Authors and Publishers, New York.

Medical mixup

EDITOR: In the Feb. 1 issue on page 83 part of the article on "Medical series taped" [syndication by Screen Gems] is wrong. We did not use KRON-TV San Francisco taping facilities for our "Open Heart Surgery" remote telecast. It was not a Larry Williams production. George Mathiesen, then our assistant station manager and now general manager of KYW-TV Cleveland, conceived the idea and was executive producer. This was
To the people of the Twin Cities and the vast Northwest WCCO Television has become a habit . . . a routine . . . a way of life. They have taken Channel 4 into their homes like a member of the family for they know they can depend on Channel 4 to give them the type of day-in and day-out programming that suits them and their needs.

It is a habit with housewives to always include Randy Merriman and Arle Haeberle in their daily lives.

Kids storm their television sets each afternoon to watch Axel, Bozo and Clancy the Cop. People of the Northwest have learned to depend upon the Dave Moore News and the Dean Montgomery News on Channel 4 because they know it is the complete news, unaltered by sensationalism and bias. Channel 4 News is also the only place in Northwest television where the viewers find a thought-provoking editorial upon which they can pause and reflect. They know only Channel 4 gives them the news in depth . . . the type of newscasting that fits their way of life.

Channel 4 is a sports fan’s haven. Northwest people not only get all the scores and sports features on the Dick Enroth, Rollie Johnson and Don Dahl sports programs, but here is where
they find live telecasts of all types of sporting events ... more than on any other television station in the area. The whole family knows that through its affiliation with the CBS Television Network it is assured of the finest in television fare.

These are but a few of the reasons why WCCO Television is The Difference Between Good and Great in Twin City Television. These are not idle boasts ... but facts which are proven month-after-month by Nielsen. In fact, just taking the past year (March '59-February '60) Nielsen shows WCCO Television commanding an average 43% share of the total audience from 7:00 AM to Midnight, seven days a week ... a record virtually unmatched in any other four station.

It all goes to prove the Northwest. Call learn how you, too, to sell your prod...and Northwest.

WCCO Television is a Way of Life in Peters, Griffin, Woodward, Inc. and can depend on WCCO Television act in the Minneapolis-St. Paul market.
Burned over 'burning issue'

EDITOR: As a participant in this year's NAB State Presidents' Conference, I must take exception to the paragraph which appeared on the Closed Circuit page of the Feb. 29 issue in which your writer referred to the "burning issue" of the second afternoon of the conference as being: How to get auto license plates bearing station call letters. The item either indicates that your reporter was asleep through most of the meeting or remained in attendance for a brief 10 minutes.

For a magazine that is designed to serve the industry I find this reporting rather reprehensible. It seems a very shallow way to take swipes at a group of industry leaders who spent two full days in discussing industry problems. While perhaps we did not cover every problem facing us today, the meeting did produce some very good information that those who attended could bring back to their separate organizations.

Had your reporter remain awake at the afternoon session on the second day, he would have heard many other discussions, most of them more lengthy than the discussion concerning auto license plates. Among those topics that covered a greater period of time was the one concerned with the methods to be employed in handling what might be considered "plug" advertising... Some of the other areas covered... were music licensing, legislative dinners, standards of good practice and group insurance...

This is one time that I find myself very much annoyed with the attitude of your magazine. It hasn't happened often.—Milton E. Miller (WADK Newport, R.I.), President, Rhode Island Broadcasters Assn.

[Our reporter, who covered the meetings, could not have been asleep. He has insomnia.—The Editors.]

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscribers' satisfaction required. Regular prices 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to Broadcasting Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.
Leif Ericson made things happen in Norway . . . and

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN personalities originate remote broadcasts as part of a 'PENtacular campaign available to all advertisers. Said Charles Ebner, Sales Promotion Department, Food Fair Stores, concerning a recent remote of WPEN'S Bud Brees: "Increase in store traffic" . . . "success" . . . "definite appeal". In Sales . . . And In Exciting Listening . . . 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
WPEN, Philadelphia . . . WSAI, Cincinnati . . . WALT, Tampa
Personal approach packs extra tv punch

With electronic and mechanical devices of television interposed between advertiser and prospect, it is essential to re-establish the personal approach as the primary art of communication and persuasion.

The personal approach has its basis in a very simple fact. Communication between one human being and another goes on not only between lips and ears, symbols and eyes, or even one brain and another, but rather between one personality and another.

In this day of high production costs in tv it is more imperative than ever that advertisers and stations take every means to establish the personal approach. However many times a message may be multiplied through transmitters to receivers—it fails unless it lodges in the mind of one individual. A business enterprise may sell to a mass market, but its operative buying market is always one person at a time.

How to Persuade • The aim of virtually all advertising is persuasion. Attempts to persuade are not likely to succeed—in even face-to-face communications—unless they are directed not simply from a sender to a receiver but from personality to personality.

Another need for the personal approach lies in the fact that your television message differs from face-to-face communication in the circumstances of its reception. Your television message goes to a non-captive individual with unlimited freedom to accept, reject, or ignore. Your message must overcome inertia and indifference.

Do’s and Don’t’s • Just as there is no formula for the best combination of reason, feeling, imagination, and so on, there is no definitive list of requirements for the personal approach. But the personal approach in television is most likely to succeed when it is directed from personality to personality, from a distinctive corporate personality to a well-defined consumer personality; when it is vibrantly human; when it is honestly consumer-oriented; when it is news-giving or novel in expression; and when it is informed, helpful, courteous, enthusiastic, entertaining and clear.

Your broadcast message is likely to fail when it is directed to a de-personalized market from an impersonal business; when it is institutional; when it is plant-oriented or insincerely consumer-oriented; and when it is old-hat, uninformed, self serving, offensive, apathetic, tedious, or confusing. What is a corporate personality? It is a company's history and heritage; the character, beliefs and goals of its leadership; the character and caliber of the staff which has decided to share in the company's fortunes; total energies, talents, facilities and resources. And because a personality can live and grow only through projection, a corporate personality is also the character of its communications. The personality of a product is its utility, glamour, taste, style, economy—and many other attributes; but obviously, it is also the character of its advertising, selling, promotion and publicity.

Know Your Consumer • Now what about the consumer personality? The personal approach places even more emphasis on “knowing the consumer” than does the basic doctrine of the modern marketing concept. It seeks to know the consumer not only in terms of geography, living standards, age, sex, etc., but in terms of a well-defined personality. It calls for a knowledge of the consumer's interests, drives and responses—both conscious and unconscious.

When a message is transmitted from one person to another, it is known that there is loss of information. But even more harmful for purposes of persuasion, there is a loss of life. When a message is presented through the voice of a television announcer, it has lost many of the live, human qualities people can convey to each other in the same room. But these qualities to a surprising, sometimes an amazing degree, can be created or restored by the arts of language, graphics and theatre.

When all of these arts are brought to bear by creative writers and artists of an agency rather than by “product describers,” “price quoters” and such, it is rewarding exercise to watch and listen to a television commercial and test it against the simple challenge, “Is it alive or dead? How close is it to being vibrantly human?”

Advertising Etiquette • A Lord Chesterfield on etiquette in advertising is long overdue. Among the ingredients of the personal approach, advertising probably offers more against manners than any other thing. The reason for advertising’s violations, especially in tv—pile-driving harangues, water-torture repetition, boorish-guest abuses, etc.—is perhaps found in the fact that the message must win attention, persuade and motivate in a matter of seconds.

Making noise or banging away with a machine-gun spray of “sure-fire” hard-sell is one solution. It isn't very inventive, but sometimes loud-mouth advertising works, just as loud-mouth jerks sometimes succeed. But it's hell on the rest of us and a doubtful technique for building good relation with a market. It's a long way from the personal approach.

Entertainment and selling have had a long history together since the earliest fairs and bazaars. The quality of being entertaining accounts for a larger share of success in the personal approach than any other. Because it joins personalities and humanizes messages, the personal approach is the most comprehensive and effective form of human communication.

Commercials which observe the principal requirements of the personal approach have that extra punch needed to influence their audience favorably.
Few things resist the exposure of TIME. So, if EXPOSURE for your sales message is your certain goal, then it follows that the wisest use of TIME will accomplish your purpose more directly.

WBAL Television 11 in Baltimore provides you with a direct line of communication with the Maryland market and to the people you want to reach at the TIME you need to reach them. Our fine NBC and local programming, our excellent record of Public Service, our constant effort to integrate our station with the life of our community ... assure you of a large and loyal audience at any TIME.

"The wisest thing is time ..." so the philosopher says. In the Maryland Market, a WISE TIME BUY is WBAL Television 11.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE
Nationally represented by Edward Petry & Co., Inc.
Ben Franklin
could have been “The Mr. Big” of WPTR

Because Ben wouldn’t run “formula radio” any more than he ran a formula publication. We believe his concept (like that of WPTR) would be to create the type of responsible broadcasting that would serve its community best. The transmission of news, the intelligent interpretation of news and the courage to take stand on issues is GRASS ROOTS RADIO AT ITS BEST. This is WPTR.

WPTR originated “Action — Central News” — it has a minimum of 48 newscasts every day—it pioneered “radio editorials”. “Public opinion polls” are among its regular features. It delivers more public service time to its area than any other radio station in this 2,000,000 plus market. People trust it.

Perhaps it’s why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

WPTR 50,000 PEOPLE WATTS
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. Represented nationally by Robert E. Eastman & Co., Inc.

DUNCAN MOUNSEY EXE. V. P. OF WPTR
A division of SCHINE ENTERPRISES
A REAL TEST OF ON-AIR TOLL TV?

RKO-Zenith will ask FCC to permit $10 million trial in Hartford

The first, on-the-air pay tv operation will begin this year in Hartford, Conn., if the FCC approves it.

The demonstration would be run by multiple broadcaster RKO General (Thomas F. O'Neil) under an agreement with Zenith Radio Corp.

The agreement was announced last week. It commits RKO General to spend virtually $10 million on the three-year subscription tv service demonstration.

To get a transmitter for tollcasting, RKO General is buying ch. 18 WHCT (TV) Hartford. It is paying $900,000 for the independent station—$190,000 in cash and the remainder in notes and assumption of obligations.

The station will continue to be operated as a regular broadcast outlet, but will engage in pay tv operations at certain hours during the day and night.

An application to the FCC for its approval to initiate the pay tv Hartford pay tv operation is expected to be filed before the end of April.

Operation of on-the-air pay tv requires FCC approval. The commission's requirements—which restrict the demonstration in many respects—were issued in 1959.

Franchise Set-Up • Under the RKO General-Zenith contract, the broadcasting company will be the key franchise holder in the Hartford Phonevision system. It will arrange for station time, programs and staff.

Zenith, however, will work closely with RKO General. It will supply RKO General with encoding apparatus to be used at the encoding center and with decoders to be sold to RKO General at cost. The decoders will be leased to subscribers.

Details of program supply were not made public. Programs will comprise Grade A feature motion pictures, sports, theatre and special events, but where this product will come from was not divulged.

"After years of intensive research and development," Zenith President Joseph S. Wright said last week, "we have now come to the point where for the first time in history thousands of American television set owners can look forward to having shortly the finest box office entertainment right along with programs currently sponsored by advertisers."

In referring to the new decoding equipment, Mr. Wright said Zenith would start tooling for production by the time the test authorization is granted. Delivery of units will begin in a matter of months thereafter, he stated.

Free and Fee • Thomas F. O'Neil, president of RKO General, emphasized that during the broadcast day WHCT will broadcast sponsored and sustaining programs just like any other tv station. "For a few hours each day, the station will operate on a subscription basis, presenting without commercials major box office features not shown on regular tv. These will be available only to subscribers, who will be charged a fee for each feature seen that will be substantially below the cost of going outside the home to see it."

Mr. O'Neil added that he was convinced that a pay tv system to supplement advertising sponsored programs was essential to enable television to fulfill its technical potential of providing a really broad service to the public, and to provide wide availability of top flight box office entertainment that is...
Big question: toll tv by wire or on air?

RKO General decided to take the plunge in on-the-air subscription television because of bullish reports about a wired subscription television operation in Toronto.

International Telemeter's wired system went into business in the Canadian city in late February. On the strength of subscriber interest shown there, Telemeter has said it intends to wire other markets in Canada and the U.S. this year (Broadcasting, March 7).

If wired systems spread, in the RKO General view, the threat to the existing tv broadcast system would be serious. RKO General President Thomas F. O'Neil was represented by associates last week as thinking that wired systems would eventually go after advertising revenue as well as subscriber fees. Wired tv could charge less for advertising than broadcast tv because a large part of its overhead would be supported by its box-office. Wired systems also enjoy the advantage of operating outside federal regulation, Mr. O'Neil has pointed out. They need to carry no programs except pure entertainment. Broadcasting has expensive obligations beyond that.

To protect its large holdings in broadcasting (six radio stations, four television stations and part of a fifth tv outlet in Canada), RKO General decided to join with Zenith in the test of on-the-air subscription tv.

Currently unavailable or too costly for a large proportion of the public.

The RKO General-Zenith agreement provides that RKO General will begin operating toll tv when 2,000 subscribers have been signed up.

if pay tv takes hold, it was learned, RKO General has an option to institute Zenith Phonevision subscription tv in five markets.

The option is qualified. It permits RKO General to take over the Phonevision franchise in one city of the nation's top three; one in fourth, fifth or sixth market, and one in the seventh, eighth and ninth markets. RKO General is limited to serve no more than 20% of the national tv audience in its five markets.

Ways Out = The Hartford agreement contains a number of escape clauses. RKO General is given the right to terminate the contract if: (1) the Fcc fails to approve the application within three years or if RKO General has spent $2 million before then; (2) the system cannot sign up 50,000 customers, or (3) RKO General, after spending $10 million, determines there is no future in pay tv.

The program mapped for the beginning of pay tv falls into four phases:
1. Secure Fcc approval.
2. Offer to public.
3. Start service with basic number of customers (2,000).
4. Continue service with increase of subscribers.

An RKO General subsidiary will arrange contracts with Zenith for equipment, through TECO, the company which holds the license from Zenith for Phonevision. TECO is largely owned by Zenith stockholders.

RKO Pictures, the film production arm of the RKO entity, has no major backlog of modern, up-to-date feature films, it was learned last week. With few exceptions all the RKO library was sold to Matthew M. Fox's C&C Super Corp. several years ago. These are now owned by United Artists Associated. RKO has not produced any motion pictures for the last three years.

The choice of an independent outlet in Hartford was underlined by both RKO General and Zenith sources. The future of pay tv, spokesmen said, lies in using independent, non-network affiliated stations which can use the extra income. It may show that this type of station, now operating at a loss, may operate profitably if permitted to engage in pay tv.

This feeling was even stronger on the part of RKO General regarding the use of a uhf station. Any nationwide expansion of pay tv, RKO General feels, will have to be on uhf—to test air subscription against entrenched, commercially-successful vhf operation.

Last week's announcement stated that Edward D. Taddei, president of the company now owning WHCT, would remain as general manager.

The insurance capital of the United States, Hartford, is the capital of the state of Connecticut and has a population of 200,000. In Hartford County alone there are 200,000 homes, with over 90% saturation in tv receiver ownership.

Four Signals = Hartford tv owners get four signals—from WHCT, from the CBS-affiliated ch. 3 Wtic (tv) Hartford, from the NBC-affiliated ch. 30 Wnbc (TV) New Britain, and from ABC-affiliated ch. 8 Wnhc-Tv New Haven.

Interestingly enough RKO General once owned 50% of the ch. 18 facility, then with the call letters Wgtb. Rko General and the Hartford Times jointly owned the station and sold it to CBS in 1956 for $650,000. CBS in turn sold the uhf outlet to its present owners in 1958 for $250,000.


Zenith's box-office = The decoder pictured here is a new Zenith design. It is said to be capable of taking subscriptions in cash or credit—cash by coins inserted in slot at right, credit by collection of a printed record and a master tape.

Zenith officials said last week they thought Rko General would try out the credit system if the Hartford test was authorized. In that system, the subscriber turns the dial on the front of decoder to a code number previously announced (in newspaper or tv ads or in direct mail to subscribers). When the code number is turned up, the decoder unscrambles the video and audio signals that have been transmitted through an encoding device that tears both sound and picture signals so they are unintelligible when received without decoding.

Simultaneously the decoder makes two records of the tuning, one printed on a sheet and the other electronically imposed on a magnetic tape. At the end of a billing period, probably a month, the subscriber pulls the printed sheet from the back of the decoder and mails it with his payment to the pay tv station. The tape record is kept in the machine, beyond easy reach of the subscriber, as a check against the printed bills the customers send in. Periodically pay tv maintenance men can check the tapes to see if customers have been paying for what they have been getting.

Zenith officials estimate that the decoders can be built and installed, once quantity production is achieved, at a unit cost of about $100.
WPIX-11 carries more minute advertising from the top 25 national spot advertisers than any other New York television station. * Leading advertisers select WPIX-11 for the "network look" of its programming, its Nielsen-proved quality audience and the guaranteed good company of other national advertisers. Your product message will never appear with "mail order" or over-long commercials—because WPIX-11 does not accept this kind of advertising. Only WPIX-11, of all seven New York TV stations, offers you so many opportunities to place minute commercials in such a productive selling atmosphere during the prime nighttime hours! Where are your 60-second commercials tonight?
This is not RKO General's first association with pay tv. WOR-TV in New York was used as a test station several years ago by Skitron Television & Electronics Corp. to try out the technicalities of its SubscriberVision system. SubscriberVision is similar to other methods of pay tv in that a scrambled picture is transmitted and is unscrambled at the receiving end via an IBM-type punch card.

NBC Deal  RKO General also has made arrangements to exchange its Boston station for NBC's Philadelphia outlets. It is also buying NBC's Washington stations for $11.5 million. Con- summation of the Washington transfer will require RKO General to sell its WGMS outlets (CLOSED CIRCUIT, page 5).

These transactions are involved in the RCA consent decree resulting from a government antitrust suit charging coercion when NBC and Westinghouse Broadcasting Co. exchanged their Cleveland and Philadelphia properties.

**FCC Order Strict**  The FCC's order, authorizing pay tv, was issued in March 1959 and is loaded with special limitations. Some of them:

- Only one system may be tested in a city—and only one city may be used by each system.
- Tests may be undertaken only in cities receiving four or more regular tv signals. There are about 20 such markets, it is estimated.
- The sale of decoding equipment to the public is prohibited.
- Tests may run no longer than three years.
- Pay tv operations must not interfere with or degrade regular broadcast signals.

The commission's "Third Notice" came after almost two years' debate before the FCC and the House Commerce Committee and despite the active opposition of the Commerce Committee chairman, Rep. Oren Harris (D-Ark.). When the FCC issued its report, the House Commerce Committee voted approval by a narrow one-vote margin. A hearing on toll tv was held by the House committee in early 1958.

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**NAB CONVENTION**

**TOP ADVANCE REGISTRATION AT NAB**

Marshaling of defense brings 'em out at Chicago's Conrad Hilton

The broadcasting business, seared by attacks from all directions, sought refuge April 3-6 in the vast corridors and auditoriums of the Conrad Hilton Hotel, Chicago.

NAB's 38th annual convention found broadcasters on the defensive for the first time in years—an alarming posture in direct contrast to the 1959 convention under the same roof.

With the heat on—and it was enough heat to raise fears for the course new broadcast legislation may take—several thousand industry executives and representatives of satellite interests converged on the Conrad Hilton with one question paramount:

Do legislative pressures, fanned by well-heralded investigations into quiz-rigging and payola, pose an eventual threat to the existence of the private enterprise system of broadcasting?

**Record Registration**  The industry's response to these attacks was reflected in record-breaking advance registration. At the opening of NAB's convention office April 1, Everett Revercomb, NAB secretary-treasurer and convention manager, reported he had received 2,240 paid-in-advance registrations. Of these 1,834 were management and 406 engineering delegates. Advance registration at the comparable point a year ago when NAB met at the same hotel was 1,850; final registration last year was 2,400. (See OUR RESPECTS to sketch of Mr. Revercomb page 159.)

Despite the triple-threat pressures from the Congress, the FCC and Federal Trade Commission plus public response to inflammatory headlines, only one of the three Federal agencies—the FCC—is formally represented on the convention agenda. Senators, congressmen and FTC members aren't billed on the agenda.

FCC Chairman Frederick W. Ford will make his industry bow Tuesday at the luncheon session, heading a five-member delegation from the commission. The chairman and four other commissioners will take part in the traditional NAB-FCC roundtable Wednesday morning, a panel that has helped clear up misunderstanding through the years. Chairman Ford was named luncheon speaker after his appointment to the post by President Eisenhower, replacing former Chairman John C. Doerfer, resigned. Several FCC staff executives will participate in convention meetings.

Completed the government's role in the convention will be Secretary of State Christian Herter, who speaks at the April 4 luncheon.

Truman to Speak  Fireworks may be expected Monday and Tuesday when ex-President Harry S. Truman appears as guest of Radio Pioneers. Mr. Truman will hold a news conference Monday afternoon. He will address the pioneers' banquet Tuesday evening. With campaigning getting under way for the 1960 party nominations, delegates were wondering if Mr. Truman might make some headlines before the convention ends.

Early arrivals at the Conrad Hilton were discussing a solemn topic—selection of a new NAB president to fill the vacancy created by the death of Harold E. Fellows.

An eight-man selection committee headed by C. Howard Lane, KOIN-AM-FM-TV Portland, Ore., is expected to meet during the convention. There was no advance indication this group is at all close to selection of a nominee for NAB board consideration.

A formal opening of the convention is set for Monday, 10:30 a.m., when Dr. Frank Stanton, president of CBS Inc., will deliver a tribute to Mr. Fellows, who died in the ninth year of his NAB presidency. A board resolution eulogizing Mr. Fellows will be read.

Sunday, April 3, is Film Day, a new (Continued on page 42)

**FCC at NAB**

Five of the six members of the FCC will be attending the NAB convention in Chicago this week, with Robert E. Lee the lone commissioner planning to remain in Washington. Attending the Chicago gathering will be Commissioners Frederick W. Ford (chairman), Rosel Hyde, Robert T. Bartley, T.A.M. Craven and John S. Cross. Because of the convention, the regular Wednesday commission meeting will not be held. A session has been tentatively scheduled for Friday (April 8).
This is the kind of hold our station has on people

How do you measure loyalty?
Not by the bare figure of our daily audience (747,640 TV homes). Not by the lines drawn on our coverage map (41 counties in 3 states). And not by a mere addition of their purchasing power ($3,361,973,000 last year). Here in the WHIO-TV area these figures are most impressive — but how, and to what extent, do they apply to you?

In full measure, we say, from the vantage point of living with our audience. Its loyalty is expressed through mail counts and ratings, in which we excel year after year. Our loyalty, through programming of many public service features — and through such details as no triple spots.

Let George P. Hollingbery tell you how these dual loyalties transfer in depth to sponsors’ effort. He and his rate card mean exactly what they say.

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

ONE OF AMERICA'S GREAT AREA STATIONS
Reaching and Holding 2,881,420 People
ON TAP IN CHICAGO

Official agenda events and unofficial sessions. All events at Conrad Hilton unless otherwise indicated.

SUNDAY, April 3

9 a.m.-5 p.m. Registration. Lower Lobby.

9 a.m. Buses leave south entrance of Conrad Hilton for Broadcasting golf tournament.

9 a.m.-5:30 p.m. ABC Affiliates Meeting, Grand Ballroom.

9:30 a.m.-12:30 p.m. Assn. of Maximum Service Telecasters, membership meeting. Bel Air Room.


11 a.m. Regional Broadcasters, Williford-C.

11 a.m.-1 p.m. Daytime Broadcasters Assn., membership meeting. Room 14.

12 noon-7 p.m. Exhibits. Lower Lobby.

12:45-3 p.m. Assn. of Maximum Service Telecasters, board luncheon. Room 9.

1 p.m. MBS Affiliates Advisory Committee, Royal Skyway Suite 2306.

2 p.m. ABC-TV Affiliates Meeting, Grand Ballroom.

2:30-5 p.m. Waldorf Room. FM Day Program. Presiding: Ben Strouse, WWDC-FM Washington.

FM. Population Explosion: John F. Meagher, NAB radio vice president; Everett L. Dillard, WASH (FM) Washington, D.C.

Fin, the Count Up: Dr. Sidney Roslow, The Pulse Inc.; Frank Stitzer, C.E. Hooper Inc.; Richard M. Allerton, NAB research manager.

The FM Receiver Manufacturer Speaks: Henry Fogel, Granco Products; C.I. Gentry, Motorola Inc.; Ted Leitzell, Zenith Radio Corp.

Fin, an Official Evaluation: Robert D. Linx, FCC Field Supervisor, Conelrad.

If I Owned an FM Station: Edward L. Barry, Chicago Tribune; Bernie Harrison, Washington Evening Star.

3:30 p.m. ABC-TV Affiliates Meeting. Palmer House. Red Lacquer Room.

3:30-5:30 p.m. Clear Channel Broadcasting Service, membership meeting. Room 13.

5:30-7:30 p.m. ABC Affiliates Reception, Williford A&B.

6:30 p.m. CBS-TV Reception and Banquet. Ambassador Hotel.

7 p.m. VIP Dinner. Hotel Drake, Dining Room G.

9 p.m. First Reunion and Smoker, NAB alumni chapter, Harvard Business School seminar. Lower Tower.

MONDAY, April 4

7 a.m.-7 p.m. Registration. Lower Lobby.

8-10 a.m. NAB Television Code Review Board, breakfast. Room 12.

8-10 a.m. Quality Radio Group, breakfast. Room 9.

8-10:15 a.m. TV Stations Inc., membership breakfast. Sheraton-Blackstone, Mayfair Room.

9 a.m.-9 p.m. Exhibits. Exhibition Hall.

9:15-10:30 a.m. Crystal Ballroom, Sheraton-Blackstone. Engineering Conference. Presiding: Raymond F. Guy, senior staff engineer, NBC; Session Coordinator: Russel Pope, director of engineering, KHSL-AM-TV Chico, Calif.


Keynote Address: Clair R. McCollough, Steinman Stations, chairman of NAB Policy Committee.

Presentation of NAB Distinguished Service Award: To Mr. McCollough by G. Richard Shafto, WIS-TV Columbia, S.C., chairman, NAB TV Board.


Address: Christian A. Herter, Secretary of State.


2:30-5 p.m. Williford Room. Radio Assembly. Presiding: John F. Meagher, NAB radio vice president.


Report to the Industry: Robert T. Mason, WMRN Marion, Ohio, chairman, All-Industry Radio Music License Committee; Emanuel Dannett, New York, counsel.

Prospects on a Silver Platter, SRA presentation: Lawrence Web, managing director, Station Representatives Assn.

Standards of Good Practice: Cliff Gill, KEZV Anahiem, Calif., chairman, NAB Standards of Good Practice Committee; Frank U. Fletcher, Spearman & Roberson;
BROADCASTING, April 4, 1960

WARREN E. BAKER, CHADBURNE, PARKE, WHITESIDE & WOLFF.


Television Information Office Report: Clair R. McCollough, Steinman Stations, chairman, Television Information Committee; Louis Hausman, director, Television Information Office.

Washington 1960—An Election Year: David Brinkley, NBC; Mr. Brown; Vincent T. Wasilewski, NAB government relations manager.

TUESDAY, April 5

8:30-10 a.m. Society of Television Pioneers, membership breakfast. Lower Tower.

9 a.m.-5 p.m. Registration. Lower Lobby.

9 a.m.-7 p.m. Exhibits. Lower Lobby.

8:45 a.m.-12:30 p.m. Crystal Ballroom, Sheraton-Blackstone. Engineering Conference. Presiding: James D. Parker, CBS-TV director, radio frequency engineering. Session Coordinator: George Hixenbaugh, chief engineer, WMT-AM-TV Cedar Rapids, Iowa.

10-11:30 a.m. Grand Ballroom. Radio Assembly. The Nature of the Enemy, slide-sound presentation outlining strength and weakness of competitive media, a presentation by Radio Advertising Bureau. Kevin B. Sweeney, president; Warren J. Booroom, vice president; Miles David; Robert H. Alter.

10 a.m.-12 noon Waldorf Room. Television Management and Ownership Conference (Closed Session). Presiding: Mr. Shafoio. TV business session and NAB TV Board elections.


Address: Frederick W. Ford, FCC chairman.

2-5 p.m. No scheduled convention sessions.

3 p.m. Sheraton-Blackstone, Ivy Room. NAB Engineering Advisory Committee.

7:30 p.m. Grand Ballroom. Broadcast Pioneers Banquet. Speaker: Former President Harry S. Truman.

WEDNESDAY, April 6

9 a.m.-5 p.m. Registration. Lower Lobby.

9 a.m.-6 p.m. Exhibits. Lower Lobby.


Address: Whitney North Seymour, president, American Bar Assn.

NAB Business Session: Mr. McCollough presiding.


Promotion as a Radio Management Function: Charles A. Wilson, WGN Chicago; Janet Byers, KYW Cleveland; James Bowermaster, WMT Cedar Rapids, Iowa; John J. Kelly, Storer Broadcasting Co. A presentation by Broadcasters' Promotion Assn.

If I Were Your Program Director: Mitch Miller, Columbia Records.

2:30-5 p.m. Waldorf Room. Television Assembly. Presiding: Thad H. Brown Jr. How Good Must We Be: Television Bureau of Advertising presentation. Norman (Pete) Cash, TV president; William MacRae, station relations director; George Lindsay, central division director.

Spending Money to Make Money: Moderator, Mr. Tower. "The Automated Station, a Case History," Roger Read, WKRC-TV Cincinnati. "The Economics of Video Tape," panel; Russ Baker, Ampex; Lawrence Carino, WWL-TV New Orleans; Frederick H. Houwink, WAM-L TV Washington; George Stevens, KOTV (TV) Tulsa, Okla.; E.C. Tracy, RCA.


7:30 p.m. Grand Ballroom. Annual Convention Banquet.
Planners appraise NAB's 1960 convention

Planning of NAB's 38th annual convention in Chicago was directed by three industry figures—Clair R. McColough, Steinman Stations, chairman of the NAB Policy Committee directing association affairs since the death of President Harold E. Fellows; Payson Hall, Meredith Stations, co-chairman of the 1960 NAB convention Committee and vice chairman of the NAB TV Board, and Thomas C. Bostic, KIMA Yakima, Wash., vice chairman of the NAB Radio Board and the other convention committee co-chairman.


Here is the way the three chief convention planners appraise the role of, and the prospects for, the 1960 convention in Chicago:

Clair R. McColough:

Since the beginning of the broadcasting industry, broadcasters have had to maintain constant vigilance against those who would restrict our ability to serve. This year the threat of restriction is greater than ever before. Our best defense against these restrictions and our best offense against our critics is constant dedication to serving the public and continued recognition of our responsibilities as radio and television executives.

Attendance at NAB conventions helps us renew this dedication and increase our ability to recognize these responsibilities. The 38th convention should be particularly worthwhile because the sessions will go to the heart of some of radio and television's major problems. In addition, there will be many opportunities to talk with industry leaders and exchange ideas on the business of broadcasting.

Payson Hall:

As those of us in the television industry travel the broad road which lies ahead, we will have great opportunities to serve the public in the fields of entertainment, information, education and advertising. The television management sessions of the 38th NAB convention will give owners and managers the kind of information they need to do a better job of providing this service to the public. In the light of current problems, television executives will be particularly interested in sessions dealing with the television code, industry efforts toward improving the public relations climate and in the appraisal of events in Washington this election year. The latest facts and figures on automation and expert analysis of television investment problems also will be highly useful.

These are the highlights. The entire program will offer much of benefit to the industry.

(Continued from page 38)

feature added to this year's program in recognition of the medium's growing stature. National Assn. of Fm Broadcasters programmed a Sunday morning session. NAB drew up the Sunday afternoon agenda. The day also includes a long list of special-interest business and social functions (see "On Tap in Chicago," page 40).

Awards to Two A feature of the 1960 convention will be presentation of two NAB awards. Clair R. McCol-}

lough, Steinman Stations, chairman of the NAB Policy Committee, will receive NAB's Distinguished Service Award at the formal opening April 4. He will deliver the keynote speech, replacing the late NAB president.

The NAB Engineering Award will
More and more people are better informed and better entertained through spending time with a “Metropolitan” personality—a personality like each of our widely-recognized properties.

METROPOLITAN BROADCASTING CORPORATION
205 East 67th Street, New York 21, New York

TELEVISION STATIONS: New York WNEW-TV; Washington, D.C. WTTG-TV; Peoria/Illinois WTVH; Stockton-Sacramento/California KOVR-TV
RADIO STATIONS: New York WNEW; Philadelphia WIP; Cleveland WHK; OUTDOOR: Foster and Kleiser.
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.
be presented at the April 6 luncheon to FCC Comr. T.A.M. Craven, former engineering consultant and an author-
ity on allocation and technical matters.

Most convention sessions will be held in the Grand Ballroom on the second floor of the Conrad Hilton and four third-floor rooms—Waldorf, Willi-
ford, Beverly and Bel Air. The upper and lower Tower Rooms, where sev-
eral meetings are scheduled, are entered from the 26th floor. Exhibits and reg-
istration are in the lower lobby.

The concurrent Engineering Conference, which meets in the Sheraton Blackstone across the street from the Conrad Hilton, will convene April 4 at 9:15 a.m. to hear a review of equip-
ment exhibits. The engineers will join management delegates at 10:30 a.m. for
the formal opening. They will attend a joint management-engineering lun-
cheon and start hearing technical papers Monday afternoon.

Final event of the convention will be the Wednesday night banquet. Tickets
for the banquet hadn't been exhausted March 31 but all luncheons were sell-
outs with Mr. Revercomb understood to be arranging an overflow room where
luncheon speakers could be heard.

Banquet entertainment will be pro-
vided this year by ASCAP, which altern-
ates with Broadcast Music Inc. in sup-
plying banquet talent at NAB conven-
tions. Wednesday's talent includes Rob-
erta Sherwood, vocalist; June Taylor
Girls, Harvey Stone, comedian; The Dominiquest, Cuban acrobats; Renaux,
magician, and Pompoft, Thedy & Fam-
ily, comedy musical act. Frank York
and the College Inn Orchestra from the Hotel Sherman will play for the
dinner and show.

Five new members
to NAB Radio Board

Five new members will join the NAB
Radio Board effective with the end of
the Chicago convention April 6, with seven re-elected directors starting their second terms. They were elected to their two-year posts in March. The tv
membership will select seven directors at an April 7 business session in Chi-
cago.

New members joining the radio board are: Richard W. Chapin, KFOR Lin-
coln, Neb.; Allan Page, KGWA Enid, Okla.; John F. Patt, WJR Detroit; Al-
vis H. Temple, WKCT Bowling Green, Ky., and Robert T. Mason, WMRN Marion, Ohio.

Members starting their second terms are Simon Goldman, WJTN Jamestown, N.Y.; Jack Younts, WEEB Southern Pines, N.C.; F.C. Sowell, WLAC Nashville, Tenn. (retiring chairman); Joseph M. Higgins, WTHI Terre Haute, Ind.; George C. Hatch, KALL Salt Lake
City; Robert J. McAndrews, KBIG Avalon, Calif.; Merrill Lindsay, WSOY Decatur, Ill.

Continuing on the radio board with terms expiring next year are Daniel W.
Kops; WAVZ New Haven, Conn.; John S. Booth, WCHA Chambersburg, Pa.; Frank Gaither, WSB Atlanta; Hugh O. Potter, WOMI Owensboro,
Ky.; Mig Figi, WAUX Waukesha, Wis.; Odin S. Ransland, KDAL Dul-
luth, Minn.; A. Boyd Kelley, KTRN Wichita Falls, Tex.; B. Floyd Parr.
KEEN San Jose, Calif.; Thomas C. Bostic, KIMA Yakima, Wash. (board
vice chairman); Harold Hough, WABP Fort Worth; Rex Howell, KREX Grand
 Junction, Colo.; F. Ernest Lackey, WHO Hopkinsville, Ky.; Richard H.
Mason, WPTF-FM Raleigh, N.C. Net-
work members are E.J. DeGray, ABC
Radio; Arthur Hull Hayes, CBS Radio;
Robert F. Hurleight, MBS; P.A. Sugg,
NBC Radio.

Radio board members whose terms expire during the convention are: Ben
B. Sanders, KICD Spencer, la.; Robert L. Pratt, KGGF Coffeyville, Kan.;
John H. DeWitt Jr., WSM Nashville, Tenn.; Frederick A. Knoor, WKMH
Dearborn, Mich.; J.R. Livesay, WLBH
Mattoon, Ill.

Continuing on the NAB TV Board are Clair R. McCollough, WGAL-TV
Lancaster, Pa.; W.D. Rogers, KJUB-
TV Lubbock, Tex.; C. Wrede Peters-
meier, Corinthian Stations; Willard E.
Walbridge, KTRK-TV Houston. Net-
work to members are Alfred Beckman,
ABC-TV; William B. Lodge, CBS-TV;
David C. Adams, NBC-TV.

Tv directors whose terms expire with
the convention are: Joseph E. Baudino,
Westinghouse Broadcasting Co.; John
E. Fetzer, WKZO-TV Kalamazoo,
Mich.; Payson Hall, Meredith Stations (retiring vice chairman); C. Howard
Lane, KOIN-TV Portland, Ore.;
Dwight W. Martin, WABF-TV Baton
Rouge, La.; James D. Russell, KKTU
(TV) Colorado Springs, Colo., and G. Rich-
ard Shafto, WIS-TV Columbia, S.C.
(retiring chairman).

Network members of the boards are appointed by the networks.

Expanded tv code
board holds meet

Donald H. McGannon, Westinghouse Broadcasting Co., will retire as chair-
man of the NAB TV Code Review
Board at a code board breakfast to be
held today (Monday) during the NAB
Chicago convention.

Assuming the chairmanship will be E.K. Hartenbower, KCMO-TV Kansas
City, who has headed the board's per-
sonal products subcommittee.

The board will expand from five to
seven members at the breakfast session. New members joining the board will be George Whitney, KFMB-TV San
Diego, Calif.; Robert W. Ferguson,
WTRF-TV Wheeling, W. Va., and James M. Gaines, WOAI-TV San
Antonio. Continuing in service are
Gaines Kelley, WFMV-TV Greens-
boro, N.C.; Mrs. A. Scott Bullitt, KJING-TV Seattle, and Joseph Herold,
KBTY (TV) Denver.

Among the topics on the tentative agenda is the code amendment adopted March 9 at the NAB TV Board meeting. It reduces the number of participation
spots allowed in a half-hour (BROAD-
casting, March 14).

Code change = The text of this
amendment follows:

"Time Standards for Advertising
Copy. Substitute this language for
paragraph 4:

"4. Announcement or 'participation' programs are designed to accommodate
a designated number of individual live
or recorded announcements, generally
At this moment television and radio are in urgent need of help...

They need wise administration from within and wise guidance from without. They have not had enough of either, but right now wise guidance from without is in especially short supply.

Instead of guidance, television and radio are getting abuse; instead of helpful criticism, they are getting vilification. In certain newspapers and magazines broadcast-baiting has become an editorial policy. The sure way for a politician to be quoted in those publications is to make a speech denouncing television and radio as the domain of rogues and thieves.

In the federal government the prevailing attitude toward broadcasting is punitive when, of all times in broadcasting history, it should be constructive. The Congress and federal agencies are moving toward the imposition of controls far more rigid than are necessary to correct the defects in television and radio.

Four undesirable conditions in broadcasting have been turned up in government investigations over the past three years:

1. The use of improper influence on members of the Federal Communications Commission by rival applicants for television stations.
2. The rigging of television quiz shows.
3. The acceptance of payola from music interests by performers and other broadcasting employees.
4. The broadcasting of false or misleading advertising.

The extent and seriousness of each of these disorders have been exaggerated. Beyond that the ill-informed assumption has been made that these conditions are symptomatic of general corruption in broadcasting and that the federal agency that regulates it. The cry is for new laws and new rules that would be more suited to the administration of Alcatraz than to the guidance of communications media engaged in the infinitely complicated job of creating and conveying more entertainment and more information to more people than any other media yet invented.

There are laws enough. If the government has failed in its regulatory duty, it is not for lack of laws, as the record clearly proves.

Improper Influence Î As a consequence of investigations by the House Legislative Oversight Subcommittee, a chairman of the Federal Communications Commission has resigned and a member of the FCC has been indicted for violation of existing federal laws and is awaiting a second trial (his first ended in a hung jury). Under existing laws and regulations the U.S. Court of Appeals has ordered the FCC to re-examine four contested television station grants, and the FCC, on its own initiative, has ordered re-hearings of two others and is investigating at least seven more.

Quiz Rigging Î The mere disclosure of this practice has forced almost all quizzes off the air. Those that remain are being administered—by broadcasters, not the government—under controls that make rigging extremely difficult if not impossible. The New York District Attorney has asserted that 100 witnesses committed perjury during a grand jury investigation of the subject. If he wishes to put his assertion to a test, he can request indictments under existing New York criminal law.

Payola Î The Federal Trade Commission has issued more than 60 complaints against record manufacturers or distributors. The defendants are charged with giving illegal inducements to disc jockeys or other radio station personnel, in violation of existing law. The Federal Communications Commission has begun citing stations for failure to identify the sources of free records, in violation of existing law.

False Advertising Î The Federal Trade Commission last November announced an intensified campaign against false or misleading advertising on television. Since then it has issued eight complaints, all charging violations of existing law.

(Two important features of the FTC's campaign against television advertising have been underplayed or ignored in most accounts published in newspapers and magazines and indeed in the FTC's own announcements: 1. Of the eight complaints, only three were directed exclusively to the television advertising of the defendants; the other five also involved advertising in newspapers or magazines or both. 2. In rigorous monitoring of television commercials, the FTC has so far found only eight cases to prosecute. Com-
In and out of government there are vocal critics of broadcasting who are impatient with the orderly prosecution of the wrongful acts that the investigations of influence, rigging, payola and false advertising have disclosed.

These critics want the government to fix other things that they, the critics, find objectionable. The list of things they want fixed is as long as the list of their personal prejudices.

What each of these critics really wants is a transformation of broadcasting to satisfy his own desires. In this regard the critics are reflecting, in an exaggerated way, what is probably a universal feeling. It is reasonable to assume that most people have at times wished for more programs of the kinds they like and fewer of the kinds they dislike, just as they have wished for more newspapers, magazines and movies that appeal to them and fewer that displease or bore them.

But most people have better sense than to ask the government to re-shape broadcasting according to their private specifications. They express their discontent by switching to another program or switching off the set. These acts do more to improve the quality of programming than all the powers of the United States government could do.

The main creative energies at work in broadcasting are directed toward the prevention of tuning out or tuning elsewhere. To remain in operation a station must capture and keep an audience. It can do neither without programs that are different from those on competing stations and more appealing than the many non-broadcast diversions that are available to the public nowadays.

The advocates of government control argue that the present system encourages the production of programs having mass appeal and discourages programming for minorities. They assert that diversity of appeal can be assured only if the government invokes and enforces program standards. This argument reveals ignorance of broadcasting's current structure and practices.

The creative process at work in the present system is induced and sustained by competition. The search for new programs and for improvements in those already on the air is compelled by the strongest of all instincts, survival. The process often fails, but is re-generated by failure. The more stations there are in competition with one another, the greater is the incentive for each of them to find or create programs that will differ from the others on the air.

In a community that has multiple choices of stations there is no "mass audience" in the sense that a dominant majority tunes to one station, program after program, day after day. There are minority audiences of infinite complexity tuning in and around and out or not switching on the set at all. The whole constitutes a mass, but the whole is composed of as many minorities as there are programs.

The existing broadcasting system is its own best argument for careful preservation of the liberties under which it has developed. In less than 40 years radio has grown from the idea stage to a complex of 4,107 stations. In only a dozen years a television system of 524 commercial stations has been built.

There are now radio sets in more than 50 million homes, 96.3% of all U.S. homes, and television sets in more than 45 million homes, 86.9% of all homes. Nobody forced people to buy those sets, and nobody is forcing them to use them.

The proper role for government in the development of television and radio is the same as its role should be in the development of anything else. It should remove artificial barriers to competition and should guard the public against the crimes or deceptions which there is good reason to proscribe by law.

If the government moves beyond those limits and into the field of program surveillance or control, the public will be the loser. As Louis Brandeis, Associate Justice of the United States Supreme Court, wrote in 1928:

"Experience should teach us to be most on our guard to protect liberty when the government's purposes are beneficial. Men born to freedom are naturally alert to repel invasion of their liberty by evil-minded rulers. The greatest dangers to liberty lurk in insidious encroachment by men of zeal, well-meaning, but without understanding."

This message is presented by Broadcasting Magazine which for more than 28 years, as the principal business publication in its field, has been observing and appraising radio and television.

Washington New York Los Angeles Chicago
Teeth for Radio Code [bold]Three-man team to direct spread of NAB Standards of Practice to non-members as well as member stations was named March 28 at meeting of standards committee. Members are (l to r) Cecil Woodland, WEJL Scranton, Pa.; Cliff Gill, KEZY Anaheim, Calif.; and Frank Gaither, WSB Atlanta. They'll also plan enforcement machinery.

one minute in length, which are carried within the body of the program and are available for sale to individual advertisers.

"If presented live, one-minute 'participation' announcements should not exceed approximately 125 words.

"Participation" announcements shall be scheduled in the maximum proportion of one minute of announcement within every six minutes of programming, or not more than five within each thirty minute period of programming. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed."

RADIO CODE
Operation team plans means of enforcement

NAB has named a three-man "operational team" to guide expansion of the Standards of Good Practice for Radio Broadcasters and to lay plans for enforcement machinery.

The standards have been thrown open to non-NAB as well as NAB member stations, following the pattern of the association's TV Code. Part of the team's job will be to plan the monitor-
Carbonated fun, sizzling excitement, pulsating public service... these are the ingredients which give Crowell-Collier stations that frolicking, effervescent sound... a sound of complete freedom of expression devoid of impediments that bind creativity so necessary to keep a radio station dominant in its market.

Crowell-Collier fun-excitement-public service programming is aimed at the warm, fun-loving hearts of the people. No attempt is made to cover up the natural, warm feeling generated by Crowell-Collier air personnel.

This freedom of expression then is the element which provides the fun-excitement-public service... the distinguishing facets of Crowell-Collier programming.
WHERE TO FIND IT

All exhibits of equipment manufacturers are in the lower lobby Exhibition Hall of the Conrad Hilton during the NAB convention. Exhibit space and the hospitality suites are as of March 31.

Giant directory boards in the Conrad Hilton and Sheraton-Blackstone lobbies show associate members' suite. All suite designations are in the Conrad Hilton unless otherwise specified. (E) indicates exhibit space; (H) hospitality suites.

Open house

Headquarters of the Broadcasting magazine staff during the NAB convention is in Suite 706-A of the Conrad Hilton Hotel. A complete editorial newsroom is operating, with a full staff of reporters covering all aspects of the convention.

compliments of a friend

After this long hard winter,

Television will still be the greatest force for information, education, entertainment, truth and advertising ever.

kmtv 3 omaha
increase for radio in 1960—used minute spots on Wednesdays, Thursdays and Fridays plus afternoon and early-evening reminder spots, eight seconds in length, on weekends. Mr. Keck told broadcasters: "As long as you offer the flexibility, the sound and economical means of reaching the consumer, we should be good for another 35 years" in radio.

**Dog Food** Mr. Torrence, advertising director of Morrell, noted that radio has been a primary tool in getting Red Heart Dog Food started in the 1930’s and it is still basic to Morrell’s efforts to maintain and increase its share of the highly competitive, $350 million dog food market. Radio, which he credited with a major role in building Red Heart’s business “from cases to car-loads,” currently is being used in 90 to 100 markets. He stressed the importance of “week-in and week-out continuity in radio,” and said Morrell, in the medium for 25 years, will be “swinging along with radio at least for another 30 years, I hope.”

The clinic’s creative session delved behind the scenes of the creation of distinctive radio campaigns for Butter-Nut Coffee, Lucky Strike Cigarettes and Seven-Up beverage. The reports were presented by creative experts from the respective agencies: Mr. Renfro, radio-tv manager of D’Arcy, St. Louis; Mr. Mercer, vice president and radio-tv copy group head for BBDO, New York, and Mr. Forgette, vice president, JWT, Chicago.

Mr. Renfro told of Butter-Nut’s use of off-beat commercials by Stan Freberg—including a six and one-half minute entertainment commercial which on some stations was placed as a program and on others was broken into 60-second spots—to introduce the product on the West Coast. Mr. Mercer traced the evolution of Lucky Strike’s new theme, “remember how great cigarettes used to taste?” and Mr. Forgette reported on the use of the Kingston Trio as the new radio voice of Seven-Up.

**RAB** President Kevin Sweeney, Board Chairman Allen M. Woodall, of WDAM Columbus, Ga., and Miles David, RAB vice president and director of promotion, presided over the sessions, which in most cases included the playing of commercials from the various campaigns.

## EXPLAIN THEIR AD SUCCESSES

**Noxzema and Westinghouse outline strategy**

How changes in advertising strategy boosted sales on an “old-new” product for one client and a new product revitalized an old market with bonus results for another highlighted a Assn. of National Advertisers Workshop in Chicago last week.

The speakers: H.W. Grathwohl, vice president - advertising for Noxzema Chemical Co., and Charles E. Erb, marketing manager for Westinghouse Electric Corp.’s Lamp Division. Allen F. Flouton, executive vice president of Compton Adv. Inc., was a third speaker at the ANA’s new products workshop.

Mr. Grathwohl traced the advertising patterns for Noxzema Instant Lather Cream introduced in 1953 against stiff competition. The company did fairly well, spending an average ratio of advertising to sales and putting all its money in 1956 into the Perry Como Show, which reached 12-14 million homes. Unfortunately, distribution wasn’t holding up with limited exposure on the network program.

Getting only 2% of market share, Noxzema retracted its steps. It surveyed its distribution pattern and found that average factory sales per 1,000 population ranged from $2.12 in one territory to $23.52 in another. Thus, the company had used a national tv show, putting the same proportionate share of its budget in the one as in the other.

Concentrates on Radio Mr. Torrence and Mr. Keck, Mr. Llewellyn, Mr. Bain and Mr. Mennen

They sing the praises of radio in five-part harmony

Mr. Torrence

Mr. Keck

Mr. Llewellyn

Mr. Bain

Mr. Mennen

**Noxzema** changed strategy again, buying the half-hour Love and Marriage series in 90 cities and boosted its food store distribution from 19% to 43% in the mid-Atlantic region, 1% to 8% in Central, 7% to 10% in East Central and 23% to 28% in New England. Mr. Grathwohl displayed a chart showing a 54% retail sales increase last year over two years ago and a current 19% gain over last year.

Mr. Erb described how Westinghouse unveiled its new shape “eye-saving” white bulb, which he claimed broke a 35-year barrier in the field. It poured 100% of its advertising dollars in tv and print in the residential market behind the new product. Shipments of new shape bulbs in 1959 were ten times greater than those of conventional bulbs in their best year. He noted the WEC’s Lamp Division is expanding its budget for tv and radio.
Five national advertisers were responsible for more than $251.8 million gross billing in television last year. TV spot billing during 1958 was $605.6 million, compared to 1958’s $511.7 million (Broadcasting, March 21).

Procter & Gamble alone racked up a gross billing of $95,340,352, over $50 million in network and another $45 million in spot. Lever Bros. ranked second with more than a $46.8 million tv gross, split $32.7 million in network and $14.1 million in spot. American Home Products allocated a gross $38.7 million that fell $28.1 million in network and another $10.6 million in spot. Colgate-Palmolive compiled over $36.3 million of which $22.4 million was in network and $13.8 million in spot. General Foods’ $35.4 million was $20.8 million network and $14.6 million spot.

The compilation of tv’s top five was made possible last week with release by Television Bureau of Advertising of the estimated expenditures (in gross) of the top 100 national and regional spot tv advertisers. Network figures were disclosed a few weeks ago (Broadcasting, March 21).

Highlights of Tvb’s spot report:

P&G’s $45 million led the list of 100 spot advertisers. Adell Chemical

EST. EXPENDITURES OF NATIONAL & REGIONAL SPOT TV ADVERTISERS BY PRODUCT CLASSIFICATION

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>EST. EXPENDITURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>$11,782,000</td>
</tr>
<tr>
<td>Feeds, meals</td>
<td>350,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>777,000</td>
</tr>
<tr>
<td>Ale, beer &amp; wine</td>
<td>47,840,000</td>
</tr>
<tr>
<td>Beer &amp; ale</td>
<td>42,945,000</td>
</tr>
<tr>
<td>Wine</td>
<td>1,950,000</td>
</tr>
<tr>
<td>Amusements, entertainment</td>
<td>1,019,000</td>
</tr>
<tr>
<td>Automotive</td>
<td>18,175,000</td>
</tr>
<tr>
<td>Antifreeze</td>
<td>358,000</td>
</tr>
<tr>
<td>Antiseptics</td>
<td>449,000</td>
</tr>
<tr>
<td>Cars</td>
<td>12,143,000</td>
</tr>
<tr>
<td>Tires &amp; tubes</td>
<td>1,715,000</td>
</tr>
<tr>
<td>Trucks &amp; trailers</td>
<td>303,000</td>
</tr>
<tr>
<td>Miscellaneous accessories &amp; supplies</td>
<td>3,407,000</td>
</tr>
<tr>
<td>Building material, equipment</td>
<td>2,827,000</td>
</tr>
<tr>
<td>Fixtures, paints</td>
<td>503,000</td>
</tr>
<tr>
<td>Fixtures, plumbing, supplies</td>
<td>746,000</td>
</tr>
<tr>
<td>Materials</td>
<td>1,012,000</td>
</tr>
<tr>
<td>Paints</td>
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<td>Miscellaneous</td>
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<tr>
<td>Clothing</td>
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<td>Hosery</td>
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<tr>
<td>Miscellaneous</td>
<td>393,000</td>
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<tr>
<td>Confections &amp; soft drinks</td>
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<td>13,427,000</td>
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<tr>
<td>Soft drinks</td>
<td>14,765,000</td>
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<tr>
<td>Consumer services</td>
<td>173,310,000</td>
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<tr>
<td>Dry cleaning &amp; laundries</td>
<td>35,000</td>
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<tr>
<td>Financial</td>
<td>2,975,000</td>
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<td>Textile</td>
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<td>Moving, landing, storage</td>
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<td>Public utilities</td>
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<td>Religious, political, unions</td>
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<tr>
<td>Miscellaneous services</td>
<td>1,053,000</td>
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GARDEN SUPPLIES & SURPLIENCES        $808,000
GASOLINE & LUBRICANTS             22,890,000
Gasoline & oil                  21,449,000
Oil additives                   1,385,000
Miscellaneous                   156,000
HOTELS, RESORTS, RESTAURANTS      568,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES* 45,165,000
Cleaners, cleansers*            38,128,000
Floor & furniture polishes, waxes 3,240,000
Glass cleaners                   659,000
Home dry cleaners                369,000
Shoe polish                      1,725,000
Miscellaneous cleansers         544,000
HOUSEHOLD EQUIPMENT—APPLIANCES   4,973,000
HOUSEHOLD FURNISHINGS           3,564,000
Beds, mattresses, springs       1,785,000
Furniture & others furnishings  1,779,000
HOUSEHOLD LAUNDRY PRODUCTS      36,727,000
Bleaches, starches               6,702,000
Packaged soaps, detergents*      27,987,000
Miscellaneous                    2,038,000
HOUSEHOLD PAPER PRODUCTS        4,558,000
Cleaning tissues                666,000
Paper wraps                      1,324,000
Napkins                          314,000
Toilet tissue                    1,162,000
Miscellaneous                    892,000
HOUSEHOLD, GENERAL              5,617,000
Brooms, brushes, mops, etc.     603,000
Cleaning, glassware, crockery, containers 941,000
Disinfectants, deodorizers       1,156,000
Fuels, heating, etc.            210,000
Insecticides, rodenticides       1,701,000
Kitchen utensils                 106,000
Miscellaneous                    801,000

BROADCASTING, April 14, 1960
The case of the lonesome can: Shelves full at 9 am, but naked as a jaybird at 5 pm. Sent out All Points Bulletin. Same checkout at all checkout counters and bins cased. (Same as department and other store capers.) Same pattern—shelves fully stocked at 9 am, empty at 5. All indications same gang operating last 27 years. Suspicious lack of sponsor turnover. (Of '59-'60's 49 advertisers, 30 renewals.) Notorious shelf-emptier must be Don McNeill's Breakfast Club. Missing hot items at super and other markets include:

ALL-PURPOSE GELATIN, AQUA-IVY, AMERICAN HOME, APMAY MARY PIZZA, AUCHAN COOKIES, AYCO, BARTHELT - SOUTHERN, BOSTON HEARING AID, BON SANT CHRISTMAS TREE DECORATIONS, BRUCE CLEANING HASK, BURGESS VERSACRAFTERS CAN OPENER, CHASE & SANBORN CHEESE, BOY-AH-SID CHEESES, CLARION, DEEP HEAT WAX, DISTRAN, EK-LAX, FRED-RED BAKERS EGGS, COLORED, GARDENITE & OILPAPER, GILBERT CARRAMAN LARD & TIDE CO., GLO- screaming vitamins, NOCO-AIR, HEDGESWORTH WHEAT GERN, HENRY-HERBERT WAX, HERRING, HERMIONE WAX, HUNT BLINDS, INGRA, HUNTING BOARD, CO. INC., MACHA, MUSSELMAN APPLE SAUCE, NATIONAL LP GAS CORR., OLSON KEG, PARKER TIPS, PETE PUM, JAVA-AIRE, MILLER BAGS CLEANER, ROCK OF AGES, SARAH HARP, SHAFFER'S PAPER POST, S. 32 INSECT REPELLENT, SILICON'S SOLIFIC, SPINDLE BREAD MIX, STA-PID - STA. Fло STREET SMIRK TABLETS, UNIVERSAL CRYSTAL, WARD'S SAVINGS & LOAN, WATCHMAKERS OF SWITZERLAND, ZIMMONS.
NOTIONS $ 325,000
PET PRODUCTS 6,689,000
PUBLICATIONS 679,000
SPORTING GOODS, BICYCLES, TOYS 4,893,000
Bicycles & supplies 36,000
Toys & games 4,530,000
Miscellaneous 327,000
STATIONERY, OFFICE EQUIPMENT 222,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS 1,171,000
Radio & television sets 381,000
Records 280,000
Miscellaneous 510,000
TOBACCO PRODUCTS & SUPPLIES 31,490,000
Cigarettes 28,756,000
Cigars, pipe & tobacco 2,330,000
Miscellaneous 404,000

TRANSPORTATION & TRAVEL $ 3,911,000
Air 2,734,000
Bus 422,000
Rail 712,000
Miscellaneous 37,000

WACHES, JEWELRY, CAMERAS 3,830,000
Cameras, accessories, supplies 1,170,000
Clocks & watches 22,000
Jewelry 14,000
Pens & pencils 2,211,000
Miscellaneous 2,253,000

MISCELLANEOUS 8,600,000
Trading stamps 953,000
Miscellaneous products 3,655,000
Miscellaneous stores 3,992,000

TOTAL $605,603,000

* In 1959 Liquid cleaners (i.e. Lestoil) included in sub-class, "Cleaners, Cleaners."

TOP 100 NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS
1959 ANNUAL REPORT (Source: TVB-Rorbaugh)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Est. Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble</td>
<td>$45,046,800</td>
</tr>
<tr>
<td>2</td>
<td>Adell Chemical</td>
<td>38,132,030</td>
</tr>
<tr>
<td>3</td>
<td>General Foods</td>
<td>14,599,400</td>
</tr>
<tr>
<td>4</td>
<td>Lever Bros.</td>
<td>14,118,600</td>
</tr>
<tr>
<td>5</td>
<td>Colgate-Palmolive</td>
<td>13,879,890</td>
</tr>
<tr>
<td>6</td>
<td>Continental Baking</td>
<td>10,806,480</td>
</tr>
<tr>
<td>7</td>
<td>Warner-Lambert</td>
<td>10,690,620</td>
</tr>
<tr>
<td>8</td>
<td>American Home Products</td>
<td>10,657,620</td>
</tr>
<tr>
<td>9</td>
<td>Brown &amp; Williamson</td>
<td>9,252,640</td>
</tr>
<tr>
<td>10</td>
<td>Miles Laboratories</td>
<td>7,830,880</td>
</tr>
<tr>
<td>11</td>
<td>Kristmores</td>
<td>7,744,650</td>
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<tr>
<td>12</td>
<td>International Latex</td>
<td>7,381,340</td>
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<tr>
<td>13</td>
<td>Kellogs</td>
<td>5,986,600</td>
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<tr>
<td>14</td>
<td>Texene Chemicals</td>
<td>5,360,000</td>
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<tr>
<td>15</td>
<td>Philip Morris</td>
<td>4,387,270</td>
</tr>
<tr>
<td>16</td>
<td>R. J. Reynolds</td>
<td>4,252,450</td>
</tr>
<tr>
<td>17</td>
<td>Corn Products</td>
<td>4,226,190</td>
</tr>
<tr>
<td>18</td>
<td>P. Lorillard</td>
<td>4,177,170</td>
</tr>
<tr>
<td>19</td>
<td>Standard Brands</td>
<td>4,135,040</td>
</tr>
<tr>
<td>20</td>
<td>United Merchants &amp; Mrs.</td>
<td>3,840,970</td>
</tr>
<tr>
<td>21</td>
<td>J. A. Folger</td>
<td>3,722,440</td>
</tr>
<tr>
<td>22</td>
<td>Avon Products</td>
<td>3,677,040</td>
</tr>
<tr>
<td>23</td>
<td>Sterling Drug</td>
<td>3,660,910</td>
</tr>
<tr>
<td>24</td>
<td>Antheuser-Busch</td>
<td>3,669,070</td>
</tr>
<tr>
<td>25</td>
<td>Coca-Cola Bottlers</td>
<td>3,567,960</td>
</tr>
</tbody>
</table>

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Avon Products          3,677,040
Sterling Drug          3,660,910
Antheuser-Busch        3,669,070
Coca-Cola Bottlers     3,567,960

6 out of the top 10 programs are on KBTv!
Greatest share of audience from 3 P.M. to sign off!
Greatest number of homes reached from 3 P.M. to sign off!
The figures are in...and they conclusively prove that for the second straight rating period...Channel 9 is the top station with Denver TV viewers.
Great ABC-Television network shows, powerful local programs combine with KBTv's "perpetual promotion" to place Channel 9 in this number one position.

HOW CAN YOU COVER THE DENVER MARKET WITHOUT KBTv?

KBTv THE FAMILY STATION
KBTv 9 DENVER, COLORADO

Call your P.G. Colonell

58 (BROADCAST ADVERTISING)
BIG 6 FOR '60

6 modern approaches to one old broadcasting problem: finding the right music at the right price.

SESAC RECORDINGS announces the new all-LP music Program Service, brilliantly produced on hi-fi recordings and featuring the great names of the industry. Six different purchase plans to choose from. Outright ownership. Your choice of albums. New releases.

Popular, jazz, classical, country and western, religious, band music, and the "DRUMMERS"* – SESAC's all-new recorded sales starters, station promos and production spots.

To see and hear and learn about the Big Six purchase plans, visit the SESAC Hospitality Suite 1206A at the Conrad Hilton Hotel during the 1960 NAB Convention.

* Trademark

SESAC INC. THE COLISEUM TOWER 10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

BROADCASTING, April 4, 1960
FIRTH LAYS TV SALES CARPET
Expands home decorating show to 10 markets

Firth Carpet Co. of New York is working its way up to wall-to-wall electronic coverage. The company is doing it in easy stages, spreading its tv by sections across the country, two markets last spring, nine or ten this season and maybe 20 in the fall.

To sell its big-ticket merchandise, Firth is taking an educational—and economical—approach, using daytime weekly half-hours, 10 weeks at a time. The current schedule, which is getting underway on a staggered basis, grew out of a two-market success last year.

The Firth show, Spotlighting You, debuted live last year in Baltimore and Kalamazoo. Results were so satisfactory to Firth and local stores that this year the sponsor and its agency, W.B. Doner & Co., decided to put it on tape and take it on the road. Stations on the spring 1960 line-up are KLZ-TV Denver, WMAR-TV Baltimore, KRNT-TV Des Moines, KING-TV Seattle, WLW1 (TV) Indianapolis, KFSD-TV San Diego, WKZO-TV Kalamazoo, WPST-TV Miami and WRC-TV Washington. There may be another market or so, depending on availabilities.

Fast Draw In The East • Early results on Spotlighting You confirm the tv strategy. Fred Tobey, executive art supervisor of the Doner Co. and account man for Firth, said the show pulled 220 mail requests for a booklet by Friday morning after the Wednesday, March 18 debut on WMAR-TV Baltimore. If the pattern follows last year’s test market experience (4,000 Baltimore booklet orders in eight weeks), this will build over the 10 weeks, making the effort worthwhile both at the store and in the mailbox.

Spotlighting You stars Firth’s decorating consultant, Guy Cornell. Designed as a “service” program, it tells its home decorating story through questions by a housewife panel to Mr. Cornell and guest decorators. Mr. Cornell himself covers such general areas as lighting, textures, art, draperies and care of home furnishings, while show hostess Tykie Casey handles a brief “Carpet Corner” feature advising viewers how to buy and care for carpets. Commercials are for Firth and for local stores, which coordinate advertising and display on their end.

Sponsor and agency teams licked last year’s commuting problem for live shows by putting this season’s run on tape. KRON-TV San Francisco got the job not only because of its bid but because John Tharrett, Firth’s director of merchandising, and the agency producers consider San Francisco the place to find chic women (panelists on the show) and speech that is free of regional peculiarities. Mr. Tharrett, Mr. Tobey and Doner producer-director Bob Bleyer worked on the series with Bob Glassburn of the KRON-TV staff who was assigned as production co-ordinator on the tape job.

All commercials are done live by local personalities, but Doner has set up a uniform approach. A “soft sell” tone has been taken because “it would be wrong to excite the viewer into rapid action or to hit him over the head on a subject such as a home decoration project that might involve spending thousands of dollars,” Firth believes.

Sales Conditioning • Harold E. Wadely, president and board chairman of the carpet firm, sums up the campaign’s dual aim: “First, we want to create traffic for our dealers on regular goods at regular prices. Second, we want to educate women at home so they will know how to shop for carpet intelligently. We have found that we can accomplish each of these goals, and also found that dealers who tie in with the series with their own advertising and displays benefit accordingly.”

Lestoil firm sold
Standard International Corp., Andover, Mass., is acquiring Adell Chemical Co., Holyoke, Mass., maker of Lestoil Liquid Detergent and Lestare Dry Bleach, at an undisclosed sales price. Adell Chemical, owned by the Jacob L. Barowsky family, attributed the sale mainly to the unfavorable estate tax picture and to the assurance that the present management and direction of the company will be maintained.

Adell Chemical by virtue of its close kinship to television (Lestoil’s spot tv story is perhaps the medium’s top success tale) moved from a $90,000-a-year to a $24-million-a-year operation in only six years.

TVB SCHEDULES SALES CLINICS
Local ad problems subject of 17 meetings

Problems in local tv advertising will be treated in a series of 17 sales clinics, according to plans described last week by Television Bureau of Advertising, New York. With specific application to retail stores, the TVB sessions for local broadcasters will open May 3 in Greensboro, N.C., and wind up June 16 in Seattle.

TVB said the clinics, which will examine mainly the “typical department store” since it also includes problems of specialty stores, will show stations how to determine the best local advertising prospects, how to study the prospect before seeing him and how to create a tv plan, prepare the presentation and follow through.

Three morning meetings for station representatives are also scheduled: Chicago on May 20, New York on June 1 and Los Angeles on June 10.

Decorating duo • Firth consultant Guy Cornell and show hostess Tykie Casey on the San Francisco set of Spotlighting you.

60 (BROADCAST ADVERTISING)
SET SAIL FOR HIGH RATINGS WITH...........

135 hilarious M-G-M cartoons featuring
BARNEY BEAR CAPTAIN & THE KIDS
SCREWBALL SQUIRREL - BOSKO - LITTLE CHEESER
and other favorites

Rich rating rewards are yours when you dip into this fabulous treasure chest of M-G-M cartoons... featuring a host of

laff-a-minute favorites created by such top-flight animators as Tex Avery and Hanna & Barbera.

Every M-G-M cartoon offers top-quality, full animation, more visual excitement, more hilarious situations, and more fabulous sight gags.

Watch those ratings zoom when one youngster tells another that your channel is programming these fun-packed M-G-M cartoons!

CONTACT US AT THE NAB CONVENTION ROOM 2406, CONRAD HILTON HOTEL

MGM-TV division of Metro-Goldwyn-Mayer Inc.
1540 Broadway—New York, N.Y.
OUT OF ORDER
The story broke early in January with indications of blatant corruption in the Chicago Police Department. First to be undone: a group of patrolmen accused of sponsoring their own thief. Expose followed expose, flushing dishonest policemen and irresponsible higher-ups. All newspapers and radio and television stations in Chicago duly reported these developments.

WNBQ Television and WMAQ Radio, Chicago's NBC stations, went further. Shortly after the first shocking discovery, the stations' "City Desk" programs devoted their full energies to a penetrating examination of the scandal's cause and effect. Every week since, these Sunday programs have continued the search by interviewing law enforcement authorities and persons directly concerned with the issues.

"Shadow On Our City," a WNBQ documentary series, scheduled in prime time, focused on the political use the scandal has been put to and developed some stunning revelations and startling conclusions. Regular newscasts continued to provide valuable insight that helped Chicago's citizens take intelligent action to meet the situation.

The Chicago Daily News' appraisal of these efforts typifies critical response: "WNBQ has put its TV competition to shame with its special coverage of the police scandal. WNBQ has performed a vital, responsible public service."

Chicagoans now can look forward to a completely reorganized police department and a happier, healthier community. And WNBQ and WMAQ can look with pride upon a bright new chapter in a long history of public service programming.
K&E STAGES MEDIA ANALYSIS

Admen delve into case history study to find best formula for radio-tv client

For most advertisers, broadcasting is not a one-time thing but media to be integrated into overall product strategy. Examples pointing up this thinking were given during a media cram session at an intra-agency seminar held in New York for Kenyon & Eckhardt marketing supervisory executives from branch offices. (A session on tv programming had emphasized the risk to an advertiser who delays his network tv purchase too long [Broadcasting, March 28].)

Media discussions explored "case histories" showing how studies and formulas are applied to fit the advertiser's distribution pattern of a product. Literally hundreds of buying formulas had been worked out for one K & E client, it was explained, and are available to media strategists at the agency.

Among principles and observations voiced were these:

Four weeks commercial exposure is considered a minimum for an advertiser to build his product in television.

How Much?  There's no firm rule on how often is sufficient for advertising frequency. For that matter, it was noted, the advertiser might use any one or combination of different approaches. He might build slowly moving from regional to national coverage; start nationally and reinforce markets where he is weakest, or perhaps spread his advertising over the various media and/or within a single medium (in the latter case an illustration in tv would be to buy participations in network programs).

Radio listening increases in the summer while attention to other media drops. Time spent with radio in the summer goes up 9%, out-of-home listening increases about 25%. Over the year, tv commands the most time. Individuals spend an average 20 hours 37 minutes per week with tv in the winter, 18 hours 47 minutes in the summer.

Radio, however, goes up from 14 hours 29 minutes in the winter to 15 hours 32 minutes in the summer. (Newspapers and magazines hover around 4 and 5 hours respectively, though magazines drop off 3% in the summer).

What Hours?  The prime evening tv hours are most affected by distractions of other activities; daytime suffering the least (especially noon-3 p.m. period) while the least affected evening hours are those after 10 o'clock. Through the year, the 9-11 p.m. period would appear to be "best" on the average.

Network tv is inconsistent in the depth of market penetration in that a program in some markets will earn ratings below and in others above its national average, and though most advertisers are aware of this "few do anything about it." Ideally, K & E feels, every advertiser ought to set a reserve budget "at least for the top 25 or 30 population centers." In tv, presumably, this could take in use of spot for reinforcement.

A series of cost efficiency studies on reaching men, women and children in the various national media were explained—the attempt made to show how research can work to give media meaning to a client's marketing objective.

A detailed example shown to the K & E group discussed a six-city test campaign using tv for a new product. By projecting the expected cost of a national campaign, the agency demonstrated how it could come close, proportionally, to the conscious impression and cost via use of "local" tv.

WANDERERS BACK

Bulova, Pepsodent return to spot radio

The past week brought two returnees to radio but not in the manner to which radio audiences previously were accustomed. The advertisers were Bulova Watch Co., through McCann-Erickson, and Lever Bros.' Pepsodent toothpaste, through Foote, Cone & Belding.

Bulova's is the more extensive spot radio campaign of the two; Pepsodent entering only the New York market. But alert radio timebuyers and station salesmen kept tabs on both, for these reasons:

Pepsodent is trying out a new buying concept developed by FC&B. The advertiser is using three or four stations in New York and may extend the campaign elsewhere, though FC&B is tight-lipped on both details of the Pepsodent commercials and the direction in which further buying may go.

On WNEW New York, for example, Pepsodent started its spots (all one-minute pop tune announcements including the once-familiar "where the yellow went" line) on March 28. On the station—presumably the pattern for other placements—Pepsodent for 16 weeks will run an average of 14 or 15 spots weekly. The spots will run in four-week cycles, as for example, the first four-week period concentrating in early morning; next four weeks in the late afternoon-dinner hour area; next period in late morning and late afternoon, etc.

Not So Long Ago  It's been two years since Pepsodent dropped its nationwide spot campaign using a "where the yellow went" jingle, most spots concentrated in the early morning hours. For Bulova, it's been several years since "Bulova watch time" has been on radio. Bulova's tee-off started April 1, sup-

Is the armpit about to go?

Revised commercials for Ban deodorant were rolling out of the mill last week and moving along the inspection line past agency, client, NAB and network continuity acceptance officials. This new version, the third in the spot's controversial career since last autumn, ought to appear late this week or early next.

L.H. Bristol Jr., public relations director of Ban manufacturer Bristol-Myers Co., said Thursday it would be another week or 10 days before the revised spot would be seen. He said changes were minor in the new version.

The latest Ban spot is said to hold a reduced role for the featured statue, the discus thrower. Camera emphasis is on the product itself, it is understood. Armpit shots have been de-emphasized, if not altogether eliminated from the new video, and continuity has been modified, according to reports. Mr. Bristol said it was only "a word or two."

The NAB TV Code Board has looked at the Ban advertising more than once (Broadcasting, Jan. 25, et seq.), sending it back to agency Ogilvy, Benson & Mather for successive revisions on grounds of taste (the board emphasized that none of its criticisms was directed at the product itself). Network continuity acceptance departments also had raised questions, it was reported, possibly even before the TV Code Board started screening the copy (Broadcasting, Feb. 15). The commercials are seen on CBS-TV, NBC-TV as well as in spot around the country. Sales have been most satisfactory as controversy raged around the tv campaign, company officials have indicated.

64 (Broadcast Advertising) BROADCASTING, April 4, 1960
Sylvia Scott hostess of WMAR-TV's "THE WOMAN'S ANGLE," Baltimore's Leading Homemakers' Program, INJECTS the Personal Touch ... into her Format ... with audience and famous guests ... Mon. thru Fri., 1-1:30 p.m.

Sylvia personally answers about 600 weekly requests for information, recipes and news about the Newest Household Products.

WMAR TV, Channel 2
SUNPAPERS TELEVISION, BALTIMORE 3, MARYLAND
Represented Nationally by THE KATZ AGENCY, Incorporated

In Four Weeks, according to NIELSEN Jan. '60 SYLVIA talks to 156,800 Different Families! She LEADS in ARB, Dec. '59, Too!
We hope you will drop in and let these ASSOCIATED PRESS MEN say HELLO during the NAB CONVENTION in Chicago this week.

THE ASSOCIATED PRESS HEADQUARTERS...
The Sheraton Room, Floor One, Sheraton-Blackstone (Open at 5 p.m., Sunday, April 3)
ported by more than a $1 million budget for a 25-week run in the top 50 markets using two or three stations in each market and as many as 50 ID's each week in each market (Broadcasting, March 14, Feb. 1). The fuss 'n' feathers in radio buying and selling quarters may be all for naught. But should either advertiser's campaign catch fire, the result could be two former "top spot radio advertisers" making a decision to throw their blue chips back into the medium.

### Business briefly

**Time sales**

**Best takes half** Best Foods Div. of Corn Products Co. signed alternate-week sponsorship of Dennis the Menace on CBS-TV, effective April 17 (Sun. 7:30-8 p.m. EST). New sponsor will alternate with the Kellogg Co., regular sponsor of the program since its debut last October. Agency for Best Foods: Guild, Bascom & Bonfigli Inc., San Francisco.

**Breakfast cheer** General Mills Inc., for Cheerios, signed a 26-week order as participating sponsor of ABC Radio's Breakfast Club (Mon.-Fri. 9-10 a.m. EST). Agency: Dancer-Fitzgerald-Sample, N.Y.

## THE MEDIA

### PROMOTION FOR SERIOUS SHOWS

Rival stations bury competitive axe to answer television critics

In two major markets, television stations are forgetting their rivalries long enough to set up and execute continuing promotions of the best "serious" programming carried by all of them.

The idea is to show opinion leaders in these areas that, no matter what the critics say, television stations carry a substantial body of meaty material—information, educational, cultural and special-interest programming—day in and day out. The vehicle is a monthly mailing piece listing highlights of programming of these types scheduled in the 30 days ahead.

The projects, set up by the local stations with the assistance of the Televison Information Office, were launched last week in Los Angeles and Chicago. Stations in other markets have indicated plans to proceed with similar promotion ventures.

**Details At Convention** The Los Angeles and Chicago projects and how they were developed will be explained by TIO Director Louis Hausman as part of the TIO presentation at this afternoon's (April 4) Television Assembly at the NAB convention. Copies of the pilot mailing piece also will be made available to conventions.

TIO obviously would like to see all stations in every market in the U.S. develop similar promotions. Mr. Hausman feels that, if conducted on a continuing and widespread basis, such undertakings could go a long way toward dispelling the notion that television is all "low brow" programming—and in doing so would give the public a more accurate picture of what the medium does offer, not only among local viewers but nationally.

It is not always easy to get all competing stations in a market to submerge their differences and work together on a project of mutual interest, Mr. Hausman acknowledges, but he feels that the Los Angeles and Chicago programs have clearly demonstrated that it can be done—successfully.

Los Angeles has seven stations and Chicago four, and in each case all stations are cooperating.

**Methods Vary** The mechanics differ somewhat in the two cities, although the end products are similar. In Los

### Some Television Programs of

Information, Education, Culture and Special Interest

<table>
<thead>
<tr>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>33.2</td>
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<tr>
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<td>CBS-TV</td>
<td>30.3</td>
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<tr>
<td>CBS-TV</td>
<td>24.4</td>
</tr>
<tr>
<td>CBS-TV</td>
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</tr>
<tr>
<td>CBS-TV</td>
<td>22.8</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>26.7</td>
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</tbody>
</table>

**Broadcast in Los Angeles during April, 1960**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00-3:30 pm</td>
<td>Channel 7</td>
<td>College News Conference</td>
</tr>
<tr>
<td>7:00-8:00 pm</td>
<td>Channel 7</td>
<td>Face the Nation</td>
</tr>
<tr>
<td>11:00-12:00 pm</td>
<td>Channel 7</td>
<td>College News Conference, special edition</td>
</tr>
<tr>
<td>12:00-1:00 pm</td>
<td>Channel 5</td>
<td>College News Conference, special edition</td>
</tr>
</tbody>
</table>

**Putting its best foot forward** Here's how television's strong points are emphasized in a Los Angeles distribution. This is a portion of a four page summary of April shows, broken down by categories (e.g., current events and commentary, books and book reviews, music and the dance, the theatre, etc.). Copies of the mailing piece will be shown in Chicago.
in Seattle

KOMO-TV and

ABC-TV

50% more

than 2nd station

<table>
<thead>
<tr>
<th>STATION</th>
<th>SHARE</th>
</tr>
</thead>
<tbody>
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<td>KOMO-TV</td>
<td>45.9</td>
</tr>
<tr>
<td>Station B</td>
<td>30.5</td>
</tr>
<tr>
<td>Station C</td>
<td>19.5</td>
</tr>
<tr>
<td>Other</td>
<td>4.1</td>
</tr>
</tbody>
</table>

**KOMO-TV IS 1st 7 NIGHTS OF THE WEEK**

Station B — 1st 0 night
2nd 5 nights
3rd 2 nights

Station C — 1st 0 night
2nd 2 nights
3rd 5 nights

Source: Nielsen Station Index, Feb. '60, 7:30-10:30 p.m. PST, Sun. thru Sat. based on total home impacts.

KOMO-TV — ABC TELEVISION

for Seattle-Tacoma and Western Washington

Represented Nationally by THE KATZ AGENCY, Inc.

BROADCASTING, April 4, 1960
Angeles, after managements of the seven stations agreed to participate, it was decided to retain George L. Moskovics, telecasting consultant, as editor to get the service under way.

Mr. Moskovics collects from each station a list of programs with a short description of each, which fall into cultural, educational and information categories. After he has screened the entries they are passed upon by a station-management committee whose members will rotate but which will consist of one representative of a network station and two from independents.

The first Los Angeles mailing (see cut) which went to 7,000 to 10,000 leaders in various fields in the area, lists more than 100 regular series and special programs scheduled to be seen there during April. Accompanying it was a short explanation:

"While nearly all people know television intimately as a medium of entertainment, very few are aware of its continuing contributions in the fields of information, education, culture and special interest.

"As a leader interested in these areas, we feel that you might find such knowledge useful and rewarding. Accordingly there is attached, arranged by categories for your convenient reference, a listing with brief descriptions of some of these programs to be seen here during the next 30 days.

"Similar listings will be sent you regularly..."

Chicago: Do It Yourself - In Chicago, the stations decided to do the job themselves rather than retain an outside expert. There the managements worked out the original plan and set the policy, assigning the detail work to their respective promotion chiefs. Some 8,500 to 10,000 schedules were sent out in the April mailing, listing highlight programs in such categories as news, music, interview and discussion, education, special programs and sports, drama and information reports.

To ease the local committees’ work, TIO gets from the networks in New York a listing of their planned programs in the various categories, so that the local job is limited to compiling the appropriate local programs—and, of course, organizing, printing and mailing the complete schedule.

Mr. Hausman says TIO will gladly furnish network schedules and program descriptions to stations which wish to undertake similar projects in other communities. He is confident that in any but the biggest markets in the country—and perhaps even there—the job can be done by the stations themselves, with no need to hire outside help.

Management leaders in the Los Angeles project have included James Schulke and Richard Jolliffe, KT LA (TV); Tom McCray, KRCA (TV); Robert Wood KXNT (TV); Selig Seligman, KABC-TV; Bob Leder and Howard Wheeler, KHJ-TV; Richard Moore and Robert Breckner, KTTV (TV), and Ken Brown and Alvin Flanagan, KCOP (TV).

In Chicago, management leaders are Ward Quaal, WGN-TV; Clark George, WBBM-TV; Lloyd Yoder, WNBQ (TV) and Sterling Quinlan, WBKB (TV). The Chicago promotion men responsible for compiling the monthly schedule are, respectively, Jim Hanlon, Virgil Mitchell, John Keys and Jim Ascher.

Wometco Enterprises’ profits jump in ’59

Wometco Enterprises Inc. gross income for 1959 was $10,364,753 compared to $9,366,098 for 1958, the broadcast-theatre company reported last week.

Net income for 1959 was $936,336. This included non-recurring gains of $228,786. In 1958 net income was $388,737. The consolidated balance sheet showed the company, with total assets of $10,540,046. First annual stockholders meeting since Wometco became public owned will be held at the company’s Miami, Fla., office April 11. Wometco owns WTJ (TV) Miami, WLOS-AM-FM-TV Ashevilie, N.C.; and 47.5% of WFGA-TV Jackson-ville, Fla. It owns a chain of movie houses in Miami, West Palm Beach and Tampa and also operates a soft drink, food and cigarette vending machine service in south Florida and in Jacksonville. Wometco recently expanded its vending operations to the Bahamas.

Nashville radio-tv cover prison revolt

Nashville broadcast stations covered their most important news event in a long time when two convicts in the state penitentiary held 18 hostages more than 24 hours. Live and film on-the-scene coverage were featured.

WSM-TV reported it had two live cameras stationed in the prison, working from a remote truck with microwave. Coverage was fed to NBC-TV news via video tape. One camera was stationed in the prison lobby, the other in a third-floor window overlooking the courtyard.

Prison officials used WSM-TV’s continuous coverage to get a clear idea of developments, according to the station. Jud Collins, newsman, and Ralph Christian, announcer, headed the station staff. When the siege ended they interviewed hostages and other principals.

WLAC-TV also reported round-the-clock coverage, feeding the signal to CBS-TV, Movietone News and other TV stations in the region as well as radio stations. It used 3,600 feet of film for 25 separate newscasts and a half-hour documentary.

WSIX-AM-TV handled film and beep reports from the prison. WSIX reported a radio newsmen was in the first squad car to reach the scene, getting a quick telephone report. A feed was given ABC Radio at 3:55 p.m. Two reporters were stationed at the prison and feeds were given to 40 U.S. stations and Canadian outlets.

WDRC Hartford, Conn., received wide publicity after Bud Steele, staff
Scores with CBS and Schoendienst

Sports fans in the Central Illinois Area watch WCIA for complete sports coverage from the CBS Television Network and the WCIA sports department directed by Tom Schoendienst.

In addition to national and international sports coverage from CBS, WCIA airs 12 sportscasts weekly plus:

SPECIAL COVERAGE OF:

AREA HIGH SCHOOL ACTION
ILLINI FOOTBALL HIGHLIGHTS
UNIVERSITY OF ILLINOIS BASKETBALL
BIG 10 TRACK
THE HAMBLETONIAN
INDIANAPOLIS "500"

George P. Hollingberry—Rep.

*Relative of another Sports Enthusiast
newscastman, placed a phone call to Robert River, one of the two convicts involved. WDRF fed a taped account of the telephone call to numerous stations.

At climax. — Surrounded by gun-toting police, WSM-TV's Ralph Christian (with earphones) alerts the TV audience as the first group of hostages leave the building across the prison court.

SRA asks conference on station breaks

Turned down by the networks, Station Representatives Assn. is going direct to stations with its plea for a conference on product protection, spot announcement lengths and other trade practices in network and national spot television.

Letters were sent late last week by Lawrence Webb, SRA managing director, expressing hope that "stations can discuss these matters among themselves with the thought that a committee can be appointed to represent the stations on trade practices. We hold on our invitation to the networks to participate in these discussions."

SRA originally had proposed that networks, affiliates and station representatives meet to discuss the possibility of lengthening station breaks, so that stations would have more desirable time to sell on a spot basis; to establish standards on product protection in spot announcements and network commercials, and to consider any other mutual problems that might be brought up (Broadcasting, March 14). The networks declined, primarily on the ground that these are matters better handled by each network in discussions with its own affiliates (Closed Circuit, March 28).

Works Both Ways — Mr. Webb's letter to stations emphasized that SRA was not taking a "one-sided approach," but recognized that there are national spot as well as network practices that hurt the television medium. (Example: "clipping of network programs to obtain additional time for spot announcements is an undesirable practice... unfair to the network advertisers.")

The letter continues: "The area of product protection is another subject which should be given prompt and proper attention. We all recognize that there is a question regarding whether competitive products should be scheduled, for example, on a back-to-back basis. On the other hand, in string separations of, say, 30 minutes or more between advertisements for competitive products not only deprives stations of much needed revenue, but also takes from them flexibility in their operations and in some instances can even result in serious discrimination against smaller advertisers who find that the need for product protection of the large advertiser leaves little or no space for them."

West Coast merger brings new accounts

Two West Coast station representatives merged and have been appointed representative for a national broadcast service.

The new company, Torbet, Allen & Crane Inc., with offices in San Francisco and Los Angeles, will be associated with Venard, Rintoul & McConnell Inc. and will take over representation contracts of stations previously served by the Robert Allen Co. and the Duncan Scott radio and television division.

According to Alan Torbet, president, and Robert Allen and Frank Crane, vice presidents, they will serve VR&M clients in 13 western states while the eastern and midwestern VR&M offices will represent the new firm's major stations in their areas. Offices for Torbet, Allen & Crane are located at 249 Pine St., San Francisco, and 1213 N. Highland Ave., Hollywood.

Changing hands

ANNOUNCED — The following sale of station interests was announced last week, subject to FCC approval:

- WHCT (TV) Hartford, Conn.: Sold by Edward D. Taddei and associates to RKO General for $900,000—$190,000 cash and remainder in notes and assumption of obligations (see pay TV story, page 35).

- WARK-AM-FM Hagerstown, Md.: Sold by United Broadcasting Co. (Richard Eaton) to Henry Rau and associates for $200,000 plus agreement not to compete in area. Mr. Rau and his group own WOL-AM-FM Washington, D.C.; WNAV-AM-FM Annapolis, Md., and WDOV-AM-FM Dover. Del. The Eaton stations include WOOK and WFAI (FM) Washington, D.C.; WSID Baltimore, and WINX-AM-FM Rockville, Md.; WJMO-AM-FM Cleveland, Ohio; WANT Richmond, Va. and WMUR-TV Manchester, N.H. Mr. Eaton also recently bought WBNX New York and sold WYOU Norfolk, Va. Both are still pending FCC approval. WARK is 250 w on 1490 kc and is affiliated with CBS. WARK-FM is 2.2 kw on 106.9 mc.

- WAPL Appleton, Wis.: Sold by WAPL Radio Inc. (Cornelia Forster, president) to John J. Dixon of Rockford, Ill., for $163,000. Mr. Dixon has an interest in WLKB DeKalb, III. WAPL is 1 kw daytimer on 1570 kc. Broker was Blackburn & Co.

- WAXX Chippewa Falls, Wis.: Sold by Steve Bellinger, Keith Coleman, Joseph Townsend and Morris Kemper to Jack Holden and son, Don Holden, for $106,000, with $30,000 down. Jack Holden was for 25 years an announcer on WLS Chicago. Don Holden worked as announcer in Rockford-Rock Island, Ill., area stations and presently is in advertising department of Sloan Valve Co. Sellers continue to own WRAM Monmouth, WIZZ Streator and WVMC Mt. Carmel, all Illinos. WAXX is 5 kw daytimer on 1150 kc. Broker was Hamilton-Lands & Assoc.

- KUKO Post, Tex.: Sold by R.B. McAlister and Grady Franklin Maples to Galen O. Gilbert for $50,000. Mr. Gilbert owns KTIL Tahlequah, Okla. McAlister and Maples continue to own KBYG Big Spring and KUCO Littlefield, both Texas, and KBNZ La Junta, Colo. KUKO is 500 w daytimer on 1370 kc. Transaction was handled by
Hey man; what's happening?

Are you kidding? The Nutty Squirrels! They're too much.

You mean the ones with that hit record, "Uh-Oh"?

Yeah. Sold over a million copies. And now they're on TV.

The records?

No man, the squirrels. Didn't you get the nuts?

Yeah, in the mail. What about it?

Some nut at Flamingo decided it pays to advertise.

He should have sent film, not nuts.

Sure — and he should have said there are 150 great six-minute cartoons in color and black-and-white!

Produced by Transfilm-Wylye?

Right! And there's a crazy merchandising plan to go with them.

Cats? Flamingos? Squirrels?

Oh man, get out of the business . . .

Where do I get more information?

Just call the cats at Flamingo.
TV HOMES CLASSED BY INCOME

Report says middle-income homes provide biggest percent of TV viewing in U. S.

If a weight factor on the most viewing was to be given to one segment of U.S. homes according to income grouping, where would it fall?

Television Bureau of Advertising answered this question last week: the "important middle-income home." TVB wanted to know the composition of the TV audience according to family income. So, A.C. Nielsen made a special TV study. It shows that better educated, higher income homes with large families and young heads of household are responsible for above-average TV viewing.

The study found the middle-income group ($5,000-$7,999 income), which makes up 37% of U.S. homes, provides 40% of the viewing, “accounting for 10% more than its proportionate share of total viewing.”

In 36% of U.S. homes there is at least one person with a four-year high school education—38% of TV viewing comes from these homes. This group accounts for 4% more than its proportionate share of viewing.

In 23% of U.S. homes, the families are large (five or more in the family unit), from which 30% of TV viewing comes (or 30% more viewing than this group’s proportionate share).

The upper income homes ($8,000 and over), which take up 19% of the total in the U.S., provide the same percentage in viewing thus accounting for their proportionate share. But 44% of U.S. homes in the low-income or under $5,000 figure accounts for 8% less proportionately (44% of U.S. homes but 41% of TV viewing).

The Educated View = In the composition of education, it would appear the higher the level of education the more the viewing as a group. In 31% of U.S. homes there is at least one person with one or more years of...
WAVE-TV Gives You
28.8% MORE HEADACHES!
(headaches your products can soothe, that is!)

In any average week, at least 28.8% more people watch WAVE-TV than any other TV station in Kentucky, from sign-on to sign-off. And ALL these extra families of course have their share of headaches, sweet teeth, yens for new automobiles, etc.!

WAVE-TV gives you much lower costs per 1,000 than any other TV station in Kentucky.

These are FACTS. Ask us (or NBC Spot Sales) for the proof.
For the birds

The advent of Spring is a happy time for everyone, including broadcasters and birds. This latter combination became fine friends during the final blizzards experienced across the country.

With the blue grass covered by 14 inches of white snow, WHOP Hopkinsville, Ky., urged listeners to feed the starving birds in the area. A seed company cooperated with the station and distributed over 5,000 pounds of feed, gratis, to watchful bird-lovers.

In Anderson, S.C., another seed company became distressed over the plight of our feathered friends and placed spot announcements on WANS Anderson offering wild bird seed for sale. It was estimated that nearly 50,000 birds were fed as a result of the four-hour campaign.

Not all of the bird watching took place in the South, however. Starving pheasants in icy South Dakota were saved during the big snow by KELO-TV Sioux Falls. The station filmed the plight of the game birds, aired a plea and started the kitty with its own $500 contribution. Money poured in overnight to buy 10,000 bushels of grain which were “bombed” to the birds by Civil Air Patrol planes.

TRIANGLE’S PREVIEW PLANS

Clipp backs up words with action: names E.H. Sheaffer continuity acceptance chief

The Triangle Stations group will set up its own continuity acceptance department April 18, according to Roger W. Clipp, vice president. Edward H. Sheaffer, former CBS radio-tv editing and acceptance director in Chicago, has been named to head the operation.

Triangle is spearheading the move to set up a preview plan for NAB tv code enforcement, with Mr. Clipp advocating the idea to meet widespread criticism of tv commercials and programs (Broadcasting, Nov. 30, 1959, et seq.).

Mr. Clipp is a former chairman of the NAB tv Code Review Board.

In announcing Mr. Sheaffer’s appointment, Mr. Clipp said, “There is wide industry support for the previewing plan and I believe inevitably it will be adopted. Meanwhile, however, in the absence of a nationwide industry previewing program, we at Triangle have decided to establish our own independent department to examine program and commercial content prior to acceptance.”

Guides to measurement of commercial copy will be the NAB Standards of Good Practice for Radio Broadcasters, the NAB tv Code and Triangle’s own policy book, according to Mr. Clipp. “This is consistent with the Triangle policies followed in the past several years but we believe that centralization will assure consistency of action among the company’s properties,” he said.

“There is no continuity acceptance department will be autonomous, reporting only to top management. Thus we are taking this vital responsibility out of the hands of our program executives and our individual station managers. We are doing so because we believe that this is the only way, short of a nation-wide uniform system of previewing, that adequate force and effect can be given to our voluntary industry codes and standards.”

“Broadcasting, particularly television broadcasting, has become such a complex pursuit that our program personnel do not have time to combine the demanding tasks of administration with the all-important function of intensive pre-examination of our total program and commercial product. Meanwhile, Triangle stations will continue to endorse actively the approval of some practical industrywide plan of previewing.”

The Clipp preview plan calls for superimposing of a code seal of approval on broadcast tv commercials and programs. Mr. Clipp figures this is necessary to ward off additional government regulation.

Mr. Sheaffer will work directly with Triangle’s six tv stations and five radio stations. In eight years at CBS he formed the network’s central division continuity acceptance office.

ABC FINANCES

Income and earnings reach record high

Income and earnings of the ABC Broadcasting Division of American Broadcasting-Paramount Theatres Inc. reached record highs last year.

In his annual report to stockholders last week, AB-PT President Leonard H. Goldenson announced a record $172,469,000 income compared to $136,967,000 in 1958. The broadcasting division includes ABC-TV and ABC Radio and their owned television and radio stations.

AB-PT’s net earnings in 1959 totaled $7,967,000 or $1.87 a share, the highest since 1955 and 49% above the 1958 total of $5,344,000 (or $1.21 a share). Including net capital gains, AB-PT’s consolidated earnings hit $1.92 a share compared with 1958’s $1.40 a share. Its gross income of $287,957,000 was 18% above 1958. Mr. Goldenson also noted higher earnings for the theatre division and a “best year” for Am-Par records.

Mr. Goldenson claimed for ABC-TV the largest dollar and percentage increase of all networks in gross time sales, and achievement of second position before the end of 1959 in the share of total national tv audience in the prime evening period. He said owned stations also showed higher sales and earnings with ABC Radio improving its operation compared to 1958, though continuing to operate at a loss.

Theatre income was $91,139,000 in 1959 compared to $94,280,000 in 1958, a total that Mr. Goldenson considered favorable in view of one less week’s business in the 1959 fiscal year (ended Jan. 2, 1960) and fewer theatres operated (from 512 in 1958 to 498 in 1959). Miscellaneous income (including income of record and publishing companies acquired last year—Am Par acquired Grand Award Records, AB-PT acquired the Prairie Farmer Publishing Co. as well as WLS Chicago) rose from $13,574,000 in 1958 to $24,349,000 in 1959.

International tv • Mr. Goldenson reviewed the formation of ABC’s international division that took part in organizing and holds majority interest in a tv network in Central America. (AB-PT expects to acquire minority interest in tv stations in the network and holds minority stock equity in a tv station in Australia and another to be operated in Costa Rica.)

Improvement in income and earnings
OR HEARD?

The message is clear. People—adult people, particularly—listen to the CBS Owned Radio Stations, the persuasive voices of seven of America's top ten markets. Active, alive listeners choose the C-O's because their programs are directed to listeners—not to the fringe consciousness of people with their minds on other matters. Locally-produced programs include live music, comedy, opinion forums, special events, education, regional news, documentaries, interviews, sports, farm shows, business reports—everything that interests people. And added to all this is the unique strength of the CBS Radio Network, with its schedule of star personalities, drama, comedy, complete news coverage and analysis, public affairs and great live music. This is responsible broadcasting. It gets a responsive audience. And generates response to your advertising.

THE CBS OWNED RADIO STATIONS C-O
REPRESENTED BY CBS RADIO SPOT SALES
WCAU, Philadelphia; KCBS, San Francisco; KNX, Los Angeles; WEEI, Boston; WCBS, New York; WBBM, Chicago; EMOX, St. Louis
of electronic companies in which AB-PT has stock interests and gains in income and attendance for 35% owned Disneyland Park were reported. AB-PT's working capital in one year went up from more than $49.6 million to over $82.6 million.

The company officially assumed $10 million under its 1956 loan agreement. About 250,000 shares of preferred stock were purchased and retired during the year and common stock equity rose to over $82.6 million ($19.91 a share) compared to $78.7 million ($18.97 a share) in 1958.

**SARNOFF ON PROGRAMMING**

**Government should play reasonable part**

Chairman Robert Sarnoff of NBC took his stand for a "standard of reasonableness" in government consideration of programming to the nation's radio-tv editors in another of his letters last week. Main point: to defend and renew his advocacy of a position between those who want strong FCC program regulation and those who insist on no FCC intervention at all.

Mr. Sarnoff said those who advocate strong control are proceeding on two "irresponsible notions," first that the public is incapable of judging what it should see, and second that freedom of expression does not apply to broadcasting. In an obvious reference to print media critics, he remarked that "Television by government prescription would be a dangerous setback to the freedom they espouse and enjoy."

Those broadcasters and others who say the FCC should keep hands off are "well-intentioned but unrealistic," Mr. Sarnoff said, adding that their view is so rigid and over-simplified that they may be playing into the hands of those who want stern government control.

The "standard of reasonableness" should be applied in this manner, according to Mr. Sarnoff: A prospective broadcaster should himself determine what program standards are best suited to a particular locality, and the FCC should accept them unless they are clearly unreasonable. Similarly, at license renewal time, the broadcaster should report his program performance (in narrative rather than statistical fashion), explaining any deviations from the original plan. The FCC should act upon any "flagrant and unexplained departure" from that plan if it felt such action was indicated. Mr. Sarnoff noted, however, that the FCC should consider a broadcaster's attracting and holding an audience as proof of satisfying public demand.

**Omaha stations take problems to people**

Frank P. Fogarty, vice president and general manager, WOW-AM-TV Omaha, last week aired commentaries on current broadcast problems in simulcasts in prime time. His first commentary was on March 29, 6:30-7 p.m.; the second on March 30, 10:30-11 p.m., during which he was joined by the stations' Fred Ebner, sales manager and Bill McBridge, program director.

Mr. Fogarty traced the problems from their beginnings and then explained subsequent events, recommending that listeners ask themselves "whether in fact [various remedies proposed] are beginning of censorship, thought control and a dictatorship. Ask yourself too whether the problem of the occasional disc jockey who takes payola or even the horrible hoax of the rigged quizzes are to be compared with the dangers of government control of
A SALE OF TWO CITIES

WSPA-TV sells the Spartanburg-Greenville SUPERMARKET! From its central tower location on Paris Mt.* near Greenville, WSPA-TV blankets the rich industrial areas in and around these twin cities. Over a quarter of a million TV homes in this area are directly influenced by WSPA-TV... it is an important part of their daily lives.

This section of the thickly populated Southern Piedmont is nationally recognized as the Big Market of today, and the Giant Market of tomorrow... WSPA-TV programming is tailored to serve and sell the Progressive Piedmont.

WSPA-TV
SPARTANBURG, S. C.

Saturating the Greenville-Spartanburg SUPERMARKET
Represented Nationally by: GEORGE P. HOLLINGBERY CO.

* WSPA-TV Paris Mt. antenna, 2209 ft. above sea level—1185 ft. above avg. terrain

BROADCASTING, April 4, 1960
broadcasting." In the second broadcast, listeners were told of existing regulations (governmental and voluntary, such as NAB’s Code and the station’s ad acceptance policies).

The project grew out of a management meeting of the Meredith station group in Phoenix earlier this year. Mr.

SET RADIO FREE EUROPE DRIVE

Heads of tv networks lead campaign to raise $10 million for 'truth shows'

Plans for an unprecedented tv-radio campaign to raise $10 million for Radio Free Europe were unveiled last Tuesday (March 29) in a closed-circuit telecast which in one way has few precedents.

The heads of all three nation-wide tv networks made one of their rare appearances together as members of a panel appearing on the special videotaped program to urge industry-wide cooperation in the drive. RFE, which counters Russian propaganda with some 3,000 hours of factual and entertainment programming beamed weekly to Europe's Iron Curtain countries, will mark its 10th anniversary July 4.

The program was piped into both network-affiliated and independent stations throughout the U.S. In many communities a single broadcaster played host to his competitors—including their deejays and other talent—so they might all see and hear the appeal together. Donald H. McGannon, president of Westinghouse Broadcasting, presided over the program as chairman of the Broadcasters for Radio Free Europe Committee.

Two-Week Drive = The on-air campaign—first time that broadcasters are carrying the ball in an individual support of the overall drive for RFE—is slated April 24 through May 8. It will include special tv and radio programs, saturation use of spot announcements, appearances and statements by leaders in broadcasting, business, government, education and the arts, stars of television and radio, motion pictures, the theatre, etc. A special kit with both on-air and background materials is slated to go to all stations within a few weeks.

Industry-wide support of the campaign was described as vital to the privately owned RFE and its role as the free world’s link with the Iron Curtain peoples—and as capable of contributing materially to the success of this summer’s summit conferences. If the campaign succeeds in enlisting the support of great numbers of Americans—one subsidiary objective is five million $1 contributions—then this country’s leaders will have the obvious psychological advantage of widespread public support of free world policies, it was pointed out.

Participants = CBS Inc. President Frank Stanton, NBC Chairman Robert W. Sarnoff and ABC President Leonard Goldenson made special appeals on the closed-circuit program, along with Mr. McGannon and W. B. Murphy, president of Campbell Soup and chairman of Crusade for Freedom, the fund-raising arm of RFE; Joseph Kovago, former Mayor of Budapest, and three representatives of the tv-radio talent field: Arlene Francis, newsmen Howard K. Smith and deeJay Martin Block.

Richard Moore of KTTV (TV) Los Angeles and Gordon McLendon of the McLendon Stations also appeared on the telecast. They are members of the Broadcasters Committee for RFE, along with Mr. McGannon, the three network heads and W. D. Rogers of KDUB-TV Lubbock, Tex., vice chairman of the committee; Robert Hurleigh, president of Mutual; J. Leonard Reinsch of the Cox Stations and H. Preston Peters of Peters, Griffin, Woodward. Ted Bates agency is preparing special material for the campaign.

Goodwill sales up 21%

Total 1959 sales of WJR The Goodwill Station Inc., operating WJR Detroit and WJRT (TV) Flint, Mich., were $3,966,000, 21% above the 1958 figure of $3,275,000, according to the annual report to stockholders.

Profits were down 9% from 43 to 40 cents per share in the same period, ascribed to initial operating losses in tv and lower revenues in radio for the first quarter of 1959.

WJR dropped CBS Radio service in May 1959, with revenues at a low point during the first five months of the year. With independent operation and adoption of a "Something for Everyone" policy, revenues began to increase steadily. (WJR’s conversion to non-network operation was analyzed in a depth study in the Oct. 12, 1959 Broadcasting.)

Rep Appointments

- KUTI Yakima, Wash.: Weed Radio Corp. as national representative.
- WSOL Tampa, Fla.: National Time Sales as national representative.
- WOKS Columbus, Ga.: Bernard I. Ochs Co. as southeastern representative.
- KORK Las Vegas, Nev.: B-N-B Time Sales as west coast representative.
- KWHTX-AM-TV Waco, KBTX-AM Bryan-College Station, KNAL Victoria, all Texas, and KXII (TV) Ardmore, Okla.: Venard, Rintoul & McKe.nnell Inc., N.Y.
- WFBM-FM Indianapolis: Walker-Rawalt Co., N.Y.
Day in, day out ... year after year, the Triangle Stations have compiled a record of continuous service to the community unmatched by any other broadcaster in America.

△ "Studio Schoolhouse"—America's oldest program of in-school instruction by a commercial station ... continuously broadcast on WFIL, Philadelphia, since 1943 and on WFIL-TV since 1948.

△ "University of the Air"—America's oldest and largest continuously run adult education program in commercial television ... now in its 10th year on the Triangle Stations.

During 1959, Triangle Stations contributed $4,931,000* in time for public service announcements and programs, and more than $361,000 out-of-pocket expenditures for public service.

*One-time national rate

COMMUNITY LEADERS SINCE 1922

Triangle Stations

WFIL-AM • FM • TV, Philadelphia, Pa. / WNSF-AM • FM • TV, Binghamton, N. Y. / WLYH-TV, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / KFRE-AM • TV • KRFM, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York
Regional Offices: 3440 Wilshire Blvd., Los Angeles 5 / 6404 Sharon Rd., Baltimore 12
RATINGS NEXT ON OREN’S LIST...

Oversight committee engages statisticians to probe services

Rep. Oren Harris (D-Ark.) revealed last week that he has his finger deep in a new pie: the broadcast rating services.

He announced last Monday his House Legislative Oversight Subcommittee has engaged and will pay a trio of statisticians appointed by the American Statistical Assn. to carry out an “independent study” that would examine and evaluate the validity of the statistical methods used by the biggest rating services (see separate story).

Although Rep. Harris would not amplify beyond the written announcement on details of his investigative plans, his reasons for looking into ratings were patent: testimony on the tv quiz scandals last fall tended to indicate some shows were rigged to make them more exciting and glamorous and thus boost ratings. Rep. Harris has criticized this situation several times since and promised to look into it, as well as methods of rating “top 40” record lists.

The Arkansan—who last year beat the Senate Commerce Committee to the draw in grabbing material developed by the New York district attorney and in a grand jury report and using it as the base for his tv quiz rigging hearings—repeated his performance last week in moving into broadcast ratings.

One Day Preview — The Senate group held a one-day hearing on ratings in 1958 (Broadcasting, June 30, 1958) and promised more, but never got around to them during the first session of the 86th Congress last year. Senate committee criticism of television ratings—as voiced by member A.S. Mike Monroney (D-Okl.,) — has been based largely on the quality of programming itself rather than on-air deception tied to ratings by the House Oversight group. Sen. Monroney has continued periodic attacks on ratings since the 1958 hearing and has said he’ll push for more rating hearings this year. The Senate committee staff still is doing its homework on ratings.

But the House Oversight group, whose spokesmen at times have said they didn’t intend to duplicate anything to be covered by the Senate, apparently has decided to wait no longer if it ever planned to wait at all. The proposed House Oversight study “is not inconsistent with what we’re doing,” Nick Zapple, professional communications counsel for the Senate committee, said last week, but it was obvious Rep. Harris planned to go straight to the heart of the ratings matter: whether the methods used by the various services in rating viewing and listenership are valid, if so to what extent, and their limitations, if any.

In his announcement of the study last week, Rep. Harris released a letter he wrote to ASA March 11 confirming a request to the statistical group by Oversight staffers for a study and ASA’s decision to name the three-man group to conduct it and present findings, independently of “prior review” by the Oversight group or ASA.

Reasons Given — Rep. Harris in his letter said the Oversight Subcommittee had been considering “statutes and regulations, or absence of them,” applicable to the character of tv and radio programs and that “it appears from testimony” that selection of programs for broadcast depend on public acceptance or preference as indicated by ratings.

“As it is clear that the determination of any such ratings must be derived from statistical procedures involving sample surveys, our committee has requested you to arrange for an examination and evaluation of the statistical methods used by the principal rating services,” Rep. Harris wrote.

He expressed pleasure at ASA’s cooperation in naming a group to assist in “such a technical field, especially as I appreciate that is no small task.”

He said that while it is clear the study will be completely independent, he hopes it can be completed within a “reasonable time,” but added the subcommittee doesn’t want to stress the time element at the expense of the “thoroughness” of the study. He said one rating service already has written to volunteer its full cooperation in a comprehensive and candid study of its own methods and said he felt sure others would be equally cooperative.

He added that the subcommittee was establishing beforehand the approximate amount of “expense” it would pay the group from committee funds. ASA President Morris H. Hansen, in an acknowledgment March 16, said ASA would select a committee “deemed to be highly competent professionally” and the latter thenceforth would proceed under its own professional responsibility.

Robert W. Lishman, Oversight chief counsel, said the study is being done on a cost basis and the amount the subcommittee spends will not be known until the study group presents its bills. He would not comment on when the subcommittee expects its first report or when the entire study will be completed.

But ‘FRESH MINDS’ TO PREVAIL

A three-man committee of statistical scientists that will carry out a study of tv and radio ratings for the House Legislative Oversight Subcommittee is going into the task with “fresh minds,” with “considerable training” in survey making and statistics and with no past commitments or predispositions, its chairman said last week.

Dr. William G. Madow, appointed by the American Statistical Assn. to head ASA’s new Technical Committee on Broadcast Ratings, said the study will get underway in two weeks, beginning with tv ratings. But the group will be “lucky” if it gets out even a progress report before eight months to a year, he said.

Dr. Madow is a staff scientist in the mathematical statistics department of Stanford Research Institute, Menlo Park, Calif. The other members are Dr. Raymond J. Jessen, General Analysis Corp., Los Angeles, and Dr. Herbert Hyman, acting head of the sociology department at Columbia U., New York.

The TCBR chairman said his group would start with television ratings, according to tentative plans, but its full assignment also includes radio. He said he couldn’t reveal whether the trio will examine and evaluate the methods used in compiling “top 40” record lists.

Comparisons ‘Premature’ — He said it would be “premature” to say whether broadcast rating methods will be compared to such circulation counts in other media as that furnished by Audit Bureau of Circulations in the newspaper and magazine fields.

Commenting on whether one rating service will be compared with another, he said: “I doubt if we’ll say so and so is better than so and so.” As to whether their methods of gathering information,
sizes of samples and methods of analyzing them will be compared, he said: "We may and we may not. Our business is to bring out ways to help the client (user)."

The group, he said, will be more concerned about the good ways to use a rating service than the poor ways. Each service has some desirable and some dangerous uses, he said, and "we'll relate what (the ratings) do to their use."

He said the three spent Monday afternoon (the day they were appointed) in Washington planning initial procedure, but he couldn't reveal just how they plan to carry out the study. The ratings field, he said, has "too much importance to too many people" and statements he makes now may be "invalid" later.

The study will begin with letters to the major ratings services and to users of the ratings. Later the three will talk in person to executives of the ratings services and their clients. Each of the three plans to add staff people in two to three months to help carry out the study. And each will work on a part-time basis from his present job and will not consult with members of the House Oversight Subcommittee. Each will receive "a certain sum" from the House group through ASA, but ASA says the amounts have not been set.

No 'Interim' Report # There will be no interim reports until the full study is complete, though "progress" reports might be made, he said. All reports will be made directly to ASA, which will relay them to the House subcommittee. He thought he and his colleagues would be "real lucky" if they get out any kind of report before eight months or a year.

He said he feels sure his group will get all the cooperation it asks for from those who will be contacted during the study. The statistics committee, he said, is concerned not only with how precise are the methods used by the ratings services, but how ratings are used. "A tool doesn't need to be any sharper than the use to which it is put," he said. He hopes, he said, that there will be no need for a subcommittee subpoena.

Dr. Madow is 49, married and lives in Palo Alto. He attended public schools in Brooklyn and later Columbia U., receiving his B.A. in 1932, M.A. in 1933 and Ph.D. in 1938. He is an associate in several statistical subjects, including survey making, but has had no connection with ratings services. He is one of three authors of a two-volume book, *Sample Survey Methods and Theory*, published in 1953. One of the other authors was ASA President Morris H. Hansen.

Dr. Madow joined SRI in 1957. From 1949-57 he was professor of mathematical statistics and chairman of the statistics research lab at the U. of Illinois and consulted with faculty members making house-to-house, telephone and other surveys. In 1956-57 he was a fellow of the Center for Advanced Studies in the Behavioral Sciences at Stanford, Calif., a Ford Foundation-supported group headed then, as now, by CBS President Frank Stanton.

**Teacher, Too** In 1948 he was mathematical statistics professor at the U. of North Carolina, teaching research surveys, survey making and other statistical studies; in 1946-47 he was visiting professor of statistics at the U. of Sao Paulo, Sao Paulo, Brazil.

From 1939-46 he was with the federal government, with the Census Bureau from 1940-42 and 1944-45 as a survey statistician. He worked on the current population survey for the 1940 census and still is a member of the Census Bureau's panel of statistical consultants. From 1942-43 he was with the Office of Price Administration (OPA), supervising a study of distribution of income among families at one time and acting as advisor in the rationing department at another. He is a fellow and active member of ASA.

Dr. Herbert Hyman is professor of sociology at Columbia U. and also associate director of Columbia's Bureau of Applied Social Research, which has a long history of interest in radio and television research. At Columbia for 10 years, he also has been visiting professor at the U. of Oslo, Norway; U. of Ankara, Turkey, and U. of California at Berkeley. Before that he was engaged in research activities with the Dept. of Agriculture, OWI, and U.S. strategic bombing surveys of Germany and Japan.

He has had no experience as a broadcast ratings researcher—has not been connected with any ratings service—but teaches sample survey methods at Columbia and also is involved in communications research there. For many years he was a research associate with the National Opinion Research Center, which years ago—though he was not with the outfit at the time—did some work for NAB, as he recalls ("The People Look at Radio" and "Radio Listening in America").

With his fellow committee members based on the West Coast he figures the members "will have to do some traveling" to get their work done. He says they plan a thorough job and, though they don't intend to drag it out, is sure it will take "more than a month or two."
The committee will have some staff but as yet he doesn't know who or how many.

Dr. Raymond J. Jessen got his B.S. in economics at the U. of California at Berkeley in 1937 and his Ph.D. in statistics at Iowa State U. in 1943. At Iowa State for about 20 years, he divided his time between teaching, research and outside consulting. He was acting director of the statistical lab at Iowa State from 1947-50 and professor of statistics there from 1949 to 1957.

In 1946 he directed a scientific study of the Greek elections and in 1948 was technical director of a pioneer study of the island of Crete using modern statistical survey techniques to determine the economic, nutritional, agricultural and other characteristics of an underdeveloped country. As consultant to the U.S. Soil Conservation Service and the United Nations Food & Agriculture Organization, he developed basic sampling and field procedures for conducting soil surveys and sampling procedures for censuses in Ecuador and Argentina.

Since 1957 he has been project director of General Analysis Corp. in Los Angeles and he is also a lecturer on business and statistics at Los Angeles College. Los Angeles researcher called him a sampling expert, a fine mathematician and a fine statistician of the highest integrity.

Dr. Jessen himself calls his background primarily technical and admits he has not had much direct contact with advertising research. He has known Dr. Madow for some time but has never worked with him on any project. He also met Dr. Hyman, but doesn't know him as well. None of them has any axe to grind in audience research, he said.

The three had a brief meeting in
Don't bury your head
BUY NEGRO RADIO

An Ostrich with a buried head misses many things that are most obvious. If you haven't discovered Rounsaville Radio's six Negro Markets you are overlooking an $34 million-dollar consumer group. That's what Negroes in the Rounsaville Radio area have ready to spend AFTER taxes! 80% of their money is spent on consumer items alone. Incomes are up 193% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by BOTH Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

WASHINGTON and now have a lot of self-educating to do on the general subject of audience measurements, Dr. Jessen said. He says they plan to read the published material in the field; then they'll talk to the people who run the rating services and to the people who use them, primarily in New York at the advertising agency and network level.

Rating firms offer variety of comments

There was a variety of comments from the rating groups about the Harris subcommittee plans.

James W. Seiler, director, American Research Bureau Inc. (ARB): I think it's great . . . splendid. This is the way it ought to be done. Instead of congressmen listening to us and trying to evaluate our services, this study would be made by professional people. We will cooperate to the fullest. We always have to the congressional committees. The more they know about what we are doing the better will be our stature. This is the greatest thing that could happen to us and I'm absolutely delighted.

Pulse withheld comment pending a chance to see and study what Rep. Harris said and plans, but some officials there indicated that this might be one way to restore some sanity viewpoint on what has become, with all the hullabaloo about ratings, a pretty hysterical situation.

Ed Hynes, president of Trendex, thought the study was unnecessary: "The people who are buying our service are research men of stature in the industry. I don't think they need the House to tell them whether they are buying good research." Frank Stisser, President of C.E. Hooper Inc., thought the Harris subcommittee had been pressured "by stations with low ratings," but said the move "might be a very intelligent thing" and that Hooper would cooperate. "All the talk that's gone on about ratings is pretty ridiculous," he said, "but if they want to investigate all of us it's a fine thing."

Joint Front - Some of the rating services anticipated the need for a joint front to face criticism of their role in tv, if one is to judge by the movement underway to organize all the services under a common banner. Preliminary plans for such an organization were made in February by representatives of Trendex, The Pulse, Hooper and American Research bureau (CLOSED CIRCUIT, March 14). Significantly, the biggest of them all, A.C. Nielsen Co., declined to participate.

The four organizations which concurred on the need to band together had these objectives in mind:

1. To help educate broadcasters and advertisers in the proper use of audience measurement and to assist in resolving misconceptions about ratings and sampling techniques arising in the press and elsewhere.
2. To consider establishing a voluntary code of practice for the broadcast audience measurement firms.
3. To recommend acceptable uses of audience measurement data in trade advertising.
4. To help represent the broadcast research industry before legislative and other groups.
5. To retain outside sampling and statistical authorities to study present research techniques and recommend possible improvement within each basic method.

Nielsen spokesmen explained that company's absence from the preliminary meetings by saying it felt such an organization unnecessary.

Henry Rahmel, Executive vice president and broadcast division manager, A.C. Nielsen Co., said: "We have received no word from the Harris committee about this study. However, if there is need for further information on this subject in Washington, this step should prove helpful. I trust that those directly interested will also pay us a visit. A first-hand inspection would, I believe, provide a background, of confidence in Nielsen services."

"Last November I sent a wire to Rep. Oren Harris. The telegram contained this invitation:"

"In light of the activities of your committee, we extend a sincere invitation to you and your fellow committee members to visit our Chicago headquarters at an early date. We are prepared to give you all the background regarding Nielsen radio and television services. The door is open and I urge that you obtain the facts first-hand."

"Feel free to bring along professional experts in whose judgment you have confidence. This is a complex subject that cannot be fairly judged from afar."

"I have communicated again with Rep. Harris to assure him of our cooperation."

Boston ch. 5 to FCC

Oral argument in Boston ch. 5 re-hearing is scheduled before FCC en banc April 22. Hearing examiner recommended no disqualifications or vacating of grant to Boston Herald Traveller (WHDH) last year. Oral argument on controversial Beaumont, Tex., ch. 6 case will be heard by FCC April 29. Contest is between KFDM and KRIC that city, and resulted from court remand last year. KFDM is original grantee.
in the PITTSBURGH AREA

Take TAE and See

how you can buy blindfolded and reach more homes for your money during peak viewing hours. See your Katz man for a demonstration. Or write WTAE for free "Blindfold Kit."

WTAE

BIG TELEVISION IN PITTSBURGH

CHANNEL 4
SPONSOR RULE UNDER WIDE ATTACK

Broadcasters lament Sec. 317 interpretation, ask rulemaking

Regardless of its future, a special niche in broadcasting history has been assured for FCC Public Notice (60-239), "Sponsorship, Identification of Broadcast Material."

Confusion, indecision and strong negative reactions continued to mount among broadcasters two weeks after the issuance of the commission notice which put a strict new interpretation of Sec. 317 of the Communications Act—the rule requiring on-air identification of all sponsors and advertisers. FCC's new interpretation, designed to curb plugola (hidden "free" plugs) and "freebies" (free promotion records and similar material), declared stations must disclose on the air the sources of all free program material and the circumstances of its acquisition (Broadcasting, March 21).

While seeking to have the notice clarified, stayed, vacated or set for rulemaking, stations and industry groups continued to institute methods of complying with the order (Broadcasting, March 28). ABC and the Federal Communications Bar Assn. last week joined those who previously had asked that the public notice be set for rulemaking. As it now stands, the notice affords broadcasters no opportunity for official comment.

ABC said the notice "is an erroneous interpretation" of Sec. 317 in many respects "and would impose upon broadcast licensees requirements which go far beyond those of the act." To this extent, the network said, the notice "is either nullity or it constitutes rulemaking without the notice and other procedures required by the Administrative Procedures Act."

FCBA said "there are serious and substantial questions as to the legality and practicability of the interpretations" of Sec. 317 expressed by the commission. The controversial section requires that all material broadcast for which consideration has been received be so identified through an on-the-air announcement.

FCBA pointed out the notice is at variance with accepted industry practices and was adopted without the benefit of rulemaking or any other public hearing. In addition to seeking the right to comment on the March 16 notice, FCBA also asked that it be vacated.

Second Thoughts # The commissioners themselves are having pangs of uncertainty about the wisdom of issuing the notice without affording the opportunity to comment. The matter was discussed for approximately four hours at the regular FCC meeting Wednesday (March 30) and a special meeting was called for last Friday on the public notice.

Early last week some stations still had not received the FCC notice which was mailed to all broadcast licensees. A commission spokesman said this was normal but that all had been mailed a copy by the middle of the week.

CBS Acts # CBS Radio, which a week earlier had told its owned stations to conform to the FCC's new policy on identification by announcing when records were supplied free by manufacturers, changed its mind last week. Effective at noon Wednesday (March 30) at WCBS New York, and as soon as instructions were received at other CBS-owned stations, the announcements were dropped. Instead, the stations were instructed to play only those records they had purchased themselves.

In effect, the new policy padlocked existing record libraries at all CBS stations until it could be determined which records had been bought and which had come gratis. CBS already had notified its stations that they were to purchase all records in the future and, further, that they must be purchased through retail rather than trade channels.

WGN-AM-TV Chicago, which set up a music "center" or "record receiving room" last January, screens discs for rejection or use on a strict buying basis. Additionally, WGN performers are prohibited from accepting discs or visits from record firms.

The Illinois Broadcasters Assn. joined the pleas for rulemaking on the identification notice. It sent a telegram to the commission signed by President Bruce W. Dennis of WGN Chicago. WLSI Pikeville, Ky., asked the FCC for "further consideration."

Unreasonable # The notice is "unfeasible, unreasonable and untenable" and "appears to be dangerously damaging" to the industry, charged WOWL-TV Florence, Ala. It makes "a sham not only of the responsibility of the licensee to the public but of the entire business of broadcasting."

Others seeking reconsideration by the commission pointed out that the notice would result in even more free plugs for record labels—a complete reversal of the desired result. The Tennessee Assn. of Broadcasters sent the following telegram to the FCC:

"The broadcasters of Tennessee are deeply concerned over the terms of your public notice relating to phonograph records. Stations have been giving diligent attention to the avoidance of allotting free plugs for specific tunes, labels, dealers and distributors. Now we are told to give them free time if we use free records. Should we do this, all time on most stations would be all commercial. If we accept the alternative plan, i.e., purchase all records, the cost to many stations would be prohibitive. Also, in the matter of acknowledgment payment to stations for any and all services rendered, this would materially alter the public service aspect of a large percentage of sustaining programs. For example, it is customary for churches to pay line charges and engineer's fees for broadcast of services. We would be compelled to so state. Our association respectfully appeals for a reconsideration of your ruling with a view toward easing the tremendous burden its terms place upon us."

R. Karl Baker, manager of WLDS Jacksonville, Ill., charged the commission has ordered stations to give more, not less, publicity to record companies. He said WLDS now makes the following announcement to accompany each record aired which was given to the station: "The following recording was furnished free of charge by — Record Co. to this station in full pay-

Another reprieve

Another "stay" of execution was granted "illegal" vhf boosters last week when the FCC extended, for the fifth time, the grace period during which the little repeater stations can continue to operate. The commission first ordered the stations off-the-air Dec. 31, 1958, giving them 90 days to comply. The latest extension lasts 90 days from last Thursday (March 31).

Now pending before the FCC is a rulemaking authorizing vhf boosters with power not to exceed 1 watt (Docket 12116). Comments have been taken and the rulemaking now is awaiting final decision. In Congress, a bill has passed the Senate legalizing vhf boosters. It is now before the House Commerce Committee.
PRISON BREAK

...and WLAC-TV was there

The recent, dramatic prison break in Nashville, Tennessee (headlined nationally for two days) gave WLAC-TV another opportunity to show why it had won 4 out of 5 top news awards in this area over the past three years.

Round-the-clock coverage of the 28 tension packed hours resulted in 3600 feet of film being used for 25 exciting local newscasts and a complete and compelling half-hour documentary.

Live feeds and film were furnished CBS-TV, Movietone News, and two regional TV stations by WLAC-TV, as well as continuous news to radio stations all over the country.

WLAC-TV the "way" station to the central south

Ask any Katz man—he'll show you the way!
He said the public's reaction has followed this line: "Why?" "What a crazy rule," "How come all this extra plug for the record companies?" Mr. Baker told the FCC that "your most recent directive is the most ridiculous, the most unfair and the most unworkable of any you have yet issued."

According to Pat Grande, air personality on WHLF South Boston, Va. "the record companies will wind up being the first commercial enterprise in the history of modern radio to be given all the free radio time their hearts desire... We'll all be playing right into the record companies' hands."

While in L.A. Most stations in Los Angeles now are buying all their records in the mail but are having them returned to the sender—at his cost.

Record promotion men are permitted to leave only one pressing of a recording at a station. "To add insult to this injury," he is required to sign a receipt for it and then return to pick it up after station personnel have auditioned the recording.

VHF wants UHF, too

A Wisconsin vhf station has asked the FCC to waive its duopoly rules and permit it to build and operate a uhf facility in the same city.

WEAU-TV (ch. 13) Eau Claire, filed simultaneously for a construction permit to operate on ch. 25 in that city. "It may well be that uhf tv can be made to succeed only if successful vhf stations will take the financial risk attendant upon uhf operation..." WEAU-TV told the FCC.

The station pointed out that the population of Eau Claire has been limited to the service of only one tv station and that ch. 25 "is being wasted." The commission was told that the use of uhf throughout the country will be stimulated by the proposal.

WRCA to be WNBC?
The National Broadcasting Co. asked the FCC last week for reinstatement of the WNBC call letters for its New York radio and tv stations. The WNBC calls were changed to WRCA about six years ago.

William H. Davidson, NBC vice president, stated that the WNBC-AM-FM-TV calls better identified NBC's key stations with the company.

The call letters are currently assigned to the New Britain, Conn. tv station sold by the network to Connecticut Television Inc. It was part of the sale agreement that the network would retain the WNBC call letters.

**HOUSE BILL DISTURBS FTC**

Agency ethics measure also displeased FCC

The Federal Trade Commission doesn't like a House bill on federal agency ethics any better than did the FCC and for essentially the same reasons, FTC Chairman Earl W. Kintner said last week.

Testifying Thursday before the House Commerce Committee headed by Rep. Oren Harris (D-Ark.), also the author of the bill (HR 4800), Mr. Kintner said he and his FTC colleagues don't think such terms as "unusual hospitality" are sufficiently precise; feel the bill is too drastic in imposing ex parte bans on routine procedures as well as decisions based on merits; believe some conflict of interest prohibitions are too strict and may scare people away from government service, and are of the opinion that the bill's rigidity on gifts and favors would preclude ordinary courtesies and social amenities.

Mr. Kintner opposed ex parte prohibitions in all FTC rulemaking cases, holding none of the FTC's rulemaking is on issues between parties but serves the purpose of administering and interpreting existing statutes. Rep. Harris asked him to submit language for the bill which would exclude FTC rulemaking from the ex parte bans.

The FTC chairman said the proposed ex parte ban on adjudicatory cases in HR 4800 does not take into account the fact that the agency as a matter of practice keeps the names of complainants off the public record; to preclude this practice would hamper prosecution of cases, he said.

Consent Settlements, Too - The same goes for negotiations for consent settlements, he suggested, and 80% of FTC's complaints result in such settlements, which, he declared, are as effective in their prohibitions as a cease and desist order.

Mr. Kintner said HR 6774, recommended by the American Bar Assn., would preclude consideration of material facts not in the record, which present law permits. It also would prevent any FTC reliance on legal theories not presented by counsel and which the FTC might want to include on its own motion, he said.

The FTC's enforcement is dependent upon complaints from the public and industry and HR 6774 would make writing and receiving such complaints in hearing cases illegal, he said. He said he didn't see how enforcement and criminal sanctions would be feasible for various reasons.

The FTC chairman also opposed a provision in HR 4800 to prohibit intra-agency communications between FTC members, their legal aides and the opinion staff; requirements for a "fair summary" of oral ex parte presentations, and failure to allow for certain mechanical procedures.

Mr. Kintner commended some of the FTC's own rules for employees on ex parte contacts, improper influence and conflicts of interests as adequate and said he didn't object to these being enacted as law. FTC members, not bound by the rules, follow them as a matter of course, he said. He said he didn't object to criminal sanctions, but thought care should be used to prevent scattergun application.

Elect Their Own - He felt that giving the President power to remove agency members for neglect of duty or malfeasance is a matter for Congress to decide. FTC members were split on whether members should be allowed to elect their own chairman and for how long he would serve.

Mr. Kintner approved, with reserva-
“Where else!
First-class entertainment
is their specialty.”

*AT THE CONRAD HILTON: YOU’RE INVITED!*
The FTC charged that the Mercury companies made unlawful payoffs to television and radio disc jockeys to play Mercury records. Payola is considered an unfair method of competition.

The respondents have 30 days to answer the complaint. This marks the 69th payola complaint issued by the trade agency.

In the meantime, two New York record distributors told the FTC that giving payola is not illegal. The two distributors, Ideal Record Products Inc., New York, and Ideal Record Products of New Jersey Inc., Newark, N.J., asked the FTC to dismiss the complaint. They claimed no misrepresentations or unfair practices.

Murrays dance to FTC tune

The dancing Arthur Murrays found themselves with a hurdle in the middle of the dance floor last week when the Federal Trade Commission issued a false advertising complaint against the dance studio company and its principals—Arthur and Kathryn Murray and David A. Teichman.

The FTC charged that Arthur Murray Inc., licensor of some 450 "Arthur Murray Studios" throughout the world, used deceptive promotion schemes to secure customers and coercion in selling dance lessons.

The challenged schemes, according to the trade commission, comprised telephone quizzes, crossword, dizzy dance and "Lucky Buck" contests "in which winners purportedly receive a gift certificate for a given number of Arthur Murray lessons." The "schemes," the FTC said, were used in radio and tv broadcasts and in newspaper advertisements.

The complaint charged that the promotional offers are not bona fide but "are, instead, a deceptive form of 'bait' or 'decoy' attractive to the innocent, unwary and unsuspecting." They are used, the trade commission said, "simply to get the names of persons who may later be encouraged to purchase dancing instructions.

The complaint disclosed that the licensed studios pay Arthur Murray Inc. 10% of their gross receipts and an additional amount (usually 5%) held in escrow to protect the company from claims. Arthur Murray Inc. itself operates dance studios in New York and Miami Beach, Fla., the FTC noted. The respondents were given 30 days to answer the complaint.

The Murray firm announced that it had always tried to maintain "scrupulous adherence to the highest standards of business conduct." It declared that the instances cited by the FTC were isolated practices which had been corrected when reported.

There were reports that some Arthur Murray studios suspended or revised their advertising following the announcement of the FTC complaint. This could not be confirmed in individual instances, but Arthur Murray Inc. in New York said it had issued no advertising instructions to licensed studios and did not know what steps were being taken.

The parent company said it had not canceled or revised any advertising in the New York area. The challenged Lucky Buck radio campaign has been off the air since last year, but still in newspaper.
The art of candy dipping! Fewer and fewer possess this quality touch in a day of mechanization. And yet, there is no substitute when it comes to making the finest chocolates. Nor, can mechanization be the entire answer when it comes to the quality atmosphere evident in today's better television and radio station operations. People...their skills, their dedication, their love of the finer things provide that all-important difference.
Ike may soon get frequency adviser

Appointment of a special adviser to the President on radio frequency usage is being considered by the White House.

The adviser will make recommendations to the President on the assignment and use of frequencies allocated for government use, it was learned. He will also engage in studies and investigations, it is believed, on the overall management of the radio spectrum by government agencies.

The prospective move became known following a Budget Bureau directive to interested agencies (FCC, State Dept., Department of Defense among others) requesting comments to the idea of establishing an office on frequency usage as part of the President’s official family. The Budget Bureau communication asked that the comments be returned by the end of last week.

Although the Budget Bureau was considered acting for the President in the matter, it was believed that the proposal stemmed from the Office of Civilian & Defense Mobilization. OCDM Director Leo A. Hoegh declined to comment on the matter.

The proposal seems to take an in-between stand on several recommendations for frequency management. These have been pending for almost a year.

They range from the recommendation of the Presidential Advisory Committee on Telecommunications that a National Telecommunications Board be established in the Executive Office of the President to formulate telecommunications policy, oversee government usage of the spectrum and study the over-all use of the radio spectrum by both government and non-government users to the establishment of a Federal Spectrum Board as an arm of Congress to oversee the entire radio spectrum and divide it between government and non-government users.

Engineers claim FCC used outdated data

The wrong data for proposed propagation curves was used by the FCC in its rulemaking to “drop-in” vhf channels in selected markets, the Assn. of Federal Communications Consulting Engineers said last week.

AFCCF, with the strong backing of the Assn. of Maximum Service Telecasters, asked for a 60-day extension of the present April 19 deadline to comment on the rulemaking. The engineers pointed out that the commission based its propagation curves for vhf signals on the tropospheric curves of FCC Report 2.4.16, rather than using the more accurate and up to date data developed by the TV Allocations Study Organization.

Available propagation data do not support use of curves taken from the FCC report, according to a study made by an informal committee, the petition said. AFCCF pointed out that there are substantial differences in the TASSO curves and those from the Report 2.4.16.

“...This difference in the field strength curves would be sufficient to require a complete revision of any engineering showings made on the basis of earlier inaccurate data. ... In short, the consulting engineer cannot proceed intelligently until he knows what curves to use,” the engineers’ petition said. It pointed out that the commission’s own chief engineer is preparing new propagation curves which should be ready in two weeks.

AMST, in supporting the request for extension, said that it intends to “file vigorous, detailed and meaningful comments” on the rulemaking.

The commission already has granted one 60-day extension, at the request of the same two associations, and in granting the earlier request warned that no further extensions would be made without “the most compelling considerations.” The proposed rule-making would add a third vhf channel to selected markets through reduced mileage separations (BROADCASTING, Jan. 11, 1960).

Dick Clark to testify April 21

ABC-TV star Dick Clark has been called to testify before the House Legislative Oversight Subcommittee on the tentative date of April 21, subcommittee spokesmen acknowledged last week.

They refused to say whether ABC officials or those of the station or stations originating Mr. Clark’s ABC-TV shows, American Bandstand and Dick Clark Show, are under subpoena or have been asked to testify.

Robert W. Lishman, Oversight chief counsel, has indicated the House group is investigating certain activities of Mr. Clark, his associates and ABC. Among these, he has said, are whether Mr. Clark actually has divested himself of interests in 17 companies as per an agreement with ABC, whether he accepted payment for playing records on his shows, whether he received money from companies he owns or controls directly or through others, whether the station originating the Clark shows has surrendered program control to “mercenary interests,” and whether Mr. Clark has exacted tribute from talent and composers in exchange for exposure on his shows.

Four Boston stations answer payola charges

Four Boston area stations, recipients of FCC 309(b) letters because of alleged payola and programming offenses, told the commission last week that the accusations were unjustified.

WMEX, WILD and WORL, all Boston and WHIL, Medford, Mass., said that payola safeguards had been instituted at their stations prior to disclosures involving their employees. All said that their employees had been warned of the consequences of under-the-table payments for record plugs.

WILD owner Nelson B. Noble told the commission that all records broadcast over his station “were personally selected by me or my program director without any assistance from the disc jockey who may play them. . . .” WILD became implicated when Stan Richards, a former air personality, told House Legislative Oversight Subcommittee members that he had accepted $6,225 from Music Suppliers of New England Inc. Mr. Richards said no payola was involved because he played only those records he wanted to.

Mr. Noble said that his station log indicated that free records furnished
That's a fancy title for a high-voltage condenser but it dramatizes one responsibility of radio as the most far-reaching of all means of mass communication. The real fighters on our last frontier -- the limits of human knowledge -- are the scholars and teachers of our great universities.

But when did you last have the opportunity to learn from any one of them? Your answer will tell you why KRLA presents "Seminar" each Sunday morning at 10:30, a specially-produced half-hour with representatives of five universities summarizing the newest in every field of study.

Newest among the leaders serving America's greatest radio market
by Music Suppliers were announced in the form of a commercial before the records were played. Mr. Noble stated that "I was not aware at any time. . . that any of my station employees were receiving payola."

Had A Contract — WORL said it had an 87-week contract with Music Suppliers Inc. to advertise records distributed by that company. Each MS1 record was announced prior to broadcast as "this is the Music Suppliers' hit of the week," the station alleged. "Unless it is improper for a radio station to accept advertising from a record company, . . . we can find no error in our handling . . ." WORL said.

Maxwell E. Richmond, WMEX owner, reiterated testimony made before the House subcommittee. Mr. Richmond declared that the station made charges to record distributors for selecting their records as the "golden platter of the week." He said that this charge was based on negotiations with distributors and were for expenses incurred by the station in handling and mailing free records to listeners.

Mr. Richmond challenged the FCC's report of "discrepancies" in its proposed versus actual program reports. "The traditional 'block-programming' type of operation, upon which the commission's yardsticks for evaluating programming performance of licensees . . . is today not an adequate or suitable method for serving community needs," he asserted. He claimed that the demand for "block-programming" among the public and advertisers is now "extinct." Today, he suggested, the public and advertisers are "stimulated" by a "more elastic system in which shorter periods of time are devoted to particular programs. . . ." So, he said, a substantial part of a station's programming must consist of entertainment.

WHIL also answered a charge made by an applicant for an AM station in Gloucester, Mass., that it broadcast horseracing programs direct from the track on a regular basis. The station said that it began these broadcasts in 1958, with a half hour show on a daily basis devoted to horse racing. It said that the commission was informed of the program in April of that year and that no complaint or inquiry was ever received from the agency.

In a related development, the commission received a request by Musicians Local 9, American Federation of Musicians, asking for a hearing on the renewal of the four Boston stations. The union said that the stations run "with a skeleton staff on a bargain basement principal." It said that as a union it has economic interest in the matter because of the lack of local programming and utilization of local talent by the four stations.

'Idle' uhf stations keep hopes alive

A majority of "idle" uhf permittees has asked the FCC to keep their construction permits alive with the hope that conditions will improve allowing them to build. This was the overwhelming sentiment expressed in answer to a commission letter sent to 54 uhf permittees who had requested an extension of time for completion dates but who have not commenced station construction.

With the deadline last Monday, 18 permittees still had not replied to the FCC letter by week's end. Of the 35 replies received, 28 permittees asked for continuance of cp or requested an oral argument. Five stations told the commission that they are willing to surrender their permits, and one permittee said it will go on the air next fall (At DEADLINE, March 28).

Respondents stated that they hoped the FCC would "take steps" to improve the uhf outlook. They said that aside from the pressing competition from vhf facilities in many markets, most uhf owners were faced with the problem of the high cost of receiver conversion to the higher channels.

KTRX(TV) Kennewick, Wash., a ch. 31 facility which did not receive a commission letter, last week requested that its authorization be cancelled and license dismissed.

Senate weighs bill on catv regulation

The Senate last week heeded objections by community antenna tv operators and refused to give unanimous consent to a bill (S 2653) calling for FCC regulation of catv systems. The objections were voiced by senators: Sen. J.W. Fulbright (D-Ark.) and others, unidentified. Ed Whitney, National Community Television Assn. executive director, said his organization is "working with key senators to get the bill more in line with the public interest" (through amendment on the Senate floor).

Mr. Whitney said the bill, as presently written, is unacceptable to community antenna tv operators because it amounts to a "mandate by which the catv industry would be subordinated to the broadcast industry by any ruling the FCC might make."

The bill defines catv as broadcasting, provides for FCC regulation with grants to be made in the public interest and requires catv systems to carry programs of the local station at its request. Among other things, the bill requires the FCC to consider, in licensing a catv operation, whether continued operation of tv stations in communities with only one tv service is desirable.

The bill goes back on the Senate calendar to be scheduled for subsequent debate.

Government briefs

FCC reversal — The FCC reversed itself recently. On the petition of WFBC-TV (ch. 4) Greenville, S.C., the commission reconsidered and set aside a grant made June 10, 1959 which permitted WLOS-TV (ch. 13) Asheville, N.C. to identify itself as Greenville and Spartanburg, S.C., as well as Asheville.

Tv grant — Kaiser Hawaiian Village Tv Inc. has been granted a construction permit by the FCC for a new tv station on ch. 13, Hilo, Hawaii. Kaiser is licensee of KHVH-TV Honolulu. The FCC made the grant subject to the condition no interference be suffered by a Federal Aviation Agency radio installation in Hawaii.

Request denied — The U.S. Supreme Court wrote finis to a seven-year-old tv case last week when it denied a request by Federal Broadcasting System Inc. (WSAY Rochester, N.Y.) to review the 1953 grant of ch. 10 Rochester on a share time basis to what are now WHEC-TV and WVET-TV. The petition to the Supreme Court followed a decision of the U.S. Court of Appeals Oct. 1, 1959 upholding the FCC.

Channel changes — In a rulemaking decision last week, the FCC amended the tv table of assignments to add ch. 13 for educational use in Fargo, N.D. Ch. 34, now reserved for Fargo, was deleted. At the same time, the commission modified the license of KXMC-TV Minot, N.D., to show operation on ch. 13 minus instead of ch. 13 plus.

Another ctv — The FCC last week granted a construction permit to the State U. of South Dakota, Vermillion, for a new ch. 2 educational tv station. The non-commercial station will operate with .167 kw visual and .084 kw aural with an antenna height of 160 ft.

New ID — KRLD-TV (ch. 4) Dallas, Tex., was given permission by the FCC last week to identify itself as Fort Worth in addition to Dallas. Chairman Frederick W. Ford and Commissioner Robert T. Bartley dissented.

Grant coming — The FCC on March 30 issued staff instructions directing preparation of a grant to Liberty Television Inc. for a new tv station in Eugene, Ore., on ch. 9. The commission denied the competing application of KEED Inc. for the same facilities. A Sept. 28, 1959 initial decision looked toward this action.
Fargo Housewife Says...

"KXGO IS MY STATION!"

**IT'S A FACT!** More homemakers in Fargo listen to KXGO because it is Fargo's

**"TOP" STATION!** According to the most current (December, 1959) Pulse Metropolitan Area Report. (And we are mighty strong in the surrounding 70 counties, too!)

**IT'S A FACT!** Fargo is the number one city in the country for Retail Sales per Family, according to all consumer studies!

**IT'S A FACT!** The homemaker spends 80% of the family income, and it's the metropolitan area that counts most. The majority of food, drug, apparel and appliance sales are made in metro markets!

**IT'S A FACT!** KXGO is a favorite “teen-age” station, too. It's a top music station in the area!

That's why your Best Radio Buy in Fargo is KXGO!

KXGO rates are realistic. When you check CPM, you'll find station selection is simply a matter of value... and the value is KXGO, priced to lead in value in the entire Fargo-Moorhead Metropolitan area.

CALL TODAY!

ABC - 5,000 WATTS - On the Top of the Dial

KXGO ... One of the North Dakota Broadcasting Company "Market Maker Stations"

National Representative - - - Gill-Perna
Minneapolis Representative - Bill Hurley
Fargo - - - call KXGO, ADams 5-4461

KXJB-TV, Valley City  KXMC-TV, Minot
KXGO-TV, Fargo  KBMB-TV, Bismarck
KXAB-TV, Aberdeen  KDIX-TV Dickinson
Broadcast Advertising

Dr. Harvey Queen, formerly assistant director of research at Benton & Bowles, N.Y., appointed director of research of Mogul Williams & Saylor, that city. Dr. Queen began his advertising career with Young & Rubicam.

James C. Wickersham, marketing services supervisor and director for Sales Communication division of Communications Affiliates Inc., subsidiary of McCann-Erickson, named president of that division.

William M. Nagler, account supervisor in contact department of Young & Rubicam, Chicago, named vp of agency.

Robert I. Ban appointed vp and group account manager of Klau-Van Piersons-Dunlop, Milwaukee. Previously was with McCann Erickson and Erwin Wasey, Ruthrauff & Ryan, both in Chicago.

Alfred K. Eody, senior timebuyer at Leo Burnett Co., Chicago, appointed associate media group supervisor in agency's New York office.

James F. Murray, formerly account executive with WCAE Pittsburgh, to Vic Maitland & Assoc., that city, in similar capacity.

Mary D. Petr, formerly media director at Donahue & Coe, Chicago, to media department of Campbell-Mithun, that city, as buyer. Bruce Gunnerston, formerly assistant pr director at American Dairy Assn., to C-M as writer on Kroger Co. account.

Zan Zobel, formerly administrative art director at Royer & Roger, N.Y., to Smith, Hagel & Knudsen, that city, in similar capacity.

Richard A. Kebbon, Jr., formerly with Warner Brothers as associate producer of 77 Sunset Strip, Bourbon Street Beat and producer of tv commercials, joins N.W. Ayer & Son's New York office as service representative on Howard Johnson account.

Siguro S. Larmon, board chairman of Young & Rubicam, N.Y., reappointed member of United States Advisory Commission on Information for three-year term.

Alan Hornell, Samuel Haven and Paul Roth, all media buyers, appointed assistant media directors, Benton & Bowles, N.Y. Mr. Hornell joined agency in 1956 as media trainee and last year was appointed media buyer. Mr. Haven came to agency in 1952 as buyer after having held media posts with William H. Weintrab Co. and Arthur Rosenberg Co. Mr. Roth joined in 1956 as media analyst and became buyer in 1957.

Thomas R. Covey Jr., formerly account manager and director of radio and tv with Sutherland Abbott, Boston, to The Bresnick Co., that city, as vp, account supervisor and member of plans board.

John H. Fogarty, Wilfred H. Lusher, Barron B. Boe and Herbert A. Ericson elected vp's of BBDO New York. Mr. Fogarty, account supervisor on Niagara, Mohawk Power Corp., and Schaeffer Beer, is in Buffalo office. Mr. Lusher, on Pittsburgh Plate Glass account for Gary Moore Show, is in Pittsburgh office. Mr. Boe, account executive on General Mills, has been with BBDO since 1932. Mr. Ericson, who also joined BBDO in 1952, is account group head of apparel fibers on du Pont.

Rodney Wicklund and Stuart Minton become service representatives on the Sealtest Foods account at N.W. Ayer & Co.'s New York office. Mr. Wicklund was former account executive at BBDO Minneapolis. Mr. Minton was account executive for Foote, Cone & Belding, Los Angeles. Harold I. Gullan, formerly account executive of Erwin Wasey, Ruthrauff & Ryan, to N.W. Ayer's Philadelphia office as service representative.


Joseph Stone, vp and copy group head for Ford Motor Co. account at J. Walter Thompson Co., N.Y., named vp and associate creative director of McCann-Erickson Adv.

Daniel Van Dyk elected board chairman and Herman L. Johnson president and chief executive of Hazel Bishop Inc. (cosmetics). Mr. Johnson, formerly executive vp of company, succeeds Mr. Van Dyk who continues to work full time for company, but has turned over administrative responsibilities to management team headed by Yerman Johnson.

Keith Dresser, formerly with B.T. Babbitt Co., joins Geyer, Morey, Madden & Ballard, N.Y., as vp and merchandising manager on B.T. Babbitt account.

Louis J. Kennedy, broadcast supervisor at Kenyon & Eckhardt, N.Y., named media supervisor. Edward Kozza, broadcast buyer, succeeds Mr. Kennedy.

John G. Burnett, formerly vp of Rogers & Smith Adv., Dallas, to Tracy-Locke Co., that city, as account executive.

William Casey and Peter Grumhaus join John W. Shaw Adv., Chicago, as account executives. Mr. Casey formerly was with Foote, Cone & Belding and Mr. Grumhaus with J. Walter Thompson Co., both Chicago. Richard Hazlett, formerly with Keyes, Madden & Jones, joins Shaw as copywriter.

Bob Askey, formerly with KFOR Lincoln, Neb., to Van Horn Art & Adv., that city, as director of radio and tv.

Paul Belanger, formerly tv producer for BBDO, N.Y., joins Kudner Agency, that city, as a producer in tv department.

Robert W. Ferguson, vp of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, named merchandising director. He will supervise all merchandising and sales promotions and will serve on marketing and management committees.
**UPSY:**

(ONLY NET TO SHOW NATIONAL INCREASE)*

<table>
<thead>
<tr>
<th>Network</th>
<th>% Change over '59 AA Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>+8.4</td>
</tr>
<tr>
<td>NET Y</td>
<td>-2.3</td>
</tr>
<tr>
<td>NET Z</td>
<td>-6.2</td>
</tr>
</tbody>
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**DAISY:**

(AND AT THE LOWEST CPM)†

<table>
<thead>
<tr>
<th>Network</th>
<th>Cost per Thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>2.78</td>
</tr>
<tr>
<td>NET Y</td>
<td>3.17</td>
</tr>
<tr>
<td>NET Z</td>
<td>4.16</td>
</tr>
</tbody>
</table>

Source: *First March National Nielsen TV Report, 1959 vs. 1960, Average Audience Per Minute, seven nights, 8-10:30 PM, NYT. †NTI cost/1000 Data, January-February, 1960, 8-10:30 PM, NYT-estimated time and published talent cost.

Alton D. Farber, formerly assistant pr director at J. Walter Thompson Co., Chicago, appointed vp of Mayer & O'Brien pr firm, that city.

Ursula Grumfeld, formerly traffic manager of Doyle Dane Bernbach Los Angeles office, to Fletcher Richards, Calkins & Holden, that city, in similar capacity.

John W. Amon promoted from assistant director to vp and director of art department at Needham, Louis & Brody, Chicago, succeeding John H. Kies, retired. Mr. Amon also will serve on agency’s plant board and operating committee. C. Franklin Johnson succeeds him as assistant art director. Albert A. Klatt, appointed director of creative print department, continuing present duties as vp and director of copy department.

Ken Jensen, pr director of Warner Brothers Records, joins Honig-Cooper & Harrington, Los Angeles, as specialist in publicity and sales promotion.

Croswell Bowen joins Compton Adv. as director of information and editorial services.


The Media

Tom Bostic, vp and general manager of Cascade Broadcasting Co. (KIMA-AM-TV Yakima, KEPR-AM-TV Pasco-Kennewick-Richland, KWIQ Moses Lake, KBAS-TV Ephrata, all Washington, and KLEW-TV Lewiston, Ida.), elected president. Other appointments: Jack Reber, assistant general manager, succeeds Mr. Bostic; A.W. Talbot, formerly Cascade president, elected board chairman; Jim Nolan, tv program director, promoted to vp in charge of tv programs; Bill Grogan, general tv sales manager, elected vp for tv sales and Joe Kendall, general manager of KIMA, KEPR and KWIQ, named vp for radio. Dick Glassaway, in sales department of KEPR-TV, named sales manager.

Joseph L. Brechner, founder and principal stockholder of WLOF-TV Orlando, Fla., re-elected president and treasurer of Mid-Florida Television Corp. William V. Miller, formerly with WFLA-TV Tampa, Fla., named local sales manager of WLOF-TV. William T. Latham, formerly with WGLV-TV Eaton, Pa., to WLOF-TV as regional and national sales manager.

Ralph S. Mann, formerly senior co-coordinator, talent and contract administration of NBC-TV, appointed director of talent and contract administration. He joined NBC in 1956, after three years’ service with Music Corp. of America as attorney.

Lionel F. Levy named to board of directors of WHYY Inc., Philadelphia, which operates WHYY (TV) and (FM), both local non-profit community stations.

Ira L. Lavine, formerly general manager of KRUX Phoenix, Ariz., named general manager of new KPUD-AM-FM, that city, which was to have made its air debut last week. Jim Sporo, formerly with KSFO San Francisco, appointed director of broadcasting.

Chuck Conner named general manager of KWEL, Midland, Tex. Other appointments: Paul Sanders, formerly in sales department of KMID-TV, that city, named sales manager; Jerry Teaff, formerly with KPET Lamesa, Tex., program manager; Jim R. Bowens, chief engineer and Mike Flood, formerly with KMID-TV, staff announcer.

Jim Uglum, formerly manager of KSIB Jamestown, to KUTT Fargo-Moorhead, both North Dakota, in similar capacity. Other appointments: Ron Titus, formerly assistant manager, and Bob LaZich, formerly program director, both KSIB, to KUTT as sales manager and news director, respectively. John (Red) Alix and Dunc Anderson, both formerly with CJOB Winnipeg, Man., Can., to KUTT as program director and air personality, respectively.

Stephen A. Mann, president of Intercontinental Services Ltd. (overseas radio-tv rep firm), joins ABC as sales manager of International Div.

William H. Schwarz named manager of program services for Peters, Griffin, Woodward, with responsibility for extending services to stations company represents through counsel in all areas of program activity. Mr. Schwarz formerly was program director at KDKA Pittsburgh.

Chris Lance joins KYA San Francisco as director of operations.

Ronald C. Tuten, general manager of WNYV Pensacola Fla., appointed executive vp. Mr. Tuten, with 15 years experience in various capacities of broadcasting, previously was station manager of WIVY Jacksonville, Fla.

Bart Swift, formerly sales manager, group communications division of the TelePrompTer Corp., N.Y., named national director of sales development of Theatre Network Television Inc., there.

Robert G. Patt, manager of advertising and promotion for WCBS-TV New York, named manager of advertising and promotion of WCSC-AM-TV, that city.

Virgil G. Evans Jr., managing director of WBT Charlotte, N.C., resigns effective May 1 to accept post as assistant general manager of WCSC Inc., Charleston, S.C. Mr. Evans also will serve as national sales manager for WSCS-TV.

James T. McKnight and Robert W. Jonscher join NAB as field staff representatives. Mr. McKnight, formerly midwestern division manager of World Broadcasting System, will be stationed in San Francisco. Mr. Jonscher, formerly part owner and general manager of WONN Lakeland, Fla., will cover eastern territory.

Robert LaRue, formerly owner of KVHC O’Neill, Neb named chief engineer of KRAK Stockton Sacramento, Cali. Mr. LaRue previous was chief engineer of KGMS Sacrament and was on engineering staff of KOA Denver.
FIRST in the eyes of adult Milwaukee

WTMJ-TV is way out in front of all other Milwaukee stations in attracting adult viewers — the purchasing power in Milwaukee. And do you know there are 1,828,600 people in Greater Milwaukee? That retail sales average over $45,500,000 weekly? These, and many more “do-you-knows” are included in WTMJ-TV’s new market-facts booklet. The coupon will send your free copy on its way. Mail it today!

Send for market-facts booklet on viewing habits & buying power of adult Milwaukee

Represented by:
IARRINGTON, RICHTER & PARSONS — New York, Chicago, San Francisco, Atlanta, Boston, Detroit

ROADCASTING, April 4, 1960

William T. Klumb, National Sales Manager
WTMJ-TV Dept. B
Milwaukee, Wisconsin

Please send free booklet covering Milwaukee-TV market information.

NAME:__________________________________________

TITLE:__________________________________________

ADDRESS:________________________________________

CITY:___________ ZONE:__________ STATE:__________
Avery-Knodel names four new vps

Avery-Knodel Inc., N.Y., radio-tv station rep firm, last week promoted four veteran sales managers to vp of their respective departments. They are: John J. Tormey (for radio, New York), Thomas J. White (for TV, New York), Roger O'Sullivan (for radio, Chicago) and Raymond M. Neihengen (for TV, Chicago). Each has been on Avery-Knodel's sales force 10 years or more, with exception of Mr. Neihengen who joined company six years ago. Mr. Tormey, also assistant treasurer of company, previously was with Ed-Petry Co., WOR New York and network operations. Mr. White came to company 12 years ago from Eastern Airlines where he was Great Lakes Div. sales manager. Mr. O'Sullivan, who is also assistant secretary of company, entered rep field as secretary to Bill Knodel at Chicago office in 1947. Mr. Neihengen previously held various positions with NBC Radio, ABC Radio Spot Sales Div. and Free & Peters Inc. where he was radio salesman for eight and one-half years.

Pressman reelected

Gabe Pressman of NBC was reelected president of the Radio-Newsreel - Television Wising Press Assn. of New York at the group's installation banquet last month. Others elected: Larry Racies, CBS, chairman of the board of governors; Herb Schwartz, CBS, first vp; Tom O'Brien, WINS, second vp; Charles Campbell, freelancer, secretary; Irving Heitzen, freelancer, assistant secretary; Richard Milbauer, Newsfilm USA, treasurer, and George Jordan, NBC, sergeant at arms. Walter Arm, deputy commissioner of the New York police department, was selected as the recipient of the first annual Freedom of Information Award for his role in "recognizing equal access rights to the news."

Merle Block, formerly promotion director of KFI Los Angeles, to KPOP, that city, in similar capacity.

Dale F. Palmer, formerly account executive at WPVL Plainville, to WGAR Cleveland, both Ohio, as sales promotion-publicity director. Sidney Andorn joins WGAR as newscaster.

Dominic Quinn, formerly with WIND Chicago, to KDKA Pittsburgh as program manager, succeeding William H. Schwartz, who joins Peters, Griffin & Woodward, station rep.

Norman Polman, air personality with WNHC New Haven, Conn., named program manager.

John Dolan, formerly of CHJS-TV St. Johns, New Brunswick, and John I. Tomcho, formerly of WPTA-TV Fort Wayne, Ind., to WWTG-TV Cadillac, Mich., as producer-directors.

Richard H. McCann, account executive at KBON Omaha, Neb., assumes additional duties of director of community relations.

Sherman Mason, formerly assistant news director of WSMI Litchfield-Hillsboro, Ill., to WEW St. Louis as traffic and continuity director.

Jean Grant, formerly promotion manager of KSLA-TV Shreveport, La., to WJXT Jacksonville, Fla., in promotion department.

George R. Oliviere, formerly sales manager of WOL Washington, to WTTG (TV), that city, as account executive.

Joe Long, news director of KILT Houston, promoted to managing editor of KLIF Dallas, both Texas, and appointed vp in charge of news and special events for all McLendon stations which also include: KABL San Francisco, KISA San Antonio, KEEL Shreveport, La., and WAKY Louisville, Ky.

Jay L. Schiller, director of media research at Lennen and Newell, N.Y., becomes research manager at Radio Advertising Bureau, Inc. Before joining Lennen and Newell, Mr. Schiller was director of research at National Telefilm Assn.

Fulton Wilkins, formerly with CBS Radio Spot Sales, to KSFR San Francisco as account executive.

Chuck Johnson, reporter and newscaster at WHLI Hempstead, L.I., appointed news director.

Don Hughes, formerly news director of KAKC Tulsa, Okla., to KRAK Stockton-Sacramento, Calif., in similar capacity.

Bruce Rice, formerly sports director of KCMO Kansas City, to KNX Los Angeles in sports department.

Bob Thompson joins KMAP Bakersfield, Calif., as sports director.

Norman Harrington, formerly on news staff of KOLD-AM-TV Phoenix, Ariz., to KOOL-AM-TV that city, as news director.

Paul Rust named director of news for WIP Philadelphia. Dick Carn, formerly program director of WUE, Akron, Ohio, to WIP as air personality.

Leonard Allen and Donald V. Meaney, appointed managers of foreign and national news, respectively, for NBC. Mr. Allen was manager of TV news film assignments. Mr. Meaney was national TV news editor.

Benjie L. Williams, assistant manager of KMUR Salt Lake City, assumes additional duties as director of merchandising, publicity and pr. Other staff changes: Chet Wood named account executive; Lee Roberts, announcer-disc jockey; Bill Grubbe, director of news and special events; Paul Droubay, production staff; F. William Houghtaling, production supervisor-program director and Levy Taniyama, traffic and women's director.

Stanley M. Bloom, formerly director of marketing and distribution for Longines-Wittnauer Watch Co., named director of marketing at CBS Radio Spot Sales.

Summer Pearl, formerly general manager of WICE Providence, R.I., appointed sales manager of WFYI Mineola-Garden City, L.I.

Anthony Boschetti and Arthur Kane named to unit managers staff, studio operations department of CBS.

100 (FATES & FORTUNES)
Good music commands a quality audience—and here at KFAC AM and FM a big audience, too. Credit goes to KFAC's musical variety. A world of melody, light and serious, ranging from Broadway to Beethoven, is presented with such lack of repetition that no title is played more than once in ten days of programming.

KFAC renewals tell the story. 43 current advertisers are in their 2nd to 20th continuous year of successful KFAC selling. We invite you to join them.

The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.
WHAT ARE YOU LOOKING FOR AT THE NAB CONVENTION?

LOOKING FOR FUN
Governor Television's 3 day continuing
Cocktail Party ... with
• Miss California
• Non-stop entertainment
• Hi-speed bar service
• Continuous smorgasbord

LOOKING FOR PROFIT
Governor Television's Post 1955 American Star Package ... with
• major company releases
• leading American stars
• proven box-office values
• titles at convention

LOOKING FOR VALUE
Governor Television's Other New Attractions And Proven Winners ... like
• New! Rendezvous with Adventure
• New! Wonder World
• Laurel & Hardy
• Buck & Pepito

LOOK FOR SUITE 1218A
Hotel Conrad-Hilton April 4, 5, 6
Governor Television Attractions 375 Park Avenue, New York 22, N. Y.

TV Network. Mr. Boscetti has been connected with various areas of operations department for past 10 years. Mr. Kane formerly was with radio-tv department of McCann-Erickson, Inc., involved in both business administration and production of commercials for tv.

• CHARLES E. LARKINS, formerly with KTUL-AM-TV Tulsa, Okla., to WOAI-TV San Antonio, Tex., as promotion manager.

• MICHAEL J. SHAN, formerly account executive with Baker/Johnson & Dickinson Adv., Milwaukee, to WISN-TV, that city, in similar capacity. WILLIAM M. PLANTE, formerly with WNMP Evanston, Ill., joins WISN as announcer.

• BOB KILEY joins WISH Indianapolis as account executive.

• JOSEPH P. ALEY, formerly radio account executive at the Weed Co., station rep, to The Branham Co., N.Y., in similar capacity. LEIF LINE joins Branham in promotion and research department.

• JOHN DeMOTT joins KEYT (TV) Santa Barbara, Calif., as account executive.

• WILL FOWLER, formerly pr director of American Airlines and previously writer for Red Skelton, appointed director of news and public affairs for KTTV(TV) Los Angeles.

• BERNARD J. SHUSMAN, formerly newswriter-reporter for WBUD Trenton, N.J., to WAST Albany, N.Y., as news editor.

• Bob Carmichael, formerly program director of KREM Spokane, to KQDE Seattle, both Wash., in similar capacity.

• SANDY PAUL, formerly program director-announcer at KAFE-FM Oakland, to KIBE and KDFC (FM) San Francisco in similar capacity.


Programming

• HAROLD CLASTER joins Romper Room (international tv kindergarten show) as corporation vp.

• WILLIAM FINKELDEY, vp, Show Corp. of America, joins Crosby/Brown Productions as eastern sales manager, with offices at 230 Park Ave., N.Y.

• RUSK RAYCROFT, national tv director of Wilding Pictures, named eastern sales manager of UPA Pictures with headquarters in New York.

• HERBERT T. SCHOTTENFELD, vp in charge of legal affairs of United Artists Corp. tv operations, named assistant to general counsel of UA.

• FRANK EYRL named assistant general business manager of United Press International with headquarters in New York. Mr. Eyril has been director of services for UPI in Germany, Austria, Italy and Scandinavian countries since 1950.

• PAT McCORMICK and RIC EYRICH join staff of NBC-TV's The Jack Paar Show.

• GERRY GERONIMI, cartoon director at Walt Disney Studios for 29 years, joins UPA Pictures Inc. as director for shorts and tv spots.

• OSCAR RUDOLPH, veteran tv director who has worked on Alcoa-Goodyear Theatre, signs three-year directing contract with Screen Gems, N.Y.

• JAMES D. HAWTHORNE joins Wilding Inc. (film producer) as account executive in Cleveland office.

Equipment & Eng'ring

• TED S. HOFFMAN, corporate director of industrial relations of Hoffman Electronics Corp., Los Angeles, named vp.

• S. MARTIN FASSLER named manager-marketing for General Electric tv receiver department, Syracuse, N. Y. He formerly was manager of radio marketing.

• WILLIAM H. WEADE appointed advertising and sales promotion manager for Raytheon Co's, Newton, Mass., industrial components division. Dr. GLEN WADE appointed associate director o.
Pure white, pure jet, pure luxury ... these are the marks of the world’s fastest jetliners, Delta’s new Convair 880’s. Carrying 84 passengers in superlative comfort, the 880’s will make their debut in May, augmenting Delta’s fleet of magnificent Douglas DC-8 jets and increasing the number of cities served by Delta with pure jets from eight to eighteen in the United States and the Caribbean.
Gillin award

DAVID A. GOURD, president of Radio Nord Inc., operators of CKRN Rouyn, CKVD Val D'Or, CHAD Amos, and CKLS La Sarre, all Quebec, was presented with the John J. Gillin Jr. memorial award for public service at the annual dinner of the Canadian Assn. of Broadcasters March 23. The award, in memory of John J. Gillin Jr. of WOW Omaha, Neb., who regularly attended CAB meetings, has been presented annually since 1951.

and will set up Canadian co-production arrangements for both tv film and video tape programs for world wide distribution. Mr. Krantz has been director of program development for Screen Gems Inc., N.Y., since 1956, and before that, program director of WRCA-AM-TV, that city.

- JIM MORRIS, formerly of Young & Rubicam Ltd., Toronto, appointed sales manager of CBM Montreal, and CBC English-language radio network in Quebec province area.
- GAYLE HONEY, formerly of Cockfield, Brown & Co. Ltd., Toronto advertising agency, named program organizer of farm and fisheries department of Canadian Broadcasting Corp., Toronto.
- FERN LANGLOIS, audio operator of CKGN-TV North Bay, Ont., to CHEX-TV Peterborough, Ont., in similar capacity.
- RALPH FEAR, salesman of CHEX Peterborough, Ont., to sales manager of CKGB Timmins, Ont.
- MICHAEL WYNN-WILLSON, formerly air personality with WSEX Hamilton, Mass., to BBC-TV London as host of new show, Laugh Line.

Allied Fields

- JOHN H. BATTISON has announced establishment of consulting radio-tv engineering office in Washington, D.C. (LaSalle Bldg.). Mr. Battison, most recently owner-operator of KAVE-AM-TV Carlsbad, N.M., was assistant chief allocations engineer, ABC, 1947-49, operated his consulting engineering office in Washington until 1955, and after sale of KAVE properties served as consultant in the building of the $3 million studio facilities for Associated Redifusion Ltd. in London.

Deaths

- A. FRANK KATZENTINE, 58, owner of WKAT Miami Beach and formerly mayor of that city, died March 27 of heart attack. Mr. Katzentine was one of three losing applicants in Biscayne ch. 10 case. He broke into broadcasting in 1937 when he founded WKAT.
- CHARLES E.J. CLIFFORD, 59, creative director and vice chairman of Kastor, Hilton, Chesley, Clifford & Atherton, N.Y., died of heart attack March 29. He previously was vp of Benton & Bowles, working on such accounts as Coty, Procter & Gamble, General Foods and CBS.
- MYRON A. MAHLER, 46, senior vp, creative director for air media and principal of Mogul Williams & Saylor, New York, died of cancer March 29. Mr. Mahler wrote many radio-tv commercial jingles, of which some of the better-known were: "National Shoes Ring the Bell!" and "Man Oh Manischewitz, What a Wine!" He joined the agency as copywriter in 1943 and had served company continuously since that time.
- JAMES T. RICHARDSON, 36, vp of Caldwell, Larkin & Sidener-Van Riper, Indianapolis advertising agency, died March 20.
- FRANKLIN P. ADAMS, 78, former newspaper columnist, playwright and panelist on Information Please, both on radio and tv, died March 23.

engineer and general research for microwave and power tube division.

ROUHOLAH ZARGARPUR and ROBERT NORDN named manager of manufacturing engineering and manager of designs and specifications, respectively, for Shure Bros. Inc., Evanston, Ill., producers of hi-fi equipment and electronic components.

International

- STEVE KRANTZ named general manager of Screen Gems Ltd., (Canada)
WWJ makes it easy for Bengal fans to enjoy every daytime game during the 1960 season. Located near the middle of the dial at 9-5-0, and with power that blankets Detroit and southeastern Michigan, WWJ garners a tremendous audience for the baseball games and adjacent programming.

Another facet of WWJ's Total Radio concept—another reason to call your PGW Colonel today.

TOTAL RADIO FOR THE TOTAL MAN

WWJ AM and FM RADIO
Detroit's Basic Radio Station
NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS
PROGRAMMING

YOUTH CONFERENCE RAKES OVER TV

Calls for tighter government controls; better program quality

Resolutions condemning TV and radio programming and calling for more stringent government control over broadcasting were voted unanimously by the 1960 White House Conference on Children and Youth. Several forums were held on mass media's effect on youth with TV coming under the heaviest barrage. The White House Conference is an international decennial meeting in Washington—this year over 7,500 educators, social workers and civic group representatives attended.

Among the resolutions was one calling for mass media, with special emphasis on radio-TV, to accept "greater responsibility for transmitting the ideals and values which make for the wholesome American culture." It suggested that federal regulatory and self-regulating agencies should improve the quality of programming and advertising and take steps to eliminate shows with emphasis on sex and crime.

Another resolution, to implement the first, recommended that the President appoint "a high-level advisory board to make suggestions to appropriate agencies regarding content of radio and TV programming," especially as it affects children and youth.

Still another resolution recommended public and private financial support at local, state and national levels for further development of non-commercial educational stations. A bill which would accomplish this objective has been passed by the Senate with a similar bill reported favorably by the House Commerce Committee.

Fireworks - The conference, which was marked by a series of crises in several areas, exploded two bombshells concerning broadcasting. On March 28, Irving Gitlin, program executive, creative projects, CBS News, New York, addressed a forum in which he called for a crash research project to discover the effect of TV on children. He emphasized that "TV is America," and that it is each citizen's responsibility.

The next day several conference members charged that the forum had been weighted in favor of the networks by presenting Mr. Gitlin as the first speaker. Mr. Gitlin replied that the charge was irresponsible "particularly in view of my plea to the broadcasting industry and the public at large for special attention to research and action in the area of children's programming."

On March 29, Eva H. Grant, editor of the National Parent-Teacher Magazine, Chicago, fired both barrels at radio-TV in another meeting of the same mass-media forum. She said the networks were not "giving the public what it wants," and that "we dare the networks to have a national survey, conducted by a reliable research agency, on what people want to see... We would wager an oil-king's income tax that the American people's TV-IQ will be higher than the moronic one usually attributed to them." She implied that current TV ratings are loaded and invalid. As for TV commercials, Mrs. Grant claimed they are turning preschool children into "little tyrants of..."
Big Business, some will answer quickly, serves only itself. Its aims, as they see it, are fewer and fewer competitors, fatter and fatter profits. They ignore the fact that much of today’s business is big simply because it has to be big to supply our needs. Let’s look at a few facts on business that are all too often overlooked.

Q. These days, exactly how big is the job Oil must do?
A. Let’s express it in production figures.

Q. Up to now we’ve talked a lot about refining. What of exploration?
A. Our driller today spends $13.80 to drill just a single foot. And, on an average, he must go down 4,160 feet to find oil—if he finds it at all. A “dry” hole cost $2,000 in 1859 when the U.S. oil industry was young. Today it can run up to $3 million. Yet, drilling costs are only part of the picture. Companies now searching for oil in offshore waters, just as an example, operate the biggest helicopter service in the world.

Q. In doing this job, don’t a few big companies dominate the rest of the industry?
A. Not at all. The industry includes some 12,000 individual oil producers and 28,000 individual marketers. And there are 291 operating refineries in the U.S. owned by 186 different companies. No one or two or ten of these companies monopolize the business.

Q. How is the volume of business spread among these refiners?
A. In 1958, the largest refiner had 10.3% of all refinery production. The top five refiners together had 37.9% of this “run.” The top ten had less than 61%. Refining is big business—but it doesn’t rule out healthy competition.

Q. But why must refining companies be big business in the first place?
A. A few statistics may help answer that one. Today’s standard 50,000-barrel-a-day refinery costs about $75-$80 million. And while the outlay for capital equipment for all U.S. industry runs to $17,900 for each production worker, it comes to $77,700 for the refining industry. A small business could hardly afford that.

Q. Can you cite some figures on price holding?
A. Gasoline prices, excluding Federal and State taxes, averaged 20.27¢ a gallon in 1949, against 21.09¢ in 1959. That’s a rise of less than a penny a gallon in over ten years. Of course, gasoline taxes jumped from 6.52¢ to 10.12¢ in the same period. The whole range of oil product prices has risen far less than the U.S. index of retail commodity prices.

Q. Even so, aren’t oil industry profits way above other industries?
A. Hardly. The stiff competition, the risks of exploration, and the rising costs we spoke of all help keep oil profits down. The industry’s net income after taxes in 1958 was 10.2% of net worth, against 9.8% for all manufacturing. Bigness does not mean exorbitant profits.

Q. If bigness hasn’t meant exorbitant prices or profits, hasn’t it given the oil industry undue power in our government?
A. If anything, it’s the other way around. The criticism that bigness has to be “badness” dogs the oil industry in devious ways. The industry, for example, has been called on the carpet by one branch of government for doing what another branch has asked. But, often the public only remembers the headlines of the charge, even though no basis for it existed. Again and again, big business is hurt by lack of knowledge about it. The best defense for bigness is helping people understand it.

We welcome further questions and comments. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.
the supermarket,” and that “as long as children are considered a market, the air will permit the free exploitation, and not the freedom and dignity of the young.”

Vigilante and bad grammar on the air also met with Mrs. Grant’s violent disapproval. Furthermore “we parents do not want our children viewing programs that take them on a voyage of violence,” she said. “A program’s success seems to depend on how high a heap of dead men pile up in 25 minutes.” She ended her polemic with the warning that unless abuses were rectified “many of us will not only turn off the dial, but also unplug the set and see that it stays unplugged.”

TIO Responds • Mrs. Grant’s speech brought immediate response from Louis Hauman, director of the Television Information Office. He said her challenge for an accurate survey had been accepted “months before it was ever issued.” He called attention to a CBS-financed project, being conducted by independent experts, encompassing a detailed survey and analysis of what people want from tv, which had been announced a year ago by CBS President Frank Stanton.

George Comte, vice president and general manager of WTMJ-TV Milwaukee, wired industry leaders in response to Mrs. Grant’s “dare” that he believes a “competent survey announced as a tv effort of NAB at the convention” would do a great deal to counteract current unfavorable publicity. He stated that WTMJ-AM-TV “would be happy to underwrite a fair share of the effort and urgently urges consideration of the project.”

Many of the speakers at the forum took a less dim view of broadcasting. Dr. Frances Horwich, “Miss Frances” of Ding Dong School stated “Tv is the most potent means of communication and exerts pressure on children and youth. However, this is not the single responsibility of tv, but the combined responsibility of home, school and church.” She suggested tv stations should have professional child experts on their staffs.

Dr. Leo Barthemeier, medical director of the Seton Psychiatric Institute, Baltimore, minimized tv’s adverse effects on youth. “By the time children are old enough to watch tv their basic patterns are already established. Their reactions to tv programs are the same as their reaction to family or teacher,” he said. Parents who blame tv for their children’s misbehavior are only denying their own responsibility, he asserted.

Excessive Viewing • Dr. Chester D. Babcock, executive director of instruction and curriculum research, Seattle public schools, said that excessive watching of tv or listening to radio was the major evil or problem. He commended etv as a teaching aid.

Newspapers, magazines and comic books also received passing criticism from various speakers. Programs edited by the mass-media forum as “true to life, wholesome and presenting positive ideals with a desired emphasis” were: Father Knows Best, Leave It to Beaver, the Danny Thomas Show, Walt Disney programs, Twentieth Century and Omnibus.

Hallmark plans fund for tv drama, writing

Establishment of the Hallmark Fund for Television Drama and the inauguration of an international teleplay writing competition were announced last week by Hallmark Cards as a two-point program to stimulate the writing of original dramatic works for tv. Both activities, set up as part of the celebration of the greeting card company’s 50th anniversary this year, are expected to continue indefinitely. J.C. Hall, president, said Wednesday (March 30) in announcing the program in Los Angeles.

The fund was described as a revolving sum of from $5,000 to $250,000 which will be available to George Schaefer, producer-director of the Hallmark Hall of Fame series on NBC-TV, to draw on in purchasing original tv dramas and in financing the awards. The first competition will get under way immediately with a Sept. 1 deadline offering cash prizes of $5,000, $3,000 and $1,500 for original 90-minute dramatic scripts suitable for presentation in tv.

Citing the success of “Little Moon of Alban,” one of the few originals to have been used on the Hallmark Series, Mr. Schaefer said that while funds have always been available for the purchase of original scripts for Hall of Fame, the new setup will enable him to commission treatments and to encourage top professional writers as well as unknowns to turn their hands to tv dramas. “If two out of next year’s six Hall of Fame broadcasts turn out to be originals, I’ll feel extremely happy,” he said.

Schubert returns

In a turnabout transaction, Bernard L. Schubert Inc., New York, reported last week that control of the company has been re-assumed by Mr. Schubert and his financial supporters. National Outlook Corp., a New York investment company, had assumed control recently of the tv film production-distribution company on the basis of debts owed by the Schubert company (Broadcasting, March 7), but the Schubert group since has retired all the debts.

Medical scoop

The life-saving discovery of two chemical regulators which prevent fatal hemorrhaging in leukemia was first announced on the weekly Hospital Corridors program on WOTL-TV Toledo, Ohio. The program, usually seen at 2 p.m. Saturdays, was shifted to a pre-empted half-hour of prime time—Wednesday, March 23, 196—due to the significance of Dr. Bernard Steinberg’s announcement. Dr. Steinberg said on the program that the effect of the regulators on leukemia patients can be roughly compared to the use of insulin in diabetics, but he emphasized that the discoveries would not be available for public use for at least two more years. Dr. Steinberg, a Toledo pathologist, has been working with blood cells for 14 years. Hospital Corridors is produced by WOTL-TV in cooperation with the Hospital Council of Toledo.
the lion's share in March

<table>
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<tr>
<th>Channel</th>
<th>Average Audience Ratings</th>
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<tr>
<td>ABC-TV</td>
<td>20.8</td>
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<td>NET Z</td>
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*Source: Nielsen 24-Market TV Report, average audience, 7 nights, 8-10:30 PM, average for 4 weeks ending March 20, 1960.
Ample supply of shows on hand to fill next year's vacancies

Producers emphasize situation comedies instead of westerns

A healthy abundance of TV program pilot films and tapes is on hand to help fill the vacancies in next fall's network schedules.

However, since about two-thirds of next season's programs will be additional chapters of existing shows, the spring pilot market is definitely a "buyers market."

What is left open is important, though. It's about 25 hours of network time each week. That's room for 50 new half-hour programs. At an average production cost of $40-50,000 per half-hour, this adds up to better than $2 million weekly.

Currently eyeing those network time-slots are the producers of more than 150 pilots. In some cases the pilot is ready for showing. In some, the script is ready for filming or taping. In other cases the idea is still in the talking stage. Only a handful will succeed in completing the full course from creator to producer to sponsor to network, thus assuring financial backing for production of a series of 26 or 39 programs.

Of the network rejects, some will show up in syndication for sale to individual TV stations.

Along Agency Row - In New York, the major agencies are already screening the pilots of potential new TV shows. Last week, Broadcasting took a cross section sampling of agency reactions and opinions. (Top programming executives were checked in each case.)

On the basis of pilots seen so far, it appears that situation comedies are receiving the chief emphasis of the production companies.

The current move in programming appears to be toward the non-violent, lovable and light format of family situations that entertain without shocking. Westerns are still being pushed. But there are fewer western pilots as so many of the current quick-draw, shoot-
em-up series are slated to continue next year.

The buying of series on the basis of pilots is, for the most part, in advance of last season. But so much of a client's buying decision is keyed to a network "lock up" of schedule that there is still some time to go before the buying of pilots reaches a peak.

Same, Better, Bad — In the opinion of agencies checked, the quality of pilots seen ranges from the "same as last year" to "a little better" — or as one agency put it: "bad."

Agencies interviewed included J. Walter Thompson; McCann-Erickson (M-E Productions, Inc.). Benton & Bowles; Sullivan, Stauffer. Colwell & Bayles; William Esty; Grey Adv.; Fletcher Richards, Calkins & Holden; Cunningham & Walsh; and another major tv agency that asked that it not be identified by name.

Reason for the agency executive seeking anonymity became obvious when he said he had seen 70 or 80 pilots and could point to only "one or two I could flip over." A half-dozen to a dozen, he said, were "interesting" but the "concept or director should have been changed." His overall judgment: run of the mill "except for a very few which were extremely poor."

One agency noted that one-hour network shows generally appear to be committed. But, half-hours "are not locked up more than usual."

Early Buys — Benton & Bowles reports it has purchased three shows — two for General Foods (The Andy Griffith Show produced by Marterotto and Angel produced by CBS Films) and a third, for Procter & Gamble (Peter Loves Mary starring Peter Lind Hayes and Mary Healy and produced by Four Star Productions). Angel will be on CBS-TV. The other two are not yet set. B&B buying is ahead of its 1959 pace.

In another purchase last week, it was announced that Kaiser Industries has purchased Hong Kong an hour-long show for exposure on ABC-TV next fall (see page 113).

Buying on the networks is still unsettled. One agency said the situation varies according to advertiser. In some instances, networks are unable to answer client orders. In general, ABC is scheduling earlier, the situation is spotty at NBC while CBS appears "unwilling" to lock up its schedule this far in advance.

William Esty observed that one reason for advance selling of pilots is the need for producers to have more time to start production once a plot has been accepted. It was added that the danger of a writers' strike "could defeat everybody's purpose."

Agencies generally agreed there's a sharper advertiser interest in situation comedies but "no slack in interest" for westerns, which continue at about last year's level. Also mentioned: private eye shows, mysteries and non-western action programs.

The Catalina — The following list of capsule descriptions of 1960 pilots was assembled by Broadcasting in Hollywood as a spring buyer's guide of tv shows now in the making. The list is not complete. No such compilation ever could be when listed items are being dropped and new ones added almost daily. But it does give an indication of what may be added to the nation's tv diet come fall.

(Unless otherwise noted, the individual series is a half-hour show on film, in black-and-white.)

Action-adventure

Arena — A young sports promoter and his society girl friend are the central characters in this behind-the-scenes series, created by Art and Jo Napoleon for Ron Com. Producer: Nert Nodella. Executive producer: Alvin Cooperman. Harry Julian wrote the pilot, to be filmed this month at 20th Century-Fox TV.

Asphalt Jungle — An incorruptible police commissioner attempts to clean up a corrupt city in this tv version of the MGM movie. an hour-long series which MGM-TV is packaging for ABC-TV.

The Barbarians — The second Punic War (218-201 B.C.), when Hannibal's armies were invading Italy, is the setting for this adventure series of 60-minute color shows which Mahin-Rackin Productions will film this spring on location around Rome for NBC-TV. John Lee Mahin and Martin Rackin are co-producers and will also write some of the scripts. Jack Palance will star.


The Blue and the Gray — Ben Canfield (Darryl Hickman) is a Union soldier; his brother Jeff (Dick Davalos) wears the Confederate gray, in this Civil War series of 60-minute telecasts which NBC-TV is readying. James Warner Bellah is writing the scripts from authentic narratives collected by historian Henry Steele Commager, story consultant for the series. Pilot is being filmed at MGM with Gordon Kay as producer, R.G. Springsteen as director.

The Boston Terror — A Harvard trained criminologist, played by Robert Vaughn, is the focal point of this Homewood Productions series, created by Blake Edwards, who will supervise the entire production, and Tom Waldman, who wrote the pilot with Frank Waldman. Tom Waldman produced the pilot and will produce the series.

Box 13 — A fiction writer uses classified ads — "will go anywhere, do anything. Box 13" — to get material for his novels in this series, based on Alan Ladd's radio show. A Jaguar Productions package, with Alan Ladd as producer, William Leslie as star. Pilot was filmed at Paramount.

The Brothers Brannigan — Two brothers, one serious, the other easily diverted from business, especially by a girl, are partners in a Phoenix detective agency in this CBS Films series. Steve Dunn and Mark Roberts are starred. Wilbur Stark is producer. Six episodes have been filmed at MGM.

Call Me First — "If in trouble call me first." The ads placed by a modern day Don Quixote who relives the monotony of his daytime occupation as owner-manager of a book store by aiding those in trouble. Reed Maxwell and Jackie Coogan are co-starring in this CBS Films series, created and produced by Herb Meadow, with Paul Stewart as director. Pilot went before the cameras March 24.

Canine Sla — The Canine Corps of the Baltimore Police Dept. provides the setting for this hour-long series which Sharp-Lewis Productions is producing for CBS-TV. Don Sharpe and Warren Lewis created the series and are co-producers. Nat East is the star. Pilot was filmed on location in Baltimore.

Danger Zone — Real events, recorded by Pathe newsreel cameramen, and in-
they must be...

Mutual affiliates are giving network clients over 90% clearance in peak daytime hours. You don't do that if you're unhappy.

Mutual Stations are making more money than they ever made before. Certainly that's a most happy picture.

The total audience reached by the affiliated stations is larger than it ever was in the New Mutual's history. That makes us feel pretty good, too.

Matter of fact we're throwing a party at the convention to celebrate the fact that everybody’s happy.

WE'RE IN THE ROYAL SKYWAY SUITE AT THE CONRAD HILTON—ROOM 2304

are Mutual Stations happy?

MUTUAL BROADCASTING SYSTEM

The World's Largest Network—a service to independent stations
terviews with men who took part in them, make up this documentary-action series which Ross-Danzig is producing for distribution by Crosby/Brown Productions. Col. Gregory (Pappy) Boyington is host.

The Drumbeater — The old west (1870’s) is the setting, but the hero is no hard riding, fast shooting cowboy, he’s a press agent in this series created by Billy Friedberg and Doc Simon. Tony Randall will star. Ed Montagne will produce, with Abner Greshler as executive producer. Co-producers: CBS-TV, R.G. Productions and Bonnaker Productions.

For Men Only — Lee Cobb will act as host and narrator of this anthology series of adventure stories that will be filmed at Desilu for ABC-TV.

The Glorious Fourth — The exploits of the fourth regiment of the Confederate army are shown in this Screen Gems series, written and produced by Richard Simmons and starring Dick York. William Sackheim is executive producer. Initial episode is to be used as tonight’s (April 4) program of the Alcoa Theatre series on NBC-TV.

Headquarters — New York’s Headquarters Squad provides the setting of this police drama series. Alvin Boretz wrote the pilot; Franklin Schaffner is the producer. Schaffner-Boretz is producing it for NBC-TV.

Hollywood Angel — This differs from the usual Hollywood-based adventure series in that the central character, Christopher Angel (played by Robert Webber), is a public relations man, not a private eye. NBC-TV is producing, with Richard Berg as writer-producer.

Hong Kong — A foreign correspondent, Rod Taylor, whose newsbeat is Asia, is the central figure of this series, created by Robert Bruckner, with William Self as executive producer. 20th Century-Fox Television produces for ABC-TV, which will broadcast the hour-long series Wednesdays, 7:30-8:30 p.m., with Kaiser Industries as sponsor.

The Iron Horseman — Adventures in the early days of railroading in the Southwest. Pilot, to be produced by Mirisch Video for NBC-TV, with William H. Wright as producer, was written by Leslie Stevens and Richard Alan Simmons.

The Islanders — Attractive con-girl teams up with two young adventurers (male) to start an air line operating among the islands of the South Pacific. Diane Brewster, Bill Reynolds and James Philbrook are starred. MGM-TV has completed pilot for ABC-TV. Producer: Richard Bare, who also created the series of hour-long programs.

Jericho — A gentleman gunman (Guy Madison) accepts assignments as an unofficial secret service agent for the President and others in a late 19th century period. Guy Madison Production is packaging; Herb Meadow wrote the pilot, which was produced by Helen Ainsworth, with Herbert Mendelson as associate producer.

Joe Domino — A man who, for money, will get done things not easily accomplished through usual methods, is the title character in this series which Filmways TV Productions is preparing. Al Simon is producer. Leonard Heide-man wrote the pilot, which will be filmed when the lead has been cast.

Jinx Dandy — John Raitt, portraying a traveling salesman in the West in the 1890’s, will occasionally do a bit of singing along with his acting. Filmaster is packaging this series, created by Herman Hoffman and Jack Emanuel, with Ned Perrin as producer. Pilot is completed.

King of Diamonds — The New York diamond market is the setting for this CBS-TV packaged series, which Harry Tatlemann will produce. Harold Medford wrote the pilot.


Las Vegas Beat — The nation’s gambling capital and its lavish entertainment spots provide the background for this series to be produced by Goodson-Todman in association with Fenady-Kershner-Kowalski. Andrew Fenady, Irwin Kershner and Bernard Kowalski, conceived the idea and will serve as writers and producers of the series.

Latitude Zero — Adventures underwater comprise the science-fiction type
series, filmed in color and combining live and animation sequences with special effects. Created by Anne and Tod Sherdenam, Don Sharpe and Warren Lewis are co-producers. Not cast yet.

Love and War—A pair of twin camera men, Richard Greene and Robert Strauss, chase news, adventure and dames in this comedy-adventure series to be filmed by Revue Productions for CBS-TV. Producer: Richard Irving. Initial episode will be seen as a G.E. Theatre program.

The Man—An undercover operator (Neville Brand) fights crime on a global scale in this series created by Bernard Girard, who is also writer-producer, with Philip N. Krasne as executive producer. Pilot was filmed at California Studios.


Man on the Beach—The seaside suburb of Los Angeles, Santa Monica, is the scene of this detective series, produced by La Mesa Productions in conjunction with CBS-TV. Dewey Martin and Lucy Marlowe star in the pilot. Al Scalpone is the producer.


Mountain Man—Rocky Mountain guides are the heroes of this CBS-TV produced series, starring Peter Palmer. James Gunn and Hunt Stromberg Jr. created the story idea, pilot was written by Kathleen Hite, produced by Norman Macdonnell, directed by Louis King.

Naked City—New York policemen are the heroes of this hour-long series, sequel to half-hour series now on ABC-TV and headed for the same network. Herbert B. Leonard is producer. Filmed in New York by Screen Gems.

Port of Entry—Spies, narcotic smugglers and gunrunners are only a few types against whom the U.S. Immigration Service maintains constant vigilance. A USIS New York area operates is the hero of this action series, which Jack Chertok Productions is making for NBC-TV. Barry Trivers wrote the pilot which Mr. Chertok will produce.

The Quiet Three—Guitarist Duane Eddy starts as a musician with a traveling band in this TV tape series of adventure with music, produced by Gregmark Productions. Ben De Motto wrote the pilot. He and Mr. Eddy are co-producers with Lester Sill and Lee Hazlewood.

Raven—Lt. Raven of Los Angeles County sheriff's office patrols Sunset Strip in this series to be produced at Screen Gems for NBC-TV. Jonas Sackheim and Donald L. Gold created the 60-minute series. William Sackheim will be executive producer. Stars: Skip Homeier, in the title role, and Paul Anka. Lewis Reed wrote the pilot.

The Renegade—Two young opportunists, an Englishman and an Irishman, find America in Civil War time an ideal place to pursue their search for adventure, gold and girls. Mahin-Rackin Productions filmed a pilot at MGM of the hour-long color program for NBC-TV. John Lee Mahin and Martin Rackin are co-producers of the series they created and will write some of the episodes. Steve Cochran and Richard Ney portray the two principal characters.

Rogue for Hire—A World War II aviator, still seeking adventure, becomes a charter pilot. Created by Seton I. Miller, with Philip N. Krasne as producer, the series stars Jerome Thor. Pilot was filmed at California Studios for CBS Films.

Route 66—Two teenage boys (Martin Milner and George Maharis) seek and find adventure on the road. Herbert B. Leonard is producing the pilot for the 60-minute series which Screen Gems will release.


Sea Rover—Adventures on the high seas make up this series, which Jana Enterprises will co-produce with Screen Gems. Art and Jo Napoleon, who created the series, will also be its writers and directors. Harry Ackerman will be executive producer. Still in planning stage.

Shock Squad—The advance unit of the Dade County, Fla. (Miami) sheriff's office lives up to its nickname in this series, created by John Florea, who is producing it for Vortex Productions. Pilot will be filmed this spring.

Simon Lash, Detective—Frank Gruber created this Allied Artists series, the adventures of a detective in today's West, with Jock Mahoney in the title role. Pilot is completed. Series will be syndicated by ABC-TV Films.

Sinbad the Sailor—Animation and live action are combined in this color series which Charles Schnee Productions and Screen Gems will co-produce.
We of BMI are proud to receive this honor...

AN APPRECIATION

FOR TWENTY YEARS BROADCAST MUSIC, INC. HAS HELD WIDE OPEN THE DOOR OF OPPORTUNITY FOR AUTHORS, COMPOSERS AND PUBLISHERS OF ALL TYPES OF MUSIC.

IT HAS SOUGHT THEM OUT IN EVERY CORNER OF THE COUNTRY.

IT HAS NURTURED THEM, AND ENCOURAGED THEM, AND ABETTED THEIR DEVELOPMENT IN EVERY HONORABLE, MEANINGFUL MATERIAL AND SPIRITUAL MANNER.

AND IN SO DOING, BROADCAST MUSIC, INC. HAS IMMEASURABLY ENRICHED ALL OF AMERICAN MUSIC.

AS MUSIC PUBLISHERS, AUTHORS AND COMPOSERS WHO WERE THUS ENABLED TO MAKE OUR OWN INDIVIDUAL CONTRIBUTIONS TO THE MUSICAL WEALTH OF OUR NATION AND THE WORLD, WE, ON THE OCCASION OF BROADCAST MUSIC, INC'S 20TH ANNIVERSARY, HEREBY EXPRESS OUR DEEPEST APPRECIATION TO BMI AND ALL ITS OFFICERS, DIRECTORS AND EMPLOYEES.

FROM THE FAMILY OF

B.M.I.

MUSIC PUBLISHERS, AUTHORS AND COMPOSERS

FEBRUARY 9TH, 1960

BROADCAST MUSIC, INC.

589 Fifth Avenue

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FM

TRANSMITTER

Superior in every way! That's the opinion of experts reviewing the circuitry and cabinetry of the most powerful FM transmitter in regular production—the GEL FMT10A. Built by the quality manufacturer of successful multiplex equipment, and a leader in quality high power FM.

General Electronic Laboratories, Inc.
136 Massachusetts Ave. Cambridge, Mass., University 4-7920, Sal Fuchino, Broadcast Sales Mgr.

See the GEL FMT10A on display during the NAB Convention in Booth 35. Or visit the Hospitality Suite 1200, Conrad Hilton.

Sold Nationally by:

VISUAL ELECTRONICS CORP.
256 WEST 49TH STREET
NEW YORK 18, NEW YORK

PENNSYLVANIA 4-S840.

this summer or fall for release in 1961. Producer: Seymour Dorner.


Solitaire — Unlike the Maverick brothers, who operated in the old West, the brothers Solitaire make modern Paris their headquarters. Warner Bros. is producing this hour-long series for ABC-TV.

Squad Car—The calls come in to Police Headquarters and the squad cars go out in this series based on the records of the Los Angeles Police Dept., packaged by Key Productions for syndication by Crosby/Brown Productions. Ed Leftwich is producer-director. Paul Bryant stars.

Sunken Treasure — Adventures of a salvage crew seeking buried treasure, packaged by Herts-Lion with Seaquarium in Miami as co-producer.

The Sword—Color series based on action Bible stories, to be packaged as either half-hour or full-hour programs by Herts-Lion. Four scripts and 13 outlines completed.

Third Platoon — Drama, comedy, tragedy are all present in this World War II series produced by Jaguar Productions in association with Paramount Tv. Aaron Spelling wrote and produced the pilot, with Alan Ladd as executive producer.

36 Maiden Lane—An insurance investigator’s office in downtown Manhattan is the scene of this adventure series, co-starring Scott McKay and Diana Van Der Vlis. CBS Films will produce in New York, where George Justin, producer, will film the pilot starting April 6.

Thriller—Boris Karloff will be host to this anthology of hour-long mysteries, including adaptations of novels and short stories and also original scripts. Hubbell Robinson Productions is filming the pilot at Revue for NBC-TV, with Fletcher Markle as producer.

Turnpike—New Jersey State Troopers, patrolling the turnpike between New York and Philadelphia, are the heroes of this series which CBS Films will film on location along the New
Take four... from RCA Recorded Program Services

The Automotive Sales Library
New and unique: a powerful radio commercial campaign designed to tap the largest source of local radio revenue — new and used car dealers — plus every other business associated with automobiles. In the package: over 700 lead-ins, spots, and "featurettes," including hints for car-owners, and informative sell-spots on every make of used car from 1954 through 1959.

Thesaurus Musical Library
Now in preparation: a series of 200 L.P.'s containing 2000 selections—all specially programmed for 15-minute broadcasts. These selections are the cream of the Thesaurus music library and new releases added monthly keep you right up-to-date.

The Jackie Robinson Show
An exciting new five-minute radio series starring one of the nation's most dynamic sports personalities, and his big-name guest stars (such as Ed Sullivan, Don Drysdale, and Johnny Mathis) with anecdotes of great sports events. Audition "Jackie Robinson's Sports Shots." It's available for sponsor presentation now.

Thesaurus Commercial Library
A low-cost, high-potential commercial radio service that gives local stations the big-time sound. The Library consists of commercial campaigns, station promotion IDs, singing jingles, etc., and each month new additions are made to keep you on top in the solid-selling Sixties.

At the NAB Convention: Get the full details on these and other Thesaurus features in Suite 600 of the Conrad Hilton.

RCA RECORDED PROGRAM SERVICES
New York, Chicago, Atlanta, Dallas, Nashville, Hollywood
PROJECT MERCURY SPACE CAPSULE, being developed by the McDonnell Aircraft Company, will orbit the earth with a human pilot. Western Electric was selected by the National Aeronautics and Space Administration to head up the industrial team that is building the world-wide tracking and ground instrumentation network necessary to keep in contact with the space capsule.
As the space-age becomes a reality, Western Electric's arsenal of communications experience continues in the service of the nation . . . tracking astronauts and missiles in space and shielding the nation with far-flung electronic networks.

Because of our vast background in handling complex electronic and communications projects for the Bell Telephone System, the Government has selected Western Electric as prime contractor on vital military communications, defense and tracking networks.

With high-speed intercontinental bombers in the '50s came the urgent need for electronic warning systems. When the Air Force decided to build a fence of radar stations across the Arctic, Western Electric was named prime contractor and completed the massive project in just 32 months. This Distant Early Warning (DEW) Line—since extended to the Aleutian Islands and soon across Greenland—will stretch 5,000 miles in our defense.

We have also been asked to provide management services for the construction of the Semi-Automatic Ground Environment (SAGE) System and to design and build the rearward communications for BMEWS. SAGE will be a complex of inter-connecting computers, radars and other equipment making up electronic ground environment in each Air Defense Sector. BMEWS will use long-range radar installations for rapid warning and precise, trajectory predictions of enemy ballistic missiles.

W.E. has been recently named by the National Aeronautics and Space Administration to lead an industrial team which is engineering and installing the global tracking and control system for manned space vehicles. This is "Project Mercury," planned for next year to orbit an astronaut 120 miles in space.

We at Western Electric are indeed proud to help provide the United States with the best military communications, warning, and tracking systems that modern science can achieve.

White Alice Station perches among some of the roughest terrain in northwestern Alaska. Built by W.E. for the United States Air Force, the 33-station system provides Alaska with greatly improved military and civilian long distance communications.

SAGE Projection Screen presents situation display to Sector Commander at Semi-Automatic Ground Environment direction center—allowing a potential enemy air attack to be quickly detected and missiles and fighter aircraft directed to selected targets.

DEW Line Station on Baffin Island is part of the largest single defense system ever constructed—an operating radar system across the top of North America, having its own communications network.
Jersey turnpike. Frank LaTourette is producer. Pilot will be made this month.

The Venturers—Three war veterans acquire a miniature submarine which they use for salvage and other underwater exploits. Herbert B. Leonard is producing the series in Italy for release through Screen Gems. Sterling Silliphant is the writer. Stars are James Brown, Johnny Seven and Kier Dullea.

The Victim—Files of the Los Angeles coroner’s inquests are dramatized in this series which Herts-Lion is packaging for syndication by Official Films. Five scripts by various writers have been completed.

Whispering Smith—Detection in the old West is the theme of this hour-long series, with a background of the Denver Police Dept. in the 1870’s. MCA-TV is producing this series, being filmed at Revue for NBC-TV. Producer: Herbert Coleman. Executive producer: Richard Lewis. Various writers. Stars: Audie Murphy, Guy Mitchell, Sam Buffington.

Whodunit—Mystery anthology, each program produced so the viewer has all the clues needed to identify the criminal before he is revealed on camera. Pilot, filmed at 20th Century-Fox TV for NBC-TV, was produced by Dominick Dunne, from script by Thelma Schnee. Other programs are by various writers.

Willy Dante—The gambler-nightclub owner played by Dick Powell in the first Four Star series made some years ago is now Howard Duff in the new series being produced by the same company. Aaron Spelling wrote the original script. Mike Meshikoff is the producer. Pilot is completed.

The Yank—A doctor who fought with Sherman returns after the Civil War to help rebuild the South he had helped destroy. Goodson-Todman is producing. Writer-producer: Andrew Fenady. Star: James Drury. Pilot now being filmed at Paramount. ABC-TV has first refusal right.

Young Man With a Badge—A policeman battles juvenile delinquency in this Vortex series, created by John Florea, who will produce the pilot before summer. Bob Hammer wrote the initial script.

Comedy


Morey Amsterdam Show—Veteran comic Morey Amsterdam stars in this five-minute series being packaged by Regis Films for syndication by both tape and film. Shull Bonsall is executive producer; Lee Orgel is producer.

Angel—The groom is American, the bride is French; that’s the special angle of this situation comedy. Jess Oppenheimer is producer of this CBS Films series, starring Annie Farge and Marshall Thompson, which has been sold to CBS-TV for fall release.

Brewster’s Millions—The misadventures of a man who has to spend several million dollars in a specified time, inspired by the best-selling novel of some 50 years ago. Herts-Lion is producing.

Bringing Up Mother—An elderly but lively lady is the central character of this domestic comedy series which is in the planning stage at Screen Gems.

The Brown Horse—Jan Clayton will star in series to be produced by Jack Chertok Productions, with Mr. Chertok as producer.

Calling Miss Peters—Love in a department store furniture department is frustrated by a store ruling against husband and wife working together, in this Screen Gems series. Stars: Elinor Donahue, Tony Travis. Creator: Norman Krasna. Producer: Eddie Buzzell. Executive producer: Harry Ackerman. Pilot will be shown April 25 on Alcoa Goodyear Theatre.

Chuck—Jack Benny’s J & M Productions will produce this domestic comedy created by Henry Garson and Robert O’Brien, after casting and script problems have been settled.

The Fred Clark Show—The home life of a judge, Fred Clark, with Audrey Totter providing the feminine interest, is depicted in this Revue series. Pilot has been completed.

Confidentially Yours—Dan Duryea stars as a human interest newspaper columnist in this Revue packaged series, produced by Richard Irving. Pilot is completed.

Crusoe’s Island—Dave King is starred as a man who works on a privately owned resort-type island in this Ron
THE HABITS
OF THE BRITISH

Read All About Them
THE GRANADA TELEVISION
VIEWERSHIP SURVEY

YOURS FOR FREE!

THIS MONSTER BOOK
weighs Five and Three-Quarter Pounds

Measures twelve by nineteen inches —
dwarfs "Broadcasting"—packed with facts —
what makes British Viewers tick — who views
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GRANADA TV NETWORK

ENGLAND
duPont Award winners — At an awards dinner in Washington are representatives of the donors and recipients of the 17th annual Alfred I. duPont Awards (see AT DEADLINE, March 28). Left to right: Carl E. Lee, executive vice president, Fetzer stations, owner of KOLN-TV Lincoln, Neb., winner of the small station award; A. James Ebel, vice president and general manager of KOLN-TV; Malcolm Klein, executive vice president and general manager of WNTA-TV New York, winner of the large station award; Mrs. Alfred I. duPont; Ted Cott, vice president, CBS News who accepted the commentator award for David Schoenbrun, CBS’ Paris correspondent, and Dr. Fred C. Cole, president of Washington & Lee U., which administers the awards.

The recipients receive $1,000 each in addition to the plaques. Under the terms of the awards program, they have the opportunity to establish scholarships in the communications field in their names and that of Alfred I. duPont at the universities of their choice.

Danny Thomas Show, also produced by Marterto and also sponsored by General Foods. Time and network of the new series are not set.

Grindl — A domestic sent each week by an employment agency to a different assignment, Grindl (played by Mary Grace Canfield), meets what Screen Gems, packager of the series, describes as “tragedy, but a delightfully tongue-in-cheek sort of tragedy,” on her various jobs. David Swift is creator-writer-director-producer. Pilot is available.

Guestward Ho — Joanne Dru and Mark Miller portray the young couple from New York who try to run a dude ranch in New Mexico, adapted from the Patrick Dennis novel. Desilu is filming for ABC-TV. Producer: Jerry Thorpe. Writer: Ron Alexander.

The Happiest Millionaire — The home life of a rich man who refused to let his money interfere with his thoroughly enjoying himself, based on the Broadway play of the same title. Hampshire Assoc. will produce.

Happy — A young married couple (Ronny Burns and Yvonne Lime), an old uncle (Lloyd Corrigan) and a year-old talking baby encounter amusing problems in Palm Springs, Calif. Ron Com Productions is packager with Manny Rosenberg the producer, Alvin Cooperman the executive producer, George Brown and Frank Gill the writers. Pilot was filmed at 20th Century-Fox.


Harrigan and Son — Pat O’Brien stars in the adventures of a father and son who are also law partners. Produced by Desilu for ABC-TV. Cy Howard is writer, producer and executive producer.

Harry’s Business — The trials and tribulations of a druggist. Alvin Cooperman produces for Ron Com. Writers are Barbara Hammer and Henry Sharp. Ray Walston and Elena Verduga are starred. Pilot is completed.

Harry’s Girls — An American entertainer traveling in Europe with four show girls; that’s the theme of this series, being produced in Europe by Michel Productions for MGM-TV.

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- Make certain that electronic protective devices are functioning properly.
- "Break-in" new tube in accordance with instructions in the RCA-6448 technical bulletin.
- Raise filament voltage gradually (prevents undue thermal stresses in the filament). Run both filament sections at same voltage—obtained from well-regulated supply.
- Operate filament at lowest voltage practical for adequate emission (not less than 1.25V per section). During standbys of up to 2 hours reduce filament voltage to 80% of normal value. For longer periods, turn off filament power.
- Avoid stresses at ceramic seals—especially when tightening or removing water fittings.
- Operate spare tubes periodically.
- Keep all tube surfaces CLEAN—to avoid leakage and voltage breakdown.
KJEO-TV
Central California's #1 Prime Time Station with proof from the viewers themselves:

**Hooray for Hollywood**—Movie exploitation is spoiled in this story of the unhappily married couple, played by William Bendix and Elizabeth Frazer. Pilot was written by Arnold Rosen and Coleman Jacoby.

**I Married a Dog**—Rapp-Krasne Productions are keeping the pilot line top secret until the pilot is ready to show. Philip Rapp is producer; Philip N. Krasne is executive producer.

**Ivy League**—A middle-aged ex-Marine decides to get a college education in this series produced by Jaguar Productions in association with Billbin Productions. William Bendix is starred. Jameson Brewer and Dan Nathan created the series. Everett Freeman produced the pilot, filmed at Revue. Alan Ladd was executive producer.

**Killer Diller**—A marshal who would rather sing than fight is the hero of this series, packaged by Warner Bros. for ABC-TV.

**The Law and Mr. Jones**—The domestic life of a lawyer, played by James Whitmore, is the setting of this domestic comedy series, produced by Four Star and purchased by Procter & Gamble. Cy Gomberg is creator writer-producer.

**The Major and the Minor**—Gisele MacKenzie will star in this Jack Chertok series.

**Man of the House**—A fatherless 12-year-old boy (Teddy Rooney) assumes family responsibilities in the Rapp-Krasne series. Philip Rapp is producer and writer in collaboration with Richard M. Powell; Philip N. Krasne is executive producer. Pilot was filmed at California Studios.

**My Sister Eileen**—Anne Helm is the beautiful - but dumb Eileen, Elaine Stritch her harassed sister Ruth, in the tv version of the successful stories, play, movie and musical. Screen Gems has completed the pilot, written by Don Beaumont, directed by Oscar Rudolf, produced by Winston O'Keefe.

---

**No Place Like Home**—Gordon and Sheila MacRae portray themselves in this family comedy centering on the home life of a tv actor-producer. Home James Productions is producing the pilot, created and written by Ed James, in association with NBC-TV.

**Oh, Those Bells**—Three brothers, named Bell in the script but portrayed by the Wiere Brothers, work for a theatrical property house in this series, co-packaged by CBS-TV and Davana Productions, which also features Henry Norell and Carol Bryan. Sam and Jules White are producers, with Ben Brady as executive producer.

**One Happy Family**—Three generations are involved in this family comedy, featuring Dick Sargent and Jody Warner as the young couple, Jack Sheldon and Elizabeth Frazer as the father and mother and Jack Kirkwood and Ceo Meredith as the grandparents. Goodson-Todman is filming the pilot at Desilu for NBC-TV. Produced and written by Sid Dorfman and Al Lewis.

**Open All Year**—Alan King stars as a nightclub comic who retires to a New Hampshire hotel in this comedy series produced by Phil Silvers' Tracnan Productions for CBS-TV. Pilot was filmed in New York.

**Peter Loves Mary**—The popular nightclub team, Peter Lind Hayes and Mary Healy, play a suburban husband and wife, not entertainers, in this Four Star series, created, written and produced by Don Simon. Pilot is completed and series sold to Procter & Gamble.

**Picture Window**—Created and written by Max Shulman, produced and directed by Rod Amateau, this comedy of suburbia is co-produced by Cottage Industries (owned by Shulman and Amateau) and 20th Century-Fox Television. CBS-TV reportedly interested in the pilot, which was filmed in February.

**Pete and Gladys**—The neighbors of December Bride blossom out in a series of their own, starring Harry Morgan, Cara Williams and Verna Felton. CBS-TV has filmed the pilot. Producer: Parke Levy. Writers: Bill Manhoff and Mr. Levy.

**Room For One More**—Warner Brothers is producing this series, based on the movie about George and Anna Rose and their adopted children, for ABC-TV.

**The Three Stooges Scrapbook**—Made tv headlines by their old movie shorts, the Three Stooges operating under Com-
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edy III Productions are now producing their own TV series, each program being half live action, half animated cartoons. Norman Maurer is producer; Elwood Ullman is writer.

Three Wishes—A lovely girl (not yet cast), a genie (Rustavo Rajo) and an Arabian Nights type lamp are the basic elements of this series which Sharpe-Lewis Productions is packaging for NBC-TV. Series was created by Douglas Fairbanks Jr. and Robert Riley Crutch-er. Don Sharpe and Warren Lewis are co-producers.

Time Out For Ginger—The lives and loves of the subteen set, adapted for TV from the Broadway hit show by Ronald Alexander. Ziv is producing.

Tolliver's Trolley—The people who regularly ride the streetcar between downtown Los Angeles and Venice, seaside suburban community, are central characters in this series, to be pack-aged by a new company which Phil Karlson will organize on his return from Okinawa, where he is directing the movie, "Hell to Eternity." Series was created some years ago by Mr. Karlson and Steve Allen.

The David Wayne Show—A writer who works at home, when his family permits him to, is played by David Wayne in this Revue series, based on the book by Arthur Marx, who also wrote the pilot, which has been completed.

The Wonderful World of Wilbur Pope—The magazine stories of Walter Brooks about a talking horse are the basis of this TV series, projected by Film-ways TV Productions. Arthur Lubin will produce.

Drama
Band of Gold—James Franciscus and Suzanne Pleshette play husband and wife in each program of this anthology series, but a different married couple each week. Bud Norman created the series; Katherine and Dale Eunson are the writers; Norman Lear is the producer for Tandem Productions, which is packaging the series in association with Paramount Pictures. Pilot has been completed.

The Defenders—A father-son lawyer team (E.G. Marshall and Robert Reed) are the major characters in this Reginald Rose 60-minute series, based on an old Kraft Theatre program. Palitius Productions and CBS-TV are co-producers. Herbert Brodkin is executive producer. George Justin produced the pilot at MGM-TV.

Dr. Kate—The life story of a woman country doctor, to be played by Jane Wyman, will be depicted in this series, based on the biography of the late Dr. Kate Newcomb by Adele Comandini, to be produced by a new company being formed by Miss Wyman, Miss Comandini and Josef Shaftel, the producer. Pilot will be filmed by Film Master Productions.

Dr. Killcave—Aging experience vies with young enthusiasm in a hospital setting in this TV adaptation of the motion picture series. Lew Ayres and Joe Cronin star, Collier Young produces for MGM-TV.


Henry D.—A small town lawyer is the central character in this dramatic series which Tandem Productions is packaging in association with Paramount Pictures. James Hanlon wrote the pilot, which has been filmed. Bud Yorkin directed; Norman Lear produced; Charles Aidman and Tex Ritter are starred.

Logan—A young lawyer in a New York law firm is the central character in this hour-long series that Hubbell Robinson is packaging for ABC-TV.

333 Montgomery—Real-life courtroom adventures of Jake Erlich, San Francisco trial lawyer, taken from his book, Never Plead Guilty, are the basis of the TV series being packaged by Screen Gems. Gene Roddenberry wrote and produced the pilot, filmed in San Francisco, with Robert Sparks as executive producer and DeForest Kelley as the lawyer.

M.R. — International lawyers help Americans abroad get out of legal entanglements in this series to be filmed by Vortex Productions. Charles Beaumont wrote the initial script. John Florea is creator-producer.

Municipal Court—True-to-life tragedy and comedy are shown in these courtroom adventures, produced in documentary fashion by Hollis Productions and TV taped by Paramount Tele vision Productions. Producer: Larry Menkin. Writer: Marvin Petal. Star: Charles Irving. 78 episodes completed for syndication by PTP.

Barbara Stanwyck Theater—After a year's preparation, this series can be
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128 (PROGRAMMING)

BROADCASTING, April 4, 1960

developed either as a single-character series, starring Miss Stanwyck as a Hong Kong adventuress-gambler, or an anthology with Miss Stanwyck as regular hostess and occasional star. Louis F. Edelman is packaging in association with NBC-TV. Producer: William H. Wright, with various writers and directors.

Underground U.S.A. — Coleen Gray stars as Marion Miller, undercover agent and the nation's most decorated woman in this Rox Productions package, created and produced by Alyce Canfield, with Lew Landers as executive producer. Pilot has been completed. ABC-TV has the series under option.

Youth Court — Juvenile Court proceedings are simulated in this quasi-documentary series video-taped by Paramount Television Productions for Hollis Productions. Producer: James Tracy. Writer: Marvin Petal. Russell Lane plays the judge. 78 episodes completed for syndication by PTP.

Western

The Avenger — The Sundown Kid (played by Vic Morrow) seeks down his father's killers through the old West in the days immediately following the Civil War. NBC-TV is packaging. Producer: David Dortort. Pilot, written by Clair Huffaker and directed by Christian Nyby, will be used as a Bonanza episode.

Bordertown — A town on the Mexican border provides excitement for people from both sides of the line and, it is hoped, entertainment for today's tv audience. Ed Nelson stars in the pilot, written and produced by Aaron Spelling. Four Star is the packager.

Brady—Mike Road and Robert Gist are featured in this Jack Chertok series. Pilot was made at MGM.

The Code of Jonathan West — An ex-Confederate officer (Fess Parker) tries to build a useful life for himself in the post-Civil War West. Hampshire Assoc. filmed the pilot, produced by Harry Tatelman and written by John Paxton, for CBS-TV. It will be previewed on the General Electric Theatre on CBS-TV, April 17.

Defiance — A fort on the Western prairies in the post-Civil War era is the scene of this hour-long series, created and written by John Champion. Revue Productions expects to film the pilot this week.

The Frontiersman — A gun-toting teacher who preferred to fight with books but could use his fists or, as a last resort, his gun, is played by Gene Evans in this Mirisch-McCrea series. Producers: Walter Mirisch and Joel McCrea. Writers: Robert Schaefer and Eric Freiwald. Pilot filmed at Four Star. Joel McCrea is available for guest appearances.

The Hanging Judge — Isaac Parker, judge of the Oklahoma Territory, where he was feared by the outlaws for his swift and sure justice, was the real life original of the character played by Frank Lovejoy in this Mirisch-McCrea series. Walter Mirisch and Joel McCrea are co-producers: Franklin Coen wrote the pilot, filmed at Four Star. Joel McCrea will make an occasional guest appearance.

Hard Cases — Dean Jones portrays a working cowhand who settles hard cases himself in this Four Star series, based on the Luke Short novel.

The Hawk — A soldier with a special mission rides into the post-Civil War West, two Indians at his sides, in this series being packaged by CBS Films. Producer: Aubrey Schenck. Director: Howard W. Koch. Star: Richard Coo- gan, with John Drake and Armand Alzamoro as regular members of the cast. Alfred Newman is scoring the music. Pilot has been completed.

J.P. — Mark Stevens plays the justice of peace in a small town in Northern California, the only law in town. Four Star has filmed pilot for ABC-TV. Producer: Vincent Fennelly. Creator: John Robinson.

The Legend of Tom Horn — An In-
The American people have learned through experience that certain names and symbols stand for quality products: Stradivarius means the best of violins; sterling is the hallmark of fine silver. In music ASCAP means top quality whether in the popular field, Broadway productions, Hollywood motion pictures, or in the field of concert and symphonic music.

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THE BIG
SOUND
Produced by Stars International Productions, Inc.—Hollywood

Indian scout turned Pinkerton detective, Tom Horn is a new type of Western hero, portrayed by Patrick O'Neal in this series, produced by Mirisch-McCrea. Walter Mirisch and Joel McCrea are the producers; Paul Savage wrote the pilot, filmed at Four Star. Joel McCrea will make an occasional guest appearance.

Outlaws — Famous outlaws of the Oklahoma Territory in the 1890's match their wits and shooting skill with U.S. Marshal Evett Caine, played by Barton MacLane in the hour-long series. Douglas Heyes wrote the pilot, filmed in color at MGM-TV for NBC-TV. Robert Bassler is the producer.

Proud Earth—John Larch and Vini Janis star in story of a family which leaves the East to seek a new home in the West, circa 1885. Screen Gems filmed the pilot, written by Sam Rolfe, with William Sackheim as producer and executive producer.

The Reno Brothers — Revenge for the murder of their other brothers is sought by this Western hard riding, hard fighting duo, who made their first appearance on the March 4 broadcast of Johnny Ringo. A Four Star production. Producer: Aaron Spelling. Pilot was written by John Falvo.

Stagecoach West — Stagecoach line from Tipton, Mo., to San Francisco is the background for the hour-long dramas featuring Robert Bray. Richard Eyer and Wayne Rogers. Pilot has been produced by Four Star for ABC-TV. Producer: Vincent Fennelly. Creator: John Robinson.

Tate — The central character is a one-armed, Bible quoting gun slinger. Ron Com Productions produces the series for NBC-TV. Shelley Hull the producer and Alvin Cooperman the executive producer of the series, created by H.J. Link and starring David MacLean. Pilot was filmed at 20th Century-Fox.

Two Faces West — Identical twin brothers, a doctor and a gunslinger, are brought into conflict in this series, created by Jonas Seinfeld and Donald Gold, which Screen Gems is producing for syndication. Robert Sparks is executive producer. Matthew Rapf producer and Edward Rissien associate producer. Charles Bateman stars in the dual role of the brothers. Pilot is available.

The Westerner—A roving cowboy (Brian Keith) and his dog (the original "Old Yeller" made famous by Walt Disney) find adventure in the Southwest in the 1890's. Packaged by Four Star for NBC-TV. Sam Peckinpah is producer-writer. Pilot available.

Wrangler—A typical American cowboy in the best romantic tradition, tall, lean, with a sense of humor, is the hero of this series, in a Montana setting. Jayson Evers plays the lead in what Hollis Productions claims is the first taped Western, to be syndicated by Paramount Television Productions. Producer: Paul Harrison. Executive producer: Charles Irving. Creator-writer: Gene Roddenberry.

Miscellaneous
Adventures of Tintin—(Cartoon). Europe's favorite cartoon character, Tintin, is featured in this series, animated in color by Larry Harmon Productions from the original cartoons of Herge. TV animations are made in seven-minute segments which can be used as daily installments of a strip or combined into a weekly half-hour series. Pilot sequences have been completed.

Adventures of Tom Sawyer—(Juvenile). Mark Twain's famous story of a Hannibal, Mo., boy's adventures will be adapted for television by Screen Gems, with William Sackheim as executive producer. Plans also call for a similar TV series based on Twain's Adventures of Huckleberry Finn.

Big Jake—(Detective). Detective Sgt. (Big Jake) Sloan, middle-aged "policeman's policeman," whose sympathetic nature constantly conflicts with his sense of duty, is portrayed by Andy Devine. John and Ward Hawkins wrote the original Saturday Evening Post stories and are adapting them into TV scripts which Louis F. Edelman is producing in association with NBC-TV. Pilot is available.

Celebration at Circo—(Variety). Paramount Television Productions will tape this series at Circo for syndication, in association with the club's operator, Frank Sennes. Roberta Linn will be hostess. Al Burton is writer-producer. Pilot is completed.

Championship Billiards — (Sports). Jerry Hill created this series of exhibition matches of pocket billiards by outstanding players, taped at KTTV (TV) Los Angeles as hour-long programs which will be placed into syndication. William Griffiths and James Lawson are the producers, for Billiards Productions.

Churchill—(Documentary). Memoirs of Sir Winston Churchill are the basis of this historical series which Screen Gems is producing in conjunction with ABC-TV for broadcasting on that network this fall.
**GATES**

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The system includes, in addition to Cartritape the Recording Amplifier, 4-channel Switcher, Remote Panel and other accessory items.

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The Flagstones — (Cartoon comedy). Modern suburban family transplanted to the stone age is depicted by Hanna-Barbera Productions in this adult cartoon series filmed at Screen Gems for ABC-TV.

Flight to Adventure — (Travel). Faraway places with strange-sounding names are visited by Bill Burrud in this series which will "tell the dramatic, adventurous, suspenseful stories of these wonderful places," according to the producer. Bill Burrud Productions crews are filming the series, financed by KCOP (TV) Los Angeles, for distribution through William Morris Agency.

Henry and His Claymates — (Cartoon). Henry is a panda who plays with sculptor's clay and creates a collection of fantastically shaped forms in this five-minute, full color series which Art Clokey Films is photographing frame-by-frame for syndication in the U.S. by California National Productions and abroad by Fremantle International.

Magic of the Atom — (Educational). The use of the atom is the subject of this series of 26 quarter-hour films, produced by Herts-Lion. Leo Handel is the producer; Marvin Miller and Monroe Manning the co-narrators.

Michael Shayne — (Detective). Richard Denning portrays the Miami detective who is one of the most popular private eyes in mystery fiction, with Patricia Donahue as his secretary-girl friend, Jerry Paris as his reporter pal and Herbert Rudley as Police Chief Will Gentry. Four Star is packaging the hour-long series for NBC-TV. Joseph Hoffman is producer, Robert Florey is director of the pilot, written by Shayne's creator, novelist Brett Halliday.

Mr. Aladdin — (Fantasy). A man with the unusual ability to make wishes come true is the central figure in this series, which Filmways TV Productions is producing in association with CBS Films for 1961 airing. Writer: James Allardice. Producer: Al Simon.

Mr. Keene, Tracer of Lost Persons — (Detective). TV adaptation of the detective program that ran 19 years on radio. Ib Melchior and Leo Handel wrote the pilot for this Herts-Lion series, ABC-TV.

Q.T. Hush — (Cartoon). Animated burlesque of a private eye adventure series, created by Lou Zukor and Rudy Catoldi, this series of five-minute animated programs is designed for daily telecasting, with 10 episodes making a complete dramatic sequence. Animation Assoc. of Hollywood produces for syndication by M&A Alexander Productions.

Sincerely, Maria Palmer — (Advice). Miss Palmer answers letters (Why don't the boys like me? How can I get along with my sister-in-law?) on this 3½-minute taped series, packaged by KTTV Program Sales for syndication. Plan calls for 130 programs.

Sir Loin and the Dragon — (Cartoon). An addlepated knight, whose valet is a dragon, ventures forth in this animated series produced by TV Spots, with Bob Ganon as producer and Shull Bonsall as executive producer. Pilot episodes are completed.

Sweet Success — (Documentary). Successful individuals of all varieties are interviewed by Jack Douglas, who gets them to explain how they achieved success in this series which he created for his Jack Douglas Productions. Independent Television Corp. has purchased the series for syndication. Pilot is completed.


The Unexpected — (Suspense). Man's encounters with phenomena not yet explained by science are dealt with in this hour-long series, to be produced by Hampshire Assoc. for CBS-TV. Producer: Harry Tatelman. Writer: John Paxton.

What Are the Odds? — (Human Interest). People who have succeeded against great odds are interviewed by Bob Warren in this series, packaged by Herts-Lion Productions. Producer-director: Ken Herts. Writer: Leo Guild. 39 episodes are completed for syndication by Official Films.

What Would You Do? — (Panel). Panelists present humorous solutions to everyday problems in this series, based on Leo Guild's column in the New York Post, which Herts-Lion is packaging for network sale.

The World of . . . — (Documentary). A different celebrity will be profiled each week in this new NBC-TV series, which will have a permanent host who will interview the subject and recreate his personal history. Don B. Hyatt is executive producer.
SHOP FROM HOME BY TV. It's raining hard and she's busy. So she presses a button and talks to the store over a two-way TV-telephone. She sees the merchandise in color and makes her choice. Already, they're working on this.

POWER COMPANIES BUILD FOR YOUR FUTURE ELECTRIC LIVING

All kinds of exciting new electric appliances are just around the corner, the inventors say.

One of these days you may shop by TV . . . have an appliance that takes food from the freezer to the range, then cooks and serves it, all electrically . . . and a scrubber that cleans the kitchen floor automatically and scurries back to its own wall-cupboard.

You'll probably put twice as much electricity to work as you do today—twice as much doing chores for you at home, and twice as much helping you in your job.

That's why the hundreds of independent electric light and power companies are building new plants and facilities to double their supply in ten years. They and their millions of owners invest close to $4,000,000,000 a year, which means the companies can build without using taxpayers' money.

In spite of this, certain people are urging the government to build billions of dollars worth of federal electric power systems—on top of nearly $5,500,000,000 of taxpayers' money already spent for such "public power."

You can get more facts and figures about this in a new, free booklet. Just fill in and mail the coupon at the right.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

BROADCASTING, April 4, 1960

POWER COMPANIES
Room 1128-U, 1271 Ave. of the Americas
New York 20, N. Y.

Please send material checked below:

☐ The new, free booklet, "Who Pays for Government-in-the-Electric-Business?" . . . telling how my taxes are affected when the government gets into the electric business, and important facts about the independent electric companies.

☐ Names of companies that sponsor this advertisement.

Name: ___________________ (Please print)
Address: ___________________.
City: ___________________, Zone: __________.
State: ___________________.

133
Pony express rides again
St. Joseph, Mo., prepared elaborate festivities for the centennial of the Pony Express service, highlighted yesterday (Sunday) by a re-creation of the westward mail run from that city. Thereafter, says California National Productions, syndicator of Pony Express, "as in television syndication, there will be reruns of the reruns," with more re-enactments of the run and personal appearances by tv star Grant Sullivan at various points in the West.

Pony Express premiered on WDAF-TV St. Joseph Saturday. Leading up to the big Sunday ride, there were appearances by the series star on tv and at such events as the Pony Express Ball and the Pony Express Parade as grand marshal. Missouri Gov. James T. Blair Jr. and Kansas Gov. George Docking spoke Sunday before the rider started at 2 p.m. on the Overland Trail leading to Sacramento, Calif.

Starting in May, Mr. Sullivan will make appearances at these southwestern stations where American Petrofina Co. is sponsoring the CNP show: KRLD-TV Dallas, KSLA-TV Shreveport, KRBC-TV Abilene, KCBD-TV Lubbock, KVII (TV) Amarillo, KSYD-TV Wichita Falls, KTUL-TV Tulsa, KARD-TV Wichita and KTVI (TV) St. Louis.

In the national Pony Express centennial observance it has been reported that the Post Office plans a special stamp and the Treasury Dept. has been authorized by Congress to strike special commemorative medals during the centennial year. Many historic organizations are observing the event, with President Eisenhower honorary chairman of the centennial association and western governors included in the group.

Pressure-sensitive
Pressure-sensitive auto stickers similar to the familiar "Made in Texas by..."
The equipment listed is but a cross section of the full Collins line. Reliable, high fidelity performance is the result of the straightforward design of Collins broadcast equipment. Whatever your broadcast needs — from microphone to antenna — specify Collins, your one complete source for high fidelity, high quality broadcast equipment.

Newest Additions to the Collins High Fidelity Broadcast Line

212G-1 Speech Input Console — Controls simultaneous broadcasting and auditioning any combination of 9 of 13 inputs.

M-60 Remote Microphone-Amplifier — One hand-size unit combines the functions of a one channel remote amplifier and a dynamic omnidirectional microphone.

M-40 Studio Microphone, M-20 Lavalier Microphone — Dynamic, omnidirectional microphones specifically designed for radio and television use. Smooth response over 60-18,000 cps frequency range.

Automatic Tape Control — Complete continuous programming — at just the press of a button. Automatic cueing and stopping.

Collins Announcer — sets up anywhere with complete three channel studio console facilities. Easily carried in trunk or rear seat of car.

Look for these and many, many more new additions to the quality line of Collins broadcast equipment, at this year's NAB Convention in Chicago, April 3-7.

Call or write your Collins representative for complete information about the new additions to the Collins Broadcast line or write for your free Broadcast Equipment Catalog, Collins Radio Company, Cedar Rapids, Iowa.
WORLD'S MOST ADVANCED TRANSMITTERS - DISPLAYED IN BOOTH 33 AT NAB SHOW BY DESIGNERS AND BUILDERS OF SUPER POWER RADIO —

James O. Weldon
Bill Witty Tom Moseley
Mark Bullock Willie Mitchell
Dick Buckner Ray Tucker
Vernon Collins

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd., Dallas 27, Texas
SUBSIDIARY OF LINO-ALTEC ELECTRONICS, INC.

FRESH-UP FREDDIE AT BUCKINGHAM PALACE

Fresh-Up Freddie, a sales representative for Seven-Up who rather resembles a woodpecker, has just completed a trip around the world. The grand tour was arranged by KTVI (TV) St. Louis with the cooperation of KLM Air Lines as well as St. Louis and national Seven-up personnel.

The project was suggested by a national Seven-Up promotion contest by ABC with its affiliates in support of Zorro. Don Curran, KTVI's promotion manager, came up with the idea of sending a 14-inch doll of the soft drink's trademark item, Fresh-Up Freddie, around the world. And so Freddie, in his transparent plastic travelling case, was wished bon voyage on the Coffee Break program and set off on his adventure, chaperoned by KLM stewardesses.

Hundreds of photographs were sent back to the station as the bird visited over 20 foreign countries. These were incorporated into store displays and shown on KTVI. The Seven-Up bottlers in St. Louis brought out a special Fresh-Up Freddie doll to be offered as a premium for a dollar in addition to coupons attached to six-packs. Over 5,000 were sold in the area. The displays and premiums were heavily advertised on the station through a saturation spot campaign which KTVI says more than compensated for its expense in the promotion.

A midget impersonated the woodpecker throughout St. Louis distributing free balloons, pencils and rulers. He stopped traffic downtown and was well received in schools and hospitals. The St. Louis Seven-Up bottlers reported a strong increase in sales which they attributed to the promotion.

Guide to 'Ivanhoe'

A teaching guide to the Ivanhoe TV film series has been prepared by Screen Gems for use by stations and sponsors as a promotional aide. The guide, decorated with stills of the program, suggests ways in which teachers of several grades can direct their students' interest into various educational channels.

HOWARD E. STARK
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N.Y. Eldorado 5-0405

136 (FANFARE)

BROADCASTING, April 4, 1960
Here's black and white proof of the full coverage you get with

**RADIO HUCKSTERS** and **AIRLIFTS** from **LANG-WORTH**

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- Bakeries
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- Grocery
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- Paint & Wallpaper
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- Sale

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Call for **RADIO HUCKSTERS** and **AIRLIFTS** from **LANG-WORTH FEATURE PROGRAMS, INC.**

1755 Broadway, New York 19, New York, JU 6-5700

**BROADCASTING, April 4, 1960**
NEWSPAPER GETS TORONTO TV
'Toronto Telegram' wins over 8 opponents

Less than a week after completing hearings among nine applicants for a second Toronto television station, the Board of Broadcast Governors on March 25 announced at Ottawa that it had recommended to the Minister of Transport the license be granted to Baton Aldred Rogers Broadcasting Ltd. Owners include the Toronto Telegram, evening daily, 51%; Foster Hewitt, sportscaster and owner of CKFH Toronto, 10%, and Paul Nathanson, president of Sovereign Film Distributors Ltd., Toronto, who owns a minority interest in CHCH-TV Hamilton, Ont., 10%.

Other shareholders in Baton Aldred Rogers Ltd., are Joel Aldred, commentator and commercial announcer, who will be president of the company; Edward S. Rogers, Toronto, who will be vice-president, and whose father started CFRB Toronto, in 1927, and Rai Purdy, Toronto program producer who helped Canadian radio-newspaper chain owner Roy Thomson establish Scottish Television Ltd. at Edinburg, Scotland.

Directors of Baton Aldred Rogers Broadcasting Ltd. include lawyer Charles L. Dubin as secretary, Delbert S. Perigoe, vice-president and managing director of the Toronto Telegram, as treasurer; and Toronto lawyers John W. Graham and Allan L. Beattie. The Toronto ch. 9 station with 325 kw video, and 162 kw audio, and antenna 925 feet above average terrain, is considered one of the choicest Canadian television properties. Baton Aldred Rogers Broadcasting Ltd. is expected to go on the air January 1 with 86 hours of weekly programming, which will have 61.73% Canadian content to meet BBG minimum requirements of 55%. Station will be located in the north central part of Toronto with a split-level studio and headquarters building on a 20-acre site. The building will have three studios. A theatre studio for audience shows will be available in downtown Toronto.

While the Toronto Telegram owns 51% of the voting stock, it will limit its profits to 40% of the total. Its equity ownership will be 42.5%. The Toronto Telegram will supply $1,277,113 of the total capital of $3,000,813. Alfred Rogers Ltd. will supply $1,085,240, Foster Hewitt $319,200, Sovereign Film Distributors Ltd. $319,200, and Heathcourt Blvd. Investments Ltd., $60. Of the $3 million capital, $801,213 will be raised by issuance of common and preferred shares and $2,199,400 in 6% debenture bonds. The company plans spending about $2 million on land, buildings and equipment, $1 million for operations for the first three years. The company expects revenues in the first year of $4,664,900 and expenses of $4,503,500 including $1,046,000 for live programming.

Toronto Telegram ownership, the application revealed, rests in 23,999 common shares held by trusts, the beneficiaries of which are the children of John Bassett, president of the Toronto Telegram, and chairman of Baton Aldred Rogers Broadcasting Ltd., and the children of John David Eaton, department chain store owner of T. Eaton Co. Ltd., largest retail organization in Canada.

In addition to the new ch. 9 station, Toronto viewers are also served by CBLT (TV) Toronto, ch. 6; WGR-TV Buffalo, N.Y., ch. 2; WBEN-TV Buffalo, ch. 4; WKBW-TV Buffalo, ch. 7; and CHCH-TV Hamilton, Ont., ch. 11.

CMQ's bank accounts seized by Castro

The National Bank of Cuba last week froze the accounts of that country's last independent radio- television outlet, CMQ. The move was seen as a prelude to the Castro government's seizure of the network.

The station's leading commentator, Luis Conte Aguero who recently charged that the Cuban government was overrun with communists, also had his account frozen. Señor Aguero has fled to the Argentine Embassy where he has been granted asylum.

Sources at the National Bank said that the action will be followed by a formal investigation to determine whether Goar and Abel Mestre, the network owners, and Señor Aguero, acquired any savings through illegal contacts with former dictator Batista.

The Mestre brothers' holdings include Circuito CMQ, S.A. with tv relay stations in Camaguey, Matanzas, Santa Clara and Santiago de Cuba and an island-wide group of radio stations.

AMPEX All professional recorders readily available in stock including
300's & 350's. SHIP ANYWHERE IN U.S.A.
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BROADCASTING, April 4, 1960
TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Ab-

SUNDAY MORNING
10-11 a.m.
ABC-TV No network service.
CBS-TV 10-10:30 Lamp Unto My Feet, sust., L; 10:30 Look Up and Live, sust., L.
NBC-TV No network service.

11 a.m.-Noon
ABC-TV No network service.
CBS-TV 11-11:30 FYI, sust., L; 11:30-12 cameras Three, sust., L.
NBC-TV No network service.

SUNDAY AFTERNOON
Noon-1 p.m.
ABC-TV 12-12:30 Bishop Pike, sust., L; last play date May 15, 1960. No network service after that date; 12:30-1 John Hopkins File, sust., L.
CBS-TV 12-12:30 CBS-TV Workshop, sust., L; 12:30-1 p.m. CBS-TV News, sust., L.
NBC-TV No network service.

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

2-3 p.m.
ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

5-6 p.m.
ABC-TV No network service.
CBS-TV 5-5:30 Sunday Sports Special, Schlitz, alt. wks.; 5:30-6 Lone Ranger, Gen. Mills, sweets, Lionel, F.
NBC-TV 5-5:30 Contest, sust.; 5:30-6 College Bowl, General Electric, F.

SUNDAY EVENING
6-7 p.m.
ABC-TV No network service.
CBS-TV 6-7:30 To Tell the Truth, sust.; 7:30-8 Maverick, Kaiser, Dresskett, F.
NBC-TV 6-7:30 Meet the Press, U.S. Tobacco, alt.; 7:30-8 Saver of London, Sterling Drug, F.

7-8 p.m.
ABC-TV 7-7:30 Broken Arrow, Mars, F; 7:30-8 Maverick, Kaiser, Dresskett, F.
CBS-TV 7-7:30 Lastie, Campbell Soup, F; 7:30-8 Denice the Ménagé, Best Foods, F.
NBC-TV Overland Trail, Lorillard, Warner-Lambert, Brock, P&G, F.

8-9 p.m.
ABC-TV 8-8:30 Maverick, cont.; 8:30-9 Law

PROGRAMS, TIMES, SPONSORS
Published first issue in each quarter.

9-10 p.m.
ABC-TV 9-9:30 The Rebel, F; 9:30-10 The Alaskans, L.
CBS-TV 9-9:30 GE Theatre, Gen. Electric, F.

10-11 p.m.
ABC-TV 10-10:30 The Alaskans, cont.; 10:30-11 Johnny Staccato, Alberto-Culver, F.
CBS-TV 10-10:30 Jack Benny Show, alt. with George Gobel Show, L.

11-11:15 p.m.
ABC-TV No network service.
CBS-TV Sunday News Special, Whitehall alt. with Carter, L.
NBC-TV No network service.

MONDAY-FRIDAY MORNING
7-8 a.m.
ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.


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

FOR THE SALE OR PURCHASE OF A RADIO OR TELEVISION STATION

$55,000
CENTRAL CALIFORNIA—Fulltime radio station in fast-growing, extremely prosperous area. Breaking even now but needs owner-manager to realize the potential. $15,000 down and balance on easy terms.

$700,000
TWO MIDWESTERN RADIO STATIONS—Both fulltime network outlets, located so owner can live midway, operate both properties thereby effecting substantial savings. Rich, active, growing, prosperous, agricultural, manufacturing and near summer and winter resort area. 29% down with the balance secured by own assets and payable out over seven to eight years.

$125,000
PACIFIC NORTHWEST—Daytime radio station in market of over 200,000. Price includes land and transmitter building—well equipped. Present owner lives on east coast and this property needs personal owner attention. Price of $125,000 with 29% down.

$1,800,000
VHF TELEVISION STATION—Profitable operation in stable market. We have all the facts here about convention. Terms substantially cash.

$65,000
EASTERN DAYTIMER—In single station Pennsylvania market. On a break-even basis with absentee ownership. $20,000 down and the $45,000 at $9,000 a year.

$100,000
SOUTHWEST FULLTIMER—Single station market. Grossing over $60,000 with excellent ownership earnings. Building and land evaluated at $23,000 go with sale.

TELEVISION STATION

$26,000 down will handle with the balance out over TWELVE YEARS.

$400,000
SOUTHEASTERN FULLTIME REGIONAL—Profitable, popular top Nielsen rating—major market in Carolinas just made available in $400,000 bracket with 25% down and terms can be negotiated. Grossed over quarter million last year . . . running ahead thus for this year. Population projected to increase 100,000 next five years. City retail sales presently $330,000,000.00 and projected to be over $450,000,000.00 in five years.

$125,000
ROCKY MOUNTAIN STATE—Daytimer with excellent dial position in prosperous, fast growing market. Retail trading area population well over 100,000. Station needs fulltime owner-manager attention. Priced at $125,000 with $25,000 down and balance out over ten years.

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BROADCASTING, April 4, 1960

Nationwide • Negotiations • Financing • Appraisals
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, susl., L; 10:30-11 On The Go, susl., F.
NBC-TV 10-10:30 Double Re Mt. Nabisco. Sweets Co., L; 10:30-11 Play Your Hunch, Sterling Drug, L.

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

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.
ABC-TV 12-12:30 Restless Gun, part., F; 12:30-1 Lost Tycoon, part., F.

1-2 p.m.
ABC-TV 1-1:30 About Faces, part., L; 1:30-2 No network service.

2-3 p.m.
ABC-TV 2-2:30 Day in Court, part., L; 2:30-3 Gele Storm Show, part, F.
CBS-TV 2-2:30 For Better or Worse, Lever, Scott and susl. segments, Gold Seal, Dumas Milner, Toni, L; 2:30-3 Art Linkletter's House Party, Kellogg, Lever, Pilbrow, Chicken of the Sea, Carnation, F.
NBC-TV 2-2:30 Queen For A Day, P&G, Block Drug, Culver, Ben-Gay, Nestle, Congoleum, Heinz, Nabisco, Ponds, 2:30-3 Loretta Young Theatre, Nestle, Frigidaire, Heinz, F.

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, Standard Brands, Simoniz, Colgate-Palmolive, Quaker Oats, and susl., L; 3:30-4 The Verdict Is Yours, American Home Products, Toni, Lever, Sterling Drug, Scott, Dumas Milner, Simoniz, Standard Brands, L.

4-5 p.m.
ABC-TV 4-4:30 American Bandstand, part., L.

NBC-TV 4-4:30 Comedy Playhouse, Ponds, Rexall, Proctor Elec., F; 4:30-5 Adventure Time, F.

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

NBC-TV No network service.

6-7:30 p.m.
ABC-TV 6-6:15 No network service; 6:15-7:30 Neus, susl., L.
CBS-TV 6-6:15 No network service; 6:45-7 News (weekly Mon., Tue., Thu., Fri.), American Home Products (alt. Tue., Thu., Fri.), Philip Morris (alt. Wed.), Carter, L.
NBC-TV 6-6:15 No network service; 6:45-7 Runtz-Brinkley News, Texaco, L; 7-7:30 No network service.

11:15 p.m.-1 a.m.
ABC-TV No network service.
CBS-TV No network service.

MONDAY EVENING

7:30-8 p.m.
ABC-TV 7:30-8:30 Cheyenne, J&J, American Chicle, Armour, Ritchie, P&G, Halston, F.
CBS-TV Kate Smith Show, American Home Product, L.
NBC-TV 7:30-8:30 Riverboat, Noxema, Sun- shine, F.

8-9 p.m.
CBS-TV 8-8:30 The Texan, Brown & William- son, alt. with All State, F; 8:30-9 Father
"EARN" did not always mean the same as "GET"

"The more you get, the more you can spend. And this will bring prosperity."

So goes the thinking in many a public expression during the last few years.

But merely getting more wages, without producing more goods, does not bring prosperity. It brings inflation.

To earn more, a man should produce more: by producing more, he earns more. This is simple, old-fashioned logic and old-fashioned morality.

The gimme, gimme, gimme demand every year without reference to earning causes inflation. And inflation can rob us all of the prosperous business promised in the Golden Sixties, because inflation dissipates, destroys savings.

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CLEVELAND 1, OHIO

New products which reduce costs and give the customer more for his money are the soundest means of increasing purchasing power without creating inflation.

Among the many products Republic Steel has developed for residential construction are hollow metal doors. These doors can't warp, swell, or shrink. Moisture and temperature changes cannot affect them. They are engineered to fit right, close tight, open and close smoothly, silently. They're easy to paint to harmonize with interior decorations.

The component includes complete frame, door, and hardware. Installation is fast. Each door is factory-fitted to eliminate cutting and planing on the job. Requires no maintenance call-back expense. Steel doors add lasting value at low over-all cost to any home. Ask your builder about Truscon Steel Doors, built by Republic's Truscon Division.
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**THURSDAY EVENING**

7:30-8 p.m.

**ABC-TV**


**CBS-TV**

No network service.

**NBC-TV**

Laramie, S.M., Warner-Lambert, Anso Camera, P&G, Sunshine Biscuit, Miles, Colbert, F. 8-9 p.m.

**ABC-TV**

8-9:30 Bronco or Sugarfoot, cont.; 8:30-9 Wyatt Earp, Gen. Mills, P&G, F.

**CBS-TV**

8-8:30 Dennis O'Keefe Show, Oldsmobile; F. 8:30-9 Dobie Gillis, Phillips Motor, alt. with Sugarfoot, Brown & Williamson, F.

**NBC-TV**

8-8:30 Laramie, cont.; 8:30-9 Ford Startime, Ford, T.

9-10 p.m.

**ABC-TV**

9-9:30 Riflemen, Miles Labs., Watson, P&G, F. 8-8:30 Colt .45, Brown & Williamson, Whitehall, F.

**CBS-TV**

9-9:30 Tigherose, Pharmaceuticals, L; 9:30-10 Red Skeleton, S.C. Johnson, Pet Milk, F.

**NBC-TV**

9-9:30 Ford Startime, cont.; 9:30-10 Arthur Murray Party, P. Lorillard, alt. with Sterling, L.

10-11 p.m.

**ABC-TV**

10-10:30 Alcoa Presents, Aluminum Co. of America, F; 10-11 Keep Talking, Mutual of Omaha, L.

**CBS-TV**

Corry Moore, C.S. Houck, Kellogg, S.C. Johnson, Polaroid, Pittsburgh Plate Glass, L.

**NBC-TV**

10-10:30 M-Squad, American Tobacco, alt. F; 10:30-11 Ro network service.

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**WEDNESDAY EVENING**

7:30-8 p.m.

**ABC-TV**

7:30-8 Music For a Spring Night, sust., L.

**CBS-TV**

7:30-8 Be Our Guest, American Home Products, Hazel Bishop, Manhattan Shirts, Helene Curtis, L.

**NBC-TV**

8-8:30 Wagon Train, cont.; 8:30-9 The Price Is Right, Lever, Spiedel, L.

9-10 p.m.

**ABC-TV**

9-10:45 Haunt's Eye, Carter, Whitehall. Ritchie, American Chicle, F.

**CBS-TV**

9-9:30 The Millionaire, Colgate, F; 9:30-10 You've Got a Secret, J.S. Reynolds, alt. with Bristol-Myers, L.

**NBC-TV**

Ferry Como Show, Kraft, L.

10-11 p.m.

**ABC-TV**

10-10:45 Wednesday Night Fights, Miles Labs., Brown & Williamson; L; 10-45-11 No network service.

**CBS-TV**

U.S. Steel Hour, U.S. Steel, alt. with Armstrong Circle Theatre, Armstrong Cork, L.

**NBC-TV**

10-10:30 This Is Your Life, P&G, F; 10:30-11 Wheel's Town, P&G, T.

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**THURSDAY EVENING**

7:30-8 p.m.

**ABC-TV**

Steve Canyon, sust., F.

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**SPECIALS ON NETWORK TV IN APRIL, MAY & JUNE**

**ABC-TV**

April 15: 1:30-2 p.m. The Shroud of Turin.

April 22: 7:30-8 p.m. Nintotoka, General Mills, Westclox.

April 27: 11 p.m. Introduction to Paris, Renault.

May 12: 9:30-10:30 p.m. Frank Sinatra Show, Timex.

**CBS-TV**

April 7: 7-8:30 p.m. duPont Show of the Month, duPont. April 8: 9-10 p.m. Manhattan.

April 9: 5-6 p.m. Masters Golf Tournament, Travelers Insurance, American Express.

April 10: 4-5:30 p.m. Masters Golf Tournament, Travelers Insurance, American Express.

April 21: 10-11 p.m. CBS Reports, Bell & Howell, Goodrich.

April 22: 9-10 p.m. Goodrich.

April 27: 10-11 a.m. Women! May 8: 9-10 p.m. Arthur Godfrey Special, Greyhound, Sears Roebuck.

May 7: 5-6:30 p.m. Kentucky Derby, Schlitz.

May 18: 10-11 p.m. Jack Benny Hour, Benrus, Greyhound (repeat of Nov. 7, 1959 special)

May 19: 9-10 p.m. Buck Eye Playhouse, Gen. Motors.

May 21: 5-6:30 p.m. Pimlico Preakness, Schlitz.

May 27: 9-10 p.m. Ringling Bros. Circus.

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**NBC-TV**

April 4: 10:30-conclusion. Oscar Awards, Academy of Motion Picture Arts & Sciences.

April 8: 8:30-10 p.m. Hallmark Hall of Fame, Hallmark.

April 10: 8:30-10 p.m. Our American Heritage, Equitable.

April 15: 8:30-9:30 p.m. Jerry Lewis Show, Timex.

April 18: 8:30-9:30 p.m. Andy Williams Pontiac Show, Pontiac.

April 20: 9-10 p.m. Bob Hope Show, Buick.

April 22: 8-9 p.m. Mark Twain's America.

April 24: 8-9 p.m. Rexall Special, Rexall.

April 26: 10-11 p.m. Jack Paar Special.

April 29: 8-9:30 p.m. Bell Telephone Hour, AT&T.

May 2: 9:30-11 p.m. Hallmark Hall of Fame, Hallmark.

May 6: 8-9:30 p.m. Art Carney, AC/UMS.

May 10: 10-11:30 p.m. Emmalou Jackson, Colgate, P&G.

May 12: 10-11 p.m. Gene Kelly, Pontiac.

May 15: 8-9 p.m. News Special.

May 27: 8:30-9:30 p.m. News Special.

June 3: 8-9:30 p.m. Summer on Ice, Brewers' Foundation.

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295 Delaware Ave., Buffalo, N. Y.

570 Fifth Ave., New York

BROADCASTING, April 4, 1960
CBS-TV 8:00 No network service.

NBC-TV 8:00 Law of the Plainsman, Anesco Camera, Sunshine Biscuits, Renault, F.

8-9 p.m.

ABC-TV 8:30 Donna Reed Show, Campbell Soup, The Real McCoy, P&G, F.


NBC-TV 8:30 Pat Matterson, Sealtest, F; 8:30 Johnny Staccato, R.J. Reynolds, alt. with Bristol-Meyers, F.

9-10 p.m.

ABC-TV 9:30 Pat Boone Show, Chevrolet, L; 9:30-10:30 The Untouchables, L&M, Colgate, Chesterfield, N.B. du Pont, F.

CBS-TV 9:30 Zone Grey Theatre, S.C. Johnson, Gen. Foods, F; 9:30-10 Markham, Scotch, alt. with Renault, F.

NBC-TV 9:30-10 Bachelor Father, American Tobacco, alt. with Whitehall, F; 9:30-10 The Ford Show, Ford, L.

10-11 p.m.

ABC-TV 10-10:30 The Untouchables, cont.; 10:30-11 Take A Good Look, Consolidated Cigars, F.

CBS-TV 10-11 Reunion Revue, Reunion.

NBC-TV 10-10:30 You Bet Your Life, Lever, alt. with Pharmaceuticals, F; 10:30-11 The Lawless Years, Alberto-Culver, F.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV Walt Disney Presents, Ward Baking, Mars, Canada Dry, Derby, F.

CBS-TV Rainhide, Parliament, H.C. Moores, Nabisco, Wm. Wrigley, Colgate, L.

NBC-TV People Are Funny, Greyhound, Glenbrook, alt., F.

8-9 p.m.

ABC-TV 8:30 Walt Disney Presents, cont.; 8:30-9 Man From Blackhawk, Miles, R.J. Reynolds, F.

CBS-TV 8:30 Rainhide, cont.; 8:30-9 Hotel de Paree, Carter, Liggett & Myers, L.

NBC-TV 8:30 Troubleshooters, Philip Morris, alt. with H-A Hair Arranger, F; 8:30-9 Specials, L.

9-10 p.m.

ABC-TV 77 Sunset Strip, American Chicle, Whitehall, Ritchie, R.J. Reynolds, F.

CBS-TV Desilu Playhouse, Westinghouse, alt. wks., F.

NBC-TV 9-8:30 Specials, cont.; 9:30-10 Masquerade Party, Block Drug, Hazel Bishop, F.

10-11 p.m.


CBS-TV 10-10:30 Twilight Zone, Kimberly-Clark, alt. with Gen. Foods, F; 10:30-11 Person to Person, Carter, alt. with AllState, L.

NBC-TV Castles of Sports, Gillette, L.

SATURDAY MORN. & AFTERNOON

10-11 a.m.

ABC-TV No network service.

CBS-TV 10-10:30 Heckle & Jeckle, Gen. Mills, F; 10:15-10:30 Mighty Mouse, Colgate-Palmolive, alt. wks., F.


11 a.m.-Noon

ABC-TV No network service.


NBC-TV 11-11:30 Fruet, General Foods, with Borden, F; 11:30-12 Circus Boy, Miles, alt. with susbt., F.

Noon-1 p.m.


CBS-TV 12-12:30 Sky King, Nabisco, F; 12:30-1 No network service.

NBC-TV 12-12:30 True Story, Sterling Drug, L; 12:30-1 Detective's Diary, Sterling Drug, F.

1-2 p.m.

ABC-TV No network service.

NBC-TV 1-1:30 Saturday News, susbt., L; 1:30-2 No network service.

NBC-TV No network service.

2-5 p.m.

ABC-TV No network service.

CBS-TV 2-2:30 Baseball—Game of the Week, part, L.

NBC-TV 2-2:30 Pro Basketball, Bayuk, Anheuser-Busch, Gen. Mills, L; 4:30-5:30 World Champions Golf, Bayuk, alt., American Safety Razor, L.

5-7:30 p.m.

ABC-TV No network service.

CBS-TV 5-7:30 World Championship Golf, cont.; 5:30-7:30 No network service.

SUNDAY EVENING

7:30-8 p.m.

ABC-TV Dick Clark Show, Beech-Nut, Life Savers, L.

CBS-TV Perry Mason, Colgate, Gulf, Hamm, Philip Morris, Sterling Drug, F.

NBC-TV Bonanza, RCA, L&M, F.

8-9 p.m.

ABC-TV 8-8:30 John Gunther's High Road, Ralston, F; 8:30-9 Leave It To Beaver, Ralston, F.

CBS-TV 8-8:30 Perry Mason, cont.; 8:30-9 Wanted—Dead or Alive, Brown & Williamson, alt. with Kimberly-Clark, F.

NBC-TV 8-9:30 Bonanza, cont.; 8:30-9 Man and the Challenge, Chemstrand, alt. with R.J. Reynolds, F.

9-10 p.m.

ABC-TV Dodge Dancing Party, Dodge, L.

CBS-TV 9-10 Mr. Lucky, Lever, alt. with Brown & Williamson, F; 9:30-10 Have Gun, Will Travel, Lever, Whitehall, F.

NBC-TV 9-10:30 The Deputy, Kellogg, alt. with General Cigar, F; 9:30-10:30 World Wide 60, susbt., F.

10-11 p.m.

ABC-TV Jubilee USA, Massey-Ferguson, Part, F.

CBS-TV 10-10:30 Gunsmoke, Liggett & Myers, Remington Rand, F; 10:30-11 No network service.

NBC-TV 10-10:30 World Wide 40, cont.; 10:30-11 Man From Interpol, Sterling, F.

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FOR THE RECORD
Station Authorizations, Applications
As Compiled by Broadcasting

March 24 through March 30. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna; cp—construction permit; ERP—effective radiated power; vhf—very high frequency; uhf—ultra high frequency; ant—antenna; aural—aural via-visual; kw—kilowatts; mc—megacycles; D—day; N—night; LS—local sunset modulation; trans—transmitter; unlv—unlimited; xc—kilocycles; SCA—subdivisional communications authorization; SSA—special service authorization; STA—special temporary authorization; SH—specified hour. Additional. Announced.

New TV Stations

ACTIONS BY FCC
Kaiser Hawaiian Village, Hilo, Hawaii—Granted for new tv station to operate on ch. 13, ERP 3.7 dbk (13.4 kw) vhf, and 1.4 dbk (1.38 kw) uhf; ant—height minus 679 ft; engineering conditions and subject to causing no interference to Federal Aviation Agency radio installations in Hawaii. Ann. Mar. 24.

The School District of Kansas City Kansas City, Mo.—Waived sec. 3.685 (a) of rules and granted application for new non-commercial educational tv station to operate on ch. 19, ERP 125 dbk (17.3 kw) vhf, and 9.9 dbk (0.77 kw) uhf; ant—height 519 ft. Ann. Mar. 24.


Existing TV Stations

ACTIONS BY FCC

WAPA (TV) Spartanburg, S.C.—By letter, advised that action on application for cp to relocate WSPA-TV from its present site on Paris Mountain to site on Caesar’s Head Mountain and other related changes will be deferred until conclusion of remand proceeding on its application to change trans. site, etc. Ann. Mar. 24.

Ch. 4 TV Translators

ACTIONS BY FCC


Cap Rock Translator System Inc., Memphis, Tex.—Granted for new tv translator stations on chs. 71, 77 and 80 to translate programs of Amarillo tv stations KGMG-TV (ch. 4), KVII (ch. 7) and KFKA-TV (ch. 10), respectively. Ann. Mar. 24.


New Am Stations

ACTIONS BY FCC
Kaiser Hawaiian Village, Hilo, Hawaii—Granted for new tv station on ch. 13, ERP 3.7 db (13.4 kw) vhf, and 1.4 dbk (1.38 kw) uhf; ant—height minus 679 ft; engineering conditions and subject to causing no interference to Federal Aviation Agency radio installations in Hawaii. Ann. Mar. 24.

Galen O. Gilber, Aurora, Mo.—Amended to application for cp for new tv station to change frequency from 1550 to 940, decreased power from 500 w to 200 w, make changes in ant. system (increase height) and change type trans. (710 kc). Ann. Mar. 25.

Carmichael, Calif.—Olympic Best, Inc. 710 kc, 250 w D. P. O. address % D. D. Kahle, 860 Jewell Ave., Pacific Grove, Calif. Estimated construction cost $24,000. First year operating cost $11,000, revenue $12,000. Owners are Harry Pinkenson (66.5%) and others. Mr. Pinkenson is in women’s clothing business. Ann. Mar. 25.

APPLIANCES
West Side Radio, Tracy, Calif.—Amendment to application to change hours of operation from D to unlv, using power 350 w (increase power from 250 w), change ant—trans. location and studio location. Approved for tv station from DA-D to DA-B and N (DA-1), changes in DA system and ground system and change type trans. (710 kc). Ann. Mar. 25.

Applications

Largo, Fla. Mr. Jerry and Mrs. Elizabeth Patella, Largo, Fla.—For new tv station to operate on ch. 24, ERP 7.85 dbk (65 kw) vhf, and 9.9 dbk (7777 kw) uhf; ant—height 516 ft. Ann. Mar. 24.

Jackson, Tenn.—Mr. William H. Martin, 1350 kc, 1 kw D. P. O. address Box 1222, Lake- land, Fla. Estimated construction cost $18,000, first year operating cost $8,000, revenue $9,000. Applicant has interest in WYES Lakeland, WONO Deland, WHYS Osceola, and WRFM, Tallahassee, all Florida. Ann. Mar. 24.

Largo, Fla.—Seminole Best, Co., 600 kc, 1 kw D. P. O. address Box 850 Indian Rocks Rd., Largo, Fla. Estimated construction cost $31,500, first year operating cost $12,371, revenue $46,000. Principals include Robert A. Barber, 2201 South 5th Ave., Portland, Ore. and Norm Bly Jr., 33B-6% each. Mr. Petelle and Mr. Bly are in insurance. Mr. Bly is attorney. Ann. Mar. 25.

San Diego, Calif.—Mr. Herb Robbins, 1310 kc, 5 kw D. P. O. address Box 325 Green Cove Springs, Fla. Estimated construction cost $15,000, first year operating cost $6,000, revenue $9,000. Applicant owns WGRG Green Cove Springs. Fla. Ann. Mar. 24.

For answers to your tape problems, see your 3M representative or write: Dept. MBX-40, 3M Company, St. Paul 6, Minn.

Abbreviations:
DA—directional antenna; cp—construction permit; ERP—effective radiated power; vhf—very high frequency; uhf—ultra high frequency; ant—antenna; aural—aural via-visual; kw—kilowatts; mc—megacycles; D—day; N—night; LS—local sunset modulation; trans—transmitter; unlv—unlimited; xc—kilocycles; SCA—subdivisional communications authorization; SSA—special service authorization; STA—special temporary authorization; SH—specified hour. Additional. Announced.

BROOKLYN, N.Y.—Bedford-Brooklyn Bestg. Corp. 1150 kc, 1 kw. P.O. address 60 Washington Ave., Brooklyn, N.Y. Estimated construction cost $36,000. First year operating cost $10,000. Principals are John J. Hennesy, 50%, and others. Mr. Hennesy is in retail furniture. Ann. Mar. 29.

Edina, Minn.—Edina Corp. 1000 kc, 10 kw. P.O. address 1000 W. 1st St., Edina, Minn. Estimated construction cost $31,000, first year operating cost $10,000, revenue $30,000. Principals are John J. Hennesy, 50%, and others. Mr. Hennesy is in retail furniture. Ann. Mar. 29.

APPLICATIONS

Boise, Idaho—Good Music Bestg. Co. 81.9 mc, 18 kw, P.O. address 820 S. 1st St., Boise, Idaho. Estimated construction cost $25,000, first year operating cost $8,500, revenue $10,000. Principals include Roger L. Hagadone, John W. Warren, and others. Mr. Warren is in stock and bonds. Mr. Hagadone has interest in KGNC-AM, Amarillo. Radio is licensee of KGNC-AM-FM Amarillo, KFYO Lubbock, both Texas. Mr. Hagadone also holds 10% interest in Plainview. Ann. Mar. 29.


Miamisburg, Ohio—Miami Valley Christian Bestg. Assn. 99.3 mc, 6.5 kw, P.O. address 222 W. Main St., Miamisburg, Ohio. Estimated construction cost $9,230, first year operating cost $8,600, revenue $8,600. Miami Valley is a nonprofit, religious association. Ann. Mar. 29.

KCLP Rayville, La.—Granted assignment of license to John Touchstone; consideration $46,000. Ann. Mar. 30.


WABW Annapolis, Md.—Granted assignment of license to ABW Bests. Inc (John Nerris, Samuel Youse and Lester Greenway, who have 75% interest in WQSA Ephrata, Pa.); consideration $116,000. Ann. Mar. 30.

WMAB Munising, Mich.—Granted assignment of license from Charles A. Symon, Stanley L. Griffin, Sr., Paul O. Sprague and Robert T. Griffin, 15%, Robert B. Griffin has interest in KITC San Bernardino, Calif. and is employee of KWKW Pasadena. Mr. Sprague is employee of WMAB. Robert T. Griffin was recently discharged from employe. Mr. Woodall pays $2000 for his shares. Ann. Mar. 28.


WSRA Milton, Fla.—Seeks transfer of control of Santa Rose Bestg. Co. from James D. Smith III; 80% to Fredrick A. W. Davis for $29,500. Mr. Davis has majority interest in WQGC Panama City, Fla., and KASO Minden, La. Ann. Mar. 25.


WINX-FM Amherst, N.Y.—Granted assignment of licenses and common stock from John W. Kluge and Marcus J. Austad (Mark Evans) to Mr. Kluge; consideration $575,000. Comr. Bartley dissented. Assignee owns KLIP and KOST (FM) Dallas, KILL and KROW (FM) Houston, WAKY Louisville, Ky., and, through subsidiaries or affiliates, owns KTSA San Antonio, Tex., KEEL Shreveport, La., and KABT Oakland, Calif. Ann. Mar. 22.

KOMB Cottage Grove, Ore.—Granted assignment of license to Orio and Thelma Bagley to Peter John Okerlund; consideration $55,000, Ann. Mar. 22.


KXYZ Houston, Tex.—Granted assignment of licenses to KXYZ Inc. (Kenyon Brown, president) from (Bill) Crosby Jr., board chairman; consideration $750,000. Assignee is wholly owned by NAFC Corp. (L. Orren, president) and KCOJ-TV Los Angeles, Calif.). Comr. Bartley dissented; Comr. crossed abstained from voting. Ann. Mar. 30.


KSMF Seminole, Tex.—Granted assignment of license to C.C. Woodson and Fred V. Barbee Jr., d/b/a as KSMJ Bests.; consideration $40,000. Ann. Mar. 30.


WETA Washington, D.C.—Granted assignment of license to William M. O'Neill; consideration $88,500. Mr. O'Neill has interest in WJLA, WJZ, WUSA and WTOP; immediate family has 214% stock in General Electric. Mr. O'Neill is president of WKRC General Inc. has interest in 8 am, 5 fm, and 4 tv stations and 14 radio stations. Ann. Mar. 24.

WAKZ AM—FM Charleston, W.Va.—Granted assignment of licenses to Radio WAKZ Inc. (Harley L. Samuels, president and controlling stockholders own WDLB Marshfield, WAVE Black River Falls, Wis., both Wisconsin); consideration $360,000. Ann. Mar. 30.

APPLICATIONS

KHJ Hollywood, Calif.—Seeks assignment of license from L & B Bestg. Co. to Romona Bestg. Co. for $85,000. Principals are Romona Smith, 10%, and Robert E. Smith, 90%; owner of WLAC Nashville, Tenn.; considerate $120,000. Mr. Smith is employee of KHJ. Mr. Smith is disinterested. Ann. Mar. 25.


KVFM San Diego, Calif.—Seeks assignment of control of KVFM from City of San Diego, Calif. to Spectra Bestg. Inc. from Ethel Johnson; consideration $130,000. Assistant City Manager Perley Elwell; consideration $120,000. Mr. Elwell is employee of KVFM. Mr. Elwell is disinterested. Ann. Mar. 29.

WAYX Waycross, Ga.—Seeks transfer of control of WAYX from WQBC, Inc. to WQBC, Inc.; for $28,000. Principals are Jerry J. Neville and Jack Latham, equal partners. Mr. Neville is in news wire service handling; Mr. Latham is employee of KHKA Hollywood, Calif. Ann. Mar. 25.

KRRB Mason City, Iowa.—Seeks transfer of control of Western Bestg. Co. from William J. Johnsrud and two others to Franklin Bestg. Co. by reason of stock transfer of 25% of Franklin common for each unit of two shares of Western common at a consideration of 42.5% of Franklin Bestg. Ann. Mar. 30.


WSGB Savannah, Ga.—Seeks assignment of license from Berkshire Bestg. Co. to The Berkhires Inc. for $1,118,178. Principals are Leonard and Catherine Meen Dowd, 50% each; Mr. Dowd is in advertising. Ann. Mar. 30.

WMIN St. Paul, Minn.—Seeks transfer of control of Franklin Bestg. Co. from William J. Johnsrud and others to William F. Johns Jr., 45.6%, and 17 other stockholders (12 new), with 46% of stock
being offered for public sale. Franklin is owner of WLOD Pompano Beach, Fla., has applied for assignment for other stations. Mr. Johns also controls KSUM, La Crosse, Wis., which he will incorporate all business interest into Franklin, Ann. Mar. 30.


WRKH Rockwood, Tenn.—Seeks assignment of license from Roane Bestg. Co. to B rhythms & Blues, Inc., 100%, for $30,000. Principals are John L. Todd, 30, and Lester Grenewalt, 35%, each, to Henry J. Christal Co., 100%, for $30,000. Includes WKBW (FM-AM). Principals also have interests in WILF LaFayette, Ga., WGBF Liberty, S.C., and WRXW Jackson Valley, Pa., application for rule and decision as amended, Ann. Mar. 10.


KDUK San Angelo, Tex.—Seeks transfer of control of Burkhart Bestg. Corp. from KDKU (AM-FM), 20%, to Rob Brans, 40%, and Phil Crenshaw, 40%, to Rob Brans, 40, and Phil Crenshaw, 40%, in place of station WJFK, 20%, to Betty Durwood John- son, 40%, and Mr. Johnson holds 40% in KVCL Vernon, Tex., and is former owner of KWEL Midland, Tex. Ann. Mar. 24.


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RADIO CORPORATION of AMERICA

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<td>PRECISION FREQUENCY</td>
<td>Precision Frequency Measuring Service</td>
<td>Manhattan, N.Y.</td>
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JINGLES
PLUS
"Deadline Washington"

See You At The CONVENTION
Ask for Marv Kempner or Peter Frank at the Hilton

RICHARD H. ULLMAN, Inc.
295 Delaware Ave., Buffalo, N. Y.
570 Fifth Ave., New York

WHEN YOU GO FM
Join the Many Others Using ITA FM TRANSMITTERS
All powers up to 50 KW!

By Hearing Examiner J.D. Bond
Pursuant to agreements reached by parties on March 24, 1960, continued
further hearing on applications in group 3.

By Hearing Examiner Jaret J. Bond
Granted petition by Pillar of Fire Inc. (WAWZ-FM) Zarephath, N.J., and extended
from March 30 to April 20 on applications for fm transmitters.

By Hearing Examiner Charles J. Frederick
Granted petition by Sedley F. Johnson (KSW-AM) Ponca City, Okla., for

By Hearing Examiner Isadore A. Honig
Issued memorandum formalizing ruling made by examiner at March 5 hearing
in proceeding on application of M & M Broadcasting Corp. for md. of cp for station
WHDC-TV Marathon, Wis., which denied in oral motion of Federal Aviation Agency for
adjournment of hearing of M. J. Knapp's application until final action by commission on
pending petition by Federal Aviation Agency et al. for modification or clarification of

By Hearing Examiner Annie Neal
Granted joint petition of Tri-State Bcstg. Co. (WQRA) Bunnerville, Ga. for
continuance of hearing from March 26 to May 17 in proceeding on its application.

By Hearing Examiner David I. Kraushaar
On own motion, scheduled a prehearing conference for April 24 in proceeding
on applications of Plains Radio Bcstg. Co. and Jacob Wilson Hensley for fm stations

By Hearing Examiner H. Gifford Irion
Continued further hearing conference from 2 p.m. March 16 to 2 p.m. April 1 in
proceeding on applications of Beloit Bcstg. Inc. (WBEL) South Beloit, Ill., et al. Action

By Hearing Examiner Herbert Sharman
Upon request of applicants and without objection by Broadcast Bureau, further
continued hearing conference from March 26 to May 2, and from March 22 to April 25 for
notice of witnesses and cross-examination in proceeding on applications of Lawrence
W. Felt and Good Music Inc. for fm facilities in Carlsbad and San Diego, Calif. Action
Mar. 22.

By Hearing Examiner Charles J. Frederick
Scheduled a prehearing conference for April 22 to proceeding on applications of
Clarence E. Wilson and Mortson Bcstg. Co. for new am stations in Hobos, N.M., and

By Hearing Examiner Elizabeth C. Smith
Granted petition by Mid-American Bcstg. Inc. for leave to amend its application
by proposing new DA for its station KOBY San Francisco, Calif. Action
Mar. 24.

By Hearing Examiner Elizabeth C. Smith
Granted petition by Guildford Advertising Inc., (WPET-FM) and WPET Inc.,
Greenport, N.Y., for leave to amend its application to show change in name from

By Hearing Examiner Charles J. Frederick
Scheduled a prehearing conference for April 12 in proceeding on applications of

By Hearing Examiner Elizabeth C. Smith
Scheduled a prehearing conference for April 10 in proceeding on application for
leave to amend its application by proposing new DA for its station KOBY San Francisco, Calif.

By Hearing Examiner Elizabeth C. Smith
Issued memorandum formalizing ruling made by examiner at March 5 hearing
in proceeding on its application for leave to amend its application to show change in name from

By Hearing Examiner Elizabeth C. Smith
Issued memorandum formalizing ruling made by examiner at March 5 hearing
in proceeding on its application for leave to amend its application by proposing new DA for its station
KOBY San Francisco, Calif.

By Hearing Examiner Elizabeth C. Smith
Issued memorandum formalizing ruling made by examiner at March 5 hearing
in proceeding on its application for leave to amend its application by proposing new DA for its station
KOBY San Francisco, Calif.
KYIC Victoria, Tex.—Granted cp to install new type trans.
KDKE Clinton, Mo.—Granted cp to install new type trans.
WCSH Portland, Me.—Granted cp to install new type trans.
REST Boise, Idaho.—Granted extension of completion date to July 30.
WCAL New York, N.Y.—Granted request for cancellation of SCA.
WMNE Menominee, Wis.—Granted authority to sign-off at 6 p.m., CST, for period April 1 through August 31.
WSKO Marlborough, Mass.—Granted authority to sign-off at 6 p.m., CST, for period April 1 through August 31.
WJIB Court House, Ohio.—Granted authority to sign-off at 7 p.m., for period April 1 through August 31, except for special events when station may operate to licensed sign-off time.
WKA Edison, N.J.—Granted authority to sign-off at 7 p.m., for period April 1 through August 31.
WSM Savannah, Tenn.—Granted authority to sign-off at 6 p.m., EST, for period April 1 through August 31.
KUSE Pendleton, Ore.—Granted authority to sign-on at 6 a.m., sign-off at 6 p.m., for period April 1 through August 31.
WLMJ Jackson, Ohio.—Granted authority to sign-off at 7 p.m., EST, for period April 1 through August 31, except for special events when station may operate to licensed sign-off time.
WAIN Columbia, Ky.—Granted authority to sign-off at 6 p.m., for period April 1 through August 31.
WKOV Weilston, Ohio.—Granted authority to sign-off at 7 p.m., for period May 1 through September, except for special events when station may operate to licensed sign-off time.
WFRA Edina, Minn.—Granted authority to sign-off at 7 p.m., for period April 1 through August 31.

Following applications are at top of processing line:

KPEN (FM) San Francisco, Calif.—Granted cp to increase ERP to 45 kw, increase antenna height to 1,100 ft, and operate trans. by remote control (as shown) for period April 1 through September, except for special events when station may operate to licensed sign-off time.

WDFN Milwaukee, Wis.—Granted cp to install new type trans.
WFIL Philadelphia, Pa.—Granted cp to install new aux. trans. (location of main trans.) and operate trans. by remote control (as shown) for period April 1 through September, except for special events when station may operate to licensed sign-off time.

Applications from the top of processing line:

BP-12858—New, Ashburn, Ga., Emory L. Pope. Req: 1270 kc, 1 kw, D.

Continued on page 157

“HOW TO SELL TOWERS…”

An old friend and customer once wrote to me, saying: “There are two ways to sell towers. One way is to make a d--- good tower; the second way is to be a h--- of a nice guy.” He then added, “You are a master at both.”

Having been in the tower business for a long time, we're sure of the first way—that's why we make a d--- good tower! We try hard at the second way, too, but we'll let you judge for yourself how well we do at that.

Visit us at our suite!

WALTER GUZEWICZ
HENRY GUZEWICZ
DICK EBERLY
JOHN FISHER
BILL WAITHIER

Towers That Stand Up
**CLASSIFIED ADVERTISEMENTS**

*(Payable in advance. Checks and money orders only.)* **FINAL DEADLINE**: Monday preceding publication date.

- **SITUATIONS WANTED** 20¢ per word—$2.00 minimum
- **HELP WANTED** 25¢ per word—$2.00 minimum.
- **SPOTS FOR SALE** 15¢ per word—$1.00 minimum.
- **All other classifications** 15¢ per word—$1.00 minimum.
- **No charge for blind box number.** Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

**APPLICANTS**: If transcriptions or bulk packets submitted, $1.00 charge for mailing (forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

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**RADIO**

**Help Wanted—Management**

Manager for Florida medium metropolitan market. Station owned by established out-of-state broadcasting company. Replies confidential. Box 8168, BROADCASTING.

**Help Wanted—Sales**

Regional sales manager top-rated 5 kw. Proven sales record required. $150 weekly plus commission. Box 9075, BROADCASTING.

**Help Wanted—Announcers**

Opportunity for married staff announcer. Send resume, Texas, Network station, Box 8785, BROADCASTING.

---

**California medium market regional radio station needs man capable of running tight ten person staff—strong on sales and organization. Send resume and references to Box 8858, BROADCASTING.**

**Wanted**. Man who wants to sell not to manage. A man who considers the midwest region as one single market, over 12,000. Terrific opportunity awaits him. Excellent growth city, wholesome community life, new schools—ideal for family man. Other business experience to give up progressive management. Box 8765, BROADCASTING.

**Medium market mid-western daytimer needs general manager. Send full details and references. Box 8985, BROADCASTING.**

**Radio sales manager. Number one in three station market. Network affiliate. Must have proven sales record. Excellent opportunity. $10,000 plus incentive arrangement. Box 9065, BROADCASTING.**

**Assistant manager for eastern station. Need experienced station manager willing to work hard to show capability for eventual management. Sales experience preferred but not essential. Must have car, good employment and personal record. Must be married, must be willing to visit station for personal interview eventually. Good salary plus bonus arrangement. Excellent opportunity for an announcer-salesman who wants to move up. Send resume and photo. Box 9185, BROADCASTING.**

**Wanted, experienced commercial manager for Station WBBT, Lyons, Ga.**

**New York market station WJNR-Newark seeks assistant manager or a major market operations manager. Must have good sales experience and supervise all traffic. Must have a drive and ability to work under pressure.**

**Wanted, experienced commercial manager for Station WBKT, Los Angeles.**

**Sales**

- **$100-$150** weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 8077, BROADCASTING.
- **You do your very best financially in radio sales and have been selling full time for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this South Florida coastal metropolitan market is excellent. We offer an opportunity to advertise to a manager or general manager of one of the 3 stations in the chain. Must have drive and ability to work hard and tell all in the first letter. Box 2835, BROADCASTING.**

**St. Louis-top independent. Top money and future for salesman who loves to sell. Box 5806, BROADCASTING.**

**$100-$150 guarantee Delaware good music station. Need sales idea men with at least three years experience. 60th market. Box 6815, BROADCASTING.**

Are you ready to step up in sales work. Here is an opportunity. Texas. Box 8808, BROADCASTING.

**Small community station in northeast North Carolina seeking man to take over sales department. Excellent future with family group. Must have good references. Also opening for announcer-salesman or announcer-seen. Send resume to WBBT, Wilmington, Del.**

---

**Opportunity for sales vacancy in growing competitive market in central Texas. Send complete resume. Box 8765, BROADCASTING.**

**Opportunity ahead for all-around radio man. Extraordinary extra earning opportunities for selling or production. Advancement possible in growing rocky mountain organization. Fringe benefits included. 60th market. Box 8615, BROADCASTING.**

**Good sales manager wanted. Excellent opportunity waiting. Send resume, photo and references to Box 8515, BROADCASTING.**

**Announcers**

**Opportunity for married staff announcer. Send resume, Texas, Network station, Box 8785, BROADCASTING.**

**Announcer with top ticket, extra earnings for family man. Other business experience to give up progressive management. Must be capable of running tight ten person staff—strong on sales and organization. Send resume and references to Box 8858, BROADCASTING.**

**Wanted . . . Good announcer-maintenance engineer (1st choice) for "quality sound" station. 250 w New England station. For tape return, included postage. Send full details. Box 8545, BROADCASTING.**

**Announcer-saleness quality voice for 25- 00 age. No bound or belts. No need to roll. Send tape to: Manager, KADO, Ripon, Wisconsin.**

**Announcer with first ticket, experienced, or inexperienced with good potential. No experience, western plains, send resume, photo, references. KGDH, Brookfield.**

**Staff announcer who can double on high school sports. Also who can write copy and announce. About June first. Write all inquiries working with popular stations must withstand careful screening. KRLN, Colorado Springs, Colo.**

**Announcer needed by regional station, Fre- mer man interested in selling time. KXOR, Mankato, Minn.**

**Combocom-announcer with first ticket. No maintenance necessary. Must be interested in emphasis on news. Send resume, tape and references to Manager, KXRC, Box 171F, Santa Fe, N.M.**

**New Dallas station has immediate opening for news man. Good basic radio voice imperative. Bright, swinging young-adult music, on top 40 through tape, live Cue & thrill, to 5 KW. 4132 Mockingbird Lane, Dallas, Texas.**

**Wanted: Experienced announcer, married. Send resume to: Gene Stanley, Manager, KZEE, Weatherford, Texas.**

**Wanted: Announcer with first class ticket, maintenance not necessary. WAMD, Aberdeen, Md.**

**Wanted: Experienced announcer/engineer desiring to relocate in small, friendly illi- nois community. Must enter into civic af- fairs and become part of close-knit station operation and community. Will be station’s only engineer and will pull regular ann- oncer-engineering and sales work—require- ment is to keep in line with experience. Send tape, photo and resume to George Walker, Manager, WCRA, Eland, Illinois.**

**Announcer for 5000 watt good music station serving large population area and lush Wisconsin vacation land. Must be experienced newsman and tight production. No authority on news. $85 weekly. Tapes to WCWC, Ripon, Wisconsin.**

**Experienced, mature disc jockey with good sense of showmanship and tight production. Long established adult appeal station in live market. Salary minimum $5200.00. Send tape, photo and details to WDFD, Flint, Michigan.**

**Wanted: Announcer with first phone ticket. Live in the heart of Wisconsin’s vacation- land. Up to $100.00 weekly. Contact Man-ager, WHSM, Hayward, Wisconsin.**
HELP WANTED—(Cont'd)

Announcers

WHYE in Roanoke, Virginia, is opening for ambitious, modern radio-man, capable of a top job. A New Number 1 with swinging but not screaming format. Excellent advancement opportunities. Requirements: Recent training, and expected salary to Bill Victor, Prog. Dir., WHYE.

WK43 Radio, Centre-Macon, Illinois, needs two experienced staff announcers now. Contact Doug Roberts, Tempie 3-4126, Personal interview.

Announcer-Copywriter, Resume, tape, sample copy to WKLZ, Kalamazoo, Michigan.

Saginaw, Michigan, CBS affiliate, looking for young, rising radio personality who is currently employed by Michigan for permanent tight production schedule. Send lrg,photo resume first letter to Fred Kreil, Saginaw, Michigan or call Fred Kreil, Pleasant 3-4426.

WWOL, Buffalo, New York, under new ownership, needs staff announcer. ABC affilie with middle-of-the-road commercial music format. Must be sufficiently versatile to handle some copywriting. Write or call Alan Johnson, Mohawk 1360.

Announcers! Many opportunities for experienced broadcasters. Tapes (include return address) and resumes required by May 15. Contact Paul Barnum, Broadcast Manager, Lemerco Personnel Agency, 530-8th Avenue, New York, N.Y.

Technical

Experienced engineer—East coast (southeast) 3 kw daytime remote control. Send resume to Box 8905, BROADCASTING.

Chief engineer with amusing ability for a Wisconsin radio station. Excellent opportunities. Send tape and resume. Box 9715, BROADCASTING.

Chief engineer for large community antenna system in Louisiana. Background of maintenance and repair, and knowledge of wireless equipment required. Salary—truck furnished. Box 9185, BROADCASTING.

Wanted—First class engineer by 250 watt station in upper New York state. Salary one hundred dollars plus per week. Send resume to Box 9865, BROADCASTING.

Immediate opening for aggressive transmitter engineer. WAMS, Wilmington, Del. Chance to join radio side. Also seek and train "first aid" crew. Rollins Broadcasting, P.O. Box 1389, Wilmington, Del.

First phone engineer. Handy with tools and electrical equipment. Must maintain present equipment and build new am station. No announcing or operating shifts. Just right man. Send resume to Box 9975, BROADCASTING.

Sale

Sales manager, married, age 37, handle announcing chores too. Good background of success. Moving to major market in program, desire to return to small community. Must be experienced. Box 9125, BROADCASTING.

Wanted to lease—Radio station in Rocky Mountain area—by two young, experienced men. Send replies to Box 9105, BROADCASTING.

General manager. Sales background. Medium market stations. 13 years broadcasting. Box 9285, BROADCASTING.

Announcers

Sports announcer play-by-play all sports. Plenty of experience. Box 6385, BROADCASTING.

Experienced dj and newsmen. 23-single, with car. Tape and resume on request. Box 7385, BROADCASTING.

Desire year-round sports schedule. Fully experienced in play-by-play and staff announcing. Family man, 28, 3 years college, 2 years radio-tv school, 3 years radio experience. Has desire and interest in radio-tv combination. Box 9005, BROADCASTING.

Same song... second verse. Qualified announcer, 8 years experience, sales, pd., sports. Prefer "Wabash to Missouri" or "Wabash Valley". Can travel. Box 8125, BROADCASTING.

Negro announcer, 3 years. Desires to relocate. B.&R, gospel, sales. Box 8145, BROADCASTING.

Can you top this! Now working 48 hours for $130. Interested in shortening hours. Number one morning man. Happy adult wake-up show. Box 8215, BROADCASTING.

Young dj, announcer, newsman seeking to relocate midwest or east coast. 1 year experience. Send resume by payola. Box 8585, BROADCASTING.

SITUATIONS WANTED—(Cont'd)

RADIO

Situations Wanted—Management

Sales manager with proven record in radio sales and management plus tv experience desirable. Desires relocation in major and medium-sized markets. Middle-aged, married and well-liked. Excellent references. Box 8875, BROADCASTING.

Management team available, 36 years combined management experience. Versatile. Operate small staff. Outstanding sales and programming. College back- ground. First salary employed. Interested position with profit potential—preferably in Atlantic states. Box 8885, BROADCASTING.

Manager or assistant manager with promotion opportunity. Twelve years experience all phases. Excellent announcer. Good sales ability. Address: Age 33. Box 9015, BROADCASTING.

Wanted to lease—Radio station in Rocky Mountain area—for two young, experienced men. Send replies to Box 9105, BROADCASTING.

General manager. Sales background. Medium market stations. 13 years broadcasting. Box 9285, BROADCASTING.

Situations Wanted—Production-Programming, Others

Jersey station seeks newsmen to gather and write news; requires voice and board operation. Send tape, photo, resume, to Box 9225, BROADCASTING.

Experienced radio announcers needed. Fast, capable copywriter for spot commercials. Excellent working conditions. Above average fringe benefits. Samples to Larry Robinson. Continuity Director, KGLO-AM, F.M., TV, Mason City, Iowa.


Needed a local news man for small, news-minded station. One-man department, sal- ary—preferably night. Contact Manager or Program Director WDL C Port Jervis, N.Y.

PRODUCTION PROGRAMMING, OTHERS

Excellent opportunity for good producer. Number one independent radio, Ohio market, $6,000 plus with multiple company. Box 9225, BROADCASTING.

News director NBC affiliate. Direct completely equipped studio and tv department, supervise department of sister station. Department personnel experienced, intelligent, cooperative. Must be satisfied with present position, send photo and resume. Box 9055, BROADCASTING.

Somewhere, an announcer knows he is qualified. What director? We want sincere young man looking for ultimate in advanced salesmanship, embracing a wide variety of local and national small market, but we're professional and we like people. If you fit, please send phono tape showing production ability, Box 9135, BROADCASTING.

Major New England radio station wants young, male, copywriter to serve as com- pany's voice in similar manner at radio station essential. Forbid bigness, rapport work, and versatility required. Box 9225, BROADCASTING.
Situation Wanted—(Cont'd)

Help Wanted—(Cont'd)

**Announcers**

Television newscaster personality. Large, mid-western appeal. Top-notch news personality. Must have thorough knowledge of newsroom interview techniques. Box 8355, BROADCASTING.

Bright fast-paced d.j. ready for pd for top-rated radio station. Excellent type and sales experience. Send tape, picture and resume Box 9045, BROADCASTING.

Technical

New full powered upper mid-west vhf has openings for experienced engineers. Lattner & Co. Inc. Send resume and photo to Box 7045, BROADCASTING.

Florida living has many advantages. Experienced studio maintenance engineer for network affiliate. Opportunity for right man. Send resume, experience, salary, expected, references and highest first letter. Box 7055, BROADCASTING.

Wanted, first class licensed engineer in studio-transmitter. Experience in all phases of tv required. Immediate opening KOHL-TV, Holdrege, Nebraska. Phone W.M. Greely, WYMN 5-9032.

Wanted—Engineer with first class license for new large radio and tv station. Excellent opportunity to gain experience in both radio and tv. Positions available. Contact Edward M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

WTOW-TV, Savannah, Georgia, needs first class engineer or qualified technician. Will give complete qualifications, references, photographs and salary required from chief engineer.

Television salesmen, familiar all phases, presently employed, excellent background. Box 9045, BROADCASTING.

**Situations Wanted—Management**

Don't mail contract! Interview desired for management—sales management. Box 8665, BROADCASTING.

**Sales**

Executive type salesman with six years experience in major market and ten years in radio sales and management now available. Fast-company type, all above average but primarily interested in sound permanent opportunity. M. Davis, Box 9055, BROADCASTING.

Experienced television salesman, familiar all phases, presently employed, excellent background. Box 9055, BROADCASTING.

Announcers


**Technical**

1st phone. Two years experience operation. Some maintenance of microwave. Box 8665, BROADCASTING.


**Production-Programming, Others**

A rare combination of expertise across the board. Experience in radio, television, and film. Then into television as a director, producer, program sale and producer of both local and network programs.

Address your resume to the Bauer agency plus 7 years of successful sales work for 2 national television companies. Imag- inative sales people make me the best. In other words, either way it's a rare combination ready to go to work for you. Box 7805, BROADCASTING.

**Situation Wanted—(Cont'd)**

Production-Programming, Others

Aggressive television—radio newsmen. 3 years experience mid-west, B.S. degree, appealing delivery, still-motion photography. Box 8655, BROADCASTING.

Imagination and enthusiasm. Producer-director. 4 years major market—awards—top ratings. Will create a program or sell a show. Resume—references. Box 9055, BROADCASTING.

Producer-director: Network isn’t director desires position as director-production manager. College graduate, young family man. Will stop-watch will travel! Box 9075, BROADCASTING.


Help me! I am being held prisoner! Young, impatient news editor trapped three years in Midwest. Box 9075, BROADCASTING.

Assistant to manager with many years experience. Interested in regional network or major city tv sales, program, production, operations, etc.-position. Box 8645, BROADCASTING. New location, contemplating change. Box 9055, BROADCASTING.

Newman. 15 years background. 8 years radio-tv news. Box 9025, BROADCASTING.

FOR SALE

Equipment

Western Electric dual channel console, 4 pre-amps, 2 pgm amps, good condition. $900.00. Box 8675, BROADCASTING.

For sale, Gates remote control. Cabinets included. Looks like new. One half original cost. Box 8665, BROADCASTING.

5 kw tv transmitter channels 2-4. 25 kw amplifiers 1-4 and 7-13. Also sync generators, Polystyrel scanners, etc. Box 8785, BROADCASTING.

RCA type 300 three tower phase monitor; three antenna 6-8 ammeters. Reasonable. Box 8795, Longview, Texas.

RCA 75-kw console, complete. $450. Magnecord PF-7 portable recorder and mixer, $250, Presto 8-6 disc recorder, $150. KEMO, Medford, Oregon.

8-Bay Collins fm antenna, excellent condition, $1,400.00. Perfect for stereo broadcast. 9 kw, Langevin tuner with equipment, 1 Langevin Vu panel, 60 Langevin output transformers with separate Factory wired and rack mounted. Cost $2,900.00. In new condition $450.00. See me at NAB convention by write William O. Barry, WFMF, Nashville, Tennessee.

Two Tap-A duplex tape recorders. Excellent condition. $450 each. R. Lucas, WHAM, Rochester, N.Y.


Recently combined transmitter and studio. No experience required. Remote control unit for sale. Includes: Type M2500 unit; M2411 amplifier; 5-kw transmitter, M114. R.F. amplifier for monitors; M4702c motor driven rheostat used with Collins 20 tv transmitter. Climax remote antenna unit, 79. About four years old. First $650.00 buys complete unit. Contact Wes Ninemer, WTA, Bryan, Texas.

Why buy a transmitter? Build your own with these plans. Box 9025, BROADCASTING. Also financing available. (ad, page 121, March issue of Broadcasting.

Limited quantity new General Electric microcircuit, 80-341. Consider for use in electronic equipment. 20 Fernbank Avenue, Delmar, N.Y.
FOR SALE

Equipment—(Cont’d)

Commercial crystals and new or replacement parts for RCA, Gates, W.F. Whitley and J-K holders, regrinding, repair, etc. B.C. and crystal. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronics Co., Box 31, Temple, Texas.

Test, studio, terminal, transmitting, monitor, (pix freq.) and STL equipment. All in

inventory, as advertised. We buy above also. Electrodont, 550 Fifth Avenue, N.Y.C.

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories Inc., Cedar

Grove, New Jersey, 2-6100. TV video monitors. 8 Mc., metal cabinets starting at $189.00. 30 different models 8 thru 26", Miratel, Inc., 1089 Dione St., St. Paul, Minnesota.

General Radio model 516-C RF bridge. Good condition. Price $200.00. Lewis M.

Owens, Columbia, Ky.

5 kw transmitter Gates BC-SA complete with controls, metal cabinet in good operating condition. Currently on air at KYOK. Houston, Texas. Price $5000. 3 M.O. can be arranged. Available for immediate ship-

ment. Simply Ray, 505 Baronne St., New Orleans, La.

Teflon coaxial transmission line 1/4", 51 ohm. Unused. Suitable for am, fm, vhf, communications, crystals, and some micro-

wave frequencies. RETMA flanges, Write:

Savannah, Georgia, Avenue, Burbank, California.

Microwave transmission line—Andrew 1/4" rigid 51.5 ohm. Teflon insulated. Large quanti-

ty, complete with connectors, elbows, hardware, cables and dehydrating equipment.

New, Unused. Again, Sierra Western Electric Cable Company, 1401 Middle H-. Bar-

row Road, Oakland, California.

Tower erection, tower painting, coaxial line repair and service, service to packaged systems, lighting rods, lightning protec-

tion systems. Financing if desired. Tower Maintenance Co., Inc., 410-10th Ave., N.E.,

Glenburne, Md. Day phone SO, 6-6766—Night and emergency phone SO, 1-1201. Write or call collect.

Receiving and transmitting tubes for all types of communication systems. Complete stock. Immediate delivery. Write for free comprehensive catalog—a most useful reference and pricing guide. Direct to end users. United National Labs, Inc., 940 B Main Street, Paterson, N.J.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 200,000 market population. Financially responsible. Expert operator has exception-

ally innovative offer for right station. Con-

fidential. Box 577S, BROADCASTING.

Trade my $15,000 equity in two lovely new apartment buildings in Santa Ana, Cali-

fornia (near L.A.) as down payment on radio station in western U.S. Approximately fifteen years broadcasting and looking for own-

ership. Reply 789S, BROADCASTING.

Mr. Station Owner—Middle Atlantic or southeast area—in market 50,000 to 90,000. If you own, it is your wish to retire, and want to sell, write to a financially responsible buyer. Details in confidence. Principals only. Write 080S, BROADCASTING.

Financially responsible broadcasters interested in outright purchase of radio station on Atlantic or Gulf Coast area. Supply de-

tails of financial strengths and physical facili-

ties. Box 870S, BROADCASTING.

WILL buy—construction permit for am in small or medium size market. Reply completely confidential. Box 890S, BROADCASTING.

Responsible broadcaster interested in leasing a small market station in Texas or ad-

jacent states at option desirable. Box 393S, BROADCASTING.

WANTED TO BUY

Equipment

10 to 15 kw uhf transmitter, antenna, fre-

quency monitor, master monitors and switch-

er, slide and film equipment, multiplexer and film camera. Box 588S, BROADCASTING.

Wanted to buy—115 co-ax, rigid transmission line. Send full information to Box 600S, BROADCASTING.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, and details. Com-

pass Electronics Supply, 75 Varick Street, New York 13.

STL, test, monitor and tubes any type, any quantity. Electrodont, 550 Fifth Avenue, New York City.

Need six-bay high-band television antenna, RCA type TF-641 or equivalent. Write, stating age condition and price. Hammett & Edson, Consulting Radio Engineers, F.O. Box 88, International Airport, San Fran-

cisco 58, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grand Rapids School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guar-

anteed instruction by master teacher. G.I. Va-

ron, Radio License School, 2803 Inwood Road, Dallas, Texas.

Since 1944. The original course for FCC 1st phone license, 3 to 8 weeks. Reservations required. Enrolling now for classes starting May 4, June 11, and October 29, 1965. January 4, 1961. For information, refer-

ences to Mr. William W. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guar-

anteed instruction. Eldkins Radio License School, 1139 Sprig St., N.W., Atlanta, Georgia.

Yes, our graduates get good jobs as an-

nouncers, writers, salesmen, chief engineers, managers, owners. 15 years experience training men in southern radio-tv. Lower prices, time payments, as-

ured placement. Keegan Technical Institu-

tute, 207 Madison, Memphis, Tennessee.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new consoles and the works. Eldkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Come and get it! Your FCC license, that is. Six weeks intensive training qualifies you to pass examination. The Pathfinder Meth-

od, 510 18th St., Oakland, California.

Approved FCC operator’s license course of-


MISCELLANEOUS

Anyone knowing the whereabouts of Lin-

wood T. "Ted" Crutchfield is asked to com-

municate with me at once. If you are his employer, please forward this to him. Box 789S, BROADCASTING.

Commercial religious accounts: Want com-

misionable rates, availability. Gospel Broa-

dcasters Agency, Schell City, Missouri.

Production radio spots. No jingles. Free audition tape, M-F Productions, 2829 Tem-

pleton Road, Columbus, Ohio.

RADIO

Help Wanted—Sales

THIS IS NOT THE USUAL RADIO JOB!

An organization with 3 AM's—2 TV's, is adding a KEY MAN IN SALES at one of the radio stations.

The man we seek is sincere, confident, interested in associating with young, intelligent hard-working broadcasters (consider good salesman, no mana-

gerial experience necessary).

Good, growing market. Answer with full resume.

Box 912S, BROADCASTING

CALIFORNIA RADIO-TV

Multiple station operation now expanding hours, sales efforts, and FM—needs sales-

man for both radio and tv with proven sales record—also local TV sales manager.

We need radio announcers with first class nickers.—also women for bookkeep-

ing department—and top flight all-

ground executive secretary. Give complete resume, experience and references first letter. Announcers, tape, and phones modulated at 71/2 RPM. Ideal working conditions. Fringe benefits. Must be local residents. Write Dept. B, KBW AM-AM, TV, P.O. Box 1451, SALINAS, CALIFORNIA.

Announcers

KQV

Pittsburgh

Number one station needs a swing-

ning, modern radio D.J. Air mail tape, resume and photo to:

Dick Drury

Program Director

KQV

Pittsburgh 19, Pennsylvania.
Help Wanted—(Cont’d)

Production-Programming, Others

WANTED

PUBLICITY-PROMOTION MANAGER

Radio and television station in major mid-south market. Idea and all - around promotion man. State detailed experience and salary required.

Box 911S, BROADCASTING

STATIONS

STATION FOR LEASE

In top 130 markets with option to buy. Under $10,000 required in cash. Low monthly payments.

Box 864S, BROADCASTING

SOUTHWEST PLAINS STATE

Beautifully equipped 1,000 watt full- timer in single market. Grossing near $100,000 and showing good earnings. Priced at $110,000 with 29 percent down and good terms on balance.

Box 855S, BROADCASTING

CALIFORNIA DAYTIMER

Very desirable single station growth market. No other frequencies available for Hartford. Should gross $100,000 this year. A low down-payment with a 12- year payoff and good real estate makes this property an attractive buy at $175,000.

Box 92I5, BROADCASTING

NAB CONVENTION

Suite 834A
Conrad Hilton Hotel

Security Bldg., Davenport, Iowa

STATIONS FOR SALE

ARIZONA—100 watt daytimer 600,- 000. Down payment $18,000. Then $50 per month. ARIZONA—25 watt fulltimer 75,000. Easy terms. CALIFORNIA—Regional 1000 watts fulltimer 875,000. ORANGE—50 watt fulltimer $90,000. 3000 down. CALIFORNIA F.M. $85,000—125,000 down. Terms.

WILT GUNZENDORFER
AND ASSOCIATES

Phone Olympia 2-5676

NORTHWEST. Man and wife operation. Doing $36,000 a year. $50,000 with 29% down.

CALIFORNIA. Earns $45,000 a year before depreciation and taxes. Asking $300,000 with 29% down.

EAST. Daytimer. Near top 25 market. Priced at $150,000 with 29% down.

MOUNTAIN STATE-SOUTH. Net $15,000 a year. Asking $75,000 with 29% down.

Many Other Fine Properties

JACK L. STOLL & ASSOC.

Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.

HO. 4-7279

BROADCASTING, April 4, 1960
**SUMMARY OF COMMERCIAL BROADCASTING**

Compiled by BROADCASTING through March 30

<table>
<thead>
<tr>
<th>CP</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lic.</td>
<td>Not on air</td>
</tr>
<tr>
<td>AM</td>
<td>3,405</td>
</tr>
<tr>
<td>FM</td>
<td>645</td>
</tr>
<tr>
<td>TV</td>
<td>472</td>
</tr>
</tbody>
</table>

---

**OPERATING TELEVISION STATIONS**

Compiled by BROADCASTING through March 30

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>448</td>
<td>77</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>33</td>
<td>10</td>
</tr>
</tbody>
</table>

---

**COMMERCIAL STATION BOXSCORE**

As reported by FCC through February 29, 1960

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,404</td>
<td>645</td>
</tr>
<tr>
<td>CPs on air (new stations)</td>
<td>58</td>
<td>51</td>
</tr>
<tr>
<td>CPs not on air (new stations)</td>
<td>79</td>
<td>57</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,541</td>
<td>848</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>583</td>
<td>78</td>
</tr>
<tr>
<td>Applications (in hearing)</td>
<td>65</td>
<td>55</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>614</td>
<td>112</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>683</td>
<td>35</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>188</td>
<td>10</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>801</td>
<td>45</td>
</tr>
<tr>
<td>Licenses issued</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

---

1. There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.
2. There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

---

**Dollar for Dollar**

You can't beat a classified ad in getting top-flight personnel.

---

**BROADCASTING**

April 4, 1960
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
OUR RESPECTS TO . . .

Everett Eugene Revercomb

You think you've got troubles! Consider the case of Everett Revercomb, NAB secretary-treasurer and general manager of the industry's 1960 convention.

Back in the southwest corner of the Conrad Hilton's third floor the man around whom the convention revolves can be found before breakfast, throughout the day, and usually after dinner in Room 1.

Phones ring, hotel officials move in and out, convention delegates enter to squawk about their lousy rooms, house dicks deliver tips about unscheduled goings-on in secluded places, and prying newsmen probe for answers to assorted and often insidious questions. When he can dodge this assorted mayhem he's all over the world's largest hotel, trouble shooting and checking up on a few thousand minor details.

All this is old stuff to Everett Revercomb. He's done it before—many times before. After all, he attended his first NAB convention a quarter-century ago (July 6-8, 1936, in the same hotel, then known as the Stevens). Besides, he has at an adjacent desk his administrative assistant, Ella Nelson, who also has had a quarter-century of NAB conventions.

"Rev," as he's known to industry friends, is a native Washingtonian. He was born Jan. 28, 1914. His father, employed in the District of Columbia government, moved in 1918 to McLean, Va., nine miles across the Potomac from Washington.

He attended public and high school in McLean and was valedictorian of the class of 1930. He was graduated from Duke U., Durham, N.C., in 1935 with a degree in business administration, having interrupted his studies for a time to work as office manager of Washington Golf & Country Club. At Duke his courses included accounting, business finance and related topics.

College to NAB = After graduation his first permanent job was at NAB, then located in the National Press Building. His arrival increased the staff to four. The other three were James W. Baldwin, former NRA chief for broadcasting under this two-year emergency program of the New Deal; Mrs. Nelson, and Bert Siebert, now Mrs. James C. McNary, wife of the engineering consultant. At that time the association had 376 members (it now has 2,468).

He served NAB as auditor through Mr. Baldwin's administration and that of Mark Ethridge, who was drafted as president pro tem following Mr. Baldwin's departure in 1938. A few months later Neville Miller, Louisville's famed "Flood Mayor" then at Princeton U., was elected first paid president.

War service interrupted Rev's career at NAB in 1943. He joined the Navy and was promptly assigned a desk job hardly a mile away from the NAB office. As a lieutenant senior grade in the Office of the Director of Naval Communications he served three years.

"I sailed across the Potomac every day from Virginia to the District of Columbia—by bus or auto, naturally," he recalls.

Three years later he returned to private life and the NAB. His home life hadn't been interrupted by war service, since McLean is a Washington suburb. In 1940 he had married Dorothy Elouise Faidley, of McLean, a childhood sweetheart.

New Title = At NAB he resumed work with a new title, assistant treasurer. He had served over two pre-war years under C.E. (Bee) Arney Jr., who had been elected secretary-treasurer in 1940. After four years as assistant treasurer he resigned to become administrative assistant at George Washington U., in Washington. Two years later he was elected controller of National Assn. of Home Builders, comparable in budget and staff to NAB.

The late Harold E. Fellows had taken over the NAB presidency in 1951. A few years later Mr. Arney was approaching retirement because of ill health. The NAB board elected Rev Secretary-treasurer in March 1956. Since that time he has occupied the big NAB first-floor office where the association's business affairs are conducted.

Actually the secretary-treasurer of NAB has a whole series of jobs that break down into two main categories—business affairs and management of meetings. Both teem with headachy tribulations but this tall, lanky executive handles them in the deadpan manner of the professional auditor.

Quiet in demeanor, he has a deep and resonant voice that can be heard several offices away, especially when he tells a telephonist for the tenth time, "I'm sorry, but all the convention suites are gone."

Luckily Rev doesn't ruffle easily, even at conventions. With all the loose ends and complex details of the job, especially as a convention approaches, he's able to get his work done and start home without showing a sign of weariness. He's never taken a tranquilizer—and that includes convention week.

As NAB secretary Rev is custodian of association property, records and by-laws; acts as secretary of the board of directors; serves notice of all meetings, including committee sessions, and attends them; keeps records of these meetings.

Holds Pursestrings = In his role as treasurer he collects all dues and money, and spends association funds as authorized; prepares monthly reports of receipts and disbursements, and supervises elections and referendum votes.

Actually the job of convention manager is an active undertaking eight months of the year. Planning for the 1960 meeting was begun last September before the NAB fall conferences started—and he arranges them, too.

Always an association man, he belongs to a few civic groups—past president of McLean Lions Club and Citizens Assn. member of board, Trinity Methodist Church; past master of Masonic lodge, and a former assistant scout master. The Revercombs have two boys, Eugene Jr. 17 and Steven Lee 14. His favorite pastime—rooting for the boys in their athletic activities.

After sessions with the NAB Convention Committee, the board and other groups, he faces as convention time approaches the actual physical arrangements in the hotel—meeting rooms, suite assignments, seats, head tables, visual gear, menus and attendance.

Looking back a quarter-century, he said, "Delegates are more serious-minded than was the case in 1936. The industry has grown tremendously, business methods are more complicated and regulatory problems are more serious."

Convention planning moves slowly. But after it's all over April 7, Rev will wrap up the last Chicago details in a day.

NAB'S REVERCOMB

Must man in Chicago
Let's give toll a test

As reported elsewhere in this issue, Zenith and RKO General have joined their substantial forces to give on-the-air subscription television its first significant test. The conditions proposed in the Zenith-RKO plan appear to correspond with those prescribed by the FCC a year ago. It is our view that official approval ought to be given after appropriate analysis.

We say this knowing it will seem a departure from a policy we have vigorously advocated over many years. Historically this publication has argued against on-the-air subscription television. If our position has changed, as it has to the degree that we now think a carefully controlled test is admissible, it is because times have changed. The conditions prevailing now differ considerably from those that prevailed during and before the great debates over subscription television in 1957-58.

Our opposition to subscription television was based mainly on our belief that its introduction would disrupt if not destroy the free system that was then expanding at a rate that promised to deliver an unprecedented volume and quality of entertainment and information to the American public. That promise has been more than fulfilled, but the expansion of station facilities has now been arrested.

In the past year there has been a net gain of only five operating commercial stations. The net gain in the next year is likely to be less. Barring sudden breakthroughs in uhf technology, or sudden acquisition of more vhf space from other spectrum users, or, with consequent disaster to the whole system, a wholesale degradation of present vhf standards to wedge more stations into the vhf range, the U.S. commercial television system appears to be fixed at approximately the number of stations now on the air.

There is hope, of course, that in the long range it may be possible to find ways to use more of the facilities that are now awaiting occupancy by commercial stations. But there are enough doubts about that development and its date to justify the kind of controlled exploration of subscription television that Zenith and RKO are proposing. There will be the opportunity to appraise policy after the Hartford test.

The existing system is strong enough now to survive new competition for audience and, if necessary, to adapt to changing times. It wasn't strong enough two years, three years ago. Whatever the outcome of the Hartford test, the American public is guaranteed at least its present quantity and equality of television programming, which is to say the most and the best television in the world.

Spring training

Both Congress and the FCC are putting on a dazzling exhibition of legislative and regulatory pyrotechnics. It may be sheer coincidence that these come on the eve of the NAB convention in Chicago this week.

Chairman Oren Harris' Oversight Committee has moved from the Mack sensation, the Goldfine-Sherman Adams case, quiz-rigging and payola (with minor excursions into other non-broadcast areas) into ratings. In so doing it is stealing a march on Sen. A.S. Mike Monroney (D. Okla.), who several years ago staked off this area as his private investigatory preserve.

The FCC has capped a series of secondary crack-downs with its massive March 16 attack on purported derelictions in sponsor identification. It descended upon 5,000 unsuspecting broadcasters with an interpretation of Section 317 of the law that threw them into a tizzy. It attempted to ameliorate the injury the other day by giving broadcasters, belatedly, a chance to state their case—a slight oversight on the commission's part in its original action. It's too bad the FCC didn't re-open the matter for rule-making.

We haven't made a recent count, but a sniff in the direction of Capitol Hill yields the odor of a dozen new bills to bind and gag broadcasters in different ways.

Broadcasters have no quarrel with those bills to outlaw quiz-rigging or payola. These practices already are nonexistent. They should be made criminal offenses where they involve corruption. But those omnibus bills to all but rewrite the existing law would impose upon stations sanctions and restrictions unheard of in the regulation of private enterprise outside the common-carrier field.

This bombardment will continue, we imagine, as long as the Oversight Committee's funds hold out, or until the committee can find better pay-dirt in other areas of government activity.

The only hope is that this election year will bring an early adjournment of Congress. The investigating committees, of course, can meet during the recess, but most members have a hesitation to adjourn in order to go home.

So more grist is supplied to the overloaded agenda in Chicago this week.

Image building

The broadcasters' $10 million fund-raising campaign for Radio Free Europe, described elsewhere in this issue, is correctly called unprecedented. Now that it's under way, the broadcasters have all the skills and talents of broadcasting been enlisted for a special RFE drive above and beyond the coordinated efforts of all media. In the two-week on-the-air campaign which starts April 24, the responsibility rests upon television and radio alone.

This is more than a responsibility; it is an opportunity which itself is unprecedented. For the first time since the quiz-rigging investigation broke last fall, bruised and battered broadcasters have a chance to show, in a single common enterprise, the immense abilities of radio and television to work in the public interest. It is their best as well as first opportunity to answer, in one voice, the charge that they are insensitive to public service.

There is no need to expand here on the importance of Radio Free Europe. Perhaps more than any other single group, broadcasters know its value. We have no doubt—indeed, there is a long history of performance in other RFE and countless similar campaigns to prove—that they would get behind this fund-raising venture even if it were not so clearly to their own benefit to do so.
OH, THEM GOLDEN OXEN!

(and sheep and hogs, too!)

Allow us to introduce three traveling representatives of the Kansas City Livestock Yards. These beauties and their fellow beasts still come about as close to being worth their weight in bullion as anything on the market.

To talk to this $400,000,000 market, and the thousands of cattlemen who ship to the Kansas City market, the Kansas City Livestock Yards spends a major portion of its advertising budget on WDAF Radio.

When you want to reach these thousands of stockmen with nearly a half billion dollars to spend (and the other folks with two billion to spend), don't you think you should use WDAF Radio, too?
"What was it that made you pick Young Television to represent you, Tom?"

"Several things. They're creative. They're enthusiastic. They have the manpower. Their research is excellent. And to top it off... they're aggressive."

Do the five points above describe the kind of rep you're looking for?

The search ends in Suite 2200

of the Conrad Hilton, during the NAB Convention. Adam Young and Jim O'Grady would like to say Hello, and tell you the performance story behind our recent growth news: More manpower, more space, more facilities.

YOUNG TELEVISION CORP.
An Adam Young Company