WHERE NETWORKS WILL PUT $6.8 MILLION WEEKLY IN FALL TV

NEW MARKET AMMUNITION: 189 MOST-POPULATED CITY AREAS

HARRIS PUNCHES AT PAYOLA, INFLUENCE AND SOME OF THE PRESS

RIVAL TOLL TV CAMPS NEAR SHOWDOWN; CATV OPERATORS COURTED

NOW! NEW!

MORNINGSIDE COLLEGE
LIBRARY

EXPOSING FRAUDULENT INSURANCE CLAIMS!

WITH JEAN BLAKE AS PHYLLIS
Robin's Girl . . . and WHAT A GIRL!

"The Case of the DANGEROUS ROBIN"
A MODERN SERIES FOR EFFECTIVE MODERN PROGRAMMING!

STARRING RICK JASON AS
ROBIN SCOTT
"Negotiator" Extraordinary

HE KNOWS MORE
ABOUT THE
UNDERWORLD THAN
ANY MAN ALIVE!
Five and one half million people in metro New York have cultural affinities to the Spanish-speaking, Italian, and Negro communities.

**WADO** has oriented its programing to reach this mass audience in depth, with the dignity due each group and a recognition of their potential in our economy.

Only **WADO** reaches the seventeen county area which embraces this constantly expanding audience.
buy St. Louis 'a la card*

*KTVI rate card your lowest cost per thousand

TV buy in St. Louis

In the Chimp Arena at the St. Louis Zoo

Represented nationally by BLAIR-TV

KTVI2 CHANNEL 2 ST. LOUIS
KRLD-TV sends your message to a potential 676,500 TV Homes in the South's richest market.

The Net weekly circulation of KRLD-TV is 586,100 homes. ... 37,500 more than station B. ... 77,800 more than station C. ... 222,700 more than station D.*

You SELL more with Channel 4 ... because you REACH more.

*ARB — April 1960
Payola bill Networks and syndicators are eyeing congressional action on Harris amendments on sponsor identification (Sec. 317), in connection with film production of shows scheduled for fall. If Sec. 317 is amended as proposed, producers can forget about credits involving hotels, airlines and other commercial entities receiving casual identity (without paying for them directly or indirectly). If, on other hand, amendment to Continen in S 1898 founder in adjournment rush, network lawyers are insisting upon credits to comply with FCC's rigid interpretation of Sec. 317. In some instances this might mean three or four minutes of "crawl" credits in half-hour show.

While broadcasters generally favor number of provisions in Harris amendments, they are going all-out in opposition to suspension and fine proposals (BROADCASTING, June 13). Catching old is notion that they'll rather have no legislation at all and rely upon FCC to modify onerous Sec. 317 interpretation than accept suspension provision. Last stand would be made in Senate-House conferences on bill.

Heavy guns To launch new fall season, NBC-TV, with cooperation of affiliates, is considering $3.3 million campaign in number of consumer magazines on 52-week basis. Reciprocal transactions (exchange of space and spots) was proposed to NBC-TV afiliates' Board of Delegates at New York meetings last week, as part of overall audience promotion plan. Board favored plan and is recommending it for affiliate approval.

Consumer publications understood to be included in unprecedented promotional project are Life, Time, Look, Reader's Digest and TV Guide. Color inserts will be used in several instances. Transactions would be mutually cancelable after each 13-week cycle.

Government security With confirmation last week of Robert E. Lee for new seven-year term on FCC, all six of incumbent commissioners will be eligible for retirement upon completion of their existing terms. Requirements are minimum of 20 years of government service (not necessarily FCC) and minimum age of 50. To procure maximum retirement, 30 years' service is required with minimum age of 60.

Here's how commissioners stack up on retirement under existing tenure: Chairman Fred W. Ford, now 51, whose term expires in 1964, will have had 24 years' service; Commissioner Rosel H. Hyde, 60, whose term expires in 1966, will have had 42 years; Commissioner Robert T. Bartley, 51, whose term expires in 1963, will have had 25 years; Commissioner T. A. M. Craven, 67, whose term expires 1963, will have had 40 years (including Navy); Commissioner John S. Cross, 55, whose term expires in 1962, will have had 31 years, and Commissioner Lee, 48, with new term expiring 1967, will have had 29 years.

Dove on the wires Community antenna operators say they're serious about making peace with broadcasters. In fact, Milton Shapp, Jerrold president (Jerrold operates nine systems and is major manufacturer of catv gear), is urging idea that when catv group seeks franchise in community having local tv station, it should pledge bond to insure that local station won't go out of business. In this way, he reasons, catv can counter argument that catv will drive local tv off air and thus deprive area of local service.

Out and in No sooner had multiple owner Robert W. Roundsville sold his WQXI Atlanta to Enquire magazine for $1,850,000 (see CHANGING HANDS, page 61), than it became known he was seeking replacement. At week's end, reports were current, apparently with some foundation, that Mr. Roundsville has completed negotiations for purchase of KKSN Grand Prairie, Tex. (Dallas area) for about $300,000.

Deep-seated plugs CBS-TV's "purity campaign" that was begun after tv quiz revelations last fall is said to be making good headway toward all its objectives but one. That's elimination of free plugs for performers. Problem occurs principally among guest stars or participants on panel shows, where introductions traditionally mention performer's latest movie, record, book or whatever else needs promotion. Plugs of this kind are so ingrained in show business that so far they have defied all CBS-TV efforts to stamp them out.

Night breaks NBC-TV affiliates are pitching, through their Board of Delegates, for expansion of some nighttime station breaks to 40 seconds. Delegates put it up to network officials at meeting last week at NBC Board Chairman Robert W. Sarnoff's home in Armonk, N.Y., and reportedly won network agreement to think it over. Sources close to NBC decision-makers were guessing last week that network would be willing to clip 10 seconds off enough shows to give affiliates three or four 40-second breaks per week. ABC-TV meanwhile plans to introduce seven 40-second breaks per week, one each night (see page 58). Expanded breaks schedule for local sale two 20-second spots or combination of one 10 and one 30.

Worldwide audience Plans to let western Europe look in on next month's national political conventions were in works last week. Details were sparse, but essentially idea is for one tv network, probably ABC-TV as originator of video pool coverage, to send tapes of convention proceedings by jet to England, where they would be transmitted throughout Europe via Eurovision network day after occurring in Los Angeles or Chicago.

Landau's NTA deal Attorney for Ely A. Landau, board chairman of National Telefilm Assoc., New York, was reported in Hollywood over weekend seeking to wind up negotiations in which Mr. Landau would purchase from National Theatres & Television, NTA's parent company, following eastern-based NT& properties—NTA-AM-FM-TV Newark, NTA Telestudios (tape production unit), Play of the Week Corp. (producer of The Play of the Week dramatic series) and all taped programs made by NTA. Though insiders believe deal is all but done, negotiations are not expected to end until sometime this week.

Spreading empire TelePrompTer President Irving B. Kahn, who sees eventual marriage of subscription television and community antenna systems, is putting his money behind his predictions. Already owner of catv systems in Silver City and Farmington, N.M., and in Liberal, Kan., and Rawlins, Wyo.—with total of 7,700 subscribers—he's about to close deal for 11 more that have 10,000 connections. He's buying out AntennaVision Inc.'s string in Christmas, Clifton-Morenci, Globe-Miami, Holbrook, McNary, Raysonora, Safford, San Manuel, Snowflake and Winslow, all in Arizona, and Big Bear, Calif. Mr. Kahn urged pay tv-catv union at catv convention last week (see page 78).

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS Inc., 1735 DeSales St., N.W., Washington 6, D. C. Second-class postage paid at Washington, D.C.
IN DETROIT

THEY'RE GLUED TO CHANNEL 2

Daytime Dominance

WJBK-TV

36 1sts

5 2nds

Out of 42

Daytime Quarter Hour Periods
(7:30 a.m.—6 p.m. Mon. thru Fri.)

...and that's not all!

WJBK-TV Ranked

1st in OVERALL SHARE OF AUDIENCE FROM SIGN-ON to SIGN-OFF

1st in 5 OF THE 6 3-HOUR SEGMENTS

April 1960 Nielsen

a STORER station WJBK-TV DETROIT Channel 2 CBS
NATIONAL REPRESENTATIVES: THE KATZ AGENCY
How well does humor sell on TV? It sells very well and there are sales figures to prove it, says Lincoln Diamant, vice president in charge of TV-radio for Daniel & Charles Inc., New York. What's done in good taste even can heighten the impact of commercials for products that normally are considered subjects for rather dry, serious treatment, he believes. In this week's MONDAY MEMO, Mr. Diamant says it's time for agency and advertiser folk to learn to appreciate America's love for humor and to cast off TV "pretentiousness." Page 22.

The fall schedules: TV networks are just shy of locked in for their nighttime programming in 1960-61, but still have the doors open to advertisers. Weekly production costs will hit record $6.8 million, according to Broadcasting's rundown which shows the programs, their costs, the advertisers and agencies now aboard, what's still up for sale and when the fall cycles start. Page 33.

April network billing: Procter and Gamble leads the lists, as usual. Page 36.

The big 189 city areas: Census figures pinpoint the dense population centers. Page 46.

ABC Radio blueprint: New hour-long daytime program planned, five-minute newscast schedule to be extended to every hour, sports coverage to be stepped up, officials report at meeting with key affiliates. Page 58.

Radio code ready: Newly appointed board of nine to direct administration of NAB's ethical standards, now open to non-member as well as member stations and provided with a set of enforcement teeth. Page 64.

Harris' one-two punch: Payola and influence. Page 70.


Proxmire's dander is up: He's upset over congressional interests in Albany ch. 10 case. Page 74.

Pay TV subject hots up: Rivalry between over-the-air tollcasting and wired pay TV gathers head of steam as RKO General files for FCC approval of Hartford test; TelePrompTer introduces Key TV device for wire line fee TV, and both TPT's Irving Kahn and Telemeter's Paul MacNamara address National Community Television Assn. Page 78.

No legislation thank you: Community television operators asked to endorse resolution against any legislation at this time. Miami Beach convention also studies arrangement possibilities with local TV broadcasters and reorganization of its national association. Page 82.

TV writers back at work: WGA, producers finally reach agreement. Page 83.

The eye and Emmy: TV academy stakes dominated by CBS stable. Special citation for President Frank Stanton. Page 85.

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C'mon downtown, in Kansas City

Exciting things are happening there.
Stores open at night. Free bus rides. Free parking when you shop. Two for the price of one at the movies.
It's all the work of the Kansas City Downtown Commission. They're creating a commercial renaissance for themselves along Main, Grand and Walnut. Everyone, to borrow the slogan, is coming on downtown.
And when they do, KCMO-TV can help make sure they're in a buying frame of mind, so far as you're concerned. For more people watch KCMO-TV (according to ARB and Nielsen) than any other station.
It's not so hard to understand why. KCMO-TV means Kansas City, Missouri. And KCMO-TV broadcasts at maximum power from America's tallest self-supported tower.
MBS editorializing to begin August 1

MBS plans to start editorializing Aug. 1 with Robert Hurleigh, president, voicing copy. Announcement of editorial service was made Friday after meeting of network management and Mutual Affiliates Advisory Committee at Chicago's Edgewater Beach Hotel.

At same time network announced it would start circulating trade newsletter to affiliates to report "projections on trends and actions in the broadcast field."

Mr. Hurleigh said newsletter was intended to bridge gap left by existing trade publications which must confine themselves to factual reports.

"Station owners know that trends and unprintable tidbits provide necessary insight into the broadcast horizon ahead," he said. Newsletter will specialize in that type of information.

Hearing is closed in Florida tv case

After 21/2-hour hearing in Philadelphia Friday (June 24), record was closed in FCC rehashing of Miami ch. 7 grant to determine if improper pressures were exerted on members of FCC. Hearing Examiner Horace Stern ordered briefs to be filed by July 18 and said his initial decision would be forthcoming by Sept. 15.

Testifying Friday were James M. Cox Jr., one of principal stockholders in winning ch. 7 applicant Biscayne TV Corp., and former Miami attorney Per- rine Passer Jr. M. Roy Cobin, New York attorney and former Senate investigator, also was scheduled to testify but was excused because of difficulties in getting to Philadelphia.

Grant was made in January 1956 to Biscayne (WCKT TV) over competing applicants South Florida TV Corp., East Coast TV Corp. and Sunbeam TV Corp. Biscayne principals include Cox newspaper interests (Miami Daily News). John Knight newspapers (Miami Herald) and former NBC President Niles Trammell.

Mr. Cox said he visited former FCC Commissioner Richard A. Mack in December 1955 to dispel rumors that two Miami newspapers had "sub rosa" merger agreement. Visit was made, he stressed, to protect "veracity" of ownership reports filed with FCC on behalf of other Cox broadcast stations in

AAA copy code

Agencies throughout U.S. have been asked to subscribe to American Assn. of Advertising Agencies' "copy code" and that code's "interpretation with respect to television commercials," AAAA said Friday (June 24). Documents are designed to "promote high standards in advertising copy." Tv-oriented "interpretation" was issued by AAAA earlier this year, has been endorsed by NAB TV Code Review Board, all three national tv networks and Advertising Federation of America.

Dayton (WHOIO-AM-FM-TV), Atlanta (WSB-AM-FM-TV) and Miami (WIOD-AM-FM). Mr. Cox testified he had no knowledge that J. Leonard Reinsch, managing director of Cox broadcast properties and prominent Democrat, had attempted in any way to make extra-parie representations to members of FCC on behalf of Biscayne.

Mr. Palmer stated he had introduced Jack Stein, South Florida president, to Miami attorney Thomas Whiteside (Broadcasting, June 20). Mr. Whiteside, in turn, contacted Commissioner Mack and received $5,000 fee from South Florida. Mr. Palmer reported that Mr. Whiteside, in turn, paid him $1,250 "for introduction." Witness disclosed he also saw Mr. Mack and asked him not to vote for Biscayne for monopoly reasons and to give favorable consideration to South Florida.

Roach fined $500 in propaganda case

Hal Roach Jr., son of famed movie producer and at one time chairman of Mutual Broadcasting System, was fined $500 Friday for failing to register MBS as foreign agent. Fine was imposed in U.S. District Court in Washington, in connection with $750,000 payment in 1959 to MBS by Dominican Republic to broadcast propaganda over network.

Roach had pleaded no contest to charges. Involvement occurred when financial manipulator Alexander L. Guterman was president of network. Mr. Guterman is now serving prison sentence for failing to file required financial reports on his various companies with Securities & Exchange Commission.

He also pleaded nolo contendere in Dominican deal after his trial started.

In imposing fine Federal Judge Joseph R. Jackson told Roach that he was "more sinned against than sinning." Roach told newsmen he hoped to resume producing motion pictures for tv and theatres.

Amplex realigns

Robert Sacklan, vice president and general manager of Amplex Corp., has been elected executive vice president and chief operating officer. George J. Long Jr., Amplex president and chief executive officer announced June 27. At same time vice presidents Philip L. Gundy and Thomas L. Taggart were named senior vice presidents, each responsible for group of Amplex integrated product companies: Mr. Gundy, for Amplex International, Amplex Professional Products Co. and Amplex Audio Co.; Mr. Taggart for Amplex Data Products Co., Amplex Military Products Co. and Orr Industries Co.

Catv group seeking better tv relations

All proposals submitted to members of National Community Television Assn. by board of directors (see page 78) were accepted unanimously Friday at full membership meeting at convention in Miami Beach, Fla.

Chosen to lead 500-member organization for 1960-61 was Sanford Randolph, Clarksburg, W. Va.

Policy positions, adopted Friday, include (1) opposition to legislation at this time, (2) amelioration of relations with telecasters in about dozen "critical" areas, (3) reorganization of national association to add paid chief executive and attorney to handle legal details, (4) boost in budget to over $200,000 (compared to $175,000 annual budget now).

In addition to Mr. Randolph, who is vice president-manager of 8,000-subscriber Charleston catv system, also elected were: Larry Boggs, Vumore Co. (this is subsidiary of Video Independent Theatres Inc., Oklahoma City, and runs 13 catv system in Oklahoma, Texas and Mississippi), vice president; Charles Clements, Waterville, Wash., secretary, and Glenn Flinn, Tyler, Tex., treasurer.

Chosen to fill unexpired terms on board of directors were Ray Schneider, Williamsport, Pa. (1 year); Norman Hendry, Prescott, Ariz. (2 years) and Curtis Faris, Guymon, Okla. (2 years).

Seven new directors, filling full three-
year terms, were elected: Al Ricci, Keene, N.H.; Lee Stoner, La Grande, Ore.; Gene Schneider, Casper, Wyo.; Fred Goddard, Aberdeen, Wash.; Dean DeVoe, Barstow, Calif.; Jack Crosby, Del Rio, Tex., and Jack Pryor, Hornell, N.Y.

Dismissals denied

Motions to dismiss indictment against former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside were denied Friday by Federal Judge Alexander Holtzoff in Washington District Court. The motions were based on failure of speedy trial and on technicality involving one of counts in indictment. Action Friday clears slate for retrial of former commissioner and friend charged with conspiring to throw grant of Miami ch. 10 to National Airlines. First trial last year resulted in hung jury.

Mrs. Bolling dies

Maxine Bolling, wife of George W. Bolling, president of The Bolling Co., representative firm, died June 23 after heart attack in Traverse City, Mich. Services are to be held there today (June 27).

Congressmen argue payola bill sanctions

Objections to monetary forfeiture provisions of payola bill (S 1898) were raised in 45 minute of debate late Friday on House floor by Rep. Charles Jonas (R-N.C.) who said he planned to offer amendment to require five-day notice be given station before proposed $1,000 fines are imposed. Bill's author, Rep. Oren Harris (D-Ark.), replied he would explained to Rep. Jonas' satisfaction how forfeiture provision put station "on notice" when debate resumes today (Monday).

Rep. William Avery (R-Kan.) noted small stations' objection to suspensions and forfeitures and said committee viewpoint is that FCC should impose sanctions in this order: (1) cease and desist, (2) forfeiture, (3) suspension and (4) revocation: more stringent sanctions to be imposed for wilful and repeated violations. He said he thought headlines probably had distorted prevalence of payola practices among 3,500 AM stations.

Rep. John Bennett (R-Mich.) is scheduled to offer amendments today to provide network regulation provisions in bill. He was unavailable for comment on rumor he planned to move to recommit bill to committee.

Equal time to floor

Senate Democratic Policy Committee late Friday cleared S.J. Res. 207, which would suspend equal time provisions of Communications Act this campaign year to give broadcasters free hand in presenting major party presidential and vice-presidential nominees without being subjected to equal time demands from splinter-party candidates. This paves way for Senate action this week. Measure requires Senate and House approval and presidential signature.

Funds for advisor

Funds for $75-per-day telecommunication expert to serve in Office of Defense Mobilization are provided in legislation (HR 11,776) now before Senate and House conferees. Post understood to provide telecommunications advisor to President, specializing in frequency usage. OCDM currently has no such advisor.

WEEK'S HEADLINERS

James H. Hulbert named manager of NAB Dept. of Broadcast Personnel & Economics, succeeding Charles H. Tower, promoted to NAB tv vp. Mr. Hulbert has been assistant manager of department since September 1954. He formerly had been editorial assistant at the White House and was with WRCA-AM-TV New York as assistant to station manager. He is a graduate of Harvard Graduate School of Business Administration. Mr. Hulbert's department aids NAB member stations in business economics and personnel practices. It prepares annual financial surveys and employment studies for stations and sponsors annual broadcast seminar in business management at Harvard business school (this year, July 10-22). Mr. Hulbert's promotion was effective June 20.

Norman H. Strouse, president of J. Walter Thompson Co., elected chief executive officer, succeeding Stanley Resor, who continues with agency as chairman. Mr. Strouse started with JWT as space buyer in San Francisco, became assistant Pacific Coast manager in 1942 and after World War II was account representative on Ford car in Detroit, became Detroit manager in 1948, elected vp in 1947 and director two years later. He was elected president in June 1955. Mr. Resor, 81-year-old veteran, is considered one of deans of advertising business, started with JWT in 1908 as head of Cincinnati office and took over agency when founder James Walter Thompson sold out. Under new organization, Henry C. Flower Jr. and Samuel W. Meek continue as vice chairmen of JWT with Resor stock now acquired by agency's profit-sharing trust (for members of company staff). Trustees are all members of executive committee as well as board (includes also in addition to three already mentioned: Kenneth W. Hinks, vp Edward Kohl, vp and secretary; George C. Reeves, vp and manager of Chicago office and Edward G. Wilson, vp and treasurer).

Robert E. Lee confirmed for new FCC term in 64-19 Senate vote last Thursday (see story page 71).

Eliot Hyman resigned unexpectedly as president of United Artists Assoc., tv and feature film distributing affiliate of United Artists Corp. In 1947, Mr. Hyman founded Associated Artists Productions Corp., predecessor of UAA that has library of some 800 pre-1950 Warner Bros. features, 200 silent films, and hundreds of cartoons, both Warner and Popeyes. Mr. Hyman, it was indicated by Arthur B. Krim, president of UAA, will continue association with UA via his independent ventures and Seven Arts Productions (motion picture production organization).

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES
Collectively, these awards mean that WBT's 38 years of broadcasting have made it the trusted and authoritative radio voice of the multi billion-dollar market in the Piedmont Carolinas.
The Trojan Horse and the siege of Ilium,
Are spectacles that awe our Willy M.

The West's at its wildest when Willy heads out
With Buffalo Bill, the famed Indian Scout.

'A. RANKIN JR. 1959

TRANS-LUX TELEVISION CORP.
Willy McBean lives in a special children's world, full of fact, fiction, fantasy and fun! He roams the past, the present, the future, with all the great adventurers of all time! Yes—Willy is as wonderful as the imagination of a child. That's why this fresh new television program will capture the heart and mind of every boy and girl . . . and grown-ups who are young in heart.

260 episodes available January 1961

The bold adventures of a Viking, Are very much to Willy's liking.

Back to the Stone Age our brave Willy went— The creation of fire was quite an event!

Willy is wide-eyed, just look at him gawk, When the Wright Brothers fly at Kitty Hawk.

What Willy finds in outer space, Makes Halloween seem commonplace.

N. Y., PLaza 1-3110-1-2-3-4

For information, contact RICHARD CARLTON, Vice President In Charge of Sales
ADVANCED RCA
1000-WATT AM TRANSMITTER paces the latest trends!

The design philosophy behind this new broadcast transmitter is based on years of experience in developing the most reliable broadcast transmitters, but the features are radically new. Simplified tuning, reduced installation time, and built-in provision for remote control are some of the improvements. Also included in the design are provisions for remote Conelrad switching.

NO NEUTRALIZATION REQUIRED
Tetrodes throughout simplify the tuning.

BUILT-IN PROVISION FOR REMOTE CONTROL
Terminal strips are provided in the transmitter for connection of a remote-control unit.

BI-LEVEL MODULATION
The very low order of distortion results in improved soundability.

FEWER TUBES
Smaller tube inventory means reduced cost of operation.

ACCESSIBILITY
Vertical construction permits easy access for maintenance.

SIMPLIFIED TUNING
Only one tuning control—on the front panel. All operating controls are conveniently located on front, at both sides of door.

FUNCTIONAL COLOR STYLING
Fits into any surroundings through choice of color for doors: red or gray.

EASE OF ACCESS
All tubes can be reached from the front by merely opening the door. Access to the rear is provided through two interlocked panels behind the transmitter. These panels are easily removed with thumbscrew fasteners. Typical RCA vertical construction permits easy access and maintenance. Removable base makes the transmitter easy to move.

NEW OSCILLATOR
Three switchable temperature controlled crystal units, a spare on the main frequency, plus one for automatic Conelrad switching are incorporated in the new crystal oscillator of both transmitters. Six thumbscrews hold the etched oscillator-buffer circuit board to the exciter subassembly. All oscillator and buffer connections are made through a plug type terminal strip. Frequency stability is ±5 cycles for the new RCA crystal units.

SIMPLIFIED POWER INCREASE
The exciter unit is the nucleus of the basic transmitter; all low-level rf and audio stages are built into a single unit. Thus, power increase is made easier.

For further information about the BTA-1R and other transmitters, call the nearest RCA Representative. Or write to RCA, Dept. HD-22, Building 15-1, Camden, N.J.
A CALENDAR OF MEETINGS AND EVENTS
IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JUNE

June 20-Aug., 13—18th annual Stanford Radio TV-Institute, offering 12 classes in broadcasting and film in cooperation with KNBC (TV), KPIX (TV) and KQED (TV), all San Francisco. Stanford U., Stanford, Calif.

June 21—July 7—Third annual workshop on the Art of Preaching and Mass Communications, sponsored by the E. Stanley Jones Institute of Communicative Arts and Emory U., Atlanta. Ministers will learn to plan and produce radio and tv programs and deliver more effective sermons and generally to use mass communications. Held at the university.

*June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Keynote speaker will be Robert C. Hill, U.S. Ambassador to Mexico. Other speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrell, prominent Mexican broadcaster; James Farley, president, Coca Cola Export Co., and Claude M. Robinson, chairman, Opinion Research Corp. A rodeo, bull fight, and golf tournament are among the entertainment features.

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


June 29-July 1—Virginia Assn. of Broadcasters annual meeting. Cavalier Hotel, Virginia Beach.

JULY

*July 10-22—NAB Executive Development Seminar, Harvard Graduate School of Business, Boston.


July 17-21—National Assn. of Educational Broadcasters seminar, U. of Wisconsin, Madison.

July 19-20—Idaho Broadcasters Assn. convention, John Meagher, NAB vice-president, and Ben Sanders, KICO Spencer, Iowa, will be featured speakers. Sandpoint, Idaho.


July 24-Aug., 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected 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.

July 29—Deadline for comments to FCC on technical standards for fm stereo.

AUGUST


*Aug. 7-9—Georgia Assn. of Broadcasters annual meeting and election of officers. Jekyll Island, Ga. Those attending should make reservations at the Wanderer Motel.


Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

*Aug. 22-26—National Catholic Communications Seminar, Manhattan College, New York. Held under the auspices of the National Catholic Welfare Conference.

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


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

SEPTEMBER

Sept. 1—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continuance of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greensbrier, White Sulphur Springs.


Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, N.Y.

*Sept. 15-16—Public Utilities Advertising Assn. Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.


Sept. 19-21—Institute of Radio Engineers' national symposium on space electronics and telemetry, Shoreham Hotel, Washington.


Sept. 26-27—Radio Advertising Bureau course
"They went thataway, pardner."

"Who?"

"A posse of program directors, pardner."

"Chasing someone?"

"Yup. The "DRUMMERS" — the greatest little bands of sales boosters and themes in the country."

"Are they wanted?"

"Yup, recorded or live in 50 states."

"Looks like a necktie party's in store fur 'em."

"Yup. They'll be swingin' from the highest turntable."

"Big reward out?"

"Millions. Lots of sponsors are itchin' to get their hands on them "DRUMMERS" — they'll be pretty popular, 'round hy'ar, if they do . . . Say, how come you're drawin' on me, pardner."

"Name's not pardner, pardner. I'm one of the "DRUMMERS" boys . . . Promo by name. Make tracks."†

†for "DRUMMERS" of course

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

COLORCASTING®

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

NBC-TV
June 28--July 1, July 4-6 (11:15-1:30 p.m.) Price Is Right, participating sponsors.
June 28--July 1, July 4-6 (12:30-1 p.m.) It Could Be You, participating sponsors.
June 27 (10-11 p.m.) After Hours, Purex through Edward H. Weiss.
June 28, July 5 (9-10 p.m.) Arthur Murray Party, P. Lorillard through Lennen & Newell & Sterling Drug through Norman, Craig & Kummel.
June 29, July 6 (8:30-9 p.m.) Price Is Right, Lever through Ogilvy, Benson & Mather and Spiegel through Norman, Craig & Kummel.
June 30 (9:30-10 p.m.) The Ford Show, Ford through J. Walter Thompson.
July 1 (9:30-10 p.m.) Masquerade Party, Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.
July 1 (10-11 p.m.) Moment of Fear, Lever through Sullivan, Stuwaer, Colwell & Bayles.
July 2 (10:30-11:15 a.m.) Ruff and Ready Show, Borden through Benton & Bowles.
July 2 (7:30-8:30 p.m.) Bonanza, RCA through Kenyon & Eckhardt.
July 3 (8-9 p.m.) Music On Ice, sustaining.
July 3 (9-10 p.m.) The Chevy Mystery Show, Chevrolet through J. Walter Thompson.
July 4 (10-11 p.m.) One Loud, Clear Voice, Purex through Edward H. Weiss.
Baton Rouge, La. is the 4th market in the Gulf South!

Yes! That's right! Baton Rouge is the 4th largest market in the states of Louisiana, Texas and Mississippi... the area known as the Gulf South. Ranking just below Dallas-Ft. Worth, Houston and New Orleans, the Baton Rouge market served by television station WBRZ has a population of 1,561,000, with retail sales of $1,285,000,000—too big a market to be overlooked on any list. Call your Hollingbery man.

NBC

WBRZ Channel 2

ABC
1960 SUMMER OLYMPICS IN ROME...EXCLUSIVE ON THE CBS TELEVISION NETWORK

You will be more than a good sport if you take your customers to the Summer Olympic Games in Rome, via the exclusive broadcasts of the CBS Television Network. You will be the far-sighted sponsor of an exceptional advertising vehicle. All signs point to the gathering of an unprecedented television audience—vast, excited, and attentive, coming back day after day.

People are still talking about this network's coverage of the Winter Olympics at Squaw Valley: viewers still marveling at the thrills of Olympic competition; advertisers still marveling at the size and quality of the television audience. *Five out of every six upper and middle income families,* and three out of every four lower income families, watched the Winter Games. If you make cars or stoves or other "high-ticket" items you will be interested to note that upper income families watched most, as Nielsen average-minute ratings show:

<table>
<thead>
<tr>
<th>Category</th>
<th>Average-Minute Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper Income</td>
<td>25.5</td>
</tr>
<tr>
<td>Middle Income</td>
<td>22.0</td>
</tr>
<tr>
<td>Lower Income</td>
<td>16.7</td>
</tr>
</tbody>
</table>

The broadcasts from Squaw Valley also attracted more *adult* viewers per family than any other Winter program—with the result that a leading cigarette maker was the first advertiser to sponsor a part of the Summer series. (Because of the number of viewers of *all* ages, a famous cereal maker soon followed.) Altogether, more than 100 million Americans tuned in.

Yet the Winter Games were scarcely more than a warm-up exercise for the Summer Olympics—the world's greatest sports spectacle—to be held this year in the ancient thoroughfares and modern arenas of the Eternal City. Television tourists will follow the Marathon from the Capitoline Hill along the Appian Way, past the Coliseum to the Arch of Constantine. Sports enthusiasts will see Herb Elliott of the 3:54 mile, the seven-foot high-jumping John Thomas, the fabulous Konrads swimmers—the foremost men and women athletes of our time drawn from every quarter of the globe.

To bring the Summer Olympics to the American people within a few hours of each event,
SAN DIEGO CALIFORNIA
has a famous zoo, an important port, hundreds of thousands of prosperous people, and two pre-eminent newspapers:
The San Diego Union
Evening Tribune
Copley Newspapers

PLAYBACK®
QUOTES WORTH REPEATING
Trust, judgment & guts
Arkady Leokum, consultant in creative advertising for Grey Adv., New York, spoke over WMMM Westport, Conn., in a discussion of problems of advertising:
Agency services have changed from purely creative advertising to emphasis on marketing and research. This is an inhibiting factor which prevents purely creative effort. Research, of necessity, works from a body of prior knowledge and is the dead hand of the past. What we need now are more men who trust creativity, have the judgment to rely on its value and the guts to support it.

Leadership not “followship”
The job of converting a radio or tv audience into customers must be shared equally by agencies and broadcasters, Marvin S. Cantz, Tilds & Cantz, Los Angeles agency, told the June meeting of the Southern California Broadcasters Assn. Occasionally, a program can do the job on its own, he stated, citing Open End, which in Los Angeles carries commercials for a T & C account, Vernor's ginger ale, as an example. He added this admonition:
But penetrating the barrier to consumer sales seldom begins or ends with the sponsor's message or his program. In radio, it begins the moment the listener dials his favorite station . . . and it ends the moment he turns it off. The total impression of what is heard during that time will influence the public, and product sales, as well as the value of advertising and broadcasting.
If every radio station would at least experiment with some really fresh, constructive ideas; if we could stimulate a little more leadership and less followship; if we could break the chains that make us conform to so-called established patterns of mass communication; we might then begin to de-congest a lot of ears, and make almost every radio station an indispensable force in the community, and considerably more effective as an advertising medium.
DON'T BE A DROOPERT is now the safety slogan in the Cleveland market. Introduced as an animated TV symbol of channel 8’s on-the-air public service campaign, the cartoon character of Droopert immediately became synonymous with traffic hazard. Cleveland city officials quickly adopted Droopert. Now, he has been stenciled on sidewalks of Cleveland’s busy intersections. That’s impact—action and influence.

YOU KNOW WHERE YOU'RE GOING WITH CBS CLEVELAND

A STORER STATION • REPRESENTED BY THE KATZ AGENCY

BROADCASTING, June 27, 1960
How well does humor sell on tv?

Let’s be brave for once and answer the question cynics often ask: Do witty commercials really sell? The answer: Yes; sales figures prove it.

Product areas traditionally considered too dry or solemn for a witty tv selling approach more and more have yielded to the injection of a little good humor in their commercials with surprisingly happy results.

In men’s shirts and ladies’ deodorants, for example, two products normally sold on tv with a very straight face, experience proves that a little wit in good taste can go a long way to heighten memorability and sales.

**Big Question** But whom does tv wit sell? Or more provocatively, is wit required to sell on tv?

The answer comes out of a good, hard look at the market. More than 87% of America is now staring at picture tubes, exposing itself to two different kinds of commercials that compete for spendable income.

The first group of commercials, which are few in number, consists of the selling appeals for new and unique goods or services. To the degree that these appeals must devote the 60-second contemporary art form known as the “tv spot” to an exposition of new product and benefits, there’s not much time left for comedy. Such commercials are creatively limited in that they must ignite in the viewer both a need and a desire to buy.

But today’s great majority of spots are being produced for established, highly competitive product areas where the need to purchase long exists. Instead, brand-switching becomes the significant aim.

In such a situation, natural dynamics of economic growth or market penetration by means other than tv may have created an expanding sales picture in which the simplest type of “creatively straight” tv brand-and-benefit exposure seems to be all that’s needed to keep the sales curve rolling upwards.

**Don’t Rock Boat** In such cases, only the most imaginative advertising director or agency will then suggest placing good humor or whimsy into service as an effective selling tool. And often this “Let’s not argue with success” philosophy is responsible for a smaller, rather than a larger success.

Perhaps due to this reluctance, wit, in the past, has been sold short on tv. Not only has comedy or good humor been associated almost exclusively with animated cartoons, but slapstick has been equated with offensiveness, the same kind of offensiveness where only harshly repeated catch phrases are trusted to establish any kind of brand memorability.

How untrue this really is. Our own agency experience has shown how brand memorability can be established or enhanced without resorting to bad taste. Good-humored live-action commercials equally arrest and capture the public imagination. And even with limited exposure, they can successfully create in a sizeable part of the audience a strong desire to buy.

**Making It Work** The next question is the simplest (and creatively the most complex) of all: what’s the best way to utilize good humor to capture the viewer’s interest and imagination?

The answer is legion. A sampling of some leading current tv spots reveals such compelling selling situations as a baby soaking his father’s watch, an upside-down girl, a grocery bag spilling all over the street, an errand boy bumping into a lampost, a pursuit of a drop of grease, a pair of hoboes discussing a bath, a very proper couple making love on a refrigerator sales floor, a string quartet busy puffing on cigars, two pipe wrenches talking, a shaggy dog—and lots more.

Creatively, where do we go from here? Everywhere! But first let us learn to admire the fact that America loves wit in every form; then we may cast loose from a little of our tv pretentiousness. Then we may observe how our civilization rapidly has become so full of the same kinds of good things that brand loyalty is more susceptible than ever to good-humored, emotional change.

Then we may begin to draw fully on all of our second-to-none comic tradition—using top creative imagination to put wit into the “driest” of our selling requirements.

Or paraphrasing the Joy commercial—“make tv selling almost fun.”
HOW DOES A BOTTLE CAP SOUND? Like the laughter of young people at a Junior Prom.
Like gallons of beer at traditional Maryland oyster and bull roasts. Or, like millions of bottles squirming hurriedly through an assembly line. This is the sound of the booming beverage industry in Baltimore. A rich sound. A refreshing sound. A sound of a big business that adds millions in spendable income to the millions more earned by Marylanders in other industries. You can cap it for your clients with WBAL-RADIO, the station that suits the myriad tastes of this massive market. It’s the progressive Maryland station with the sound of elegance, the Sound of the Sixties. It’s the station that pours out rich results in Baltimore and Beyond! WBAL-RADIO, BALTIMORE
Broadcasting in the Maryland Tradition/Associated with WBAL-FM-TV/Nationally represented by Daren F. McGavren Co., Inc.
YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

KOLN-TV DELIVERS THE
MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke...........98,000 homes
Father Knows Best ... 86,500 homes
6:00 p.m. News.....84,400 homes
10:00 p.m. News.....74,400 homes

*November Lincoln NSI

KOLN-TV delivers the maximum audience in Nebraska. You can talk about TV markets in Nebraska until you're blue in the face; but when all's said and done, you'll come up with just two big ones—the extreme East and Lincoln-Land.

In the East, you must choose from the three top TV stations covering the area. In Lincoln-Land it's no contest; KOLN-TV is the station, hands down. Latest Nielsen credits KOLN-TV with 65,000 TV HOMES during prime time, 6 to 9 p.m. viewing time. Compare this figure with that of ANY Omaha station!

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

OPEN MIKE®

Patterson-Johansson 'debrief'

EDITOR: Just heard the Patterson-Johansson debacle. It could have been a shining night for network radio—biggest fight of several years and ABC Radio has it. So what happens? Multiplicity of commercials, injudiciously spaced, and a shabby presentation overall.

During the dramatic moment of the knockout the audience was given a cacophony of screams, roars, two announcers yelling at one and the same time, the blaring of the ring announcer—everything, in fact, but the true drama of the moment and, thank heavens, another commercial for Fiat.

What has happened to those truly great sports announcers of radio's golden era? And what has happened to those geniuses who used to hold the reins directorially over radio's on-side sporting events? It was obvious to any who listened that the boys working this fight weren't sure from one moment to the next just what was happening and, furthermore, what they were supposed to say about it.

I began to count commercials but soon lost all count. The mixed up and missed cues threw my tally completely off course. Best part of the broadcast, from where I sat, was Jonathan Wieters' commercial for Fiat. A gem.

It would have been better had ABC "paused briefly" before the broadcast to figure out just how they were going to handle this great sporting event. Perhaps the ininterruption "we now pause briefly" interruptions would have been less objectionable—and more commercially effective for the sponsors who footed the bill. Don't know exactly what they paid for the broadcast rights, but if they bought on the basis of commercials delivered, they got their money's worth on minute mileage alone.


Tv spurs toy sales

EDITOR: You will be interested to know how Broadcasting's story on tv and toys (May 16, page 50: "Tv can create..."

NEWSPAPER

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

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EDITOR: You will be interested to know how Broadcasting's story on tv and toys (May 16, page 50: "Tv can create..."
GREYHOUND IS THE PACESETTER IN HARNESS RACING

It covered a mile and a half in three minutes, two and a half seconds

wsai IS CINCINNATI'S PACESETTER RADIO STATION

Time buyers are making 1960 a Pacesetter year for WSAI sales. National spot billing has shown sizeable increases every month this year. And May is up 26% over the same period last year. Continued sales results for our sponsors is the only reason for continued sales increases for WSAI. In Programming . . in Popularity . . in Productivity . . WSAI is Cincinnati's Pacesetter Radio Station.

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta

THE CONSOLIDATED SUN RAY STATIONS WSAI - Cincinnati; WPEN - Philadelphia; WALT - Tampa
a demand for toys") helped me in my part of the recent Toy, Juvenile and Wheel Goods Market in San Francisco. An industry luncheon was held featuring local TV personalities. They told buyers, jobbers, representatives and manufacturers how to increase sales through TV.

Art Finley, who is Mayor Art and host of the Popeye series on KRON-TV, and Bob March, who is KTVU (TV) San Francisco's "Captain Satellite," demonstrated actual commercials utilizing new toys and wheel goods being shown. I was coordinator of the luncheon program and discussed the growing impact of television on toy sales in the past year, emphasizing the need of effective point-of-sale promotion on the dealer level to follow up the preselling job done on TV. Needless to say, I gave BROADCASTING complete credit. Thanks for this type of usable information. —A. Richard Robertson, Promotion and Merchandising Manager, KRON-TV, San Francisco.

Inquiries about 'Yearbook'
EDITOR: Kindly send the current BROADCASTING Yearbook.—Eugene O. Bremer, Milwaukee Stockyards, Milwaukee.
EDITOR: Would you kindly send to this office the 1960 BROADCASTING Yearbook, billing me for same.—Morton J. Pollack, Parents' Magazine, New York City.
EDITOR: Will you let us know if your BROADCASTING Yearbook carries the founding date of each station. Also if it includes stations owned by cities and colleges.—F. V. Barmon, Castle Island Press, Chicago.
EDITOR: I am interested in securing a copy of the BROADCASTING Yearbook. Please send me the price and availability.—Bill Wedemeyer, Texas Farm Bureau, Waco, Texas.

(THE 1960 BROADCASTING Yearbook/Mar- ketbook will be published in September. In addition to its 46 directories spanning the business side of radio and television, the book will give the starting date of each broadcasting station, plus ownership, technical facilities and other data. Copies of this 600-page source work will be available at $4 each.—THE EDITORS.)

Advertising's defense
EDITOR: In the June 13 issue (page 34) you have an account of the AFA meeting and state that Jim Farley set the theme "Advertising works for freedom."

This got me all excited until I read his follow-up "pledging the group to truth, good taste, integrity, creativity and good old-fashioned American know-how."

I think this is just fine, but it "ain't" the point of the theme.

I am amazed from this sideline posi-
WPEN RADI0 MAKES THINGS HAPPEN IN PHILADELPHIA

As Part of Our Continuing Efforts in Community Service

WPEN awards four college scholarships each year to students throughout the Philadelphia area, selected in cooperation with WPEN, by the Mayor and Superintendents of the Public and Parochial School Systems. Education is our responsibility—and it is also good business. In Public Service... In Sales... And In Exciting Listening, WPEN Makes Things Happen In Philadelphia.

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WPEN—Philadelphia; WSAI—Cincinnati; WALT—Tampa
It's a logical dependence. Just as those other venerable volumes are respected as fountainheads of information in their respective fields, so too is the BROADCASTING YEARBOOK recognized as an authority without peer in the business of television and radio!

Why? First of all, there's nothing else like it. Here is the most complete compendium of accurate facts available. It's handy as well as helpful. Furthermore, you can't beat its established reputation for reliability. For 25 years now, these information-crammed source books have held a place of importance on the desks and bookshelves of every key person in TV-and-radio advertising. Few reference volumes get dog-eared and thumbprinted so fast by so many makers of decisions as a BROADCASTING YEARBOOK.

Now ... right around the corner ... is the publication date of the bigger-than-ever BROADCASTING YEARBOOK for 1960—bigger because (1) it contains more, and (2) it covers both electronic media in a single edition.

The 1960 edition scheduled for September publication will be snapped up by 18,000 busy people with the stakes of their livelihood in television or radio ... or in both. And because they make BROADCASTING YEARBOOK a working partner, day after day, this remarkable volume becomes a powerful, long-lasting medium for your advertising. This year, the combined format represents a greater value than ever.

Mark these dates, large and loud, on your calendar. Deadline for advertising if proofs are desired: July 11. If no proofs, July 25. Regular rates and mechanical specifications apply. Write, wire or phone your reservation before another day's sun has set. The New 1960 BROADCASTING YEARBOOK is too good a bet to miss!
READ WHAT IMPORTANT AGENCY EXECUTIVES SAY ABOUT THE BROADCASTING YEARBOOK

In an agency as deeply involved in the broadcast media as we are, the compilation of facts such as those contained in your new Yearbook is invaluable. Congratulations!

Ted Bergmann, President Parkinson Agency New York, N. Y.

I always look forward to the Broadcasting Yearbook. It is a contribution to the industry and contains so many valuable facts.

Arthur Pardoll, Media Group Director Foote, Cone & Belding New York

...on my recent lengthy Station trip, the Broadcasting Yearbook was a tremendous help. Its vast collection of very useful data, not to mention names, addresses and phone numbers, etc., was my constant companion. ...

Raymond E. Jones Young & Rubicam New York

Your Broadcasting Yearbook is one of the most important reference books I own. I find it very helpful in the preparation of television-radio client presentations, and as a solid informational guide for countless industry facts and figures.

Tom DeHuff TV Account Executive Cunningham & Walsh, Inc. New York 16, N. Y.

...I will put it to good use throughout the forthcoming year.

T. J. McDermott, V.P. N. W. Ayer & Son New York

...You are to be congratulated on this major contribution to the television and radio mediums. The market data, coverage and penetration statistics, the station personnel listings—all this is excellent and will have frequent use in our media activities.

Charles Pumian, Vice President-Media Henri, Hurst & McDonald Chicago

...I find the Yearbook very helpful...

Frank Moriarity Senior Buyer Dancer-Fitzgerald-Sample New York

As an important agency tool, the annual Broadcasting Yearbook offers the kind of information we need and use on a week to week basis.

A. E. Staley III Vice President Dancer-Fitzgerald-Sample Chicago

The annual Broadcasting Yearbook is the most valued addition to our working library.

Edward R. Fitzgerald Broadcast Media Manager J. Walter Thompson Chicago

...Yearbook will be very useful during the coming year just as I have always found Broadcasting informative and helpful to my business.

Nicholas E. Keesely, Senior V.P., Radio-Tv Lennen & Newell New York

I think the publication fills a very important need in the industry.

Hendrik Booraem Jr., V.P. & Director, Broadcast Dept. Ogilvy, Benson & Mather New York

...It's supposed to be easy to criticize anything, but frankly I find it difficult in this case (Yearbook). You have done a monumental job and I certainly congratulate you and your associates...

Peter M. Bardach Media Supervisor Foote, Cone & Belding New York, N. Y.

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**Latest working information about both television and radio.

**Directories restyled for faster reference—giving facilities and key personnel, of advertising agencies, networks, stations, station representatives, program suppliers, equipment sources, and many other organizations related to TV-radio business.

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radio and TV audiences, their size and composition.

radio and television time sales—by network, spot and local—nationally and by individual markets.

market information for every U.S. county.

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analyses of specialized radio programming—foreign language, Negro market, multiplexing, stereophonic broadcasting.

a review of how advertising agencies have grown with radio and television.

**PLUS—all the many other standard features which have made Broadcasting Yearbook the most authoritative, most closely-read reference work in radio and television for the past quarter-century!

Broadcasting
The Businessweekly of Television and Radio 1735 DeSales Street, N. W., Washington 6, D. C. A member of the Audit Bureau of Circulations
NOW!
NUMBER ONE CITY IN ILLINOIS
(OUTSIDE CHICAGO)

ROCKFORD

TOPS IN . . . POPULATION
RETAIL SALES . . . NEW
HOMES

AND . . . IN THIS RICH
AGRICULTURAL AND IN-
DUSTRIAL HEARTLAND OF
MID-AMERICA . . .

ARBMAR AND NIELSEN APR.
1960

---AGREE---
WREX-TV DOMINATES
ROCKFORD AREAVIEWING

• AT NIGHT
49 of the Top 50 Shows

• IN THE DAYTIME
All 20 of the Top 20 Shows

• TOP WESTERNS
7 of the Top 8

• TOP FAMILY SHOWS
All 5 of the Top 5 Shows

WREX-TV
channel 13

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BROADCASTING

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Broadcast Advertising was acquired in 1932.
Broadcast Reporter in 1933 and Telecast* in 1953. Broadcasting & Telecasting*

* Reg. U. S. Patent Office
Copyright 1960 by Broadcasting Publications Inc.

BROADCASTING, June 27, 1960

CRIME AND VIOLENCE

EDITOR: While parents, religious groups and parent-teacher associations continue to chastise television for its westerns and mystery programs that contain gunplay—following the lead of newspapers in claiming that television should clean up its programming or be government regulated—parents allow and even abet their children's viewing of crime movies. This has been observed at Saturday movie matinees here.

We have photographed children by the dozens exiting from a Missoula theatre after seeing two features that make gunplay on tv seem like a kids' game of cops and robbers. The children in many cases were darting in and out around traffic to reach their parents' automobiles, double parked. . . . The features were "The Purple Gang" and "Bluebeard's Ten Honeymoons." Upon asking the children what the movies were, she informed me that the first was billed as America's worst gang of criminals and that the co-feature was about a man who married ten women and killed many of them.

The question is, do many parents criticize their children for watching westerns and mysteries on tv and then send them to the Saturday matinee, giving them money and driving them to the theatre, without questioning what movie is on or what it's about.

Approximately 12 hours after these hundreds of children sat through two horror movies their city experienced a vicious murder and violent suicide. These same children, along with thousands of others for miles around, were reading about it in the daily paper and were faced with a grisly picture of the victim of the murder. . . . —Don Hayes, National Sales and Promotion Manager, KMSO-TV Missoula, Mont.
Invited to participate in the real excitement that springs from the interplay of vibrant people... people who spark to the vivid presence of a “Metropolitan” personality—a personality like each of our widely recognized Television, Radio and Outdoor properties.

METROPOLITAN BROADCASTING CORPORATION

265 East 67th Street, New York 21, New York

RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland
...in Cleveland WHK is No. 1 The monthly game of musical chairs—to see who's first—has taken a dramatic new turn. Thanks to Metropolitan Broadcasting Corporation’s new orchestration of service, news and showmanship, WHK now accompanies your selling message with Cleveland’s largest audience.* The score is available from Blair, or General Manager Jack Thayer (EXpress 1-5000).

*HOOPER, 23.4%—Total measured time periods, January—March, 1960.
FALL TV SCHEDULES BUTTONED UP

Now committed: weekly budget of nearly $7 million for night shows
But among the three networks there are still soft spots in sales

The fall TV nighttime schedule, which all three networks have been hammering together since the first of the year, is about where it's going to be. With minor exceptions the times have found their programs. And with some more-than-minor exceptions, the salesmen have found advertisers to pay the freight.

From the standpoint of weekly production costs alone, the freight will set a new record: $6.8 million worth for regularly-scheduled shows, according to Broadcasting's calculations. This is up a sizable $1.3 million from the 1959-60 season's $5.5 million weekly program nut.

From the standpoint of new entries, too, the changeover is greater than last season. Forty-six new shows will be on the air this fall, against 35 last year.

On pages 34 and 35 Broadcasting lists all the nighttime shows now in the network schedules. These are some of the facts which emerge from an analysis of those schedules:

- There will be 46 new shows—14 on ABC-TV, 14 on CBS-TV and 18 on NBC-TV.
- There will be 65 shows returning from last season—23 on ABC-TV, 25 on CBS-TV and 17 on NBC-TV. NBC-TV will have more new shows than old ones next fall.
- Only 22 shows will be licensed to advertisers, 10 fewer than advertisers owned in the past season; the 89 others will be licensed to the networks that program them.
- There are still 13-plus hours of program time available for sponsorship.

Sales Report - Networks are having divergent luck in pinning down sponsors for the fall schedule. Despite an uncommonly fast and early sales start, approximately 17.5% of all evening time still lacks a sponsor identification.

Private the networks say they're doing better than that—that they've made some sales they aren't yet free to disclose. But a compilation of their public announcements—the sales they are free to disclose—shows 13 and a fraction hours still uncommitted.

These are distributed as follows: ABC-TV 2 3/4 hours to go, CBS-TV 1 1/2 hours to go and NBC-TV 8 1/5 hours to go. This would make ABC's score 89.5% sold out of a weekly schedule of 26 nighttime hours, CBS 83.9% of 24 hours, and NBC's 65% of 24 1/2 hours.

Of the three networks, only CBS-TV will say that "we have announced everything we've sold."

ABC-TV officials say that, in addition to sales shown on the accompanying charts, one-half of Disneyland has been sold to a sponsor that cannot yet be identified, another quarter-hour of Roaring 20's has been signed for, Naked City is fully committed and other unannounced sales have been made to bring the network sell-out level to 94 or 95%.

NBC-TV authorities say that as a matter of policy they can neither confirm nor deny the 65% estimate on sales. But a network spokesman said: "Taking into account the contracts that are in transit, those that are at the point of signature, and the inquiries that are moving toward the contract stage, we will be completely sold out by fall.

The Unsold Periods - Here, by network, is a rundown of programming to which no sponsorship has yet been publicity attached:

ABC-TV - Most of ABC-TV's unsold time—except for Walt Disney on Sundays starting at 6:30—is in small pieces of programs. One quarter hour of its 2 1/4 uncommitted hours, for example, includes the alternate sixths of three different shows (Monday: Cheyenne at 7:30, and Adventures in Paradise at 9:30; Wednesday: Naked City at 10). Other open time on ABC-TV: Bugs Bunny on Tuesday, 7:30-8; quarter hour in Law & Mr. Jones (Friday, 10:30) and three-quarters of hour-long Roaring 20's at 7:30 on Saturday.

CBS-TV - At CBS-TV the rundown of time still to be sold: All of Face the Nation (Monday, 10:30-11); half of hour-long Witness at 7:30 on Thursday, and all of a half-hour yet to be programmed that same night at 10.

NBC-TV - NBC-TV's open time: All of Shirley Temple (Sunday, 7-8); halves of these half-hour shows: This Is Your Life (Sunday at 10:30), Wells Fargo (Monday at 8:30), Klondike (Monday at 9), Tall Man and Deputy both back-to-back starting at 8:30 on Saturday; two-thirds of hour-long Riverboat on Monday at 7:30; half of Laramie (Tuesday, 8:30-9:30); quarter of hour-long Thriller (Tuesday at 9); a full hour not yet programmed on Tuesday, 10-11; two-thirds of Outlaws (Thursday, 7:30-8:30); all of Groucho Marx (Thursday, 10-10:30); half of Dan Raven (Friday, 7:30-8:30); an unprogrammed half-hour on Wednesday at 10:30; a 10-minute segment available each in Michael Shayne and Lone Ranger (10-11 and 8:30-9 respectively on Friday), and two-thirds of hour-long Bonanza on Saturday at 7:30. Also unsold: the hour period set aside for an information show (tentative title: America's Future) set in the 9:30-10:30 Saturday period.

Independents' Role - The shows schedule the large independent producer becoming (along with the networks) even a more essential source of programming than before. In the past season five independents accounted for more than 30 programs; next fall six independents will produce more than 50 shows.

The leader among the pack is Four Star Productions, which has 12 programs scheduled on the networks. It's followed by Screen Gems with nine, Warner Bros. with eight (all on ABC-TV), Revue-MCA with six and Desilu and Goodson-Todman with four apiece. Other top producers: Ziv-United Artists and 20th Century-Fox with three apiece.

For full details on shows, costs, producers, sponsorships, turn page
A DETAILED LOOK AT FALL TV SCHEDULES

This table shows next fall's nighttime programs, how much they cost, who packages them, whether network or advertiser licensed, the time of night they are scheduled and at what date they are to begin, and the advertisers (with their agencies) which sponsor them. "Available" denotes an unsold period.

Production costs are estimated by BROADCASTING on the basis of data from various sources. Costs in most cases represent the price of a single original in a series and includes neither agency commission nor averaging of first-runs against reruns.

Agencies are in parentheses (); production firms in brackets []; starting dates indicate the beginning of the fall cycle; new shows in boldface; advertiser-controlled shows are designated by an asterisk.

Not shown in tables: ABC-TV—Sun. 6:30-7:30, "Walt Disney" $105,000, available, starts 10/10; Tues. 7-7:30, "Expedition" (new), $20,000, Ralston (GB&B), [ABC-TV Films], starts 9/20; Sat. 7-7:30, "Dick Clark," "Beechnut (Y&R), [Drexel Prod.], CBS-TV—Sun. 7-7:30, "Lassie" (advertiser-controlled), $34,-000, Campbell Soup (BBDO).

<table>
<thead>
<tr>
<th>SUNDAY</th>
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<tbody>
<tr>
<td><strong>ABC-TV</strong></td>
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<tr>
<td>7:30</td>
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<tr>
<td>Armour (PC&amp;B)</td>
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<tr>
<td>Kaiser (Y&amp;R) [Warner] 9/18</td>
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<tr>
<td>Nuemex (SSEC&amp;B)</td>
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<tr>
<td>Kaiser (Y&amp;R) [Warner] 9/18</td>
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<tr>
<td>Lawman $32,000</td>
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<tr>
<td>Whitehall (Bates) R.J. Reynolds (Eddy) [Warner] 10/2</td>
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<td>9:30</td>
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<tr>
<td>L&amp;M (M-E) United Motor Service (C-E)</td>
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<tr>
<td>J.S. Williams (Parkson)</td>
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<tr>
<td>duPont (BBDO) [MMG-TV] 10/2</td>
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<tr>
<td>10:30</td>
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<tr>
<td>Bell &amp; Howell (M-E) [Screen Gems—ABC] 11/27</td>
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<thead>
<tr>
<th>WEDNESDAY</th>
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<tbody>
<tr>
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<tr>
<td>Armour (PC&amp;B)</td>
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<tr>
<td>Kaiser (Y&amp;B) (20th Century) 9/28</td>
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<td>8:00</td>
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<tr>
<td>Carter (SSEC&amp;B)</td>
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<td>Lorrillard (L&amp;N)</td>
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<td>Vicks (Morse Int.)</td>
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<tr>
<td>Kellogg (Burnett) [Screen—UA] 8/14</td>
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<td>9:00</td>
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<tr>
<td>R.J. Reynolds (Eddy)</td>
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<td>Ford (JW)</td>
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<tr>
<td>National Biocut (M-E) [Horn &amp; Christie Prod.] 8/29</td>
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<td>9:30</td>
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<tr>
<td>Eastman Kodak (JW)</td>
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<td>Coca-Cola (M-E) [Stage Prod.] 9/28</td>
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<td>9:30</td>
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<tr>
<td>Brown &amp;</td>
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<tr>
<td>Williamson (Bates) Kimberly Clark (PC&amp;B)</td>
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<tr>
<td>[Four Star]</td>
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<tr>
<td>9:00</td>
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<tr>
<td>Colgate-Palmolive (Bates)</td>
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<tr>
<td>[Screen Gems] 10/5</td>
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<tr>
<td>9:00</td>
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<tr>
<td>Kraft (JW)</td>
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<td>[Radio Corp.] 10/5</td>
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<td>10:00</td>
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<tr>
<td>duPont (BBDO)</td>
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<tr>
<td>A.C. Stark Plug (Brother) Brown &amp;</td>
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<tr>
<td>Williamson (Bates) Bristol-Myers (OB&amp;M)</td>
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<td>10:30</td>
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<tr>
<td>U.S. Steel (BBDO)</td>
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<tr>
<td>Armstrong (BBDO) [Theatre Guild] [Robit, Costello] 9/28</td>
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<tr>
<td>10:30</td>
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<td>PaG (E &amp; B)</td>
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<tr>
<td>[Four Star] 9/28</td>
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<td>10:30</td>
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<td>10:30</td>
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<tr>
<td>Sunbeam (PC&amp;B) [Available]</td>
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<tr>
<td>alternate sixth available [Screen Gems] 10/12</td>
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<tr>
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<tbody>
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<td>Ralston (GB&amp;B)</td>
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<tr>
<td>Seven-Up (JW) [Desilu] 9/29</td>
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<tr>
<td>9:30</td>
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<tr>
<td>Johnson &amp; Johnson (Y&amp;R) Campbell Soup (BBDO) [Screen Gems] 9/29</td>
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<tr>
<td>Chevorlet (C-E) [Feddersen] 9/29</td>
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<tr>
<td>10:00</td>
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<tr>
<td>L&amp;M (M-E) Armour (PC&amp;B) Whitehall (Bates) [Screen—UA] 10/13</td>
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<td>10:30</td>
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<tr>
<td>10:30</td>
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<tr>
<td>Sunbeam (PC&amp;B) [Available]</td>
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<tr>
<td>alternate sixth available [Screen Gems] 10/12</td>
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BROADCASTING, June 27, 1960
### MONDAY

<table>
<thead>
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<th>Time</th>
<th>ABC-TV</th>
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<th>NBC-TV</th>
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<tr>
<td>7:30</td>
<td>Cheyenne</td>
<td>$65,000</td>
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<td></td>
<td>Union Carbide</td>
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<tr>
<td></td>
<td>P&amp;G (B&amp;B)</td>
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<td></td>
<td>Ralston (Gardner)</td>
<td>Bristol-Myers</td>
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<td></td>
<td>(Esty)</td>
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<tr>
<td></td>
<td>R.J. Reynolds</td>
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<td></td>
<td>(Esty)</td>
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<tr>
<td>8:30</td>
<td>Pete &amp; Gladys</td>
<td>$47,500</td>
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<td>Goodyear (Y&amp;R)</td>
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<td></td>
<td>Carnation (E&amp;W&amp;R)</td>
<td>(CBS)</td>
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<td></td>
<td>[Revuel] 9/19</td>
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<tr>
<td>8:30</td>
<td>Surfside Sixth</td>
<td>$105,000</td>
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<td></td>
<td>Whitehall (Bates)</td>
<td>Johnson &amp; Johnson</td>
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<td>(Esty)</td>
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<td>Ponluc (M&amp;AJA)</td>
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<td>Cluett-Debby</td>
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<td></td>
<td>(LaN)</td>
<td>[Warner] 9/28</td>
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<tr>
<td>9:00</td>
<td>Adventures in</td>
<td>$110,000</td>
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<td></td>
<td>Paradise</td>
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<tr>
<td></td>
<td>Whitehall (Bates)</td>
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<td>Cluett-Debby</td>
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<td></td>
<td>(LaN)</td>
<td>[Warner] 9/23</td>
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<tr>
<td>10:00</td>
<td>duPont (BBD)</td>
<td>$160,000</td>
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<td></td>
<td>Colgate-Palmolive (Bates)</td>
<td>(CBS)</td>
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<td>Drackett (Y&amp;R)</td>
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<td>Bristol-Myers</td>
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<td></td>
<td>(Y&amp;R)</td>
<td>(Four Star)</td>
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<tr>
<td>10:30</td>
<td>Peter Gunn</td>
<td>$40,000</td>
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<td></td>
<td>Bristol-Monty</td>
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<td></td>
<td>R.J. Reynolds</td>
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<td></td>
<td>(Esty)</td>
<td>(Spartan Prod.)</td>
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<tr>
<td>10:30</td>
<td>Face the Nation</td>
<td>$5,000</td>
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<tr>
<td></td>
<td>(CBS)</td>
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<tr>
<td>10:30</td>
<td>*Jackpot Bowling</td>
<td>$40,000</td>
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<td></td>
<td>Bayuck Cigars</td>
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<tr>
<td></td>
<td>(Werner &amp; Schor)</td>
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### TUESDAY

<table>
<thead>
<tr>
<th>Time</th>
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<th>NBC-TV</th>
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<tr>
<td>7:30</td>
<td>Bag's Bunny</td>
<td>$37,500</td>
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<td></td>
<td>Available</td>
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<tr>
<td></td>
<td>(Warren Seal Wax</td>
<td>(CBS)</td>
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<td></td>
<td>Campbell-Mithun)</td>
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<tr>
<td>8:00</td>
<td>*Rifleman</td>
<td>$44,000</td>
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<td></td>
<td>P&amp;G (B&amp;B)</td>
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<tr>
<td></td>
<td>(CBS)</td>
<td>[Revuel] 9/27</td>
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<tr>
<td>8:30</td>
<td>Wyatt Earp</td>
<td>$42,500</td>
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<td>P&amp;G (Compton)</td>
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<td></td>
<td>Gen. Mills (D-F-S)</td>
<td>(Edelman)</td>
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<td>9:00</td>
<td>Stagecoach West</td>
<td>$100,000</td>
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<td></td>
<td>Brown &amp; Williamson (Bates)</td>
<td>United Motor Service (C-E)</td>
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<tr>
<td></td>
<td>(Esty)</td>
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<td>9:30</td>
<td>Bantu</td>
<td>$50,000</td>
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<td>Alberto-Cuver</td>
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<td></td>
<td>(Wade)</td>
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<td></td>
<td>Half available</td>
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<td>(Ziv-UA with NBC)</td>
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<td>10:00</td>
<td>Alocos Presents</td>
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<td>Alcost (FS&amp;R)</td>
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<td></td>
<td>[One Step Beyond Prod.]</td>
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<td>10:30</td>
<td>*AT&amp;T Specials</td>
<td>$135,000</td>
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<td>AT&amp;T (Ayer)</td>
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<td>10:30</td>
<td>Leave It to Beaver</td>
<td>$48,000</td>
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<td>Raiston (GBB)</td>
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<tr>
<td>10:30</td>
<td>Roaring Twenties</td>
<td>$165,000</td>
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<td></td>
<td>Warner-Lambert</td>
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<td>duPont (BBD)</td>
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<td></td>
<td>Colgate-Palmolive (Bates)</td>
<td>(CBS)</td>
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<td>Stern Drug (D-F-S)</td>
<td>(CBS)</td>
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<tr>
<td>11:00</td>
<td>Lawrene Weik</td>
<td>$52,000</td>
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<td></td>
<td>Dodge (BBD)</td>
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<td></td>
<td>J. B. Williams</td>
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<tr>
<td></td>
<td>(Parker)</td>
<td>(Telekiew)</td>
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### FRIDAY

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<tr>
<td>7:30</td>
<td>Matty's Funday</td>
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<td></td>
<td>(tentative)</td>
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<td>Barney (BBDO)</td>
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<td></td>
<td>(Carrol Gardens)</td>
<td>(ABC)</td>
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<tr>
<td>8:00</td>
<td>Harrigan &amp; Son</td>
<td>$45,000</td>
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<td></td>
<td>Reynolds Metals</td>
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<td>(Clint E. Frank)</td>
<td>(CBS)</td>
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<td></td>
<td>(Desilu)</td>
<td>[Warner] 9/30</td>
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<tr>
<td>8:30</td>
<td>Flintstones</td>
<td>$65,000</td>
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<td>Miles (Wade)</td>
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<td></td>
<td>R.J. Reynolds</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>(Esty)</td>
<td>(Screen Gems)</td>
<td></td>
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<tr>
<td>8:00</td>
<td>77 Sunset Strip</td>
<td>$100,000</td>
<td></td>
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<tr>
<td></td>
<td>American Chicle</td>
<td></td>
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<td></td>
<td>(Bates)</td>
<td>(Y&amp;R)</td>
<td></td>
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<tr>
<td></td>
<td>Mr. Garland</td>
<td>$46,000</td>
<td></td>
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<tr>
<td></td>
<td>L&amp;M (D-F-S)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Plymouth (Ayer)</td>
<td>(Pastor, 9/14)</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>Detectives</td>
<td>$45,000</td>
<td></td>
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<tr>
<td></td>
<td>Procter &amp; Gamble</td>
<td>(Four Star)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(CBS)</td>
<td>9/16</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>*Law &amp; Mr. Jones</td>
<td>$48,000</td>
<td></td>
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<tr>
<td></td>
<td>P&amp;G (Compton)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Half available</td>
<td>10/7</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>*Eye Witness to</td>
<td>$34,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>History</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Firestone Tire &amp; Rubber (CBS)</td>
<td>9/30</td>
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</tr>
</tbody>
</table>
P&G Still Leads Network Parade

Bills $3.8 million in April, network total hits $55.9 million

Procter & Gamble's $3.8 million gross time billing in April led network advertising in a compilation of advertisers and product classifications released by the Television Bureau of Advertising today (June 27).

Gross time costs for April totaled $55.9 million, and for January-April the figures came to $227.8 million.

Anacin and Dristan were the twin brand leaders, both billing in the same category followed by Phillips' cigars, Bayer aspirin and Winston cigarettes.

**ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; farming</td>
<td>$237,873</td>
<td>$794,498</td>
<td>$670,180</td>
</tr>
<tr>
<td>Apparel, footwear &amp; accessories</td>
<td>1,080,973</td>
<td>2,387,403</td>
<td>1,064,000</td>
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<tr>
<td>Automotive, auto. acces. &amp; eqpt.</td>
<td>4,526,846</td>
<td>18,201,996</td>
<td>15,679,299</td>
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<tr>
<td>Beer &amp; wine</td>
<td>494,969</td>
<td>2,722,133</td>
<td>1,019,730</td>
</tr>
<tr>
<td>Bldg. mats., eqpt. &amp; fixtures</td>
<td>232,586</td>
<td>742,129</td>
<td>1,070,009</td>
</tr>
<tr>
<td>Confectionery &amp; soft drinks</td>
<td>1,439,118</td>
<td>6,167,419</td>
<td>4,381,345</td>
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<tr>
<td>Consumer services</td>
<td>426,591</td>
<td>1,678,157</td>
<td>1,368,009</td>
</tr>
<tr>
<td>Drugs &amp; remedies</td>
<td>1,684,134</td>
<td>26,622,806</td>
<td>24,729,415</td>
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<tr>
<td>Entertainment &amp; amusement</td>
<td>143,517</td>
<td>143,517</td>
<td>226,920</td>
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<tr>
<td>Food &amp; food products</td>
<td>9,342,785</td>
<td>39,301,514</td>
<td>40,171,975</td>
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<tr>
<td>Freight, industr. &amp; agric. develop.</td>
<td>42,520</td>
<td>235,760</td>
<td>155,103</td>
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<tr>
<td>Gasoline, lubric. &amp; oth. fuels</td>
<td>1,205,292</td>
<td>5,339,990</td>
<td>1,288,210</td>
</tr>
<tr>
<td>Horticulture</td>
<td>221,641</td>
<td>379,538</td>
<td>143,843</td>
</tr>
<tr>
<td>Household eqpt. &amp; suppl.</td>
<td>2,495,225</td>
<td>2,331,536</td>
<td>1,303,464</td>
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**ESTIMATED EXPENDITURES OF TOP 15 BRAND ADVERTISERS—APRIL 1960**

<table>
<thead>
<tr>
<th>Product</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anacin</td>
<td>$746,463</td>
</tr>
<tr>
<td>Dristan</td>
<td>738,554</td>
</tr>
<tr>
<td>Phillips' cigars</td>
<td>681,129</td>
</tr>
<tr>
<td>Bayer aspirin</td>
<td>572,197</td>
</tr>
<tr>
<td>Winston cigarettes</td>
<td>571,244</td>
</tr>
<tr>
<td>Texaco Inc. (general promotion)</td>
<td>553,418</td>
</tr>
<tr>
<td>L&amp;M filter cigarettes</td>
<td>516,747</td>
</tr>
<tr>
<td>Pall Mall cigarettes</td>
<td>503,724</td>
</tr>
<tr>
<td>Colgate dental cream</td>
<td>483,679</td>
</tr>
<tr>
<td>Phillips milk of magnesium</td>
<td>463,577</td>
</tr>
<tr>
<td>Marlboro cigarettes</td>
<td>434,354</td>
</tr>
<tr>
<td>Alistate Insurance</td>
<td>426,489</td>
</tr>
<tr>
<td>Tide</td>
<td>419,737</td>
</tr>
<tr>
<td>Camile cigarettes</td>
<td>418,889</td>
</tr>
<tr>
<td>One-a-Day vitamins</td>
<td>392,968</td>
</tr>
</tbody>
</table>

**ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Household furnishings</td>
<td>720,889</td>
<td>2,331,536</td>
<td>1,903,464</td>
</tr>
<tr>
<td>Industrial materials</td>
<td>1,745,114</td>
<td>7,588,040</td>
<td>7,281,814</td>
</tr>
<tr>
<td>Insurance</td>
<td>1,216,915</td>
<td>3,972,566</td>
<td>3,688,566</td>
</tr>
<tr>
<td>Jewelry, optical gds. &amp; cameras</td>
<td>1,096,917</td>
<td>3,556,729</td>
<td>3,508,614</td>
</tr>
<tr>
<td>Office eqpt., staty. &amp; writ. suppl.</td>
<td>347,847</td>
<td>1,054,854</td>
<td>1,593,270</td>
</tr>
<tr>
<td>Publishing &amp; media</td>
<td>731,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio, tv sets, phonographs, m's</td>
<td>418,883</td>
<td>1,467,783</td>
<td>2,166,062</td>
</tr>
<tr>
<td>Instruments, accessories</td>
<td>1,685,788</td>
<td>36,431,057</td>
<td>25,959,996</td>
</tr>
<tr>
<td>Smoking materials</td>
<td>6,689,000</td>
<td>9,204,548</td>
<td>23,564,170</td>
</tr>
<tr>
<td>Soaps, cleansers &amp; polishes</td>
<td>9,090,200</td>
<td>24,026,548</td>
<td>23,604,333</td>
</tr>
<tr>
<td>Sporting goods &amp; toys</td>
<td>324,907</td>
<td>935,182</td>
<td>832,311</td>
</tr>
<tr>
<td>Toiletries &amp; toilet goods</td>
<td>8,723,507</td>
<td>36,782,777</td>
<td>33,840,577</td>
</tr>
<tr>
<td>Travel, hotels &amp; resorts</td>
<td>67,545</td>
<td>563,566</td>
<td>449,130</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>630,380</td>
<td>3,069,794</td>
<td>2,630,745</td>
</tr>
<tr>
<td>Total</td>
<td>$55,922,827</td>
<td>$227,822,508</td>
<td>$208,645,792</td>
</tr>
</tbody>
</table>

**What people think of commercials**

Cartoons make the best commercials.

So say Los Angeles viewers, who chose the animated ads by a better than two-to-one margin over musical commercials, the second-rated variety of tv spots.

Those commercial preferences were revealed by a survey prepared and conducted by Dr. Aly Baylor, chairman of the department of economics and marketing at Woodbury College, Los Angeles. Woodbury students made 3,018 interviews to collect the information. Complete data on tv commercials showed cartoons preferred by 48.4% of respondents, musical spots by 21.1%, silent commercials by 12.1%, demonstrative by 8.3%, serious by 6.6% and dramatic by 3.5%.

Asked to list the sponsors of their four favorite programs, 60.4% were able to name the first choice program sponsor, 52.5% the second, 40.5% the third and 39.0% the fourth. As to use of the products advertised on their favorite programs, 11.7% said they always use them; 65.7% said they sometimes do and 22.5% said they never do.

Most viewers do not have a very high opinion of the commercials they see on tv, the survey indicated. Nearly three-quarters of those interviewed reported negative attitudes toward the tv spots, 19.8% terming them boring, 18.9% repetitious, 13.2% phony, 12.3% lengthy and 9.1% charged them with wrong timing. On the other side, 11.1% said they found commercials entertaining, 6.0% called them informative and 3.7% said they were helpful. The other 5.9% of the viewers were indifferent to tv commercials.

Ads Axed = Commercials were also revealed as the chief grievance of the tv audience, garnering 43.7% of the votes. Also objected to were time conflict (20.4%), repetition of programs (18.6%) and lack of variety (17.3%).

Yet, only 17.4% of the respondents reported that they made no purchases as a result of tv advertising. Foods were the most purchased (16.3%), followed by toiletries (13.3%), soft drinks (10.3%), drugs (9.6%), cigarettes (9.3%), alcoholic beverages (6.2%), gas and oil (4.7%), recreation (3.8%), automobiles (3.4%), home furnishings (2.8%) and loans and investments (1.5%).

As to programs, the survey found westerns most popular with Los Angelinos (15.6%), mysteries second (13.4%), dramas third (12.2%) and comedies fourth (10.7%). Cartoons, top-rated as commercials, ranked 11th as program material, with only 4.1% of the votes, trailing musical programs (7.9%), family shows (7.6%), sports (6.9%), news (5%), documentary (4.6%) and variety (4.5%). Only educational programs (1.8%) and quiz shows (1.4%) were lower than cartoons in the preferential scale.

Viewers gave amusement as their chief reason for watching tv (12.4%), closely followed by personalities (12%), pleasure (11.9%) and action (11.8%). Despite the popularity of westerns, only 3.1% gave gun fights as the reason for their program preference, although excitement got a 9.9% response and plot one of 9.1%.

36 BROADCASTING, June 27, 1960
The amazing transistor ... no larger than a match head, yet opening up electronic miracles never before dreamed possible. So minute, so exacting, it truly takes a quality touch to devise such an engineering masterpiece.

The quality measure of today's better radio and television stations requires no microscopic examination ... it can be felt, not only through audience reaction, but in advertiser product association.

The Original Station Representative
TV'S BIG PUSH FOR RETAILERS

TvB says increased retailer ads inevitable

The Television Bureau of Advertising last week emphasized that a decided increase in local retailer use of television is inevitable.

To explore tv's status with retailers, TvB President Norman E. Cash and Howard P. Abrahams, vice president in charge of retail sales, met with newsmen in New York and talked retailing and tv.

Mr. Cash predicted the area he was concerned with—a $280 million local retail business in 1959—will grow to $1.5 billion in 1970. Media in 1970, he noted, should be billing about $22 billion a year of which “better than” $12 billion will be in national advertising and nearly $10 billion in local retail.

For some time, tv's growth in local retailing has been a touchy matter. The large retail chains, for example, didn't feel the need for tv nor did they consider it as they have newspaper ads. But the migration to the suburbs is starting some changes. Stores now compete more strongly for customers in the city areas and branch outlets in the suburbs cannot rely on newspaper circulation to any great extent (tv, covers both general areas, TvB notes).

Mr. Cash noted that local advertisers historically don't react as quickly to tv as do national advertisers. Local advertising in all media increased by only 83% in 10 years (1950-59) but its share of the whole advertising pie declined (from 42.9% of the total in 1950 to 38.5% of the total in 1959).

Tempo Up • At work now, according to Mr. Abrahams, are such factors as an increased tempo of retail advertising on tv and ground work underway to orientate retailers to tv. He noted that with the National Retail Merchants Assn., TvB is preparing a manual for retailers to show them how to use the medium. An NRMA survey reveals that 2 out of 3 retailers using tv stations use them full and half since 1955, that the average retailer's tv budget comes to about 10% of his total ad expenditures and 43% of retailers surveyed are using tv.

On the how-to in tv, NRMA already has found that one out of five retailers thinks he is not able to use the medium because of a lack of existing tv facilities or a limited marketing pattern. As a main technique, most retailers tend to slides and live commercials. A few retailers are using tv tape.

TvB and stations are now tackling the problem of orienting the retailers to the use of tv. Talks and demonstrations are made before retailer groups, store tests and clinics are held, while stations are presented budgets on how they should contact and sell retailers on tv.

Mr. Abrahams said TvB at present recommends that retailers allocate 15% of their total ad budgets to tv (including saturation schedules for key events and year-round promotion). This percentage, however, is very flexible since various factors including store volume and type or size of market could effect wide variances in suggested percentages.

Shell Oil dropping Thompson for Ogilvy

Some $16 million in advertising for Shell Oil Co. will be scheduled by a new agency next year. Effective Dec. 1, the account, which spends perhaps $7-10 million in broadcast media annually, leaning heavily on network tv.

Its products are cross-plugged in participations on Gillette's network properties. Gillette itself is a $20 million broadcast client, spending about $13.6 million in network and $2.75 million in spot tv in 1959, plus an additional $1.07 million in spot radio.

Termination of the Toni and Tatham-Laird association was officially announced by the agency Thursday noting the separation is "by mutual agreement and with complete good will on both sides." Toni followed up Friday with virtually the same announcement, adding that Frank had been reassigned the two products accounts. The switch was announced by Stuart K. Hensley, Toni president.

North Adv. Inc. and Clinton Frank handle the bulk of Toni's business, which is primarily in network tv and lesser in spot tv and print media. The lineup: North—Toni, Tonette, Silver Curl, Deep Magic, Hush, Adorn, Color-cade and experimental products; Frank—Pamper, Tame and Bobbi. It also has agencies in Honolulu and Toronto, Canada. Thus, the bulk of broadcast billings remain with North, despite the defection of Prom and White Rain to Frank.

Initial inkling of rumbling in the Toni camp came earlier in the week with North's announcement it had hired away executives from Lanelin Plus and Foote, Cone & Belding as account directors on Toni products.

Shell sponsored professional football on CBS-TV last fall but puts most of its money into spot, mainly for strip news-public service show sponsorship in about 75 markets, supplemented by seasonal announce schedules in 20 or so additional markets. The sponsor follows the same pattern in radio, using more than 100 markets.
Recent Guests on the Dayton Council of World Affairs Weekly Forum

CLAUDE BOURDET—Editor, France Observateur, Member Paris Municipal Council

ROBERT CRAWFORD—Public Affairs Officer, U.S. Information Service, Tangiers, Morocco

LILY QUY—Director of Literacy Work, Orissa Province, India

SAMUEL KRAKOW—International Relations Assistant, American Red Cross

KJELL BERG—Press Attaché, Embassy of Sweden

DR. HERRICK YOUNG—President, Western College for Women

ROBERT MACALISTER—Executive Director, International Rescue Commission

GEORGE V. MELAS—Greek Ambassador to the U.S.

DR. FAYEZ SAYEGH—Director, Arab Information Bureau

DR. GUNTHER R. GRUBER—Austrian Trade Delegate, Chicago

LEONARD TENNYSON—U.S. Representative for the European Common Market

DR. LEWIS GALANTIÈRE—Policy Advisor to Radio Free Europe

WERNER MIDDELMANN—Assistant Secretary of Refugees for the West German Government

Dayton's favorite window on the world

Famed public service feature “Dayton Council of World Affairs” in 10th year on WHIO-TV

Programs don’t endure like this without tremendous audience loyalty. Throughout the years, Dayton and the great Dayton area has learned to keep WHIO-TV tuned in for the utmost in forward-looking programming — just as our area’s civic leaders have learned to come to us first for airtime support for community projects.

Such close identification with civic causes has won us a unique place in the hearts of a great community. You'll find it rewarding to consult National Representative George P. Hollingbery's facts and figures. He is at your service.

One of America’s Great Area Stations Covering 41 Counties of 3 States

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina
A once-in-a-lifetime special event or a regularly-scheduled adventure show—as different as can be, yet the same: they spell overwhelming leadership for Channel 2.

Example: WCBS-TV’s coverage of the wedding of Princess Margaret scored a royal 25.9 rating and a 60.9% share of audience. Despite an 11:15 pm start (well after the other New York stations), the WCBS-TV coverage averaged 72% more homes than the second station’s prime-time showing, more than the next three stations combined! (Nielsen)

Another example: “Sea Hunt,” one of New York’s top-rated shows during a seventeen-month run on Channel 2 (31.2 average rating). When the show moved to another network station—same night, same time—ratings took an immediate plunge. Overnight, “Sea Hunt” lost three-quarters of its audience! The inevitable result: “Sea Hunt” is once more back on Channel 2, once more riding the popularity crest with a current 27.8 rating. (Nielsen)

Worlds apart? Of course. Yet both cases are part of the same familiar story. Year-after-year (as reported in 63 consecutive Nielsens), New York’s largest audiences by far are tuned to...

WCBS-TV
CBS Owned - Channel 2, New York - Represented by CBS Television Spot Sales
**Business briefly**


**Thrilled** - Allstate Insurance Co., Skokie, Ill., via Leo Burnett Co., Chicago, signed as co-sponsor of Thriller, new NBC-TV hour-long mystery and suspense series starting in the fall (Tue., 9-10 p.m. EDT). Other sponsors of the Hubbell Robinson produced series are Glenbrook Labs and American Tobacco, both previously announced.


**Gas Assn. drama** - American Gas Assn., N.Y., through Lennen & Newell, N.Y., will co-sponsor Barbara Stanwyck Theater over NBC-TV in the fall (Mon. 10-10:30 p.m.). The other sponsor, previously announced, is Alberto-Culver Co., Chicago.

**Jam session** - Mary Ellen's Inc., Berkeley, Calif. (jams and jellies) has launched a 10-month radio spot campaign on 19 western stations, through Guild, Bascom & Bonfigli, San Francisco.

**Undaunted** - Lever Bros. Lifebuoy soap signed sponsorship of NBC-TV's new live, colorcast series, Moment of Fear, which starts July 1 (Fri. 10-11 p.m. EDT). Produced by Robert Stevens, program features suspense stories dealing with both reality and fantasy. Agency: Sullivan, Stauffer, Colwell & Bayles, N.Y.

**Early morning news** - Tidewater Oil Co., through Foote, Cone & Belding, L.A., on July 4 starts full sponsorship of Frank Goss morning newscasts on a 21-station hookup of CBS Radio Pacific Network, (Mon.-Sat., 7:30-7:45 PDT) for 52 weeks.

**Summer series** - S.C. Johnson & Son, Racine, Wis., through Foote, Cone & Belding, N.Y., and the Pet Milk Co., St. Louis, via Gardner Adv., that city, have bought alternate sponsorship of The Comedy Spot, a CBS-TV summer series of 13 filmed comedy half-hours starting Tuesday June 28 as replacement for The Red Skelton Show.

**Political sponsors** - KHOU-TV Houston last Corinthian station to lock up local sponsorship of group's coverage of political conventions and election night has sold the package to the Houston National Bank. Other four Corinthian markets sold, all within 10 days of package being offered, are: WISH-AM-TV Indianapolis, Fall City Brewery; WANE-AM-TV Fort Wayne, Peter Eckrich & Sons (meat packer); WOTV (TV) Tulsa, Conoco and National Bank of Tulsa and KXTV (TV) Sacramento, Shell Oil. Corinthian's individual, local-angle coverage supplements that of CBS (Broadcasting, May 23).

**Marlboro football** - Philip Morris Inc. (Marlboro cigarettes), N.Y., will sponsor complete schedule of 70 games of National Football League on CBS-TV, starting Sept. 23 and ending Dec. 18, and has set up regional tv networks. Company also will present world championship game over NBC-TV on a date to be announced. Agency: Leo Burnett Co., Chicago.

**Two for 'Witness'** - R.J. Reynolds Tobacco Co., Winston-Salem, N.C., through Wm. Esty Co., N.Y., and Helene Curtis Industries, Chicago, through Edward H. Weiss Co., Chicago, have signed for alternate week, half-hour sponsorship of Witness (Thur., 7:30-8:30 p.m. on CBS-TV), starting in fall. Half-hour sponsorship of series is still available.

**Makeup spots** - Max Factor & Co., L.A., will use nationwide spot television starting Oct. 3 in an introductory campaign for a new make-up, Sheer Genius. The company describes the product as a "new concept in make-up that will give complete...an exciting new look which is in between the shine of an unpowdered make-up base and the non-reflective matte finish of powder." Kenyon & Eckhardt, L.A., is the agency.

**Renews news** - The AFL-CIO has renewed Edward P. Morgan & The News on ABC Radio for the sixth consecutive year. The 52-week contract was placed last week by Furman, Feiner & Co., N.Y., which at the same time ordered the AFL-CIO's annual summer weekend newscasts beginning in July. George Anshro handles these 12:25-12:30 p.m. Saturdays and 7:30-7:35 p.m. Sundays. The Morgan newscasts are heard Monday-Friday 7-7:15 p.m.

**Nighttime too** - Procter & Gamble will sponsor a nighttime version of Video Village quiz show on CBS-TV Fridays (9-9:30 p.m.), beginning July 1. The series was planned initially as Monday-through-Friday daytime. The
TO INCREASE YOUR CLIENTS' SHARE OF THE $5-BILLION
WASHINGTON RETAIL MARKET

Use the promotion plan with the largest share of the
GOVERNMENT EMPLOYEE MARKET

Featuring WQMR
Washington's Quality Music and Government News Radio Station...
and Acme
Washington's Fastest Growing Supermarket Chain.

First, your radio spot commercials are carefully fitted in WQMR's popular "Musical Clusters" and "Voice of Government" program format which offers a pleasing balance between uninterrupted "semi-classical and semi-popular" music, and exclusive spot reports of government activities along with other important news, weather and sport features... just the balance that attracts and holds the attention of a half million government employees and their families. You need this important audience if you are to really move goods in Washington. Your selling message... and it must meet WQMR standards... is presented individually in and around the news portions as integral parts of each day's program. Your selling message is considered an important aspect of WQMR's service to the people of the nation's capital. Such controlled and integrated programming makes the big difference... for you as well as for your listeners.

Second, you may now join WQMR in a Point-of-Purchase Promotion just set up with American Stores, Inc... whose ACME markets form one of the largest supermarket chains in the country, as well as in the capital area. For no additional charge, your advertised product will benefit from choice POP space (your own selection, by the way) in all stores of the ACME chain which does business with more than 200,000 Washington shoppers weekly. Just think of the impact on the sales of your product created by end-of-aisle or checkout counter displays viewed by these 200,000 shoppers... and the number is increased if you choose a different package plan. There are two established plans to choose from.

This integrated promotion program would be strongly tempting even if offered by any other radio station providing the usual assortment of music, news, variety and commercial fare. Coming from WQMR, however, you will have still another bonus feature working for you... proven audience acceptance. WQMR's new creative approach has already won over a large, regular audience, both in and out of the government, plus the plaudits of advertising and business leaders, the sponsors, government officials and members of Congress. With the implementing of the WQMR-ACME merchandising plan, even more plaudits will come in from satisfied sponsors.

Prime radio time and store display space is limited. To get in on the "outdoor living" market, request program details as soon as possible.

Contact: Ed Winton, V.P. and G.M., WQMR
Wisconsin Building, Washington 16, D. C., WHitehall 6-1050

WQMR DIAL 1050
... a Connie B. Gay Station

Serving the Largest Specialized Group of Listeners in Any City in the World
TV PREVIEW

The bouncing ball technique of the movie theatres’ audience participation community sings has been adapted by Fuller & Smith & Ross, Los Angeles, and Playhouse Pictures to a new 20-second commercial for Kal Kan Rounds, new pet food which basically is meatballs canned in gravy.

For Kal Kan, the bouncing ball is a bouncing meatball which moves from frame to frame with a hungry dog in eager pursuit over the words that make up the rhymed message:

"Finally, a pet food that pours, Shaped like a meatball to end all your chores.

The complete pet diet for cats and hounds, Brand new Kal Kan All-year ROUNDS."

Bouncing into the lettering, the meatball becomes the “O” of the word “ROUNDS” until it is pounced upon and gobbled up greedily by the happy pooch. The commercial ends with a picture of the Rounds can.

The spots will be broadcast on tv day version won’t begin until July 11.

Agency: Benton & Bowles, N.Y.

In for Ann ■ General Foods through Benton & Bowles has slotted a new taped revue, The Spike Jones Show, in the Ann Sothern Show time on CBS-TV (Mon., 9:30-10 p.m. EDT) for nine weeks, beginning Aug. 1, until The Andy Griffith Show debuts in that time. Ann Sothern moves in the fall to Thursdays at 9:30, replacing this season’s Markham, sponsored by Schlitz (through J. Walter Thompson) and Renault (Kudner). Bill Dana, who created “Jose Jimenez” on the “Steve Allen Show” on NBC-TV, will produce the Jones series, with Bob Scheerer, former associate producer of the Allen show, as a director and an Allen writer, Don Hinkley, with similar duties.

Lady Esther buys tv ■ Chemway Corp., for Lady Esther Products, has bought participations in ABC-TV’s daytime shows, Day in Court, Beat the Clock, and Who Do Your Trust, beginning June 28. The contract calls for a quarter-hour a week for 25 weeks.

Agency: Cohen & Aleshire, N.Y.

Two go golf ■ Williamson-Dickie Mfg. Co., Fort Worth, through Fuller & Smith & Ross, has bought half of CBS-TV’s PGA Golf Championship July 23 (5-6 p.m. EDT) and July 24 (4:30-5 p.m. EDT).

Olympic buy ■ P. Lorillard, through Lennen & Newell, N.Y., and Pabst Brewing Co., through Kenyon & Eckhardt, that city, have signed for CBS-TV’s coverage of the final Olympic track and field trials, scheduled for July 2 (5-7 p.m. EDT).

Agency appointments

■ Oasis Corp. Stanton, Calif., names Boyhart, Lovett & Dean Inc., L.A., to handle sales development for introduction of Rola-Dri tub enclosures to add a shower to bath tubs. Media plans are now under consideration.

■ Bar Harbor Inc., L.A., appoints Boyhart, Lovett & Dean Inc., L.A., to handle the Imperial Chef refreshment bar, a product designed to accommodate individual servings of coffee, soup and other beverages and foods without need for bottled water. Media plans are being formulated.

■ Cone Mills Inc. (fabrics, Cone towels), N.Y., to Grant Adv., N.Y., from Cohen, Dowd & Aleshire. The account is valued at the “middle to high six figures.”

■ WRVA-AM-TV Richmond, Va., appoints Zimmer-McClaskey-Frank, that city. The agency is handling all advertising and publicity for the tv station’s changeover to ABC-TV which went into effect May 30.

■ Mutual Broadcasting System: Erwin Wasey, Ruthrauff & Ryan, N.Y.
WGIV

CHARLOTTE'S Number ONE Audience Station*

Proudly announces the appointment of....

BERNARD HOWARD & CO., INC.
radio and television station representatives

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO

as its National Representative effective

July 1st 1960

* Pulse of Charlotte—Spring 1960
* Hooper of Charlotte—April-May 1960
Twenty-three metropolitan areas have a population of more than one million, according to preliminary figures announced June 22 by the U. S. Census Bureau.

Another 29 metropolitan areas have a population between 500,000 and 1 million, it was found.

Highest percentage increases occurred in Anaheim, Calif., 610.4; Tucson, Ariz., 362.9 and Torrance, Calif., 352.3, the bureau found. Some large population gains were due to annexations of territory.

Following are population figures for 1960 and 1950 as released by the bureau:

<table>
<thead>
<tr>
<th>Standard Metropolitan Statistical Area</th>
<th>1960</th>
<th>1950</th>
<th>Increase or decrease</th>
</tr>
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<tbody>
<tr>
<td>Total, 189 areas</td>
<td>108,872,640</td>
<td>87,579,138</td>
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<td>53,255,047</td>
<td>36,882,440</td>
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Standard Metropolitan

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<th>Statistical Area</th>
<th>1960</th>
<th>1950</th>
<th>Increase or decrease</th>
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<td>17,967</td>
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A FOCUS ON THE PRIME U.S. MARKETS

Census findings pinpoint the 189 most-populated city areas
### Nielsen blueprints '61 coverage studies; out-of-home radio included

Detailed plans for A. C. Nielsen Co.'s new national radio and television coverage studies, to be known as NCS '61, are being announced today (June 27), by the rating firm.

Field work for the radio portion will start in the fall of this year and for the TV portion next spring, with both reported to be tied to currying counts and expected to be ready for delivery in mid-summer 1961 (Closed Circuit, June 13).

Each report will include total homes and TV (or radio) homes by state and county; number and percentage of homes reached weekly, daily and night separately, weekly and daily daytime and nighttime circulation of station and totals by state and station.

Radio data will also include out-of-home listening.

The separate surveys will measure, 2,970 counties individually, out of 3,076 in the U. S., and the 146 others will be measured in combinations totaling 70 clusters. Questionnaires will go to some 375,000 families and the reports will be based on returns from no less than 40% in any county and an average of at least 50% for all counties covered.

Thirteen Alaskan and Hawaiian cities will be measured in addition to the continental counties.

Costs per station range from $500 to $5,000 gross in the case of radio reports and $600 to $6,000 gross for TV, with discounts earnable up to 50%. Costs for advertiser and agency subscribers are to be tied to currying counts and expected to be ready for delivery in mid-summer 1961 (Closed Circuit, June 13).
<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Increase</th>
<th>Percent Change</th>
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</thead>
<tbody>
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<td>Lorain, Ohio</td>
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<td>148,162</td>
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<td>Mich.</td>
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<td>110,899</td>
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<td>141,264</td>
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<td>-16,293</td>
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<td>New Bedford</td>
<td>100,749</td>
<td>101,189</td>
<td>-440</td>
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<td>New Britain, Conn.</td>
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<td>New Britain</td>
<td>81,569</td>
<td>73,726</td>
<td>-7,843</td>
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<td>New Haven</td>
<td>148,923</td>
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<td>Outside central cities</td>
<td>159,731</td>
<td>105,271</td>
<td>-54,460</td>
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<td>New Orleans, La.</td>
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<td>685,405</td>
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<td>-50,534</td>
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<td>9,375,938</td>
<td>-1,172,372</td>
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<td>-231,957</td>
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<td>1,050,874</td>
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<td>Newport News</td>
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<td>90,461</td>
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<td>Outside central cities</td>
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<td>115,270</td>
<td>40,506</td>
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</table>
WELCOME STATION KSEO, DURANT, OKLAHOMA!

OUR 1100TH AFFILIATE. We are proud to add to our ever growing family of radio station affiliates the only station in Bryan county, Oklahoma. This fine station was established in 1947 and is owned by the Durant Publishing-Broadcasting Corp. The manager of the station is Lewis W. Coleman. Congratulations KSEO, we’re proud and happy to have you with us.
The capital ladies in the capital city make up their minds—and their shopping lists—before the stroke of noon. In the pre-shopping hours. It's this distaff quirk that makes the following fact so significant:

Washington women make up their minds in the morning... and the greatest share are influenced by WRC-TV.
Between 7 am and 12 noon, Monday through Friday, WRC-TV attracts more women viewers than any other station in the Washington area. WRC-Owned · Channel 4 in Washington · Sold by NBC Spot Sales · WRC-TV

Ayer presses reps for rate card action

Station representatives are going to hear from N.W. Ayer & Son, Philadelphia, next week. L.D. Farnath, media vice president wants to know what their stations plan to do about the rate card muddle.

2029 at a New York luncheon last month asked representatives to mediate with station to eliminate rate confusion and abuses among different classes of advertiser defined variously as national, local, regional, retail and otherwise (BROADCASTING, June 6 et seq.). Reps interpreted Ayer's notice to mean that the agency, if necessary, would go individually to stations and negotiate contracts directly if it felt clients would not get fair treatment otherwise.

Now Mr. Farnath wants to see results. He has no illusions, however, about the single-rate system. This would end the confusion but isn't likely to be adopted by all stations anytime soon. What Mr. Farnath does seriously hope for: Agreement in the business on rate-card definitions, who is local or retail and who is national. Getting equal treatment for comparable advertisers would thus be considerably simplified. Business-wide definition of who qualifies for what rates is the realistic approach, he believes.

Mr. Farnath already has heard direct from some stations, but these are the ones that already have clear-cut cards—stations that cause an agency no trouble on rate definitions.

Chicago firm blends production, copy units

Tatham Laird, Chicago based agency with estimated broadcast billings of over $20 million, has completed the blending of its radio-television commercial production and copy units into a "fully integrated" creative department.

Jerry Birn, copy chief, will head up the combined department, with Tom Cadden serving as commercial production supervisor. Dan Ryan, commercial production manager and founder of the department is expected to announce his retirement shortly.

The realignment is designed to produce greater efficiency in the creative processes of developing coordinated

BROADCASTING, June 27, 1960
KTBS-TV is pleased to announce that the KATZ AGENCY, INC. has been appointed ... national advertising representative effective June 5, 1960.
We told you before that we were born and raised here in Central Ohio. Today we want to introduce you to a lady whose roots in our home town turn us green with envy.

She was born on Abbott Avenue in 1885 and remembers so much about our city and its people. People like Eddie Rickenbacker who as a small boy was constantly fooling with machines. James Thurber was a quiet thoughtful lad from Parsons Avenue. She remembers how everybody had a pet theory about the blight that eventually took down every elm tree on Broad Street and Bryden Road. She’s an authority on the 1913 flood as well as the one that forced our own crew to enter and leave our studios by boat in January, 1959.

But her days are filled with far more than memories. It is our happy lot to keep her company in the daytime and early evening, and the glow from the screen is quite often matched by the light in her eyes. She discovers with WBNS-TV that life is as fresh and exciting now as it ever was.

Though we are constant companions, once in a while she takes us to task. There was the time we announced a programming change which would leave her favorite afternoon continued story temporarily without a home. Literally thousands of phone calls and letters from this lady and her sisters got us and her program back on schedule.

With programming counsel such as this available to WBNS-TV, is it any wonder Central Ohio keeps tuning us in. The Madison Avenue grapevine has it like this: “If you want to be seen in Central Ohio — WBNS-TV.”

**Portrait of a Pioneer**

We told you before that we were born and raised here in Central Ohio. Today we want to introduce you to a lady whose roots in our home town turn us green with envy.

She was born on Abbott Avenue in 1885 and remembers so much about our city and its people. People like Eddie Rickenbacker who as a small boy was constantly fooling with machines. James Thurber was a quiet thoughtful lad from Parsons Avenue. She remembers how everybody had a pet theory about the blight that eventually took down every elm tree on Broad Street and Bryden Road. She’s an authority on the 1913 flood as well as the one that forced our own crew to enter and leave our studios by boat in January, 1959.

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**WBNS-TV**

CBS Television in Columbus, Ohio

*Affiliated with The Columbus Dispatch and WBNS Radio. Represented by Blair TV. 316 kw*
print and television campaigns, the agency explained. It also culminates a gradual evolution of policy from sever-

eral years ago when TL abandoned the division of its copy department into separate groups of writers for tv and print. It was felt the previous policy led to creative inefficiency, overlapping assignments and duplicate creative management. So writers were given both tv and print.

New Portland agency

Foland Adv. Inc., a new agency in Portland, Ore., has established offices in a suite at 310 S.W. Sixth Ave. Mil-
ton A. Foland, vice president, director and manager of Pacific National Adv. for 14 years, is president. Ruth S. Foland, formerly creative director and secretary-treasurer of Pacific National, is an incorporator of the new firm. During his tenure with Pacific National, Mr. Foland directed advertising for many large national and regional food, industrial and financial advertisers in the Northwest. He reports that some of the food clients were among the largest buyers of spot radio across the country out of the Portland market.

Also in advertising

Greenwich agency = Allston, Smith & Somple Inc., a new advertising agency, will open permanent offices July 5 at 36 Mason St., Greenwich, Conn. The firm has acquired the following accounts: Arnold Bakers Inc., Cox Kitchens Inc., and Ward-Griffith Co., newspaper reps. AS&S also is affiliated with Trans-Ocean Public Relations, which will handle publicity and public relations for the agency in this country and advertising as well as publicity in Eu-

trope in return for which AS&S will place advertising in U.S. and Canada for Trans-Ocean's European clients. AS&S executive personnel include: Eldredge K. Allston, president; William Philip Smith, vice president and director of radio-tv; Joseph Somple, vice president and director of art and production, and Mildren C. Allston, secretary-treasurer.

Standards set = WAVE - AM - TV Louisville, Ky., has distributed booklets of standards and requirements to ad-

vertising agencies in Louisville and other cities and has reported a favorable reaction. The booklets deal with radio-
tv commercial material and all phases of the stations' standards are discussed. Nathan Lord, WAVE vice president, stated that the publications were issued to help both the agencies and the sta-
tions perform the best possible service to advertisers. He also said that WAVE plans to institute a charge for any agen-
cy responsibilities it has to perform in the future. The booklets include sample commercials, film and art specifications, deadline requirements, and a number of other standards for both radio and tv.

Council relocates = The new west coast headquarters of the Advertising Coun-
cil Inc. will be at the First Federal Bldg., Suite 608, 1717 Highland Ave., Los Angeles 28. Its new telephone number will be Hollywood 2-0988.

WSAAA move = New headquarters for Western States Advertising Agencies Assn. is 3175 W. Sixth St., Suite 302, Los Angeles 5. Telephone number remains Dunkirk 8-3371.

New move = Swafford & Co. Advertising has moved into its own building at 10517 Santa Monica Blvd., L.A. Agency's new telephone number is Bradshaw 2-9421. Swafford, a 25-year-old agency, has been located in Beverly Hills for 10 years.

Ad kits = Advertising Federation of America, Bureau of Education and Re-

search, has released its third kit of edu-
cational materials designed to clarify the social and economic roles of adver-
tising in U.S. The kit contains an essay on social responsibilities of advertising, as well as a radio-tv script, a high school-college talk, and news releases prepared for college publications and local newspapers.

Moves = Space & Time Adv., L.A., has moved to new offices at 9060 Santa Monica Blvd. Telephone: Bradshaw 2-

9101.

Cigarette survey = U.S. Tele-Service Corp., tv monitoring firm, is offering advertising agencies a complete quar-

terly photo survey of network cigarette commercials. The full report on the first survey, which started April 1, is priced at $600. It includes photo-
scripts of some 350 different commercials; a complete log of all network commercials including the program, specific time of each commercial, theme identification and analysis of each com-
mercial; and complete collation, tab-
ulation and analysis quantitatively. The company is located at 369 Lexington Ave., New York 17.

Barter, anyone? = TV stations are of-

fered 119 mystery episodes, titled Un-
discovered, on a barter basis by the Thompson-Koch Co., New York adver-
tising agency. The series consists of 91 half-hour segments of Saber of London and 28 segments of The Vise. The series is owned by Sterling Drug Co. The transaction is subject to the usual agency commission by Thompson-
Koch, one of Sterling's agencies.
Summertime or any season...

*KTVU* continues to deliver lower cost-per-thousand campaigns to Advertisers in the San Francisco Bay Area.

Right now you can buy prime time availabilities (Minutes, twenties and ID's) in all time segments... and only *KTVU* offers PLAN RATES on spots in all time classifications.

**ADD IT ALL UP...**

**AND YOU WILL BUY**

*KTVU* CHANNEL 2

San Francisco - Oakland

AN NAB CODE STATION • represented by H-R Television, Inc.
THE MEDIA

ABC RADIO UNVEILS PLANS
Include new show ‘Flair’ for housewives

Blueprints for “The New ABC Radio” were submitted to key affiliates last Friday by Robert R. Pauley, vice president in charge of the network, and his associates at a meeting in New York.

Key proposals, in line with ABC Radio’s new policy of aiming primarily at the young-adult and particularly the young-housewife audience (Broadcasting, June 6), included the following:

- A new 55-minute across-the-board program mixing popular-music recordings with short features. It would be called Flair and start Oct. 3 in the 1-1:55 p.m. spot Monday through Friday. The program would be designed “for women with a flair for living and a flair for fun” and its features, not more than 90 seconds in length, would be scheduled every five minutes and deal with such diverse subjects as makeup, baby care, Hollywood interviews, recipes, comedy, overseas pickups and the like.

- Five-minute newscasts at 55 minutes past the hour would be extended to an every-hour basis starting at 7:55 a.m. and continuing through the 11:55 p.m. report. News coverage would be intensified and greater emphasis placed on “name newscasters.”

- Sports coverage would be expanded through both increased emphasis on sports personalities and additions to the list of sports events covered.

- The network expects not only to renew Breakfast Club when its contract expires this year but also to use it as a showcase for new talent.

- Two spots in Flair would be made available for local sales at no cost to the stations and two in Breakfast Club, which now are pre-emptible, would be made “permanent.”

The proposals were outlined at a meeting of the network’s Select Affiliates Committee. Mr. Pauley and other network officials emphasized that the plans were designed for maximum benefit for affiliates as well as the network, its advertisers and its audiences. For instance, he said, short schedules and short cancellation notices will be eliminated and new programs henceforth must have “a clear reason for being.”

Officials said they had not yet offered Flair for sale but that they had found keen interest among agency executives with whom they had discussed the program concept. It will be offered for sale in units based on its featurettes, and combination purchases composed of segments of both Flair and Breakfast Club will be available.

Leonard Goldenson, president of ABC’s parent AB-PT; Simon B. Siegel, AB-PT financial vice president, and Mr. Pauley headed the ABC delegation at the meeting. Other ABC Radio officials included Jack Mann, director of sales development and program coordination; Earl Mullin, manager of radio station relations; William Rafael, national program director; William MacCallum, assistant to the national program director, and James Duff, national sales director.

Affiliates were Jim Butler, WISN Milwaukee; Roger Clipp, WFIL Philadelphia; Jack Collins, WGST Atlanta; Don Davis, KMBC Kansas City; Si Goldman, WJTN Jamestown, N.Y.; Bill Grove, KFBC Cheyenne, Wyo.; Marion Harris, KGB San Diego; Phil Hoffman, WTCN Minneapolis; Fred Houch wink, WMAL Washington; Alex Keese, WFAA Dallas; T. B. Lanford, KRMD Shreveport; Roy Morgan, WLK Wilkes-Barre; Larry Reilly, WXII Springfield, Mass., and Bill Warren, KOMO Seattle.

EXTRA SPOTS

ABC-TV affiliates get them under new plan

ABC-TV affiliates will have an extra 10 seconds to sell locally each night, beginning this fall. They’ll get it from one network advertiser per night.

The affiliates also will be allowed to sell locally all parts of ABC-TV’s political convention coverage that the network has not sold by July 1. It currently has sold approximately one-twelfth, to 20th Century-Fox.

Network officials outlined these plans to the ABC-TV Affiliates Assn. board of governors at a meeting in New York Wednesday (June 22).

The extra-time plan calls for the next-to-last program in the ABC-TV schedule each evening to be shortened by 10 seconds, so that affiliates will have a 40-second station break before the start of the last network program.

Extra Spot • Thus the affiliates can sell two 20-second spots or one 30-second and one 10-second announcement in this break. Network officials hope the move will improve station clearances.

The network programs to be shortened are the following, respectively scheduled Sunday through Saturday:

**WALB-TV**

**ALBANY, GA.**

**CHANNEL 10**

Represented nationally by Venard Rintoul & McConnell, Inc.

In the South by James S. Ayers Co.
the station that carried the primaries

Selling challenges are where you find them. We found one recently when a station we represent scheduled a late evening coverage of primary election returns in its state.

Knowing the appeal was largely local — and figuring the interest of national advertisers would be hard to arouse — the station waited until there were only three days to go before it offered this programming for national spot sponsorship. Which, you'll agree, isn't much time.

Turned out, though, HR&P salesmen didn’t need three days. By conveying the intensity of local interest to appropriate accounts — and applying imagination combined with fast footwork — they had the job done less than 48 hours later.

Result: Eight national advertisers took over complete sponsorship of the program. The station, needless to add, was delighted to carry such a plurality of business along with the primaries!

We admit things like this don’t happen every day, but neither are they unusual in our shop. That’s one reason why we put such a premium on creative flair and resourcefulness in selecting and developing our sales staff. Another is because — representing one medium only — we need put no artificial limitations on the creation of new business for spot TV. We can, uniquely, afford to be creative BOTH ways.

Bob Gilbertson,
Chicago office
Islanders, Adventures in Paradise, Stagecoach West, Hawaiian Eye, Untouchables, Detectives and Saturday Night Fights.

The affiliates' board meanwhile elected Howard W. Maschmeier, general manager of WHBC-TV New Haven, to the board championship. He succeeds Brent Kirk, KUTV (TV) Salt Lake City. Donald D. Davis, KMBC-TV Kansas City, was named vice chairman; John F. Dille Jr., WSJV (TV) Elkhart, Ind., secretary, and John T. Gelder Jr., WCHS-TV Charleston, W.Va., treasurer. The board also elected W. E. Walbridge, KTRK-TV Houston, as a new member.

Oliver Treyz, ABC-TV president, headed the network delegation at the meeting.

In Chicago promotion managers of some 25 Midwest ABC-TV affiliated stations also heard the network's 1960-61 programming, exploitation, advertising and sales promotion plans, with emphasis on new shows for the coming season.

They were urged to throw their support behind such ambitious new series as Hong Kong, Guestward Ho, Stagecoach West, Expedition and the Winston Churchill memoirs (two new public service properties), Harrigan & Son, the Gillette fights, NCAA football and other programs among some 15 new properties.

NT&T reports loss

National Theatres & Television reported a consolidated net loss of $835,981, or 30 cents per share, for the 26 weeks ended March 29, 1960. This compared with a net loss of $903,838, or 34 cents per share, for the first 26 weeks of the preceding fiscal year. The report did not include an anticipated net profit of about $3 million from the sale of WDAF-AM-TV Kansas City to Transcontinental Television Corp. for $9,750,000, now awaiting FCC approval. B. Gerald Cantor, NT&T president, attributed a loss of $2,669,000 to National Telefilm Assoc. For the half-year, NTA had an income of $7,238,000 from film rentals, but operating expenses plus a provision of $5,527,000 for amortizing its tv program inventory produced the net loss.

RAB sets record

Radio Advertising Bureau announced last week that more radio stations joined the bureau in the first quarter of 1960 than during any previous first quarter in the organization's history. Warren J. Boorom, RAB vice president and director of member service, said a total of 102 radio stations signed as members during the period. He placed RAB's current membership at "in excess of 1,200 stations."

NEW FM REP FIRM
Keystone subsidiary to handle NAFMB

Formation of FM Broadcasting System Inc. as a wholly-owned subsidiary of Keystone Broadcasting System and the negotiation of a contract with the National Assn. of FM Broadcasters have been announced by Sidney J. Wolf, KBS president, and NAFMB.

FMBS will headquarter in Chicago and serve in a representative capacity for nearly 50 stations, with Mr. Wolf as president. Other officers: Edwin R. Peterson Jr., general manager of KBS' Detroit office, vice president; John Hartigan, Keystone Chicago account executive, secretary, and Paul Kolar, KBS controller, treasurer. Virtually all major markets are covered in the pact.

NAFMB's contract calls for the sale of contributed spots on member stations, with resultant funds to be utilized for national research and promotion of fm. FMBS will sell live and transcribed announcements and programs, with stations donating three spots per day for a year toward the NAFMB war chest. The plan was conceived last year at an association meeting in Chicago, with stations asked to donate money from the spots on a voluntary basis. NAFMB reported 47 stations have signed "contribution pledges" thus far. Preliminary details, including KBS' participation, were revealed in the May 16 issue of Broadcasting.

Time will be sold on a single billing basis and contracts call for a "must buy" on all contributing stations, NAFMB explained. New NAFMB members who agree to the time assessment will be added to the package as they sign up, implementing the organization's research and promotional fund.

Keystone will act in a normal representative capacity beyond the spot plan for those stations not otherwise employing station representatives. Those with present agreements will be sold by FMBS only for the three-spot plan.

FMBS will operate at 111 W. Washington St., KBS headquarters, and maintain other offices in New York, Los Angeles and San Francisco. List of the markets in which NAFMB-member stations have signed pledges:

- New York; Chicago; San Francisco; Los Angeles; San Diego; Boston; Philadelphia; Detroit; Tampa; Louisville; Kansas City; Minneapolis; Omaha; Buffalo; Tulsa; Houston; Nashville; Memphis; Seattle; Albuquerque; Hartford, Conn.; Wilmington, Del.; Fort Lauderdale, Fla.; Hammond, Ind.; Portland, Me.; Baton Rouge, La.; Toledo; Providence, R.I.; Austin, Tex.;
The NAFMB and FMBS announcements follow that of the formation of Adam Young Fin Sales. Some FMBS stations are also on the Young list.

Changing hands

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

- WQXI Atlanta, Ga.: Sold by Robert W. Rounsaville to Esquire Inc. (Esquire, Coronet and Gentleman's Quarterly magazines) for $1.85 million (see story and picture, page 62).

- WARL-AM-FM Arlington, Va. (Washington, D.C., area). Sold by Cy Blumenthal to Arthur W. Arundel for $475,000 plus $75,000 to Mr. Blumenthal for five year consulting contract. Mr. Arundel, a native of Warrenton, Va., worked for CBS News and UPI in Washington and until several weeks ago was special assistant in office of Secretary of Commerce. He is on campaign staff of Vice President Nixon. He also is applicant for an radio station in Charlestown, W.Va., and is minority stockholder in applicant for standard radio in Hagerstown, Md. WARL is 1 kw daytimer on 780 kc. WARL-FM is on 105.1 mc with 2 kw power.

- WPEO Peoria, Ill.: Sold by William Dolph and Herbert Pettey to J. W. O'Conner and Frank Babcock for $350,000. Messrs. O'Conner and Babcock are associated in ownership of WBOY Terre Haute, Ind. WPEO is 1 kw day on 1020 kc. Broker: Blackburn & Co.

- KAGO Klamath Falls, Ore.: Sold by Reilly Gibson and associates to a group of California broadcasters for $202,000. Buying group includes A. J. Krisik, Ted Wolf, Judd Sturtevant, and John Fern. Mr. Krisik has interests in KNGS Hanford, KFIV Modesto and KFAX San Francisco; Mr. Wolf in KFIV and KFAX; Mr. Sturtevant formerly was part owner of KACY Port Hueneme, Calif., and Mr. Fern is sales manager of KSTN Stockton, all California. Mr. Fern will take over as general manager upon FCC approval. KAGO is on 1150 kc and operates with 5 kw daytime and 1 kw at night. Broker was Edwin Tornberg & Co.

- WZIP Cincinnati, Ohio: Sold by Edward D. Skotch and associates to Carl H., Richard E. and Robert D. Lindner

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**CALIFORNIA**

$485,000

Number one rated fulltimer in one of best markets. Good volume and profitable. Half cash required.

**MID-ATLANTIC**

$330,000

Fulltimer in a top fifty market with real potential. Needs aggressive ownership. Can he had for only $75,000 down and balance over nine years.

**GEORGIA**

$125,000

Profitable fulltimer in good market with diversified industry. 29% down and balance on good terms.

NEGOIATIONS-FINANCING-APPRASIALS

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS


WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CREstview 4-3770.

---

In Roanoke in '60 the Selling Signal is SEVEN . . .

Roanoke is an ideal test market. Isolated from competing markets. Diversified industry. Self-contained economy. Large population. Many distribution outlets.

Put Roanoke on your schedule, and don't fumble the ball when buying television. Specify WDBJ-TV . . . serving over 400,000 TV homes of Virginia, N. Carolina and W. Va. in counties having a population of nearly 2,000,000.

Sell like sixty on seven. We'll help you to cross those sales goal lines.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV Roanoke, Virginia

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BROADCASTING, June 27, 1960
First acquisition ■ Esquire Inc., publisher of Esquire, Coronet and Gentlemen's Quarterly magazines, has bought WQXI Atlanta, Ga., for $1.85 million, it was announced last week.

The Atlanta station was bought from group owner Robert W. Rounsaville. It is the first move in the announced policy of Esquire's Radio & Television Division to acquire a full complement of radio and tv stations. The magazine's radio-tv unit was established last February.

In addition to its magazines, Esquire also owns Coronet Instructional Films and real estate in Chicago and Boulder, Colo. It recently acquired Scott Publications Inc. (stamps catalogues and albums).

Mr. Rounsaville continues to own WLOU Louisville, Ky.; WCIN Cincinnati, Ohio; WMBM Miami Beach and WTMP Tampa, both Florida; WVOL Nashville, Tenn. and WYLD New Orleans, La.

The payment comprised $400,000 in cash and the balance to be paid over seven years.

WQXI operates on 790 kc with 5 kw day and 1 kw night. It was founded in 1948 by Mr. Rounsaville. Broker was Blackburn & Co.

Signing the purchase agreement, above, is A.L. Blinder, Esquire executive vice president. Others are (I to r) Mr. Rounsaville; John Smart, Esquire president, and Barry Sherman, managing director of Esquire's Radio-TV Division.

for $183,000 plus consulting agreement and assumption of liabilities. The Messrs. Lindner own a number of retail food and dairy outlets in the greater Cincinnati area. WZIP is 1 kw day on 1050 kc. Broker was R. C. Crisler & Co.

■ WILA Danville, Va.: Sold by Roger A. Neuhoff and associates to Ralph Baron of Baltimore, Md., for $85,000. Mr. Baron is syndicated film salesman and formerly was associated with WAMS Wilmington, Del. Mr. Neuhoff owns WCHV Charlottesville and WHAP Hopewell, both Virginia. WILA is 1 kw day on 1580 kc. Transaction was handled by Blackburn & Co.

■ WNSM Valparaiso-Niceville, Fla.: Sold by Edward C. Allmon to Bay County Broadcasting Co. Inc. for $55,725. Bay County is licensee of WPCC Panama City and is principally owned by Elbert L. DuKate. WNSM operates on 1340 kc with 250 w. Broker was Paul H. Chapman & Co.

■ WSEL (FM) Chicago: Sold by Maurice and H. Kamm to WJJD Chicago for estimated $50,000. Station, one time in receivership, operates with 40 kw on 104.3 mc. WJJD is owned by multiple broadcaster Plough Broadcasting Co.

APPROVED ■ The following transfers of station interests were among those approved by the FCC last week (for other commission activities see For The Record, page 96).

■ KOOO Omaha, Neb.: Sold by KOOO Corp. (James Penlon, president) to group headed by Mck Sands for $275,000. Buyers also have interests in KSIR Wichita, Kan., WJAT Swainsboro and WBRO Waynesboro, both Georgia.

■ 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. Jack Holdens was for 25 years an announcer on WLS Chicago. Don Holdens 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 Illinois.

CBS Foundation gives $36,000 to 8 colleges

CBS Foundation Inc. announced last week that eight colleges and universities are included in the 1960 list of grants to privately-supported educational institutions in recognition of the services of their graduates to CBS. Each institution will receive an unrestricted grant of $3,000 each. The total amount, based on 12 graduates of these schools, is $36,000.

The schools and the CBS executives in whose names the grants are made are: the College of Charleston (South Carolina)—Edmund C. Bunker, vice president, CBS Inc.; Thomas L. Means, director of advertising and sales promotion, CBS-TV Stations Div.; Cornell U.—Charles Collingwood, CBS News; Duke U.—Alfred J. Hardin, sales manager, public affairs programs, CBS-TV; Knox College—Theodore W. O'Connell Jr., midwestern sales manager, CBS-TV Stations Division.

New York U.—Salvatore Janucci, director of business affairs, CBS-TV; Larry LeSueur, CBS News; Charles Steinberg, vice president, public information, CBS-TV; Geraldine Zorbaugh, vice president and general attorney, CBS Radio; U. of Pennsylvania—Michael Burke, managing director, CBS Europe; Tulane U.—Howard K. Smith, CBS News; Bryn Mawr College—Millicent C. McIntosh, board member of CBS Inc.

WJPB-TV signs on

WJPB-TV Weston-Fairmont-Clarksburg, W. Va., signed on the air Thursday (June 23). Stations engineers have estimated that the ch. 5 outlet will serve 800,000 viewers in five states and 55 counties. Studios and transmitter are located atop Mt. Fisher near Jane Lew, W. Va., 2,500 feet above sea level. According to President J. Patrick Beaumon, the station will allot 20% of its broadcast time free of charge to educational institutions for special programming. The U. of West Virginia, one of the participating schools, starts its schedule this week. Mr. Beaumon stated his hope that WJPB-TV will help correct some inaccurate impressions of West Virginia as “a dead state.” He said out-of-state viewers should get a more realistic and favorable image of the state from the ABC-TV affiliate.
CELEBRATING 25 YEARS OF PUBLIC SERVICE

25 years of entertaining and informing the listener with top quality programming of this pioneer radio voice of southwest Louisiana. 25 years of pleasing the advertiser with outstanding results.

KVOL – THE HAPPY VOICE

Rated number one by Hooper. Get top value. Join with KVOL top programs, personalities and news.

Owned and operated by the Evangeline Broadcasting Company, Inc.

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General Manager            Station Manager           Commercial Director

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NBC RADIO
Cliff Gill, KEZY Anaheim, Calif., was named chairman of the new NAB Radio Code Board, a policy group that will direct operation of the new self-regulation unit set up by the association effective July 1.

The nine-man board will parallel NAB's TV Code Review Board, which has directed enforcement of that self-regulatory project since its creation in 1952. A set of enforcement and disciplinary rules, approved June 16 by the NAB Radio Board of Directors, closely follows the television code procedure.

Mr. Gill had been chairman of NAB's Standards of Good Practice Committee prior to the change that added enforcement teeth to the project. He participated in planning for the new code structure.

John F. Meagher, NAB radio vice president, will direct administration of the radio code, under policy guidance of the nine-man board.

A set of dues calls for payment of 10 times the highest one-minute spot rate per year up to a maximum of $360 a year. NAB member stations will get a 40% discount.

The code structure will be open to non-member stations for the first time, again following the pattern of the tv code and conforming to frequent suggestions in official Washington. A monitoring system to check on station performance in a manner similar to tv code checks will be set up at a later date.


The code group will hold its first meeting in Washington during July. Staff, monitoring and station subscription problems will be considered.

'Heed programming' Floridians told

Two radio executives—one a program designer for a network, the other a salesman for the whole medium—had words for the Florida Assn. of Broadcasters June 17. Howard Barnes, CBS Radio vice president in charge of network programs, told them to heed what they put on the air. Kevin Sweeney, president of the Radio Advertising Bureau, told them to heed their audience count, their image and their profit and loss statements.

Mr. Barnes recounted in general what had happened to broadcasting because of the various scandals, and then concluded “when you scrape away the many complex functions of the industry, one final thing remains that is our reason for being . . . our programs.” He said programs are the “final truth” by which broadcasters are measured, and that “Our ingenuity and ability to be different, one from the other, makes us great as a group.”

Mr. Barnes urged creativity, and said it could be accomplished regardless of station size. “If your creative people aren’t creative enough,” he said, “get those who are.” He said the woods are full of young people eager for a chance, and many are being denied it because they don’t have a track record. He termed the line “come back when you have more experience” the most suicidal cliche in the business.

Mr. Sweeney said that radio holds the average adult for two hours a day. It should be four or six hours, he said, adding that it wasn’t because of “too much sameness” in program fare. He also said that radio had “no stature consonant with our true importance”—and deserved not to have any because it didn’t sell itself to the people who count in Washington and elsewhere.

As to radio’s selling problem, Mr. Sweeney said it could be solved if every broadcaster made an effort to sell the top 20 businessmen in his town, not because “I’m cheaper” or “I’m better than Station X” but on the basis of radio’s real media advantages.

[For election of new FAB offices, see FATES & FORTUNES, page 92].

Newhouse buys papers

Multiple station owner Samuel I. Newhouse adding still further to his extensive holdings in mass media, purchased 85% of the Republican Publishing Co. of Springfield, Mass., last week for a reported $4 million. The company publishes a morning and evening newspaper, the Union and the Republican. Earlier this month, Mr. Newhouse purchased minority interest in the Denver Post. Mr. Newhouse, whose net worth is reported to be more than $150 million, also controls newspapers in Portland, Ore., St. Louis, Newark, Syracuse, Harrisburg and owns Conde Nast Publications Inc., a magazine house.

Newhouse-owned stations are WSyr-AM-FM-TV Syracuse; WAPI-AM-FM-TV Birmingham, Ala.; WPTA (TV) Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore.; 22.71% of KTVI (TV) St. Louis.

CBA hears Comr. Lee warn of ‘tout’ frauds

The Catholic Broadcasters Assn., meeting in Pittsburgh last week, heard FCC Commissioner Robert E. Lee talk about “FCC touts” and the influence they don’t have.

Commissioner Lee said that these individuals go to applicants involved in a dispute before the commission telling them that they wield influence with the FCC. They collect fees, he said, for doing nothing to help either party in the dispute. In addition, he remarked, the practice reflects on the FCC.

The CBA convention also heard Bishop John King Mussio of Steubenville, Ohio, who said that the scandals in the broadcasting industry are a reflection of moral weakness in American society. “If we don’t like what we see and hear on tv and radio,” he said, “the solution lies with us.” Bishop Mussio declared that before attempting to give new goals to radio and tv, U.S. society must first decide what its own goals are.

The convention awarded its top honors for Catholic programming to KTVI (TV) and KMOX, both St. Louis, and WQED (TV) Pittsburgh (in educational category).
Devney, O'Connell rep firms merge

Devney Inc. and Richard O'Connell Inc., both station representation firms, will merge July 1 into Devney-O'Connell Inc. Announced aim of the new company is to represent radio and TV stations outside the top 30 markets, plus several regional networks. Regions already in their shops are the Lobster, Sombrero, Northeast Radio and Carolina Radio networks.

Edward J. Devney will be president of the merged firm, and Richard O'Connell will be executive vice president. They've operated their own companies for 11 and 8 years, respectively. Devney-O'Connell will headquarter at 535 Fifth Ave. in New York, with other offices in Chicago, Hollywood and San Francisco.

Additional ABC plans for GOP convention

ABC Chicago has announced additional coverage plans—including new facilities—for the Republican National Convention to be held there July 25 (BROADCASTING, June 20).

Completion date for the new 8,300 sq. ft International Amphitheatre structure that will house the 16-room TV station setup has been optimistically set at July 18. The dismantling process, however, can be accomplished in only 48 hours, the network claims.

Features of the new facilities include: two studios, one an actual telecast center, the other to be utilized for live commercials; an ionized VIP room, a maintenance section, dressing quarters, a master control center for all ABC coverage; and a communications center.

In addition, ABC Chicago will provide 10 video tape recording machines, and special crash units at the Conrad Hilton hotel for remote coverage.

Cost to the networks for the eight-week convention project in Los Angeles and Chicago has not been announced, but elsewhere in Chicago, CBS officials have estimated nearly $1 million as the tab that network will pay for coverage of both conventions. Cited as the major financial element is the New York-to-Los Angeles-to Chicago transportation of equipment and personnel.

Under the terms of its contract with Westinghouse, CBS is guaranteeing a minimum of 30 hours coverage of each party—but figures to average around 50 in actuality.

NBC on annual economy binge

An NBC economy program described unofficially as "an annual belt-tightening that goes a little farther than usual this year" was reported last week to have been essentially completed. "So far as we know," one spokesman said, "everybody who is due to be let go has already been notified."

Officials scoffed at reports that the cutbacks were designed to effect a savings of as much as 20%. They said they could not estimate the figure but that "it's nowhere near that high."

The move was described as similar to those usually made at about this time of year, when the summer schedule lightens the demands for manpower. It was also tied into a general "cost reduction program" initiated by the parent RCA. This program, authorities said, was prompted largely by RCA's major move into the data-processing equipment field, which requires heavy investments but whose returns, although highly promising for the long run, are not expected to become really substantial until 1963.

Self-regulation: the long-term solution

Self-regulation by broadcasters provides a long-range way of combating growing government intrusion into station operations, the Maryland-District of Columbia Broadcasters Assn. was told June 24 at its spring meeting.

In a review of "post-payola broadcasting problems," Thomas W. Wilson, partner in the law firm of Dow, Lohnes & Albertson, urged broadcasters to become interested in pending legislation and resist it vigorously "where it is faulty or unwise." The association met at Ocean City, Md.

Mr. Wilson said that stations can't avoid political broadcast problems by refusing to provide time to candidates. He added that identification of political sponsors, even in the case of large announcement campaigns, must disclose specific identity of the sponsors.

Citing examples of FCC "fly-speaking" in review of renewal applications, he suggested stations notify the commission in writing when programming representations are no longer being carried out. He said they should make at least an annual check of performance to match programming with promises.

"The time to avoid renewal problems is during the license period when your station's record of performance is compiled," he said, adding that the staggered sample week in renewal forms reflects only .6 percent of total programming. Thus, he said, it is important to attach a detailed narrative statement to renewal applications.

As to Sec. 317 and the credits given free phonograph records, Mr. Wilson recommended stations separate free records received prior to March 16, 1960 to permit identification. He was critical of a narrow interpretation of the section.

Gold Seal's charity questionnaire

Charitable organizations desiring to use facilities of the Gold Seal Stations (KSTP Inc.) for solicitation of funds will be required to fill out a comprehensive questionnaires attesting to their eligibility for free public service time.

This move was announced by Stanley E. Hubbard, president of KSTP Inc. (KSTP-AM-TV St. Paul-Minneapolis, KOB-AM-TV Albuquerque, N.M., and WGTO Cypress Gardens, Fla.)

KSTP Inc. management expressed concern over "charity rackets" using radio-TV for fund solicitation and revealed it has been probing "one national charitable organization in particular, the operation of which, when all the facts are disclosed, will create a national scandal."

Typical of questions posed to fund solicitors by Gold Seal: "Are you affiliated with any other non-profit, or profit organization?" "Has your organization received a tax exemption from the Internal Revenue Service?" "Are your books and financial records audited each year by a firm of independent certified public accountants?" "How much did you pay out last year to each of the three highest paid individuals on your staff?"

Radio-TV media are especially vulnerable, it was pointed out, because of their "effectiveness" and the desire of broadcasters to meet public service obligations. Hereafter, KSTP Inc. will make more than a "cursory examination" of each organization before granting use of its facilities for publicity, promotion or solicitation of funds.

KSTP Inc. feels the action will not only protect audiences of its group properties from "charity racketeers" but also aid the cause of "many legitimate and worthwhile charity organizations who suffer because of the other type."
13,725,619 people saw U. S. Steel movies in 1959.

Business and professional groups, schools and the general public, watched some three dozen U. S. Steel educational films in over 47,000 separate showings. Perhaps you have seen some of these films:

"Rhapsody of Steel" has been praised as one of the finest theatrical shorts ever produced. It shows the history of steel from its Stone Age discovery to the important role this remarkable metal now plays in conquering space. This outstanding animated color film is now being shown in a number of motion picture theaters throughout the country.

"Plan for Learning" won an NEA School Bell Award last year for "distinguished public service advertising in behalf of education." This color film tells the story of how one community worked together to build a much-needed new school. In addition to group showings, the film was also featured on TV.


If you would like complete booking information about U. S. Steel movies, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa. USS is a registered trademark
ALL-UHF BAKERSFIELD LOOMS

KERO-TV faced with loss of vhf ch. 10

The FCC last week asked for comments on its proposed rulemaking which would make Bakersfield, Calif., all uhf. The proposal is a companion piece to comments invited last March which looked toward the deintermixture of the adjoining Fresno tv market in the San Joaquin Valley.

The commission's proposal last week sought alternative assignments for Bakersfield's three operating tv facilities, KERO-TV (ch. 10), KLYD-TV (ch. 17), and KBK-TV (ch. 29). KBFL (TV) (ch. 39) is not operating.

The alternatives for ch. 10 presented by the commission would (1) delete it, reserving decision on possible uses at a future time; (2) reserve ch. 10 for noncommercial educational use at Bakersfield; or (3) reassign ch. 10 to either Santa Barbara, Santa Maria, Lompoc, Santa Maria or San Luis Obispo.

The commission also presented alternative possibilities for the addition of two uhf channels at Bakersfield. It would assign ch. 23 and either ch. 50 or 51 to Bakersfield or assign chs. 45 and 51 to Bakersfield.

KERO-TV simultaneously was issued a show cause order to tell why its license should not be modified to specify operation on chs. 23 or 45 instead of 10.

ABC, among others commenting on the Fresno deintermixture, told the commission that KERO-TV's signal is invading the Fresno area. It asked that Fresno be made a "stronghold" for uhf operations and recommended that Bakersfield also be deintermixed to all uhf (Broadcasting, May 9).

FCC Commissioner John S. Cross issued a dissenting statement in which he stated his preference for all uhf operations in the San Joaquin Valley instead of uhf. The commissioner also dissented in the Fresno proposal.

The commission said that reassignment of the Bakersfield channels would require consent of the Mexican government under the North American Regional Broadcasting Agreement and that the FCC will institute procedures to obtain the necessary consent "at the appropriate time."

Deadline for filing comments is July 27.

Bicks approval nearer

A three-man subcommittee of the Senate Judiciary Committee heard testimony from Robert Bicks, acting assistant attorney general in charge of the antitrust division and nominee for that post, and promptly approved his nomination. The nomination now goes to the parent Judiciary Committee. No opposing testimony was offered at the hearing Tuesday.

Official turndown of spectrum swap delayed

Although government officials agree privately that commercial tv has no chance to secure additional vhf space from the military, it will be another 4-6 weeks before an official no is given.

In a letter to the Senate Communications Subcommittee last week, the FCC said that the executive branch of the government will not be able to give a final answer until the end of July or early August. The latest communication is a follow-up to an April 1 FCC letter to the subcommittee setting May 15 as the expected decision date (Broadcasting, April 4).

"We now have been informed that it has not as yet been possible for the executive branch to prepare a properly staffed and coordinated reply to the commission's two proposals ... ," seeking 50 or 30 vhf channels, the FCC wrote the subcommittee. It was explained that when the May 15 date was advanced the complexities of considering the full impact upon existing spectrum users had not been fully appreciated.

Fred Alexander, telecommunications expert for the Office of Civil & Defense Mobilization, has been the executive contact with the commission in the negotiations. The talks have been in progress looking toward a swap of uhf space for vhf portions of the spectrum currently occupied by the military for over a year. In March, FCC Chairman Frederick W. Ford told the Senate subcommittee that the prospects were dim and just last month Admiral Arleigh Burke, chief of naval operations, said such an exchange would be harmful to national defense (Broadcasting, May 30).
New census confirms population trend to bedroom towns. 1960 figures show gain in Worcester County of 31,581. Only WTAG reaches all of New England’s third largest market.

Now, more than ever before use WTAG to cover central New England
HARRIS PUNCHES AT 'INFLUENCE'
Harris' bill to stop 'ex parte' contacts reaches House floor

The 2½ year life of Rep. Oren Harris' (D-Ark.) Legislative Oversight Subcommittee bore "fruit" last week in the form of a bill designed to curb ex parte contracts and back door influences in regulatory agencies.

Rep. Harris introduced his legislation (HR 12731) last Monday (June 20) and saw it reported "unanimously" to the House floor two days later by the Commerce Committee, which he also chairs. In addition to the FCC, the bill applies to the Civil Aeronautics Board, Federal Power Commission, Federal Trade Commission, Interstate Commerce Committee and Securities & Exchange Commission.

HR 12731 represents a compromise of earlier ethics legislation (HR 4800) introduced by Rep. Harris. It was drafted with the cooperation of the Federal Bar Assn., Federal Communications Bar Assn. and the agencies themselves. Violators of its provisions would be subject to fines of $10,000 and imprisonment for one year.

Purposes of the proposed reforms, as spelled out in the bill, are (1) to guard against the creation of improper influences, (2) to insure the observance of proper ethical standards by members and employees of the agencies, (3) to prohibit, except in exempted circumstances, ex parte communications and (4) give the President the power to remove commissioners for just cause.

"The Congress hereby recognizes," the bill states, "that it is improper for any person, for himself or on behalf of any other person, to influence or attempt to influence any vote, decision, or other action by any agency or by any member or employe of such agency, in any proceeding or matter before the agency by the use of secret and devious methods calculated to achieve results by the exertion of pressures, by the spreading of false information, by the offering of pecuniary or other inducements, or by other unfair or unethical means, rather than by reliance upon a fair and open presentation of facts and arguments in accordance with established procedures."

What's Improper — Under the bill, it would be improper for any member or staff of the FCC to (1) engage in any business transaction with any person having a pecuniary interest in any proceeding before the commission, (2) accept or solicit pecuniary or other inducements, or by other unfair or unethical means, rather than by reliance upon a fair and open presentation of facts and arguments in accordance with established procedures.

The bill also abolishes the FCC's review staff. In addition, it makes uniform to all six agencies the power of the President to remove a member for "neglect of duty or malfeasance in office, but for no other cause." This power now varies by agency and does not now include the right to remove a member of the FCC.

HE ALSO HAS A SWING AT THE PRESS
Attacks Knight newspapers, 'Life' in House speech on payola bill

House debate on the payola bill was held up last Thursday while its author — Rep. Harris — unburdened himself of a 70-minute indictment against the Knight Newspapers and Life magazine for carrying stories about congressional travel expense accounts involving Rep. Harris and other congressmen (Broadcasting, June 6).

Cheering congressmen, who gave Rep. Harris a standing ovation from both the Democratic and Republican sides of the aisle when he got through, found it impossible to ignore—even if they had so chosen — the angry Arkansas' charge that two of the payola bill's opponents are none other than Knight Newspapers and Time; and that their stories about congressional spending of public money were attempts to intimidate his Legislative Oversight Subcommittee into laying off the two companies' tv and radio properties.

He told his colleagues that immediately after the oversight group made its report last Feb. 9, on which the payola and other provisions were based, the Knight Newspapers and Time "turned reporters loose" to snipe on the observers. Time assigned six reporters to the subcommittee, he charged.

He indicated the stories were part of a conspiracy between Knight and Time to defeat the payola bill (S 1898). He recalled that his subcommittee had questioned Publisher John S. Knight about the FCC's award of ch. 7 in Miami to a group including Knight (40%) Cox Newspapers (40%) and former NBC President Niles Trammell (20%), but that questioning was brief because of the recent death of Mr. Knight's son. Mr. Knight, he said, is a multimillionaire who seeks, not money, but power. FCC Special Hearing Examiner Horace Stern has been conducting re-hearings in Philadelphia in the Miami ch. 7 case in which the FCC awarded the facility to the Knight-Cox-Trammell group.

As for Time, which owns a string of tv and radio properties, none of its stations have ever been granted by application, but were purchased, he said, intimating that Time might not have been able to qualify as an applicant for a new facility. He said the bill being considered would control transfers of tv-radio properties. (The payola bill does not affect transfers and Mr. Harris' bill on transfers, HR 11340, has not been reported from his Commerce Committee.)

Rep. Harris, talking of the payola bill, said the broadcasting industry and large publications which own broadcasting facilities "do not want legislation of this kind." He said "pressures began moving in" shortly after the House Commerce Committee approved the bill, but did not explain what form such pressures took.

If members of Congress are subject to pressures, he said, members of the FCC who are more vulnerable to them. He charged Knight's Detroit Free Press, cropped a picture which made it appear that he was accepting a drink.
Senate confirms Commissioner Lee by 64-19 vote

The Senate last week confirmed Robert E. Lee for a new seven-year term to the FCC by a vote of 64 to 19 after a 20-minute debate.

Lined up against the District of Columbia Republican nominee in the Senate action Thursday was a bloc of Democrats led by Sens. William Proxmire (D-Wis.) and Ernest Gruening (D-Alaska).

Sen. Proxmire charged that while Mr. Lee had voted "in the public interest" a few times during his first seven-year tenure, he had gone along with the majority about 90% of the time. And the very fact Mr. Lee did vote with the majority, Sen. Proxmire said, is why he opposes the nomination. It is a "gross understatement," he said, that there has been concern over the quality of the FCC's performance the past several years.

The Wisconsin Democrat hinted there was something fishy about the way the Senate Commerce Committee, in questioning Mr. Lee April 27 (BROADCASTING, May 2) brought up several "controversial" subjects, yet did not print extra copies of its hearing. Sen. Proxmire said he had had trouble getting hold of a transcript of the hearing. (The committee approved the Lee nomination June 15 in what was reported as a unanimous vote.)

Inadequate Information He enumerated several questions put by committee members at the Lee hearing and hinted the failure to have reprints made of the hearing resulted in Senate membership not being adequately informed on these points. He stressed that 25 senators voted against Mr. Lee in the Senate's 58-25 confirmation of him in 1954 (BROADCASTING, Feb. 1, 1954). He concluded by saying he supposed it would be impossible for many senators to vote against a man bearing the "great name of Robert E. Lee."

Another seven-year term

Ironically, seven of those who voted against Mr. Lee last week also were against him in 1954, the other 12 having entered the Senate since then. On the other hand, about a dozen senators who voted against Mr. Lee in 1954 voted for him last week.

After the Senate vote early Wednesday afternoon, Sen. Proxmire released a statement charging the FCC has a policy of favoring an applicant for a TV station which has congressmen as stockholders (see story page 74).

Sen. Gruening said he had nothing against Mr. Lee, but felt his seven-year term would extend through the term of the next President, who, he predicted, would be a Democrat, and through the terms of all senators.


The Ayes Sen. Gale McGee

(D-Wyo.), who voted for Mr. Lee last week, said the nominee's record "has many spots on it," but "I think he's learned." What he had in mind, the Wyoming Democrat said, was Mr. Lee's western inspection tour of vhf boosters. Sen. McGee said Mr. Lee changed his position in favor of boosters and that he thus should be given credit for his "disposition to improve."

Others speaking in behalf of Mr. Lee were Sens. John M. Butler (R-Md.), Lyndon B. Johnson (D-Tex.), Norris Cotton (R-N.H.), Styles Bridges (R-N.H.), Francis Case (R-S.D.), Hugh Scott (R-Pa.) and Everett Dirksen (R-Ill.).

Sen. Cotton said Sen. Proxmire's complaints about the questions raised during testimony by Mr. Lee before the Senate Commerce Committee were justified, but said these questions were directed at the entire FCC membership and the senators just took advantage of the nominee's appearance before them to ask the questions.

Sen. Bridges praised Mr. Lee's previous service in the FBI and as a congressional staff member. Sen. Dirksen said he made his own investigation of Mr. Lee after he was renominated, then called Mr. Lee in and asked him "about 40" questions. "When I was through," he said, "I was perfectly satisfied I could come on the floor and defend him as a good and able public servant."

The Lee nomination had not been expected by most observers to be brought to a Senate roll call vote until floor discussion the day before, indicated opposition was developing from Sen. Proxmire.

Mr. Lee began serving on the FCC Oct. 6, 1953, as a recess appointee succeeding Paul A. Walker, who had left the previous June 30. He was renominated last February (BROADCASTING, Feb. 22).

Asks federal inquiry

New York grand jury has asked three federal agencies and New York health commission to check "alleged clinical tests" that based advertising claims for Regimen. Letters were sent to FTC, FCC, Food & Drug Administration and New York health unit. Grand jury indicted Drug Research Corp. and agency, Kastor, Hilton, Chesley, Clifford & Atherton, plus New Drug Institute Labs, all New York, as result of New York district attorney's probe of Regimen reducing pills advertising on tv and in print (BROADCASTING, June 20).
KIMN CLEARED
But management gets sharp FCC warning

KIMN Denver will not have to face
a license revocation hearing because of
"admittedly poor taste and off-color re-
marks" made by one of its announcers
(At Deadline, Sept. 28, 1959).

However, in vacating the ordered
hearing, the FCC last week soundly
criticized the "serious laxity" and "ab-
dication of control" on the part of
the station management. The hearing
order, issued late last year (Broadcasting,
Dec. 14, 1959), was vacated by a 4-to-1
commission vote, with Chairman Fred-
erick W. Ford voting to go a step be-
Yond the verbal lashing issued KIMN's
management.

"As further assurance that such inci-
dents will not reoccur," the FCC issued
a cease and desist order against KIMN,
which the station has signified it is will-
ing to accept.

Don Burden, owner of KICN Den-
er, first lodged a complaint with the
commission against KIMN last Sep-
tember because of remarks made on the
air, plus sound effects, by then KIMN
disc jockey Joyce Johnson. Cecil F.
Heftel, president and co-owner (with his
wife) of KIMN, said he was "shocked"
to learn of the Johnson statements and
immediately discharged the disc jockey.

Mr. Heftel said that the offensive re-
marks were made at a time when KIMN
did not have a program director and
that he personally had been out of
Denver.

Great Concern "The incidents which
occurred at KIMN have been a subject
of utmost concern to the Commission,
" last week's FCC order stated. "The re-
marks . . . appear to have been made
for the purpose of attracting a larger
listening audience, with no discernible
regard as to the propriety of the means
employed. That the remarks in ques-
tion, which would have been offensive
in any context, occurred on programs
in which young people participated, is
especially deplorable."

Mr. Heftel's explanation of the sur-
rrounding circumstances only intensified
the commission's concern, the opinion
continued. "That material of which the
licensee disapproves could be broadcast
for several weeks over its facilities in-
signs a serious laxity in licensee super-
vision," the FCC said. "... That Mr.
Heftel became informed as to what had
transpired only after commission in-
quiry reveals a disturbing lack of inter-
est in the programming aspects of
KIMN's operation. ... In our opinion
such conduct falls substantially short of
that required of a licensee operating in
the public interest."

In a note of final warning, the com-
mission said that the information relat-
ing to KIMN would be associated in
the station's license file and "... would
be relevant to a determination, on an
application for license renewal, as to
whether the overall operation of the
station has served the public interest,
convenience and necessity."

In pushing for a revocation hearing,
Chairman Ford hit the "lack of re-
sponsibility displayed by the ownership
of KIMN. . . ." He said the hearing
should proceed to determine if this lack
of responsibility "... was of such a
nature as to warrant revocation of the
station's license rather than simply the
cease and desist order adopted by the
commission."

Quotes 
In releasing its decision, the FCC also
reproduced several of the remarks and
sound effects over KIMN attributed to Mr. Johnson. They in-
cluded the flushing of a commode
(labeled "Johnson's John") accompa-
nied by such remarks as: "Oh good
grief, I think I got my feet wet on that
one." "Well those girls had a slumber
party and they wanted us to pull the
chain on Johnson's John."

This was the way a record was in-
troduced: "Here's Dee Clark with 'Hey
Little Girl' in the high school cheaters."
The song "I Ain't Never" was followed by: "Gee, I ain't never either, sure
would like to sometime, wouldn't you?"

In another instance, the announcer
was said to remark: "Say did you hear
about the guy who goosed the ghost and
got a handful of sheit?"

Shift in FCC's defense office

The FCC Office of Defense Coordi-
nation will be transferred July 1 from
Defense Commissioner Robert E. Lee
to the Office of Administration. On
Aug. 1, the office will be headed by
Albert A. Evangelista as defense co-
ordinator succeeding the retiring Har-
land W. Morris.

Commissioner Lee will continue to
represent the FCC in over-all super-
vision of its defense activities, but the
day-by-day routine of the job will be
handled by Executive Officer Robert W.
Cox, head of the administration office.

Mr. Evangelista, who will make his
reports to Mr. Cox, has been with the
FCC since 1940 when he joined its
field engineering staff. From 1942 to
1944, he was with the commission's
war-time Radio Intelligence Division.
During World War II, he served with
the Coast Guard and stayed on with that
organization in an engineering capacity
until he rejoined the FCC in 1952. His
latest assignment with the commission
was an engineering assistant to former
Chairman John C. Doerfer.
Just how far should government go in competing with its own citizens?

Today the government runs some 19,000 commercial and industrial enterprises in its civilian branches alone!

Many thoughtful people are surprised to learn that the U.S. government actively competes with thousands of independent businesses, large and small.

"Why?" they ask. And it is a good question.

A legacy of war

The idea of government-in-business got its big boost back in World War I. However, it has been kept rolling, and even accelerated, in times of peace.

Today no one can estimate the total cost, in terms of tax dollars, of government-in-business. But figures are available for one of government's largest enterprises—the federal electric power "business."

To date, this federal "public power" has cost the taxpayers more than $5,000,000,000. And its promoters propose $10,000,000,000 more—much of which would likely come from the taxpayers.

Is more federal power spending necessary?

To maintain an abundant supply of low-price power, it is unnecessary for the government to expand farther into the electric power business. America's rapidly growing need for electricity can be amply met by the more than 300 independent electric companies.

The question of government power expansion lies with you and other citizens (8 out of 10 don't yet realize they are being taxed for this purpose).

If the trend toward more "public power" continues, the people of your community will have to ante up more money—money that you might prefer to see spent locally on schools, libraries, hospitals, parks and other essentials. If you'd like to know more of the facts and implications of "public power" spending, mail the coupon for the new free booklet, "What Do Federal Power Ventures Cost Your Community?"

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

"In all that the people can individually do as well for themselves, government ought not to interfere."
—ABRAHAM LINCOLN

POWER COMPANIES
Room 1115-U, 1271 Ave. of the Americas, New York 20, N. Y.
Please send promptly the material checked below, without charge:
☐ "What Do Federal Power Ventures Cost Your Community?"
☐ Names of companies that sponsor this message.

NAME ____________________________
(Please print)

ADDRESS ____________________________

CITY ___________ ZONE ____________ STATE ________
Sen. William Proxmire (D-Wis.) took the floor of the Senate twice last week to denounce as "political payola at its worst" the awarding of a preference in "civic participation" to a tv applicant in the Albany ch. 10 contest because five stockholders are members of Congress.

Capital Cities Tv Co., which now operates WTEN (TV) there on ch. 10 under temporary authorization, received the nod over Veterans Broadcasting Co. in an August 1959 initial decision. In his decision, Hearing Examiner J.D. Bond took note that some of the Capital stockholders are members of the House-in discussing "civic participation." Capital was found to be "manifestly superior" in this area.

In a tentative vote, taken May 27 immediately after oral argument, the Commission favored Capital Cities in staff instructions (At Deadline, May 30). However, one commissioner said last week that "we thought ownership of the five congressmen was a factor of no particular significance."

Counterattacks • Two commissioners attacked the Proxmire statements as "improper pressures of the worst sort ...", exactly the type of thing Congress is trying to legislate against. One of the members of the FCC had this to say about Sen. Proxmire: "What he is really doing is wrapping himself in a mantle of virtue and committing the cardinal sin of an attempted direction to the FCC of what weight it should give evidence in an adjudicatory case pending."

It was suggested that if the senator does not think a member of Congress should be permitted to own stock in a broadcast property that he should introduce legislation prohibiting such interests. (Sen. Proxmire had placed in the Congressional Record a news story on the case printed in the June 19 New York Herald Tribune. However, he emphasized, "I have now discovered that beyond a doubt the commission does accept the idea that if members of Congress are stockholders in a tv company, that should be a plus factor in considering that company's application."

The Congressmen Involved • The five congressional stockholders of Capital Cities, and their interests, include: Rep. James J. Delaney (D-N.Y.), 13,000 of 1,149,798 common voting shares; Rep. Eugene J. Keogh (D-N.Y.), 18,513 shares; Rep. Leo W. O'Brien (R-N.Y.), 24,561 shares; Rep. Dean P. Taylor (R-N.Y.), 24,990 shares, and Rep. Peter W. Rodino (D-N.J.), less than ½ of 1%.

All told, there are 1,180 Capital Cities stockholders, with the five congressmen combined owning less than 3%. Largest individual owners, per centagewise, are commentator Lowell Thomas with 16.23% and President Frank M. Smith, 12.11%. Capital Cities also owns WROW-AM-FM Albany, WPJO-AM-FM-TV Providence, WCDB (TV) Hagaman, N.Y., WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N.C.

Veterans owns WVET-AM-TV Rochester, N.Y. The Rochester tv outlet also is on ch. 10 and shares that facility with WHEC-TV. Albany ch. 10 actually is assigned to Vail Mills, N.Y., having been allocated there as a "drop-in" in 1957.

Last Monday (June 20), Sen. Proxmire charged that giving congressmen an "advantageous, privileged position in the award of television licenses ... is as morally wrong as it can be. It sets up a firm pattern for predictable corruption... If this ridiculous special advantage in tv license allocation is allowed to stand, the next logical step would be for the FCC commissioners to take the gravy themselves."

The Wisconsin Democrat, often an outspoken critic of the FCC as well as

BROADCASTING, June 27, 1960
FTC cites Rise, SSC&B

Carter Products Inc., New York, manufacturer of Rise shaving cream, has been charged by the Federal Trade Commission with using deceptive tv commercials "which disparage competing shaving lathers." Also named in the FTC's complaint are Sullivan & Stauffer, Colwell & Bayles Inc., Carter's advertising agency, and S. Heagan Bayles, SSC&B executive in charge of the Rise account.

The complaint alleges that the Rise tv commercial portrays an actor shaving with what purports to be competing shaving lather that has dried on his face "causing him to wince in discomfort." Next the actor is shown shaving with "moist and creamy Rise," resulting in an easier and more comfortable shave. In reality, the complaint continues, the "supposed" lather of the competitor is "a formulation specially prepared for the demonstration and is not a product used for shaving purposes." Consequently, the FTC said, the demonstration "is not a valid comparison" between Rise and competing products, while tending to "disparage" the latter.

The respondents were given 30 days to answer.

individual members, told the Senate that he was referring to the "precedent shattering FCC award of ch. 10 . . . to the Capital Cities tv Corp., which in 1959 enjoyed gross income of more than $6 million."

Second Stand = Last Friday, Sen. Proxmire revealed that since Monday he had been visited by "a high official of the FCC. He told me . . . it is indeed the settled policy of the FCC to give weight to ownership by members of Congress as an indication of civic participation and a favorable factor in making tv license awards," the senator said.

"What the FCC is admitting when it embraces this policy is that it will give special consideration to a company whose ownership is partially vested in members of Congress who must act on nominations to the commission in the Senate, adopt the laws under which the commission operates and give to the commission its operating budget," he continued. "Far worse than making a phone call or writing a letter, a member of Congress can influence decisions of the FCC by purchasing or accepting as a gift stock in a company which intends to apply for a tv or radio license."

Recanting slightly from his Monday statement, Sen. Proxmire admitted that "it is true that the award made in the Capital Cities case was a preliminary one and that the words quoted in the press accounts were those of the FCC examiner rather than of the commissioners."

FCC, FPC approve 'full agency' bill

The FCC and Federal Power Commission have told the House Communications & Power Subcommittee they approve of a Senate-passed bill which would authorize members of the two commissions whose terms are expiring to continue to serve until successors are appointed and are qualified.

FCC Chairman Frederick W. Ford said his commission feels the bill (S 1965) would assure a full agency membership, preserve continuity of commission responsibility and avoid delay in proceedings involving decisional matters.

The Budget Bureau recommended by letter that FCC and FPC members with terms expiring be authorized to serve for only 60 days after their terms expire. An FPC spokesman said experience with vacancies on that agency indicated 90 days would be better.

Radio-tv exemptions in minimum wage bill

A Democratic-sponsored bill (S 1046) increasing the federal minimum wage gradually from $1 to $1.25 an hour was approved and sent to the Senate June 22 by the Labor Committee. The bill includes an amendment granting exemption from overtime requirements to certain broadcast stations in marketing areas of fewer than 50,000 persons. Chief engineers, news editors announcers with multiple duties who are employed at independently owned broadcast stations are covered. Currently there are no overtime exemptions in the broadcasting industry.

A similar bill in the House (HR 12677) would exempt radio-tv stations from overtime provisions in cities of less than 100,000. The bill has been approved by the House Committee on Education & Labor.

The House exemption is designed to provide relief to small market stations, except where the market is located within the boundaries of a standard metropolitan area of more than 100,-000 population.
Gila chain licenses are set for hearing

A chain of six Arizona stations had their renewal applications designated for hearing by the FCC last week on issues ranging from alleged technical violation to personal qualifications.

KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW and KWJB-FM Globe, all owned by the Gila Broadcasting Co., had their license renewals set for hearing after receiving a Sec. 309(b) letter last March requesting information on various charges (BROADCASTING, March 14.) Gila replied on April 7.

The commission said last week that the hearing would determine the extent of the original charges made last March:

- Whether a management contract between Gila and Radio Assoc. Inc. was inconsistent with FCC rules since, as the FCC indicated, Radio Assoc. had asserted complete control of the station chain.
- Whether the licensee actually had relinquished control of the chain and had not reported it to the commission. Records filed with the FCC indicate that President Louis F. Long from 1938 through 1959 had held 50% interest in Gila. However, the commission said, during this period his holdings ranged from 40% to 75% and this was never reported. In addition, the FCC noted, Mr. Long was convicted of violating income tax laws and fined $5,000 in December, 1959. This may disqualify him as a licensee, the FCC said.
- Whether Gila had filed applications containing misrepresentations and omissions. The FCC said last March that certain Gila stations have been operating with transmitters unattended and station logs were falsified for the unattended hours. Also, the FCC stated, an unlicensed transmitter has been in operation for a year and a half at KCKY.

Another 315 opponent

Political broadcasting will be severely limited during the presidential campaign year unless Congress provides relief from the Sec. 315 equal-time clause, according to the U.S. Chamber of Commerce.

In a letter to all members of Congress, the chamber said the American people "may well be deprived of historic opportunities to see and hear debates between the presidential nominees of the two major parties unless a resolution (SJR 207) is passed. The resolution sets aside the equal-time provision for the upcoming campaign, with a report to be submitted on its effect by March 1, 1961.

NBC investigation

Charges that NBC "staged and directed" racial demonstrations involving Negro students in Montgomery, Ala., (BROADCASTING, May 2) are going to be investigated by the federal government. Public Service Commissioner Ralph Smith, who called for the investigation, said Harold Ranstad, an investigator for the House Interstate & Foreign Commerce Committee would be leaving for Montgomery in "several weeks" to look into the matter. Sandor Van Oere, a member of the NBC news staff, spent about 10 days in Montgomery during the alleged incident.

Football suit filed

Infant American Football League had to sell tv rights for 1960-65 at far less than reasonable value because of conspiracy by National Football League at keeping new league out of business. This was one of charges made by American Football League in $10 million, treble-damage antitrust suit against NFL filed in U.S. District Court in Washington. AFL charged 40-year-old National League conspired to maintain professional football monopoly by using various illegal means. It asked court to stop NFL and its members from continuing alleged practices and to enjoin NFL from granting or transferring any franchises into cities where AFL already has team. Suit asked court to force NFL to withdraw new franchises in Dallas and Houston, where AFL also has signed up teams.

FCC employe charged

Clara Amelia Fairall, chief of the FCC Mail & Files Div., has been placed on leave without pay pending outcome of gambling charges against her lodged by the Prince Georges County (Md.) police. Mrs. Fairall, her son and a second man were charged with operating a lottery, possessing lottery slips and bookmaking following a police raid June 6 at the Fairall home.

All three were released on $1,500 bond each pending a hearing June 30. It was reported that Mrs. Fairall was not at home at the time of the raid and voluntarily went to the police station after returning from work. The commission immediately placed her on leave without pay, which is in effect a suspension, a commission spokesman said. No further action by the FCC is contemplated pending outcome of the police hearing.

UHF operator scores proposed v drop-ins

A proposed interim policy of vhf drop-ins in selected markets "... merely becomes action without results and only bypasses the true problems for another number of years," Springfield TV Broadcasting Corp. told the FCC last week.

Several months ago the commission asked for comments on the proposed rulemaking to add a second or third vhf channel to as yet unnamed cities at reduced mileage separations. Deadline for comments has been extended twice and they now are due Sept. 1.

Springfield, which owns three uhf stations in New England, said it is "implied" by the FCC that some other long range action is planned to solve the allocations dilemma and asks why the ultimate action "should not now be proposed." Any action which increases number of vhf signals would have an adverse effect on uhf, Springfield stated, and would substantially injure the competitive position of the upper-channel stations.

In a related development, a group of Rhode Island citizens, headed by Robert A. Riesman, commented last week that Providence can afford a third vhf channel. This was in relation to the commission's proposed rulemaking to add ch. 6 to that city from New Bedford, Mass., to make Providence an all
It's like a tenement house

Formation of the new Complaints & Compliances Div. within the FCC's Broadcast Bureau has compounded an already serious problem: lack of office space for the bureau's professional staffs.

Take, for example, the situation faced by John Harrington, chief of the new division. He currently is located in a small office containing two desks in the middle of the bureau's quarters on the seventh floor of the Post Office Building. When asked where the planned 25-man staff for the intelligence-surveillance arms would be centralized, Mr. Harrington threw up his arms in despair.

His boss, Broadcast Bureau Chairman Harold Cowgill, points out that finding space for people to work already was a serious problem before Mr. Harrington's unit was formed. In several offices, there are six and seven desks in rooms designed to accommodate two or four. And, it is not uncommon to find a lawyer working from each side of a single desk.

v market and New Bedford all u.

The Riesman group, which will apply for the channel if rulemaking is adopted, noted that the assignment of ch. 6 to Providence rather than New Bedford "will result in an appreciable improvement in coverage." Deadline for comments in this instance has also been extended to Sept. 1.

Senate approves funds for FCC police unit

The Senate last week passed by a 75-8 vote a bill providing $200,000 for the FCC to set up its 25-man police unit to watch tv and radio stations for violations of law and FCC rules (BROADCASTING, May 23). The Independent Offices Appropriations bill (HR 11776), now goes to a joint Senate-House conference to reconcile Senate amendments to the House-passed measure providing fiscal 1961 appropriations for the FCC and other government agencies.

The bill, as amended by the Senate, calls for total FCC appropriations of $13,135,000, which is $365,000 less than the Budget Bureau request and $200,000 more than that approved by the House. The Senate approved the $200,000 figure in partial endorsement of the FCC's request for $300,000 for the new unit and specified the money must not be used for any purpose "remonstrately concerning" censorship of program content.

In the Renewal & Transfers Div. there are 14 professional staffer who do not have a work place to call their own, it was pointed out. "It's a problem we are going to have to solve," Mr. Cowgill said, "but I just don't know what the solution is going to be."

Spotlighting the seriousness of the situation, the Broadcast Bureau has 223 employees today, compared with 167 two years ago, but still is contained within the same floor space. By mid-summer, Mr. Cowgill said, the bureau will have 250 employees.

One possible solution already has gone down the drain. Last November, it was announced that the examiners and staff would move out of the Post Office Building and Mr. Cowgill immediately put in a claim for the vacant office space. However, that branch of the commission is returning to the office space from an uptown Washington office building so the Broadcast Bureau has lost out.

The FCC appropriation also includes $2 million for a commission study of uhf propagation in New York City over a two-year period. The House approved this figure after the FCC had asked for $2.25 million for that purpose.

The Senate also voted to restore a $185,000 cut by the House from the Federal Trade Commission's fiscal 1961 Budget Bureau request for $7.6 million, which also will require ironing out in the joint conference. Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, was chairman of the Senate Appropriations subcommittee which acted on the FCC and FTC requests.

Harrissburg uhf

The FCC last week agreed to consider petitions seeking lower uhf channels filed by ch. 55 WHP-TV and ch. 71 WDTV (TV), both Harrissburg, Pa. Rulemaking was instituted and comments invited by the commission on proposals to assign chs. 21 and/or 33 to that city.

In asking for comments, however, the FCC said there "appears less basis now than formerly for regarding lower uhf channels as preferable . . ." but thought the instant proposals might be a convenience to the public because of operating low-channel uhf stations in nearby cities. WHP-TV, which is on the air, asked for the shift of ch. 21 and deletion of ch. 55 while dark WDTV seeks the assignment of ch. 33 to Harrissburg.

The 1,433,000 Negroes in six metropolitan areas covered by Rounsaville Radio earn a spendable income of $24 million annually. They spend 97% of their income for consumer goods—quality, name brand products! And Rounsaville Radio is the only medium that reaches and sells this vast consumer group! Rounsaville Radio is patterned to Negro tastes, programs 100% to Negroes with Negro talent. Six Rounsaville Stations are rated Number-One by both Pulse and Hooper! Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!
PAY TV MOVES CLOSE TO SHOWDOWN

From Hartford to Miami Beach, advocates pushing rival systems

Advocates of rival pay tv systems—on-the-air vs. wire—made their first big move last week.

The resulting battle is expected to become a major struggle for acceptance.

In Washington, RKO General submitted an inch-thick printed application asking the FCC to approve a $10 million, three-year Phonevision program of on-the-air tollcasting in Hartford, Conn.

In Hartford, there was a small announcement: the formation of the "Connecticut Committee Against Pay TV."

In Miami Beach, two advocates of wired pay tv explained their positions to 500 members of the National Community TV Assn., meeting in convention there.

Irving B. Kahn, TelePrompTer president, and Paul A. MacNamara, International Telemeter vice president, were the featured speakers. Both urged catv operators to get into the pay tv business.

Mr. Kahn's company demonstrated a key device which records the use of the fee-tv channel for billing purposes. TPT also fed the Johansson-Patterson fight to 13 cable companies (see separate story, page xx).

The Kahn and MacNamara speeches left the antenna operators troubled. Some saw pay tv as a new field, foreign to the antenna service most of them are engaged in. Others were interested, extremely so.

Last week's pay tv actually took this shape:

- RKO-General's Bid Box-office television faces a three-year test in Hartford, Conn., if the FCC approves an operating plan filed June 23 by RKO General interests.

- Hartford Phonevision Co., wholly owned by RKO General Inc., is the applicant. The Hartford firm holds the Zenith Phonevision franchise in the market. Hartford last June 1 was granted FCC approval of a proposed assignment of the WCHT (TV) ch. 18 license in that city (Broadcasting, June 6).

The June filing culminated more than a decade of intense subscription tv development by Zenith, major radio-tv set manufacturer. If the Hartford application is approved, Zenith at last will have the opportunity it has sought to try out public acceptance of pay tv.

In the FCC filing, RKO's Hartford Phonevision Co. is joined by Zenith and Teco Inc. The last-named is a Zenith-sponsored company cooperating with Zenith in developing, promoting and operating Phonevision services (Broadcasting, June 20).

RKO General owns a group of tv and radio stations in major markets, including WOR-AM-FM-TV New York; KHJ-AM-FM-TV Los Angeles; WNAC-AM-TV and WRKO (FM) Boston; KFRC-AM-FM San Francisco; WQMS-AM-FM Washington; WHBO-AM-TV Memphis; one-third of CKLW Windsor-Detroit, and Yankee Network. It is involved in a proposed deal by which it would buy NBC's WRC-AM-FM-TV Washington and exchange its Boston stations for WRCV-AM-TV Philadelphia, now owned by NBC. In the deal, which has been involved in FCC, Dept. of Justice and Capitol Hill controversy, NBC would buy KTVU (TV) San Francisco and RKO would sell its present Washington radio outlets to Crowell-Collier Publishing Co. RKO is a subsidiary of General Tire & Rubber Co.

The Plans = Commenting on the Hartford pay tv project, Joseph S. Wright, Zenith president, said, "Subscription tv will deliver to the family a monthly panorama of premium box office entertainment for little or no more than the cost of a single orchestra seat at a top Broadway play."

And Thomas F. O'Nei, RKO president, said "free reception of all Phonevision programs will be provided for the federal and state veterans hospitals within the WHCT reception area."

The Hartford Phonevision application specifies, "No commercial announcements will be transmitted during subscription television programs."

WHCT will operate as a conventional commercial station through most of its broadcast day, according to the application, "with at least one and probably two premium subscription programs aired each day in popular viewing hours, without commercials, for the use of subscribers only."

Program sources = In essence the fee programs "will be limited to box-office attractions—those programs which are not regularly available to the public without the payment of a fee," the application stated. Motion picture releases are conceived as a principal part of the program fare, with multiple showings of each picture contemplated. At least one, maybe two such films will be shown on "most days in prime listening hours."

While movie producers and distributors have shown "great enthusiasm" in general, no firm commitments could be obtained because of their "wait and see attitude."

"We are aware of strong opposition from some motion picture exhibitors to the test," the application said. "We have
Was the big fight a little start for wired toll TV?

The local systems will keep none of it. After the subscription showing, most of the CATV operators estimated that from 50% to 70% of their regular customers tuned in to the fight.

The 13 CATV systems that distributed the fight included four owned by TelePrompter in Liberal, Kan.; Farmington and Silver City, N.M.; and Rawlins, Wyo. The others were in Aberdeen, Wash.; Alexandria-Pineville, La.; and Snowflake, Page, Holbrook, Morenci, Safford, Winslow and Miami, all Arizona.

A Heavy Tune-In ■ Bruce Merrill, president of the Arizona group, reported that 70% of his 8,000 homes took the fight. It was SRO in bars, restaurants and veterans organization halls, he said.

In Farmington, N.M., some subscribers told J.E. Shaheen, manager, that if he didn't get enough certificates in advance they would be willing to double their contributions to assure the delivery of the fight. Mr. Shaheen estimated a 70% tune-in.

Despite the lack of advance planning in Alexandria, La., where the dispute with the telephone company occurred, the CATV manager said some 60% of these subscribers watched the fight.

At week's end there was no definite word on collections.

The special CATV-subscription TV hookup was an off-shoot of TelePrompter's major project—the closed circuit telecast of the fight to 229 theatres and other special gathering places in 161 cities. All told some 500,000 persons were said to have watched the closed circuit showing. TelePrompter expects the total box-office take to be around $2 million.

A paper billing tape is to be used in Hartford, concealed behind the decoder door. Phonevision indicated it can find out in a hurry if the subscriber has tried to cheat when he mails in the sum shown on the tape.

System Elements ■ The Phonevision system consists of TV transmitter, encoder, TV receiver and decoder. Zenith will provide the encoder at the transmitter and the decoder at the receiver.

A TV station's video and audio signals are scrambled by the encoder via code material that restricts usable reception to sets equipped with a decoder.

In scrambling, the encoder cuts the picture horizontally into segments of seven lines each and displaces alternate segments in a horizontal direction as well as randomly shifting the divisions between segments from field to field. This is done by shifting the phase of such lines with respect to the horizontal synchronizing pulses, which remain regularly spaced.

A video delay line, of 1.7 microseconds, in combination with a switch, adjusts phase. In addition, the black-and-white may be inver ted.

Sound is scrambled by shifting the audio frequency upwards 2600 cycles. Both monochrome and color are handled without difficulty on either VHF or UHF, it is stated.

Should the problem of unauthorized...
Programs on credit = This Zenith Phonevision decoder installed atop a television set will be used for the proposed RKO General subscription TV service in Hartford, Conn. At right a billing tape provides what is described as a foolproof record of pay programs tuned by a viewer.

The credit box, according to Zenith, is a less costly way to collect fees from subscribers than the coin-box type of decoder. The decoder door conceals a dial which is rotated to produce the proper serial number of the program in the adjoining window.

At the left is a three-position switch.

TelePrompTer's Key TV = This is the control box which will be used by TPT in its wired “participation TV” system of pay TV. The unit must first be unlocked, and the customer must press an “accept” bar in order to receive the toll TV program on his receiver. The device, slightly larger than an old fashioned box of kitchen matches, also contains two buttons to permit “yes” and “no” answers to such uses as program ratings, quiz examinations in educational TV, and for ordering merchandise pictured on the TV screen. A record of usage is automatically registered on tape.

Telemeter's Coinbox = In the International Telemeter wire system, a coinbox is installed at every pay TV receiver. This instrument includes the necessary mechanism to permit upon the insertion of coins, the toll TV program to pass through and be seen. When a viewer wants the pay TV channel, he turns a knob to “telemeter,” and then selects program “A,” “B” or “C”. The windows on the left show him the price of program. They also indicate any overpayments in the form of credits. The coin boxes must be serviced on a weekly or monthly basis.

viewing become serious, Phonevision said, it could shift to individualized decoders and decoding cards.

How it Works = The subscriber operates the decoder by opening a door switch is marked “TV” for normal TV concealing a dial. A three-position viewing, “PVA” for normal subscription programs and “PVB” for subscription programs that include an inverted video signal in the scrambling process. Then the dial is turned to show the desired three digits and letter in an adjacent window. This turns a decoding tape so the proper electrical contacts can be made through perforations. With 2,000 perforation combinations, a tape is designed to last at least a year.

A correlator circuit serves as a trouble shooter, preventing the decoder from operating unless the dial is properly set. Program identification is printed on the billing tape.

Zenith stated it can produce 1,000 decoder units a week, or 52,000 the first year of operation. A minimum goal of 10,000 installations has been set up for the first year. Operation will begin when 2,000 have been installed.

Since there's a three-year limit on the FCC's grant, the company may find it unwise to make costly new installations for less than a two-year period pending permanent acceptance of its system, according to the application.

Zenith-RKO Pact = During the period in which pay TV is being offered to subscribers, Zenith must notify RKO of any sale or grant of franchise for Phonevision in cities outside the test market. RKO will have 60 days to decide if it wishes to select such city or cities as one or more of the four additional franchises it is entitled to under its contract. RKO is entitled to only one of the three largest TV markets, one of fourth to sixth, one of seventh to ninth markets, and not over 20% of the national TV market as determined by the number of TV homes. Franchise fees are not to exceed 5% of all revenues of any operation.

During the first year of operation, RKO may end the agreement if it can't obtain 50,000 subscribers or if its expenses to date exceed $10 million. RKO can end the deal during the period of expansion to other cities if it spends or is obligated for $10 million net after deducting income received after taxes.

Teco Inc., Zenith's licensee of Phonevision patents, entered into the franchise contract with RKO General, agreeing to furnish equipment and services. Teco will pay a third of its net profits, before taxes, to Zenith. Net Teco capital consists of 100,000 authorized $10 par shares. A substantial part of TECO's stock is owned by Zenith stockholders and officials.

Cost of construction, including installation of 10,000 decoders, is estimated at $1,676,700, with first-year operation expected to run $1,291,860. RKO General will finance construction and operating costs.

The test market—Hartford—includes
New Britain, New Haven, Springfield and Waterbury and has at least four free television services available.

The applicant stated that in all contracts with program sources it would retain the right to reject programs it considered unsuitable.

**Opposed to Pay TV** "Opposition to RKO General's application for FCC permission to begin pay tv operation in Hartford went into high gear last week when the 'Connecticut Committee Against Pay TV' was organized."

The committee, mainly theatre exhibitors but open to all who oppose the principle of pay tv, is headed by a steering committee that comprises Herman Levy, secretary, Theatre Owners of America; B. E. Hoffman, Bernard Menschell and Maurice Bailey, Connecticut theatre chain owners all of whom have movie houses in Hartford.

Appointment of Marcus Cohn, senior member of the Washington law firm of Cohn & Marks, as special counsel to fight the RKO General application was also announced last week.

The Connecticut group has kicked off fund raising activities for the Washington battle and also is preparing to promote a public relations campaign to the public.

Albert M. Pickus, president of TOA, said that pay tv in Hartford, "would quickly put many of us out of business. If it ever spread nationally," he said, "it could wipe out the entire motion picture theatre business."

Mr. Pickus urged that the anti-pay tv adherents rally to their side unions, civic organizations, educators, clergymen and other "opinion-makers."

He added: "We must get them excited about this threat to their pocketbook... We must work this way because if we attempt to do it alone, our motives will be suspect as purely selfish."

**Five Million in Five Years** "There is a potential of 5 million dollar homes for wired pay tv in the next five years.

And the community antenna group is the cadre for this nationwide interconnection.

Thus, Irving B. Kahn, president of TelePrompTer, spoke to more than 500 engrossed NCTA members at last Wednesday's luncheon meeting at Miami.

Mr. Kahn's major premise was that catv operators cannot stand still and continue to prosper. Progress is inevitable and desirable, the TelePrompTer chief said. And the next step in cable operation is what Mr. Kahn termed "participation tv."

This is TelePrompTer's term for its wired system of subscription tv (see page 82 for details).

Mr. Kahn, whose company bought its first catv system two years ago (it now owns 4 Liberal, Kan., Farmington and Silver City, N.M., and Rawlins, Wyo.), issued a strongly-worded warning to tv networks:

"Quit trying to play both sides against the middle. Stop giving devious support to those who would destroy us while at the same time pursuing plans of your own to tap the subscription tv market we have developed."

The pay tv protagonist urged the catv operators to move into pay tv immediately. Otherwise he said, someone else is going to take over "what is rightfully ours."

Mr. Kahn had an ingenious answer to a question whether community antenna systems might not antagonize the television stations it picks up by blacking out a channel for pay tv—or offering such a specially attractive program as to woo viewers away from the off-the-air programs.

He said that in his view the use of the Key Tv device would be of benefit to telecasters and their advertisers. This was through the use of the pay tv channel to permit viewers to actually order products and services following a regular advertising message over the air.

Opposition by AT&T to a subscription service may be cancelled, Mr. Kahn stated, through "major" competition in the microwave field. Presumably Mr. Kahn was referring to Western Union's national interconnection plans. Western Union is a 16% owner of TPT.

Most catv systems use telephone poles to carry their cables. Many contracts between catv systems and Bell companies prohibit in specific or implied language the carrying of non-broadcast programs.

He discussed the philosophy of TPT in providing a continuity of pay tv programs which would develop into something like special features one or two nights a week, plus the merchandising element of his Key Tv feature. This would be sufficient, he said, to understand the write of telephone loops, if not better.

At another point, Mr. Kahn explained that TPT had gone into fight promotion in order to stage "clean" bouts. This was in answer to a question raised from the floor about allegations of gangsters controlling prize fights.

Better Than Expected** Mr. MacNamara told the catv operators that the Toronto Telemeter experience has exceeded all expectations. He said that the Etobicoke operation has 3,800 connections, with 1,600 orders on the books. By the end of the summer, he said, there should be 6,000 customers on the lines.

In discussing the experiences Telemeter has had with the operation, Mr. MacNamara disclosed that 50% of the customers had watched the "Ten Com-
mandments,” 30% “Gigi,” 25% “FBI Story” and 23% Anatomy of a Murder.”

He warned that the Toronto system was still in the novelty stage, but said that perhaps the company might release some grosses this fall.

Opposition to pay TV is beginning to break up, he said. The networks are taking a “second look” at subscription television, he went on, and movie exhibitors are “getting on the bandwagon.” He urged CATV operators to bring into their ownership movie house owners.

Mr. MacNamara emphasized that his company maintained its belief in a cash system of payment, not a credit one.

Most of Mr. MacNamara’s remarks were a repeat of what he has said before and what Barney Balaban, president of Paramount Pictures, said several weeks ago to his stockholders (Broadcasting, June 13). ITC is owned by Paramount.

TelePrompTer’s System ■ “Key TV” is the term used by TelePrompTer Corp. to describe its method of subscription TV over wire.

The heart of the system is a box which will be placed in the home. This is the device which energizes a roll of tape to record the program—or an electronic data processing circuit still under development to relay billing information to a central office.

The system was demonstrated to members of the NCTA last week in Miami. The explanation and demonstration was made by H.J. Schafly Jr., TPT research and engineering vice president.

The key TV apparatus has two elements. One is an actual lock and key which protects the pay TV system from being used accidentally or without authority.

When the key is turned to activate the device, a second step is necessary to receive the toll program. An “acceptance” bar must be depressed. This lifts the filter which has been inserted in the wire circuit to prevent reception of a pay TV program. At the same time it registers the use of the toll channel for the individual program.

This registration is done at a TeleRecord box, attached outside the house on the pole carrying the tap-off line. It contains at present a roll of tape, which must be picked up weekly or monthly to determine charges. Mr. Schafly said, last week, that TelePrompTer’s laboratory is working on a method of interrogating the tapes electronically so that physical collections might not be necessary.

Mr. Schafly also said that a program of data processing might even obviate the need for tape.

The key TV device also has one other feature which was made much of at the demonstration last week.

It contains two buttons, marked “A” and “B.” After the pay TV circuit has become live, and the program has been accepted by the customer, it is possible to register yes and no answers on the tape—or to a central office when electronic reporting is accomplished. Use of this “answering” service, Mr. Schafly pointed out, showed the possibilities for rating a program, for educational programs with quizzes, and ultimately, possibly, for ordering products from a super-market.

The TelePrompTer “participation TV” is to be tested this summer in two cities —Liberal, Kan., and Farmington, N.M. Both of these systems are owned by TPT.

CATV PROBLEMS

Legislation worries on convention agenda

The decade-old community antenna business faced its moment of truth last week in Miami Beach—and came through its most serious and significant crisis wiser and more mature.

The main problem at the convention of the National Community Television Assn. was the position to be taken on legislation.

By a margin of one vote, the U.S. Senate last month voted to recommit to committee a bill (S-2653) which would put CATV operations under FCC licensing jurisdiction (Broadcasting, May 23).

The second most important problem at the Miami Beach meeting was CATV’s relations to telecasters—particularly the “10 or 12” situations where there are fighting opposition to antenna operation.

In a series of round-the-clock meetings, the NCTA board submitted for membership vote—to be taken Friday—the following policy positions:

■ Oppose all legislation at this time which would regulate community cable companies.

■ Work to ameliorate any legislation introduced in order that it results in the most favorable terms of CATV.

■ Come to terms with those telecasters who have waged the fight against cable operation—specifically such broadcasters as Ed Craney, Bill Grove and Rex Howell. Work toward better all around relations with broadcasters.

■ Reorganize the association to provide for a (1) paid chief executive (2) revise representation or board of directors by giving greater weight to regional CATV organizations, (3) employ an attorney in the headquarters office but
TV WRITERS BACK ON JOBS
WGA negotiates contract, pay raise, with ATFP and major picture firms

Writers of tv film programs went back to work last week for companies who are members of the Alliance of Television Film Producers and for the tv branches of the major motion picture organizations. Terms of the contract drafted by the negotiation committees of Writers' Guild of America and ATFP (At Deadline, June 20) were also accepted by the Assn. of Motion Picture Producers in weekend negotiating sessions and ratified by WGA's tv branch members on June 19.

On Thursday (June 23) negotiations were resumed between WGA and the tv networks covering writers of filmed programs produced by the networks. A new WGA network contract for writers of live radio and tv program material was achieved earlier in the year. Thursday's meeting began in the afternoon, at which time there was confidence that agreement based on the pattern of the ATFP and AMPP settlements would be reached without undue delay. However, after it had recessed for dinner and resumed again in the evening, early optimism about an immediate agreement had all but disappeared.

Principal terms of the contract are:
(1) The contract is to be for six years from the date on which the strike was terminated (June 20, 1960, for ATFP and AMPP).
(2) Minimum salary scales are to be increased 10% for the first two years of the contract, plus an additional 5% compounded increase the second two years.
(3) A joint fact-finding commission including members of WGA and of the producers' associations and an independent accounting-engineering firm will be established to determine a royalty formula where writers will receive their original salary for first runs only and will receive a minimum of 4% of the absolute gross on all reruns, domestic and foreign, in perpetuity. The commission will use writers' tv residual payments over the past five years as a basis to determine the royalty percent-

 WHICH TWIN CITIES?
 Minneapolis - St. Paul? Kansas City - Kansas City?

NO, THIS IS "KNOE-LAND"
(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

| Population | 1,620,100 | Drug Sales $40,855,000 |
| Households | 423,600 | Automotive Sales $299,589,000 |
| Consumer Spendable Income | $1,761,169,000 | General Merchandise $148,789,000 |
| Food Sales | $300,486,000 | Total Retail Sales $1,286,255,000 |

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Nae Station
Represented by
H-R Television, Inc.

Photo: Aerial View Prosperous Twin Cities of Monroe-West Monroe, Louisiana
If initial agreed compensation for each producers' payment equal
findings. All tv employes must accept the commission's la.
of the event, theployers will maintain the exist-
ployers is the Ulster
of the show will go into
effect will be eligible for the percentage of world gross.

(4) A non-contributory health and welfare plan is to be financed by produc-
ers' payment equal to 5% of the initial agreed compensation for each writer, with a ceiling of double the minimum scale. The plan is to be jointly administered by the guild and the producers and is to be continued during royalty formula payments.

(5) Provisions for pay tv are: Producers agree that before releasing films made for free television to pay tv, they will negotiate an agreement for this use. If no agreement is reached, WGA may cancel its free tv agreement. Before en-
gaging any writer to write films intended primarily for pay tv, the employer must notify the guild of its intentions. If no agreement or fees are reached, WGA will be free to instruct its members not to write scripts for pay tv.

(6) Improvements in installment payments to writers were agreed on.

(7) Also improvements in relation to credits and in the provisions for speculat-

ative writing.

Directors' merger off

The Directors Guild of America has announced that it has decided to stop merger negotiations with the Screen Di-
rectors International Guild. A memo-
randum to SDIG by DGA cited what it called various 'hostile acts' by SDIG. The latter represents directors em-
ployed at many film production com-
panies in the East. The DGA repre-
sents members employed by radio and

tv networks throughout the country and film production organizations on the West Coast and in other parts of the U.S.

DAYTIME AT CBS-TV
Two new serials and a game show added

Serials will continue to dominate the
daytime programming on CBS-TV.

Larry White, director of daytime pro-
gramming for the network, revealed
daytime plans last week in Hollywood,
where two new half-hour dramatic
series will originate. The new season's
schedule will also include a game show,
first to be added since the quiz scandal
broke last fall.

"Entertainment, with no advice, no
agon, is the basis of our program formula," Mr. White stated. The house-
wives who comprise the majority of the
daytime tv viewers "get tired of hear-
ing nothing but childish voices from
morning to night, so we try to give her
adult voices, to listen to if not to con-
verse with. And because women are
interested in the drama of emotional
rather than physical conflict, we try to
mold our daytime dramas to that frame.

"We don't try to talk down to our
audience. We consider them as adults
and we treat them that way. We've
come a long way from the old radio
daytime programs. Today, the most
successful serials are those with the
most fully developed three-dimensional
characters.

"We're going to originate our new
programs in Hollywood, rather than in
New York where the others are pro-
duced. We feel we can get top notch
acting and directing in Hollywood,
where actors and directors are used to
the two-day and 2½-day shooting
schedules of tv filmed shows and so can
fit easily into the tempo of the live day-
time drama, where lines and business
must be learned fresh each day. The ac-
tors we want are here, and directors are
here and the writers are here too."

Two Soap Operas: The two new se-
rials, each a half hour program, five
days a week, are Far Horizon and Full
Circle. The first is the story of a family
whose head is an army man stationed
at Cape Canaveral, a drama of family
life under special circumstances set
against the larger background drama of
the development and testing of new
military weapons. Written by Manya
Starr and produced by Charles Pal-
check, with Joe Behar and Hal Cooper
as directors, Far Horizon will co-star
Phyllis Avery and Ed Kemmer.

A different kind of a story, that of a
successful Don Quixote, a man who
feels a responsibility toward others and
an obligation to help them, is depicted
in Full Circle. The leading characters
are played by Robert Fortier, Jean
Byron and Dianna Cannon. Bill Barrett
is the writer, Norman Morgan the
producer, Bill Howell and Livia Granito
the directors.

Addition of Far Horizon and Full
Circle will give CBS-TV a total of nine
dramatic serials in its daytime schedule
five half-hour dramas and four quarter-
hour ones.

The new game, Video Village, is
designed purely for fun, Mr. White said.
Basically it is the traditional children's
game of a spaced trail along which the
players move from "start" to "home,"
with rewards or penalties that speed up
or retarded their progress. The trial is
laid out on the stage of the studio. The
players move themselves rather than
pieces of metal or wood. "You might
call it Pachislo with people." Prizes are
small; the game's the thing. The
goal is to provide an entertaining half-
hour for both the participants in the
studio and the viewers watching in the
home audience.

The addition of a game show is be-
ing made to give CBS-TV a more bal-
canced daytime schedule and if Video
Village succeeds in attracting a satisfac-
tory number of viewers it could pos-
sibly be the forerunner of more pro-
grams of this type.

Full CBS-TV daytime schedule for
the fall season is (all times are New
York times):

10:10-30 a.m.—December Bride (reruns)
10:30-11 a.m.—Video Village
11:00-11:30 a.m.—I Love Lucy (reruns)
11:30-12 noon—Far Horizon
12:00-12:30 p.m.—Love of Life
12:30-12:45 p.m.—Search for Tomorrow
12:45-1 p.m.—Guiding Light
1-1:05 p.m.—News
1:05-1:30 p.m.—Station time
1:30-2 p.m.—As the World Turns
2-2:30 p.m.—Full Circle
2:30-3 p.m.—Linkletter Houseparty
3-3:30 p.m.—The Millionaire (reruns)
3:30-4 p.m.—The Verdict Is Yours
4-4:15 p.m.—Brighter Day
4:15-4:30 p.m.—Secret Storm
4:30-5 p.m.—Edge of Night
5 p.m.—Station time
CBS-TV wins Emmy sweepstakes

There were roughly half as many Emmy awards to go around this year, and CBS-TV accounted for most of these, thus winning back a race lost to NBC-TV last year.

The score after the Academy of Television Arts & Sciences telecast last Monday (June 20, NBC-TV, 10:11-30 p.m.): CBS 14 Emmies, including the special Trustees Award made to President Frank Stanton; NBC 5 and ABC 2. One syndicated show, Hana-Barbera Productions' Huckleberry Hound, broke into the winners' circle, taking the statue for outstanding children's programming. General Electric took technical honors for its low-light color camera tube.

A 24th award was announced two days after the telecast, a special citation to two companies and two producers-directors for the Nixon-Khrushchev debate taped for color tv last summer. Cited were the Ampex Corp., RCA, Michael R. Gargiulo and Richard Gillaspy (both were loaned by NBC to RCA for the American color television exhibit in Moscow; Mr. Gargiulo now is with Goodson-Todman Productions). The Academy recognized their cooperative effort in taping the debate July 25 and getting it on American networks. This citation was not presented on the awards telecast because of time shortage.

Twenty-seven academy leaders picked Dr. Stanton for the Trustees Award, stating that the president of CBS Inc. "for forthright and courageous action has advanced immeasurably the freedom of television as an arm of the free press and in so doing has strengthened the total freedom of television." The citation continued, "In honoring Dr. Stanton, the trustees seek to express their deep concern for television's freedom to carry out its vital responsibilities as a medium of information and discussion."

These were the other 1960 Emmy awards, as between the networks.

**ABC**
- Film editing, Ben H. Ray and Robert L. Swanson for The Untouchables.
- Sound editing, Charles Straumer, the same episodes of Westinghouse-Desilu Playhouses.
- Variety show, Winter Olympics.

**CBS**
- Film editing, Ben H. Ray and Robert L. Swanson for The Untouchables.
- Sound editing, Charles Straumer, the same episodes of Westinghouse-Desilu Playhouses.
- Variety show, Winter Olympics.

The awards show was sponsored by Procter & Gamble's Lilt home permanent and Greyhound, both through Grey Advertising. Bob Finkel was executive producer of the two-city origination, starring Fred Astaire as m.c. in Hollywood and Arthur Godfrey in New York. Awards were based on balloting among 6,000 ATAS members. Special area awards were made by chapters around the country. Walter Cronkite of CBS-TV, national academy president, was on assignment in Tokyo at the time of the awards show last week, but appeared on film to review ATAS activity and pledge the organization to serve the industry and public.

New video tape firm

Formation of a new mobile video tape production company in Chicago has been announced.

The new firm, Tele-Tape Productions, is headed by Phil Bodwell, president; John Natale, vice president; and Ray Fruetel and Richard Riedel, board members. All formerly were with NBC Central Div. Headquarters for Tele-Tape Productions is 434 W. Chicago Ave., Chicago.

Mr. Bodwell claimed that video tape as a technique is "here to stay" and cited "tremendous interest" among agency personnel for commercials and programs.
Trend is to sponsored 5-minute news

A marked increase in the number of sponsored five-minute newscasts on radio networks occurred during the 1950s, according to a survey of news directors conducted by the NAB research department.

In a second analysis of questionnaire returns showing newscast patterns since 1953, announced last week by Richard M. Allerton, research manager, the network trend was traced to increased emphasis on weekend newscasts as well as weekday growth. (First analysis in Broadcasting, June 6).

Taking newscasts as a whole, it was found that radio stations are devoting twice as much time to world and domestic news roundups as was true seven years ago. A significant increase was shown in one-minute local news programs and declining interest in quarter-hour newscasts since NAB’s last news study in 1953.

“Large and small stations have shown a tendency away from interest in five-minute and 15-minute local news programs toward the shorter one-minute and 10-minute format,” Mr. Allerton found. Medium stations also show a liking for the shorter format in 1960, with a tendency toward the one and five-minute local news programs.

Little Rip ’n’ Read • Most stations do at least some editing or rewriting of wire service copy, according to the NAB study. “A few edit or rewrite all wire copy and only a very few stations read the copy as it comes across the wire,” Mr. Allerton reported.

A “strong tendency” was found away from the highlight summary technique followed by details toward a “treat each item separately” format. Many news directors contended headlines were superfluous and time-consuming. Considerable opposition was found to rapid-fire newscasts.

Some of the respondents commented that headlines are necessary to newspapers to catch attention but radio doesn’t need gimmicks. “If a person is listening, you already have his attention,” respondent observed.

Film sales

The Robert Herridge Theater (CBS Films) (first listing)
Sold to KCOP (TV) Los Angeles, WCBS-TV New York, KOMO-TV Seattle, as well as to the Australian Broadcasting Commission and the Canadian Broadcasting Corp.

Background: A 26-episode package, produced by Mr. Herridge, which offers special treatments of classic American short stories, original dramas, adaptations of well-known one-act plays, jazz shows, ballet and pantomime.

Diver Dan (Young Productions Inc.) (first listing)
Sold to WWL-TV New Orleans, WGN-TV Chicago; KXTV (TV) Sacra-
ment; WGR-TV Buffalo and KOMO-TV Seattle.

Background: New series now in production features "live mermaids and a collection of talking fish who tell the story of underwater life."

Deputy Dawg (CBS Films)
Sold to H.W. Lay & Co., Chambler, Ga., through Lillier, Neal, Battle & Lindsey, Atlanta, for 45 markets, still to be cleared in Alabama, Georgia, Florida, Indiana, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, West Virginia and Washington, D.C. Also sold to WNDU-TV South Bend, Ind.; KONO-TV San Antonio; WCAU-TV Philadelphia; WGAN-TV Portland, Me., and WKBW-TV Buffalo, N.Y.

Now in 28 markets.

Campy's Corner (Heritage)
Sold to WXYZ-TV Detroit; WTMJ-TV Milwaukee; KPHO-TV Phoenix; KOLD-TV Tucson, and WHEN-TV Syracuse, N.Y.

Now in 35 markets.

Program notes
Sports special — Emerson Yorke, producer of all five of the official Little League baseball motion pictures, has completed a filmed half-hour sports special, This is Baseball, which includes action close-ups of many major league players, an interview with Baseball Commissioner Ford C. Frick, a visit to baseball's Hall of Fame at Cooperstown, N.Y., and a sequence on the origin and growth of the Little League. Tom Harmon, veteran sportscaster, serves as commentator of the program, written by Joseph Johnson.

Shades of Fiorello — Television Personalities Inc. going to put famed detective Dick Tracy on tv as a cartoon character. A series of 208 five-minute shows are being produced for national distribution to stations across country. TP hopes to capitalize on the readership of some 80 million, in 580 newspapers for Chester Gould's daily comic strip.

Summer radio — WGMS Washington, D.C., has initiated what it terms "a new concept for summer radio in the Nation's Capital." Summer Music Festival, the station's new feature, will highlight concert broadcasts from some of the world's great music festivals and outdoor concert halls. Among those scheduled are the "Festival Casals 1960" from Puerto Rico, Boston "Pops" concerts from the Esplanade on Boston's Charles River, the "Haydn Festival" in Budapest, Hungary, and the stereophonic concerts by the Navy, Marine and Air Force bands from Washington's Watergate Amphitheatre. The summer programming schedule will continue through August 31.

Open conference — News Assoc. Inc., Washington, has announced it will offer its weekly half-hour program Radio News Conference for general distribution. Heretofore its distribution has been limited chiefly to NAI news service clients. Leading national and international political figures have appeared on the program since its inception in December 1959.

Fight for 'Queen'
ABC-TV said last week it would add Queen For A Day to its daytime schedule next season, but NBC-TV said it would sue to keep the show now running weekdays, 2-2:30 p.m. EDT.
Announcement of the Queen acquisition by Giraud Chester, daytime programming vice president of ABC-TV, said that network could negotiate for the show because the present contract, ending this December, contained no renewal or extension rights. NBC, on the other hand, says it has an oral agreement and wants a five-year extension. ABC and the packager have been so notified. The program will complete five years on NBC-TV at the end of this year.

Feature payments
Financial footnote to post '48 features: Screen Actors Guild reports it has distributed $615,000 to approximately 1,800 guild members in payment for tv exhibition of 82 post '48 RKO theatrical features, sold to tv through C&C Television Corp. and C&C Super Corp. Under agreement signed in 1957 with Matthew H. Fox, C&C president, payments have been made at rate of $17,083 per month. Formula for payment to each actor included one-half of one day's pay of then-existing minimum per picture, plus approximately 6% of actor's original earnings in picture.


gates bc-1t
the recognized leader in 1 kw am transmitters

* a new sound—true high fidelity * complete with dummy antenna—an engineer's dream * long tube life—proven 833a's add thousands of hours * acceptance—largest selling 1 kw manufactured today * special model for class b stations—rip the switch for change in power * in stock for prompt delivery—factory tested to your frequency

radiator eireann
(the statutory authority for television and sound broadcasting in Ireland.)

invites applications for the position of
director general

of television and sound broadcasting. The Director General will be directly responsible to the Authority for all aspects of operation of the services. Essential qualifications include experience of administration and organization in television, preferably with knowledge of programming and production. Sound broadcasting and commercial experience desirable. Salary commensurate with qualifications and experience. The appointment will be on a contract basis.

Applications to: Administration Officer
Radio Éireann
General Post Office
Dublin, Ireland
Crown's modern day 'Treasure Hunt'

The Crown Station’s 1958 “Treasure Hunt” series was such a success that an encore series was scheduled this year.

In 1958, the treasure hunts began in New York and worked their way westward. This year the procedure was reversed. San Francisco agency people got first crack at the fun and prizes on June 2; Los Angeles timebuyers got in on the excitement June 9; New York got into the picture June 20, and Chicago’s agency people get their turn tomorrow (June 28).

Broken into teams of five persons, the treasure hunters were given a list of clues.

Among those the San Franciscans had were a visit to the city jail, where each team was given a bag of 100 Chinese fortune cookies, one of which contained a clue to the next point in the hunt. An airline terminal locker turned up a piece of audio tape, but no machine to play it on. Another point along the trail was a beatnik joint where the call of “cool man, cool” was the final clue, leading to the crowns, each frozen in a 300-pound cake of ice.

New York clues led participants to such places as a department store window, where one team member had to make another up as a pirate; a bowling alley, where at least one member had to make a strike or spare and to such points as a flea circus, Grand Central Station, Madison Park, the RCA Bldg., a taxi dance establishment and an indoor miniature golf range.

If the treasure hunting was hard work, the rewards made it all worthwhile for the five winning teams. First team awards were one Volkswagen auto and four color tv sets. The second team got five mink stoles; third team, five Frigidaire air conditioners; fourth team, five Bell & Howell 8mm movie projectors, and fifth team, five Polaroid Land Cameras.

Stations hosting the hunts were KING-AM-TV Seattle, KGW-AM-TV Portland, Ore., and KREM-AM-TV Spokane.

Lenny will return

If music is the language of the emotions, CBS Radio listeners are responding in kind. Some 15,000 wrote at network President Arthur Hull Hayes’ broadcast invitation, sending love, warm regards and threats to stop listening to CBS if the network ever quit broadcasting New York Philharmonic concerts. In fact, CBS used a quotation as the title of a picture presentation: “If the Philharmonic Goes, I Go.” The book goes on to profile the national Philharmonic audience with letter quotations under these sections: “remembering audience,” “involved audience,” “new audience,” and “audience in search of a sponsor.” Appended are 52 major companies represented in the mail and 74 educational institutions. A postscript on the back cover announces the annual return of the Philharmonic to CBS Radio Oct. 1.

Art on tv

Washington viewers are painedly exposed to culture through a series of one-minute Moments in Art spread through the broadcast day of WTTG (TV) there. For sports fans George Bellow’s fight canvases and Thomas Eakin’s boattrace oil paintings are shown between wrestling shows. Art of interest to children is scheduled at the peak hours of juvenile viewing. The re-
Let there be music

What do a city’s musicians do when the winter music season is completed? In many major cities (New York, Boston, Chicago, Philadelphia and others) there is no problem because of summer music festivals. But in Pittsburgh musicians, were faced (until this year) with a summer of unemployment or, as usually proved the case, a mass annual exodus where musicians were forced to look elsewhere for employment. Many never returned to the city’s Opera Society, symphony orchestra and other groups.

Now, because of the efforts of 10 civic minded citizens (headed by industrialist Paul Benedum) and KDKA-TV Pittsburgh, local citizens can enjoy the music of the 40-piece Pittsburgh Pops Orchestra and the emigration of musicians has decreased.

The group’s premiere engagement was a one-hour telecast on KDKA-TV. The new orchestra can be hired as a complete or divided unit, including a Dixieland band.

Following the telecast, KDKA-TV was flooded with congratulatory phone calls, including two which confirmed immediate bookings.

WJPS’ Air Force ‘Flight’

The Air Force got 100 recruits and WJPS Evansville, Ind., got a “well done” from the Air Force as the result of a two-week recruiting campaign the station conducted as a public service. At its completion a record hop was held by WJPS for the new airmen and their girls. A flight queen was crowned and showered with gifts from local sponsors.

A parade through Evansville featured three AF recruiting buses with the station’s call letters. The Boeing flight taking the new men to Texas was dubbed “The New WJPS-United States Air Force Flight” by the service. Program Director Jim Hearon, who organized and executed the promotion, is preparing a brochure describing the steps he took. WJPS says it will be happy to send a copy to any station interested in launching a similar venture.

Anniversary Celebration

Big plans have been drafted to celebrate the 35th anniversary of WCSH Portland, Me., which claims to have been the state’s first commercial outlet. Special programs will be aired on WCSH and WCSH-TV on July 13, the date in 1925 the former signed on. Some of the original air personnel of that era will be featured, including Linwood T. Pitman, the announcer who opened the station and who is presently executive and publicity director of both operations.

Production are gathered with the cooperation of Washington’s National, Phillips and Freer Galleries.

Each painting is accompanied by explanatory text read by the announcer, facts about the picture and the artist and appropriate music.

WILL THE SONY C-37A
MICROPHONE
EVER
BE EQUALLTED?

Probably. Within the next 5 to 6 years other manufacturers may learn the Sony technique of producing the remarkable gold membrane used in the C-37A diaphragm capsule.

Until then, the Sony must be considered the only perfect microphone in the industry. $295

(Complete with power supply.)

For information or literature write: Superscope, Inc., Dept. 3, Sun Valley, California.

Drumbeats

Olympic effort ★ KYW Cleveland has started a two-week campaign to raise money to help support the U.S. Olympic teams in Rome this summer. More than 200 one-minute spots are being aired, each recorded by Olympic stars of past and present from Cleveland—Jesse Owens, Harrison Dillard, David Hayes and Carol Heiss Jenkins and others. The sports stars explain the significance of the international games. News Editor Neil Flanagan originated the idea and spots were supervised by producer-director John Wellman.

Chug, chug ★ Close to 15,000 people watched the Antique Auto Tour sponsored by WOOD-AM-TV Grand Rapids, Mich., on June 4-5. It was the sixth year the stations had promoted the parade of ancient (from 1903) autos throughout the Grand Rapids area. The colorful array of vintage vehicles included Appersons, Packards, Rolls-Royce and Pierce Arrows. The stations carried on-the-spot reports of the tour.

Tennis trophy ★ WOWO Fort Wayne, Ind., in cooperation with the mayor’s campaign to promote interest in high school tennis, has presented the new City Tennis Commission a trophy to be presented to the high school team winning the annual tournament. The
Student composers - WNBQ (TV) in Chicago, has launched a search for the orchestral composition which best reflects the life and spirit of that city. The station is offering a $1,000 prize for the top original work and will feature the winning selection in an NBC Chicago concert by orchestra leader Joseph Gallicchio on a special telecast this fall. The contest is open to any U.S. citizen between the ages of 17 and 26 who is registered during 1959-60 at an accredited university, college or music conservatory in WNBQ's coverage area. Manuscripts of compositions, required to run 8 to 20 minutes in length, must be submitted by Aug. 1 to "Music Composition Contest," P. O. Box 3465, Chicago 54, Ill.

Nolo contendere - Listeners of KRAK Stockton-Sacramento, Calif., were allowed 114 words or less to tell why they hated contests in an anti-contest conducted for the grand prize of $1 million in "authentic reproductions" of Confederate money. Why 114 words? Station's frequency is 1140 kc. What to do with the prize? If the South should rise again open a bank—or perhaps go to jail for counterfeiting.

FATES & FORTUNES

Paul Biklen joins Ogilvy, Benson & Mather, N.Y., as account supervisor. He had previously been with N.W. Ayer, N.Y., as vp and account supervisor. Prior to his 8-year association with Ayer, Mr. Biklen was supervisor for Fuller & Smith & Ross, N.Y.

Henry C.L. Johnson, formerly vp and senior account supervisor at J.W. Thompson Co., N.Y., joins Lippincott & Margulies, industrial designers, that city, as assistant to president. Responsibilities will entail marketing expansion.

Thomas W. Hanlon, Albert W. Reibling, both account executives at Ted Bates, elected assistant vps. Mr. Hanlon is account executive on Fleischmann Distilling Corp., Div. of Standard Brands, and Mr. Reibling is on Brown & Williamson account.

Ranson R. Dunnell and Clarence

W. H. Russell elected vp of Potts-Woodbury Inc., Kansas City advertising agency.

Wilber B. Downes, account executive at Donahue & Coe, N.Y., elected vp.

Clarence L. Strock, copy supervisor with Klu-Van Pietersom-Dunlap, Milwaukee, promoted to vp and chairman of plans board.

Sam Fink and H. Kenneth Hayes appointed creative director and copy director, respectively, in Chicago office of Young & Rubicam. Mr. Fink, vp and art director, assumes newly created position of creative director. Mr. Hayes formerly was associate copy director and has been with agency for 12 years.

Star bright - KGO-TV San Francisco will showcase the stars in its summer festival of feature films. Each week will be devoted to showing outstanding pictures of a single movie star, starting July 3. The schedule will be led off by Clark Gable with six of his movies to be shown on consecutive nights. Spencer Tracy, Wallace Beery, June Allyson, Judy Garland and Lana Turner are among the others who will be similarly honored. George Rice, KGO-TV program director, says, "We feel this will give viewers an opportunity to see for themselves the true greatness of a star and his talent when he is seen in a variety of contrasting roles in some of his most famous movie hits."

Ben R. Migdow, secretary at M.M. Fisher Assoc., Chicago, elected executive vp.

Jerome J. Cowen, formerly of Cunningham & Walsh, N.Y., joins Kenyon & Eckhardt, that city, as vp and account supervisor. Mr. Cowen, who joined C&W 19 years ago as research assistant, was later made copywriter, assistant account executive, as well as account executive and account supervisor. He was named vp and director of account management in 1954, general manager of San Francisco office in 1957, and elected executive vp in charge of west coast operations in 1958.

Jack S. Pettersen, previously head of own agency, and formerly vp of Kenyon & Eckhardt, returns to Norge Div., of Borg Warner Corp., as marketing director, succeeding Walter C. Fisher, appointed vp, sales last March. Mr. Pettersen will direct all home appliance merchandising operations, including advertising (with an estimated $10 million annual budget) and sales training. He previously was with Norge from August 1954 to July 1956 as merchandising and dealer development director.

Francis E. Sammons, formerly with publicity department, J. Walter Thompson, N.Y., joins Ted Bates, that city, as vp, director of publicity and pr.

Albert F. Remington named assistant to president of D.P. Brother Co., Detroit.

Herbert Klauber, formerly advertising director of Lanolin Plus, appointed account director of Gillette Labs Div. of Gillette Co. account and on Deep Magic brand of Toni Co.
New research vps at Benton & Bowles

Dr. Benjamin Lipstein, Frank Stanton, associate research directors, and Dr. Arthur H. Wilkins, director of advertising and development research at Benton & Bowles, N.Y., named vps in research department. Dr. Lipstein, who joined company in 1958 as project director, was previously technical director of Market Planning Corp.; vp and technical director, Audits & Surveys, as well as serving for five years as statistical consultant, U.S. Bureau of Labor Statistics. Mr. Stanton was research executive with National Analysts Inc. before joining B&B in 1958. Dr. Wilkins, former sociology instructor, Brown U., did copy and motivation research for Dancer-Fitzgerald-Sample, N.Y., and Young & Rubicam, that city.

Al Lavel, commercial manager at KXEL Waterloo, Iowa, appointed general manager, succeeding Frank Tirico, vp and general manager of KXEL, who was promoted to executive vp of Cy Bahakel Stations of which KXEL is one. Robert Proctor, general manager

Skyline Network, Mr. Wright was manager of station operations for Hawaiian Broadcasting System in Honolulu.

AAA elections


Orrin E. Dunlap Jr., vp of institutional advertising and publications at RCA resigns. Mr. Dunlap, who will continue to serve RCA as consultant, joined company's executive staff in 1940 as manager of information department, post he held until 1947, when he became vp of advertising and publicity (title was later changed to vp, institutional advertising and press relations).

The Media

Melvin B. Wright appointed executive vp and general manager of Skyline TV Network (KID-TV Idaho Falls and KLI-TV Twin Falls, both Idaho, KXLF-TV Butte, KKLJ-TV Helena, KFBB-TV Great Falls and KOOK-TV Billings, all Montana). Prior to joining

BROADCASTING, June 27, 1960

THE STARS SHOW THE WAY... To KMSO-TV, A "Preferred" Buy. CBS***NBC***ABC 58,475 TV HOMES

MISSOULA scores highest again. Bank Debits have soared to 4-20% for the 1st Quarter of 1960 as market prospers. (Highest of all Montana Cities). In "HIGH-SLOT PREFERRED CITIES" Missoula leads all other Montana cities with an index of 10.6.

ADVERTISE where business is good. Missoula has been a "Preferred" city for 12 out of past 17 months. (Sales Management Business Activity)

KMSO-TV covers all of Western Montana... Missoula, Butte, Anaconda, Deer Lodge... Hamilton, Koli-

nool, Helena...18 Community Boosters.

NATIONAL REPRESENTATIVES FOR JOE-TV, INC.
Hamilton Hodges

named station manager of WIBW Topeka, Kan. He has been national sales co-ordinator with station for past three years. He joined WIBW in 1936 as air personality.

Sam S. Smith

named president and general manager of KRML Carmel, Calif. Betty A. Wells appointed secretary-treasurer of Carmel Broadcasting Co.

Lou Garris

formerly sales manager-program director at WFMD Frederick, Md., appointed station manager at WJEJ-AM-FM, Hagerstown, Md.

Selvin Donneson

sales manager for WWRL New York, named vp in charge of sales.

David O. Ives

assistant general manager for community relations and finance for WGBH-FM-TV Cambridge, Mass., educational stations. He succeeds Phillip Allen who resigned.

Patrick J. Callihan

previously station relations associate at National Educational TV & Radio Center, N.Y. and formerly production and facilities manager at WMBS (TV) East Lansing, Michigan State U. educational outlet, returns to station as manager.

Robert A. McClanathan

joins KPAM and KPFM (FM) Portland, Ore., as chief engineer. He formerly had similar position at KEX, that city.

William Fallon

appointed regional sales manager of WICE Providence and will head station's Boston office. He formerly was market research analyst with Sullivan, Stauffer, Colwell & Bayles, N.Y.

Robert E. French

appointed sales manager of WTVN-FM Columbus, Ohio.

Charles Vais

formerly sales manager of KICN Denver, joins Intermountain Network in similar capacity.

Richard Stahlberger

formerly sales promotion manager of WCBS New York, named WCBS radio sales specialist, N.Y. office, CBS Radio Spot Sales. James X. Mullan, assistant to Mr. Stahlberger, becomes sales promotion manager. Louis Frankel, publicity director, named director of public information.

Richard W. Epp

account executive at Gardner Adv., St. Louis, joins The Katz Agency that city, in tv sales department.

Donald Macfarlane

formerly station manager of WBZY Torrington, Conn., joins sales staff of WVIP Mt. Kisco, N.Y.

Ed Paul and Harry Dennis

national sales manager and chief engineer of WERE Cleveland, respectively, appointed vps of Cleveland Broadcasting Inc. (WERE Cleveland, WLEC Sandusky, Ohio, and WERC Erie, Pa.). Mr. Paul becomes vp in charge of operations of WERC and WLEC and Mr. Dennis becomes engineering vp of all three stations.

Arthur Simon

advertising manager of Radio-Television Daily, elected president of New York Chapter of Broadcast Pioneers. Other officers:


Harry Wheeler

sales manager at WCOP Boston, joins WHDH-AM-FM-TV, that city, as local sales manager. Mr. Wheeler, 20-year veteran in broadcasting, was formerly New England representative for Ziv Television Programs, and for six years headed his own station representative firm.

Raymond L. Quinn, assistant program director of WWDC Washington, promoted to supervisor of program operations for WWDC-FM.

Thomas G. Flynn transferred from supervisor of video tape department at ABC Chicago to management engineering staff of WBKB (TV), that city, as engineer in charge of video tape operations.

Scott Young, director of video tape operations at WBBM-TV Chicago, resigns and will announce future plans shortly. He joined station as tv director in 1950 and subsequently was named assistant program director before assuming present post.

Ross Donaldson, director of script services at NBC-TV, named director of creative services. W. Preston Wood, program development executive, becomes manager of script services.

Sherman Headley, assistant manager of WCCO-TV Minneapolis, elected president of Minnesota Broadcasters Assn., succeeding Robert E. DeHaven.

C. Merritt Trott, formerly account executive at WATIC-TV Hartford, to WNHC-TV New Haven, both Connecticut, in similar capacity.

Lee Ruwitch, WTVJ (TV) Miami, elected president of Florida Assn. of Broadcasters, succeeding Lawrence A. Rollins of WSIR Winter Haven. Joseph S. Field Jr., WIRK West Palm Beach, elected radio vice president; Fred Shawn, WSUN-TV St. Petersburg, tv vice president; Normon O. Protsman, WNER Live Oak, secretary-treasurer.
Richard Kimball, formerly of George P. Hollingbery Co., Chicago, joins Blair TV Assoc., that city, as account executive.

Robert M. Hetherington, previously vp and general manager of KXLW Clayton, Mo. and formerly sales manager of WIL St. Louis, to sales staff of KWK, that city.

Robert J. Smith, formerly production manager for WTVO (TV) Rockford, Ill., promoted to program director.

Gil Faggan named assistant program director of KYW Cleveland. He formerly was in charge of spot sales programming. Other changes: Sanford Markey, news director, to director of public affairs; Lawson Deming, executive producer, retains position but concentrates in new field of creating spot commercials; and John Wellman, sports program production, appointed production supervisor.

Charles Breeze appointed program director of WFBN Indianapolis, succeeding Robert Yeager who resigned. Mr. Breeze formerly was air personality with station.

Bob Deon joins KEX Portland, Ore., as assistant program director. He formerly was program director of KLMS Lincoln, Neb.

Sidney J. Palmer, formerly with KARK-TV Little Rock, Ark., to WISTV Columbia, S.C., as producer-director.

Donald D. Sullivan, KVTU (TV) Sioux City, Iowa; T. B. Baker Jr., WIACTV Nashville, Tenn., and August C. Meyer, WCIA (TV) Champaign, Ill., elected to three-year terms on board of CBS-TV Affiliates Assn. They succeeded, respectively, William B. Quarton of WMT-TV Cedar Rapids, Iowa, who has been chairman of affiliates' group; T. B. Lanford, WJTV (TV) Jackson, Miss. and Leslie Johnson, WHBF-TV Rock Island, Ill.

Irvin E. (Elly) Dierdorff joins Eckels & Co., station rep, Boston. He formerly was with WCOP, that city, as creative sales director.

James J. Cusack, formerly buyer at Benton & Bowles, to New York tv sales staff of BBDO, N.Y., joins CBS-TV production sales in similar capacity.

Charles J. MacGuire, formerly account executive at BBDO, N.Y., joins CBS-TV production sales in similar capacity.


Honorary degree — Mrs. A. Scott Bullitt, head of King Broadcasting Co. (KING Seattle and KREM Spokane, both Washington, and KGW Portland, Ore.) and member of NAB TV Code-Board was congratulated by A. F. Ritchie, president of Pacific U., after she had received honorary Doctor of Humane Letters degree from the university. Adjusting the doctoral hood are (l.) Dr. Levings Reynolds Jr., dean of the university, and Dr. James Wahl, dean of College of Optometry.

Joseph Wallach, controller for Puritan Sportswear Corp., Altoona, Pa., appointed chief controller for KFSD Inc. His duties will include accounting for KSFD-AM-FM-TV San Diego, Calif.

Verne Hester appointed operations supervisor of Greenville, S.C., office of WLOS-TV Asheville, N.C.

Herb Charles, formerly of WRCV-AM-TV Philadelphia, to WKBJ Muskegon, Mich., as director of news and special events.

Thomas A. Taylor, account executive in Chicago office of Peters, Griffin, Woodward, elected president of Chicago chapter of Station Representatives Assn. Inc. Also elected were Charles Compton, The Meeker Co., vp; Jerry Glynn, AM Radio Sales, treasurer; Sy Thomas, Radio-TV Representatives, secretary.

Gene Karaganies, traffic manager of KTLA (TV) Los Angeles, elected president of The Pirates, city's public information radio & tv educational society whose members are public service personnel from stations, networks and charitable agencies.

Florence Cybel, Potts-Woodbury Inc., elected president of Kansas City Chapter of American Women in Radio and Television, succeeding Barbara Draper of KCMO, that city.

Robert McGonagle, formerly newsman at WBIC Bayshore, Long Island, N.Y., joins WHLI Hempstead, L.I., as news reporter.

William Mason, formerly farm director at WLS Chicago, to WBBM, that city, as farm service director, succeeding George Menard, transferred to WBBM-TV as farm personality.

Robert B. Hance III, chief copywriter for WBAL-TV Baltimore, named as-
sistant promotion manager.

Brice Howard, joins National Educational Television & Radio Center, N.Y., as a program associate in social sciences.

Carleton Miller, formerly of WBNX New York, joins WFYI Garden City, Long Island, N.Y., to produce and host new weekend show, For Your Information.

Michael Botula, formerly of WRIV Riverhead, Long Island, joins announcing staff of WVIP Mt. Kisco, both New York.

Bryce Bond joins WVOX New Rochelle, N.Y., as air personality. He formerly had similar position at WNOR Norfolk, Va.

Sid Davis, formerly air personality at KFOR Lincoln, to KOIL-AM-FM Omaha, both Nebraska, in similar capacity.

Bruce Lawrence, on-the-air promotion executive with WFBA-TV Jackson- ville, Fla., named promotion assistant.

Ted Krec, formerly radio-tv editor of Long Beach (Calif.) Press Telegram and Independent, joins KTTV (TV) Los Angeles in publicity department.

Horace R. Vann and Ashby Ward join WBTW Florence, S.C., as announcers. Mr. Vann formerly was with WIST Charlotte, N.C., and Mr. Ward with WKMD Kingsgate, S.C.

Dave Nellis, formerly news editor at WCKR and WCKT (TV) Miami, to WVCW Coral Gables, Fla., as announcer.

Bob Cook and Hank de Vega join KNBO (FM) Long Beach, Calif., as disc jockeys. Chuck Carey rejoins KNBO as air personality following military service.

Bill Vance, formerly program director at KILE Galveston, to KILT Houston, both Texas, as air personality.

Bob Kirby named air personality with WTCN Minneapolis. He formerly was with WGN Grand Haven, Mich.

Jack Pyle rejoins WRCV Philadelphia as air personality. He had been with station four years ago when he left.

Bob Brady and James Blair join WTTM Trenton, N.J., as air personalities.

Alan Smith, formerly with WTTM Trenton, N.J., to KVTV (TV) Sioux City, Iowa, as staff announcer.

Dave Manning, formerly with WLWD Dayton, Ohio, to WLWT (TV) Cincinnati as staff announcer.

Bill Furlong, sports columnist for Chicago Daily News, signed to handle nightly 15-minute sports commentary on WFMQ (FM), that city.

Programming

Al de Caprio, director of Phil Silvers Show on CBS-TV, joins Theatre Network Television, N.Y., as director of programs.

Selmer (Sonny) Chalif, in charge of liaison with advertisers and agencies for Screen Gems, Hollywood, named general assistant to William Dozier, vp in charge of west coast activities.

Lloyd Krause, United Artists Assoc., N.Y., promoted from account executive to eastern division sales manager.

Arthur L. Manheimer, formerly of National Screen Service Corp., Chicago, joins Trans-Lux Tv Corp., that city, as midwest division manager.

Richard J. Rising, national merchandising manager of Capitol Records Distributing Corp., N.Y., becomes assistant director of international department, effective August 1.

Leonard (Buzz) Blair named to produce The Brighter Day, daytime serial on CBS-TV.

Lewis R. Foster signs with Walt Disney to direct new tv series, Daniel Boone, scheduled for release this fall with Dewey Martin in the title role.

Elliott Lewis will produce Flight of the Robin, new tv series which Ziv-United Artists is preparing for fall release. William Conrad signs to produce Klondike.

Joseph Ryan, formerly of Gotham Records, joins Music Makers, N.Y., engineering staff.

Jaques Rupp, formerly with Walt Disney and UPA Pictures, joins Animation Inc. as designer.

Equipment & Eng'ring


Joseph Roberts, formerly transmitter project engineer for RCA Camden, N.J., to Industrial Transmitters & Antennas Inc., Lansdowne, Pa., producer of fm broadcast and communications equipment.

Bertram Green, Wallace Hickman, Albert H. Katz and Kevin Redmond
FCC praises late Frieda Hennock

Funeral services for former FCC Commissioner Frieda Hennock Simons, 55, were held last Wednesday (June 22) in Temple Sinai, Washington. Miss Hennock died Monday following an operation four days earlier to remove a brain tumor (AT DEADLINE, June 21).

Last week, the commission adopted a resolution praising Miss Hennock for her "... distinguished contribution to its [FCC] work during the challenging period of television's growth." The FCC resolution continued:

"Perhaps foremost among the endeavors for which Miss Hennock will be long remembered was her devotion and impressive championship of policies which have made possible the establishment and continuing growth of educational television ... Gifted with a keen intellect and endowed with tireless energy, Miss Hennock ceaselessly and unflaggingly dedicated her extraordinary capacities to the highest goals of the nation's communications services.

"The commission is deeply saddened by her passing, which in a tragic and untimely way has removed from the scene a truly valiant spirit."

Miss Hennock, the only woman ever to be a member of the FCC, served as commissioner under an appointment by President Truman from 1948-55. She married William H. Simons, Washington real estate man, in 1956 and had practiced law since leaving the FCC.

In 1951, President Truman nominated Miss Hennock to a New York federal district judgeship. The appointment was opposed, however, by the state bar association and she asked that it be withdrawn.

all promoted to department heads at Amperex Corp., Hicksville, Long Island, N.Y. Mr. Green heads industrial tube applications, Mr. Hickman microwave applications, Mr. Katz transmitting and communication tube applications, and Mr. Redmond semiconductor applications.

Kurt R. Machein, marketing manager of Ampex Corp., Redwood City, Calif., international liaison group, appointed head of new video engineering department.

W. Allen Moorhead, personnel manager for Raytheon Co.'s semi-conductor plant at Newton, Mass., promoted to division personnel manager.

William G. Frick, formerly field sales manager of RCA's Radio and Victrola Div., Camden, N.J., to Zenith Sales Corp. as merchandising assistant to president.

Government

Jay D. Bond, hearing examiner for FCC, transfers to Atomic Energy Commission July 1 in similar capacity. Mr. Bond entered Government service after World War II, as assistant counsel in office of general counsel, Navy Dept. He later became enforcement attorney in office of Price Administration. Mr. Bond transferred to FCC in 1946 as attorney in am facilities section and as commission counsel at am hearings. He was appointed hearing examiner in June, 1947.

Allied Fields

Kalman B. Druck named president and Morris B. Rotman board chairman of newly-formed pr firm, Harsh-Rotman & Druck, which combines eastern operations of Harsh-Rotman and Kalman B. Druck Inc. Former will continue national operations from Chicago headquarters and Los Angeles office, with Mr. Rotman as president; Mr. Druck as member of executive committee.
International

Dr. John A. Dawson, economist with Dept. of Agriculture, Ottawa, Ont., to economics research director of the Board of Broadcast Governors.

J. Ray Peters, commercial manager for past six years of CHCH-TV Hamilton, Ont., named manager of CHAN-TV Vancouver, B.C.

Gerry Gaetz, manager of CICA Edmonton, Alta., named managing director of Selkirk Holdings Ltd., Edmonton, holding company for number of Alberta radio and tv stations.

Richard G. Seaborn, concert master of Winnipeg Symphony Orchestra, named musical director of CJAY-TV Winnipeg, Man.

Robert W. Willan, commercial manager of CKLY Lindsay, Ont., to retail sales department of CJSP Leamington, Ont. Ron Maynard, farm editor of CJSP named farm director.

William Stoeckel, national sales representative of CFBR Toronto, Ont., promoted to manager retail sales.

Deaths

J. Ellsworth Rogers, 61, president and general manager of CFBR Toronto, Ont., and co-founder of station in 1927, died of heart attack June 14. He became president of CFBR last year, following death of Harry Sedgwick. With his late brother E.S. Rogers, who died in 1939, he founded CFBR after his brother had invented the first batteryless radio tube.

RALPH K. STRASSMAN, 85, retired vp of old Ward Wheelock Co., Philadelphia advertising agency, died June 15. He previously was owner of Redbook magazine and advertising director of Chicago Tribune.

Herbert F. Zimmermann, 47, office manager of Needham, Louis & Broby, Chicago, died June 19. He joined agency's art department in October 1941 and following year organized and headed traffic department.

John W. Alicote, 70, publisher of The Film Daily and Radio & Television Daily, died June 21 of coronary thrombosis.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

June 16 through June 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna, cp—construction permit, ERP—effective radiated power, uhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, w—watts, mc—megacycles, d.—day, n.—night, ls—local sunrise, med.—modification, tram.—transmitter, unil.—unlimited hours, kc—kilocycles, SSA—subsidiary communications authorization, STA—special temporary authorization, SH—specified hours, Educ.—educational. Announced.

Existing TV Stations

CALL LETTERS ASSIGNED

KAIT-TV Jonesboro, Ark.—George T. Hernreich.

WIND-TV New Britain, Conn.—Connecticut TV Inc. Changed from WNBG (TV), WFTV (TV) Clearwater, Fla.—West Coast Telecasting Corp. Changed from WFTN-TV, KGTT-VG Island, Neb.—Aramco Corp.

KPUR-TV Santa Fe, N.M.—Santa Fe Telecasting Co.


New Am Stations

APPLICATIONS

Tucson, Ariz.—L.G. Gilmore, 830 kc, 1 kw


Lewell, Wyo.—Consolidated Corp., 1550 kc, 250 kw D. P.O. address % A.D. Gaddis, 531 E. Main, Lovell, Wyo. Estimated construction cost $14,000, first year operating cost $18,000, revenue $24,000. Principals include A.D. Gaddis, 50%, Conrad and Joe C. Henry, 25% each, Mr. Gaddis in hardware, is former stockholder in KIML Gillette, Wyo. Mr. Bales is stockholder in KIML Gillette, Wyo. and in KIMB Kimball, Neb. Mr. Henry is stockholder in KWY Douglas, KIML Gillette, both Wyoming, KIMB Kimball, Neb. Ann. June 15.

Existent FM Stations

APPLICATIONS

WAQV Vineennes, Ind.—App. to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. June 17.

WXJ Babylon, N.Y.—App. to increase daytime power from 1 kw to 5 kw, changes in DA-D pattern (DA-1 to DA-3) and install new trans. (1250 kc). Ann. June 17.

KGOS Torrington, Wyo.—Cp to increase daytime power from 250 kw to 1 kw and install new trans. (1490 kc). Ann. June 15.

New FM Stations

APPLICATIONS


Laurens-Clinton, S.C.—Laurens-Clinton Broadcasting Co., 100.1 mc, 7 kw, P.O. address Box 642, Laurens, S.C. Estimated construction cost $5,900, first year operating cost $5,000, revenue $5,000. Applicant will duplicate simultaneous programming of WLDG Laurens, S.C. Ann. June 20.

Houston, Tex.—Walter D. Caldwell, 99.9 mc, 1.94 kw, P.O. address 408 Amarillo Bldg., Amarillo, Tex. Estimated construction cost $16,278, first year operating cost $20,000, revenue $45,000. Applicant is independent gas and oil operator.


Existing FM Stations

APPLICATIONS

KATT (FM) West Covina, Calif.—Mod. of cp (which authorized new fm broadcast sta-
JANSKY & BAILEY INC.  
Offices and Laboratories  
1339 Wisconsin Ave., N.W.  
Washington, D.C. Federal 3-4800  
Member AFCCE

JAMES C. McNARY  
Consulting Engineer  
National Press Bldg.,  
Wash. 4, D.C.  
Telephone District 7-1205  
Member AFCCE

A. D. Ring & Associates  
30 Years' Experience in Radio  
Engineering  
1710 H St., N.W. Republic 7-2347  
WASHINGTON 6, D.C.  
Member AFCCE

RUSSELL P. MAY  
711 14th St., N.W.  
Sheraton Bldg.  
Washington 5, D.C. Republic 7-5984  
Member AFCCE

GUY C. HUTCHESON  
P. O. Box 32  
Crestview 4-8721  
1100 W. Abram  
ARLINGTON, TEXAS

L. H. Carr & Associates  
Consulting  
Radio & Television  
Engineers  
Washington 6, D.C.  
Fort Evans  
1000 Conn. Ave., Leesburg, Va.  
Member AFCCE

WALTER F. KEAN  
CONSULTING RADIO ENGINEERS  
Associates  
George M. Sklam, Robert A. Jones  
19 E. Quincy St., Hickey 7-2601  
Riverside, Ill.  
(A Chicago suburb)

SILLMAN, MOFFET & ROHRER  
1406 G St., N.W.  
Republic 7-4446  
Washington 5, D.C.  
Member AFCCE

CARL E. SMITH  
CONSULTING RADIO ENGINEERS  
8200 Snowville Road  
Becksville, Ohio  
(c A Cleveland Suburb)  
Tel: Jackson 6-4386 P. O. Box 82  
Member AFCCE

GEO C. DAVIS  
CONSULTING ENGINEERS  
RADIO & TELEVISION  
527 Munsey Bldg.  
Sterling 3-0111  
Washington 4, D.C.  
Member AFCCE

LUCKWORTH & LUCKWORTH  
CONSULTING ENGINEERS  
RADIO & TELEVISION  
1963 Blodgett Bldg.  
Washington 4, D.C.  
Member AFCCE

GEORGE C. DAVIS  
CONSULTING ENGINEERS  
RADIO & TELEVISION  
527 Munsey Bldg.  
Sterling 3-0111  
Washington 4, D.C.  
Member AFCCE

A. EARL CULLUM, JR.  
CONSULTING ENGINEERS  
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Write for complete informative and descriptive literature to RCA, Dept. 15-22, Building 15-1, Camden, New Jersey.

RADIO CORPORATION OF AMERICA

**BROADCASTING**, June 27, 1960

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 Jerrold is applicant for tv station in Flagstaff, Ariz. (Sept. 7, Ann. June 16.)


 KOFY-TV, Fresno, Calif.—Seeks transfer of control of London Bestg. Corp. from Elmo Mills, 40%, to Herman H. Dotson and John B. Dotson, 16 1/2% each, for $2,250. Mr. Mills will retain 1% interest in station, Herman H. Dotson, 15%, and, with John B. Dotson, formerly had interest in WMNF Richwood, W.Va. (Sept. 7, Ann. June 15.)


 A number of companies have expressed interest in the sale, or acquisition, of Stations WWJX, WQXO, WQXO-FM, WQXO-Hi, WQXO-AM, WQXO-FM, WQXO-Hi, WQXO-FM, WQXO-Hi, WQXO-FM, WQXO-Hi, WQXO-FM. (Sept. 7, Ann. June 16.)


 WKGN Knoxville, Tenn.—Seeks assignment of control of WKGN Inc. from Abe B. Klein, 51%, and others, to George A. Klein, 51%, and others, to WKGN Inc. and KMTV Inc. Ann. June 13.

 KKJZ-TV Fort Worth, Tex.—Seeks assignment of license from Texas State Network Inc. to NAFL. NAFL will lease property for $1,600,000 for first five years, $1,550,000 for second five years and $1,500,000 for third five years. NAFL will also purchase certain stock, $50,000 for a 1% interest in stock, $500,000 for agreement not to compete. Options to purchase for $1 million after expiration of 15-year lease. NAFL is group headed by Harry L. (Bing) Crosby Jr., President and Chairman. Also owns KVTB (TV) Portland, Ore., KCOF (TV) Los Angeles, Calif. Ann. June 11.

 KUDP Renton, Wash.—Seeks transfer of negative control of Cutie Radio Inc. from Music Creations Inc., bankrupt (Robert Smith, president), 50%, to WKG Stockton, Calif. for $5,000. Purchaser is Harold (Bud) Smith, owner of WKG Stockton, Calif. Ann. June 15.

 Hearing Cases

 **INITIAL DECISIONS**


 ■ Commission granted petition by Booth Bestg. Corp. (WSGW) Saginaw, Mich., and extended the time for filing a request for an initial decision in proceeding on its am application. Action June 20.

 ■ By Chief Hearing Examiner James D. Cunningham

 ■ Scheduled hearings in following proceeding dates: Sept. 7: Application...
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.
- Display ads $20.00 per inch—STATIONS FOR SALE advertising display space.
- V5 of column inches—$4.00 minimum.
- No charge for blind box number. Send replies to: Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPENDIX: If transcriptions or bulk packages 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.

RADIO

Help Wanted—Management

Station manager for Texas Killowatt, immediate. Must have TV background, experience required. Must assume responsibility. Salary $6,000 plus bonus based on performance. Interview required. Box 947A, BROADCASTING.

We have number one property in a three station metro market of 125,000. Excellent opportunity for man with sales experience who is capable of managing this station. $10,000 plus incentive. Box 947A, BROADCASTING.

California Here You Come! Join the California Gold Rush of the Golden Sixties! Here's your big chance to make the move to sales management with a brand new station (the second) in a California market. We're building with a gigantic military installation. We need a manager. A management position with high pay and top salaries ... you'll have excellent opportunities for advancement with our expanding operations. You can name your own deal as manager or sales manager if you are worth $7200 per month guarantee plus some form of profit-sharing. Apply in detail (including school transcript) to Box 988A, BROADCASTING. All replies treated with strictest confidence.

Sales

Permanent career in radio sales at prestige adult appeal station for solid, creative salesmen with experience, initiative and desire to make money. Southern coastal media market for fast track, experienced economy. Account list with excellent potential. Write Box 912A, BROADCASTING.

Salesman for S.C. station in good market must be hustler interested in excellent management opportunity. $100.00 weekly plus incentive. Furnish detailed in formation as to experience, age, education and personal references. Box 969A, BROADCASTING.

Experienced salesman for radio-television stations under same ownership, Middle Atlantic states. Excellent opportunity for man seeking permanent location. Give full details, Box 938A, BROADCASTING.

Is there an outstanding radio time sales man? Excellent new station in San Antonio, Utah, Idaho who is looking for an opportunity? Quality programming, A.B. Network. Will be in Utah, Idaho early July for interviews. Phone or write Radio Station KSRS, Los Alamos, New Mexico.

Experience required. Topnotch salesman, $7,500.00 plus incentive. Must be a self-starter. M. Farber, Manager, KXUL, Fort Madison, Iowa.

Openings on sales staff of the outstanding growing station in the nation's eleventh market. Too accounts available. Contact Pat Tuchman, WABQ Radio, Cleveland, Ohio.

WOW—There's money to be made in the WOWLand for the right salesman. If you have the drive and the creative ability to develop the fastest growing station in the nation. WOW, Ohio—telephone, answer: 15.

Midwest placement? Write Walker, Broadcast Division, 83 So. 7th St., Minneapolis 2, Minnesota for application.

Announcers

Two experienced negro deejays for large eastern market. One must be top personality, the other a younger replacement staff member. Rush transcript and photo. Box 725A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer—with 1st class ticket. Top job. Start $125. Box 910A, BROADCASTING.

Announcer-salesman for established western Pennsylvania station. Must have proven ability. Format operation. $100 per week. Box 962A, BROADCASTING.

Announcer-chief engineer for 1 kw small town daytimer. Good engineering job and excellent announcing. $100 weekly plus free hospital insurance for man and family. Send resume and references in reply. Box 958A, BROADCASTING.

Need capable experienced announcer with first ticket, sufficient technical knowledge for emergency situations. Must be required, only emergency repairs. Excellent salary, first class station in large western Pennsylvania market. This is permanent position with good opportunities for promotion, unexcelled opportunity to prove and enhance. Announces with first class ticket. Send tape and resume. Box 915A, BROADCASTING.

Wanted to hire: A combo man with first class ticket. Opportunities in other cities. Send resume to Box 940A, BROADCASTING.

Good adult dj with sales interest for top Midwest region. Format Light, but not frantic. Immediate opening. Box 955A, BROADCASTING.

Production-minded, fast-paced announcer with air personality. Progressive central Ohio station. Send tape, photo, resume. Box 919A, BROADCASTING.

We need a good announcer. Prefer small market man heading up. Middle of road music policy, semi-formal. 5000 watts, net, more, must be a lifetime for best ratings. Box 915A, BROADCASTING.

Mature dj with housewife appeal for daytime show in Ohio. Send tape and references. Box 988A, BROADCASTING.

Staff announcer for NY metropolitan area station. Must be experienced music, news, sports. Operate own board and studio equipment. Middle of road music policy, no top 40 or favoritism. Opening for sober, reliable, experienced announcer. Send resume and audition tape to: Box 163B, BROADCASTING.

Early morning dj with first class ticket. Opportunity for sales also. Box 160B, BROADCASTING.

Want 3 mature, experienced staff announcers. No deejays. Personal integrity required. All must be able to work for best men. Top listings, high prestige, sophisticated good music station. Tape and resume. KASE, Austin, Texas.

KBUD, Athens, Texas seeking experienced staff announcer. WANTED, immediately. An aggressive broadcast journalist for leading news station in a competitive market. Men must be college trained and able to gather, write and air newscasts. Pay $450.00 month up, commensurate with picture and resume to KVOS, Bellingham, Washington.

Central Pennsylvania daytimer will have a August 7 opening for a competent staff announcer. Send resume to Station Manager, WCPA, Clearfield, Pennsylvania.

DJ-production man with ideas and experience. Send tape with letter including background. Letter must be complete. Tape, resume and photo. Box 725A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

5,000 watt station in N.E. New York state needs a announcer. Tape, resume and minimum salary to WEA5, Plattsburg, N.Y.

Immediate opening for an announcer with imagination. Pioneering full time opportunity. Please call or write Bill Poole, WFLS, Essex 3-3000, Fredericksburg, Virginia.

Wanted two experienced announcers, send tapes and all information to WHNC, Henderson, N.C. Phone Geneva 87180.

Central Florida daytimer will have September openings for two competent staff announcers. Send tape and other data to: Gary Farber, Manager, WCPA, Clearfield, Pennsylvania.

Experienced morning man needed immediately between the mountains and the sea. Send resume and references to Box 982A, BROADCASTING. All replies treated with strictest confidence.

Experienced staff announcer—immediate opening—established 1900 watt daytimer, WPDX, Clarksburg, W.Va.


Excellent opportunity for experienced newsman-announcer in leading integrated radio-television operation. Must be good air salesman both radio and on-camera. WDAY Radio-Television, Savannah, Georgia.

Immediate opening for versatile announcer, willing to grow with small station, paid vacations and fringe benefits. Write or call Hugh Williams, WTN5, Coshocton, Ohio.

Announcer—replacing drafted afternoon announcer. Experience with news, sports, taped operation. Must be lifetime for best ratings. Send resumes and tape to VTWB, Box 23, Coldwater, Michigan.

Country dj-salesmen, do you have a nest egg? Little or no salary, highest commissions paid. Box 938A, Country fm. Larry Dexter, Box 1977 or ALpine 3-3200, Phoenix, Arizona.

Women—Opportunity to earn extra money by recording for good pay accounts. Send audition. Box 1053, Tampa 5, Florida.

Needed—young aggressive announcer—salesman for Georgia station—strong on sales—send tape and resume to Box 131, Cleveland, Georgia, or phone Union 3-3161.

Give your ratings a shot in the arm with Professional Services’ exclusive D-3 comedy material—written for radio—send for current selection. Professional Services, Box 5815, Baltimore 8, Maryland.

Midwest placement! Write Walker, Broadcast Division, 83 So. 7th St., Minneapolis 2, Minnesota for application.

Help Wanted—(Cont'd)

Technical

Engineer for Washington, D.C. area station. Some experience required. Box 864A, BROADCASTING.

Engineer with 1st class ticket and announcing experience or potential. Immediate opening. Box 884A, BROADCASTING.

S.E. Virginia 1,000 watt station needs reliable engineer-announcer. Engineering ability required. Detailed resume and tape requested in first letter. Reply Box 918A, BROADCASTING.

Successful 5 kw daytimer; remote control, needs reliable experienced chief engineer-announcer. Must be good on maintenance, announcing, and have good references and credit. Prefer family man, looking for permanency and willing to live in small town in great plains region. Good equipment, plant, and easy schedule. Top wages in area. Send tape, resume, references and picture to Box 921A, BROADCASTING.

California daytimer needs top chief engi- neer, who is also good announcer. Immediate opening. No. 1 station in five-station city. Send full details and tape. Box 923A, BROADCASTING.

First phone announcer—Experienced on board for location, local, remote control, afternoon, afternoon, network, news, farm director, country and pop dj, metropolitan market. Presently chief engin- eerm. Family man, looking for permanency and willing to live in small town in great plains region. Good equipment, plant, and easy schedule. Top wages in area. Send tape, resume, references and picture to Box 921A, BROADCASTING.

Chief engineer, WDUN, Gainesville, Ga. Must be thoroughly qualified and experienced. Immediate opening for chief engineer with sales or announcing experience. Salary commensurate with ability, 5kw daytimer in small, mountain resort town. Contact Jimmy Childress, WMJSJ, Sylva, N.C.

Chief engineer-announcer, 250w. References, salary, tape to Frank Hatch, WTHB, Thom- son, Ga.

Midwest placement! Write Walker, Broad- cast Division, 473 S. 3rd St., Minneapo- lis 2, Minnesota for application.

Number one station in Wheeling-Steuben- ville seeking chief engineer, must be techni- cally capable for transmitter and studio maintenance. Salary open. Phone collect Cedar 2-2520. Mr. Dougherty or Mr. Dickey. Wheeling, W.Va.

Production-Programming, Others

News director NBC affiliate. Direct com- pletely equipped radio and tv department, supervise department of sister station. Department personnel experienced, intelligent, conscientious. If not satisfied with present position, send photo and resume Box 964A, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

This is ridiculous—top promotion man, good air and excel- lent production, but unemployed. Married, veteran, college. 26. Excellent references. Absolute minimum $150. Qualified for either program director or assistant manager. Prefer no air work. Box 958A, BROADCASTING.

Wanted—Experienced, creative program manager for established midwest poli- tical. Must be interested in program quality con- trol, operations and promotion, and work two hours daily on the air. Tape, photo, full resume and salary requirements in first letter to Manager, WCHS Radio, Portland, Maine.

Do you want to live in northern California or southern Oregon and work in radio or tv? Write Don Telford, Box 1021, Eureka, California.

Promotion advance man. Do you write ef- fectively, speak convincingly, have interest in religious radio? Non-profit corporation needs help establishing religious station in southwest. Box 968A, BROADCASTING.

Newman-announcer, experienced, at rapid- ly expanding adult program station in New Jersey. Salary commensurate with ability. Box 972A, BROADCASTING.

Opportunities—Performer, children's pro- gram, announcer, sales assistant, broadcast engi- neer; program manager; announcer-director; public relations. Locations Indianapolis, Fort Wayne, and Bloomington. Contact E. W. Sears, Box 62, Bloomington, Indiana.

Situations Wanted—Management

I'm ready for management. Top-flight dj, ce, pd. Minimum $150. Box 781A, BROADCASTING.

Outstanding twenty year record in sales, general operations and management. Available immediately. Box 978A, BROADCASTING.


12 years experience all phases radio. Com- munity leader. Record can stand close in- spection. Needs experienced in small market. Box 977A, BROADCASTING.

Manager or sales manager. Would like to join station in major market which needs sales improvement and can offer remunera- tion commensurate with results. 18 years in sales management. Careful, honest, good producer. Available now. Write Box 978A, BROADCASTING.

Sales

Sales manager/manager. Small or medium market station. He or she focal, sales and management. Excellent opportunity to work for independent station in one of the major media centers. Box 954A, BROADCASTING.

Management-sales manager twelve years selling in all phases of radio. Two years network staff experience. Three years college. Experienced in area. Salary plus bonus. Position with established local radio sta- tions from sports announcer to chief announcer, sales manager, and station manager. Proven record in sales and manage- ment. Guarantee to make your station go. Prefer south east, or west. Must have four year degree. Highly adaptable. Hard worker. Thirty four years old. Must be ready for part ownership of station. Available for interview after July first. On vacation in west until that date. Send Inquiries to: Thurston Springer, 761 Virginia Ave., Gal- latin, Tenn.

Situations Wanted—(Cont'd)

Manager-salesmanager experienced in na- tional, regional, local sales. Top dollars. Experienced, intelligent, conscientious. Excellent record. Box 575A, BROADCASTING.

Experienced announcer, 23, married. Desire local or network announcer. Employed. Box 967A, BROADCASTING.

Experienced announcer DJ. 4 years, mar- ried. Would like to settle. Box 991A, BROADCASTING.

Announcers

Multi-talented combination man seeks multi-faceted position in multi-station eastern market. Box 727A, BROADCASTING.

Happily slogging—not screaming—adult morning show. Start your broadcast day on top of your game. Local station with $200. Box 894A, BROADCASTING.

Announcer wants job. Will travel anywhere. ؛Box 955A, BROADCASTING.

Newman: Top flight, major market, best references. Stylish or straight woman. Objectively interpretive announcer. Excellent reporter. Intelligent interviewer. Good researcher Box 917A, BROADCASTING.

Announcer, News, commercial, dj shows, specialty sports play-by-play. Light on ex- perience, but ambitious, conscientious, available now. Write Box 995A, BROADCASTING.

Money won't buy everything, but it sure buys ability and experience. Mine is for sale. Box 930A, BROADCASTING.

Announcer/prog director, versatile, experi- enced. Also sports. Offers top quality. Box 942A, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful style. Tape available. Excellent training. Box 943A, BROADCASTING.

Announcer-salesman looking for position in the south or southeast or California. Good tight production, experienced. Box 968A, BROADCASTING.

Attention! "Good music-news-sports sta- tion! 4 years announcing experience, college graduate. Available immediately. Box 964A, BROADCASTING.


1st phone announcer with some sales ex- perience. No military obligation. Single, prefer southeast, all offers considered, employed at 5 kw regional. Box 986A, BROADCASTING.

FRANKLIN MCCORMICK

type announcers

WANTED

Requirements: Heavy, mature voice with ability to read with feeling and dramatic emphasis. Top ten market, top pay. Send tapes and resume to:

Box 941A, BROADCASTING


Country music personality dj wants permanent position. Have experience in all phases of radio-ty. Relevant sob. Write Box 986A, BROADCASTING.

West. 10 years radio. Announcer, dj, writer, program director, news director, assistant manager, chief engineer. Now employed. State salary. Box 986A, BROADCASTING.

Announcer-dj—News: Commercial. Operate own board. 8 years college. Box 986A, BROADCASTING.

Announcer, experienced. Tight format, married, no floater. Will travel. Box 986A, BROADCASTING.

First phone, Announcer, tight production, 4 years experience. Married, want to settle. Not tourist, BROADCASTING.

Announcer, experienced, vcl, married, tight format, willing to work, not a floater. Box 985A, BROADCASTING.

Looking for first license announcer, experienced, no maintenance? Prefer personal interview, station few hours bus, train travel from Tri State. Prefer background in Pa farming. Recently engaged radio consultant engineering. Box 982A, BROADCASTING.

Announcer, experienced, married, veteran, good tight format, not a floater, not a prima donna. Box 982A, BROAD-CASTING.

Have talent will travel. Married, college grad. Sheldon Frome, UN 5-4000 or SU 7-9336. New York. Box 1048B, BROADCASTING.

College educated-announcer, dj. Continuity writer, and news man. Available immediately! Four years experience, write or phone Owen Sherman, KWAN, Manhattan, Kansas.

Available immediately, experienced announcer. Box 981A, BROADCASTING.


Announcer. First phone, no maintenance. $150, after 28 days. Platteville, Wisc. Box 980A, BROADCASTING.


Received 1000 adult letters last promotion. Announcer, 1st ticket no rock. Box 94, Jasper, Indiana. Phone 1358.

Experienced announcer, pd, presently employed as co-manager. Veteran. 810 West 5th St., Hastings, Minnesota.

TELEVISION
Help Wanted—Management

Promotion manager wanted with flair for public relations and program promotions. Expanding tv station in pleasant southern city. All replies confidential. Box 980A, BROADCASTING.

Announcer.

Wanted: Television weather forecaster. To do 15 min. daily—Minimum that's all—but you must be tops in your profession. You will be called upon to hold an audience you will inherit from the news, and perhaps build on it. You must know your business and be a strong personality. You will face competition but this period is a good time to introduce a new program. Our audience is larger than our two competitors combined. You must be a hardy extremist for four years and he is leaving for a better job. We will need a top man to fill his shoes, but we will pay you handsomely if you are the right man and leave you work to do your job—weathercasting only—no commercials. If you think you qualify, and like the southwest, please write or wire immediately to Box 988A, BROAD-CASTING. Position open immediately but we expect you to give adequate notice if you are presently employed. If you understand you will be thoroughly investigated.

Assistant chief engineer Gulf Coast vhf. Thorough studio maintenance background. Engineers required in Drexel, Des Moines, Des Moines, Smith, C.E., 845, Corp, Corpus Christi, Texas.

Do you have TT25BL experience? Do you have supervisory capabilities? If so, write Box 985A, BROADCASTING. Immediate opening. Engineers wanted with qualifications for supervisory duties. Pioneer basic major in broadcast engineering. Opening requires first class radio-telephone license with studio, vtr and transmitter experience. Top salary. Opening. Prefer to work in Insur-ance, vacations and holidays. Send full resume, with picture to Box 984A, BROADCASTING.

Full power vhf. Station needs transmitter engineers. Latest RCA equipment. Send complete details in first letter to Personnel Director at KSOO-TV, Box 979A, BROADCASTING.

Need two first class technicians. Experience preferred. Send resume to Chief Engineer, WYES-TV, New Orleans 24, Louisiana.

Production-Programming, Others

Public affairs project manager. Experienced in writing, production and promotion of documentaries, investigatory and able to meet the challenge of effecting our public affairs program standards. Unique opportunity at multiple owner station. Top salary. Submit resume, photo and any substantiating material in first letter. Box 981A, BROADCASTING.

Need to add male or female copy writer to staff. Send pic, resume, requirements. Station located in midwest. Ideal working conditions plus company benefit. Box 980A, BROADCASTING.

TELEVISION
Help Wanted—Announcers


Announcer-name is Charles Egan. Eager for opportunity to work at broadcast school. Call Tennyson 4-6247 or write 1653 Palmer Ave., Larchmont, N. Y.

B.J. Five years experience small medium market. Familiar with station format.cast schools. Call 14-5247 or write 1653 Palmer Ave., Larchmont, N. Y.

Announcer—looking for work. AD 4-6180, 101 W. 143rd St. N.Y., N.Y. Dick Wilson.

Technical

Competent chief available. Experienced to 10 kw directional. Southwest metropolitan market minimum. Box 978A, BROADCASTING.

First class engineer, 8 months board experience open July 15. Box 978A, BROADCASTING.

3 years first phone-dependable—family likes people have worked at present station 2 months minimum, want another location. Best references past employe. Box 978A, BROADCASTING.

First phone engineer, 24 years old, desires change. Position at 4 power directional 5 kw station. Prefer Kentucky, W. Va., or surrounding area, but will consider other locations. Box 978A, BROADCASTING.

Experienced cine-photographer with on-the-job-photography, full editing and lab experience available immediately. Box 978A, BROAD-CASTING.

Engineer, 2 years experience. 5 kw, am, 1st phone, good slow. Prefer midwest, available imme-diately. Box 105B, BROADCASTING.

Chief or first class license, twelve years experience, some announcing. Without car. Room 211, Marian Hotel, Palatka, Florida.

Chief, 7 years experience, good announcer. Sales, directional and construction experience. Box 94, Jasper, Indiana. Phone 1358.

First phone engineer desires position with radio or tv station in middle or south Atlantic states. Graduate Philadelphia Wireless Technical Institute. Enjoys mobile unit maintenance. W. Hamby, Murphy, N.C., VE 7-3101.

Engineer, first phone. 2 years experience transmitter, seeking steady employment. Write WJNO, Main Street, Rosetown, Pennsylvania.

Production-Programming, Others

Program director. 1... for the past two years has directed one of the top thirty markets in the country, seeking advancement. Have reached limit in present station, am looking for an operation with more potential and brighter horizons... presently doing air shift and public relations in conjunction with programming. Box 988A, BROADCASTING.

New England, New York station managers: 12 yr. veteran, announcing, production, sales, desires to relocate your area. Now program, production manager of prosperous N. Carolina station. No references. If you're looking for a competent man who can take on this job get in touch with us. Box 988A, BROADCASTING.

Qualified and experienced radio-ty man (12 years) wishes to return to field as program director or sales director, or administrative assistant. Family, 36. Good education. Write Paul, 315 East Cypress, Anaheim, California.

Situations Wanted—Announcers

Reliable, versatile, experienced announcer demands opportunity to manifest enthusiasm, personality, imagination. Prefer up. Box 981A, BROADCASTING.

Announcer-director team. Successful combination since 1953. College grads. Veteran team. Submit resume, references. Present employment since 1957. Prefer better location in midwest in all phases of production and sales service as well as your own owning expense. Box 987A, BROADCASTING.

BROADCASTING, June 27, 1960
TELEVISION

Situations Wanted—(Cont'd)

Technical
Chief or supervisor—12 years experience, 4 years chief, 4 years supervisory a.m.-f.m. -tv, planning, construction and maintenance. Box 907A, BROADCASTING.
Chief, tv-am. Available for south or southwest. Engineered large and small operations. Box 912A, BROADCASTING.
Competent studio operations intern completing comprehensive technical and production training seeking employment. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

FOR SALE

FOR SALE Equipment—(Cont'd)

Available immediately, Westinghouse HV-3, 5 kw transmitter, $4,500. Box 959A, BROADCASTING.
12 slimline base light fixtures #TV-664G. Excellent condition. Transformer box #TV-684BRS included. $1,000 each. KHOU-TV, Box 11, Houston, Texas.

RCA disc cutter—type 72B. Ferris field intensity meter. 100 foot Winch charger tower, type 161. Write K.S.E.N., Shelby, Montana.

For sale on ground—1 Truasan 400 foot guyed tower, complete with base insulator and lighting. Will support small tv or fm antenna. 1 RCA APC amplifier BA-1A, 1 Tapak portable battery operated tape recorder. 1 Taco heavy duty 79 ohm or 3 antenna, 1 RCA TKIC microscope camera in excellent condition. Contact Chief Engineer, WINR-TV, Binghamton, New York. Telephone—RA 3-6211.

Tapak battery operated recorder in excellent condition with mike and fresh batteries. First offer over eighty-five dollars takes. WIRL, Peoria, Illinois.


Tape recorders, several Ampex 350 console, half track, 7½ and 15 ips. Excellent. $1,000 each. Write Box 225, BROADCASTING.

A 1000 watt Collins transmitter in operating condition. Will sell reasonable. Radio Station WMWOZ, Post Office Box 229, Mobile, Alabama.

Gates RDC18 remote control unit complete. Has rf amplifier, perfect condition, must sell, make offer. WPAP, Fernandina Beach, Florida.

Television Mobile Unit—RCA type TJ-50A, interior fitted to mount 5 camera controls and switcher. Has 6 cantilever mounted cable reels, power control rack and watt hour meter. No camera equipment. ½ ton chassis with many extras. Only 17,000 miles. Write to WTMJ-TV, Milwaukee, Wisconsin.

Dehydrators, automatic and complete, rigid coaxial transmission line, with fittings and hardware. Write for listing. Sierra Western Electric Cable Company. 1401 Middle Harbor Road, Oakland 20, California.

RCA BTA 500 R transmitter like new with spare tubes, $3,500.00 cash. Write Box 181, Cleveland, Georgia. or call B. L. Williamson, Union 9-3161.


TV Video monitors. 8 Mc. metal cabinets starting at $199.00, 30 different models 8" thru 24" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Tower Utility—heavy duty—type 260 with A-2 lighting kit. 150' standing—40' on the ground—total 190'. Available immediately. Make offer Bob Jackson, Miss. John McLehan, F. O. Box 197, Jackson, Miss. Telephone PL 4-1617.

General Precision Laboratory 18mm kinescope recorder, model PA-503 with Maurer sound of film system and utilizing electronic hiss suppressor. For further information contact the Director of Purchasing, University of Missouri, Columbia, Missouri.


Anything in broadcasting field from a tube to a tower sold or brought. Electrofind, 550 Fifth Avenue, N.Y.C.
FOR SALE

Equipment—(Cont'd)

Schaefer automatic program equipment. Used less than one year. Manufacturer's guarantee 4 years. $8,000.00. Call Olean, N. Y. 2016.

Two 215-foot heavy-duty Fisher guyed towers, complete with Fisher 150 line stringer. WYO Cozenz, Intermountain Network, 145 South Main Street, Salt Lake City, Utah.

WANTED TO BUY

Stations

Want station in northeast over 100,000 population, not too close to big city. Principal. Box 100B, BROADCASTING.

WANTED TO BUY

Equipment

Used 256 watt am transmitter and 150 foot guyed tower. Box 952A, BROADCASTING.

Wanted: 1 kw fm transmitter complete with 50 kw power amplifier and modulation monitor, operable to multiplex. State model, condition, price. Also need 8 bay Andrew fm antenna. Box 956A, BROADCASTING.

Used Gray Telap model 2-R. Must be in good condition. KBTX-TV, Bryan, Texas.

Wanted: Used PT-6 Magnecord. Send condition, price to George Williams, KGHE, Brookfield, Madison, Conn.

Wanted: Frequency monitor also fm frequency-modulation monitor. State frequency, age, condition. WINF, Manchester, Conn.

Wanted: 200 foot self-supporting tower. Henry Fones, Chief Engineer, WDIA, Memphis, Tennessee.

Wanted—Used transmitting and antenna equipment for maximum power on Channel 3 installation. Write or call Harold Thoma's, 15 Scenic Highway, Asheville, N.C., phone ALpine 4-4448.

INSTRUCTIONS

FCC first phone license preparation by correspondence. In resident classes. Grantam School are located in Hollywood, Calif., and Washington, Write for our free 40-page brochure. Grantam School of Electronics, 15153 Gilham Road, Kansas City, 9, Missouri.

FCC first phone license in six weeks. Guaranteed in six weeks. First eight letters of the alphabet. G.I. approved. Phone at your leisure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 6 to 8 weeks. Reservations required. Enrolling now for classes starting June 29, August 31, October 26, 1955. January 4, 1956. For information, references and reservations write William B. Oden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone license is 6 weeks. Guaranteed by take-home final exams. Elkins Radio License School of Atlanta, 1119 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks. Classes 9 a.m. to 6 p.m. Five days a week. Tuition $300. We have no failures. The Pathfinder Method, 519 16th St., Oakland, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcast, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Funnest one-liners ever created. Produced on tape especially for your show or station. Rush letterhead request for sample tapes! Box 72A, BROADCASTING.

If anyone knows the whereabouts or address of Cyril J. Chuckovich, please write KBMN Radio, Box 749, Bozeman, Montana.

RADIO

Help Wanted—Announcers

NEWS EDITOR

Must be good air man. Authoritative voice. Know how to get news stories, do basketball and football. We furnish car. All maintenance and gasoline furnished. No floaters or drinkers. This position is permanent. Open July 4. Contact J. C. Jeffrey, WIOU, Kokomo, Indiana. 1000 watts. Minimum salary $7,500. Only station in city. Telephone Gladstone 7-1194.

ENGINEERS

Outstanding 50 kw Eastern clear channel stations in large market, needs men for both studio and transmitter. Good pay and company benefits. All replies confidential. Box 928A, BROADCASTING.

GROWING OPERATION

needs young field engineer with car for travel in east. FM experience preferred. Salary plus expenses. Give full experience record and salary required. Box 971A, BROADCASTING.

Record Librarian Wanted

Leading Midwest station in major market looking for librarian able to administer and program adult record format. Excellent salary and working conditions. Bright future for creative "self starter." If you are young program man and management type send resume and photograph to: Box 108B, BROADCASTING.

SALES PROMOTION MAN

Large service organization has opening for well-rounded creative promotion man at its Chicago headquarters. Experience with media sales and promotion in radio, TV, or related fields is essential. Responsible for direct mail campaigns, trade advertising, brochures, etc., in co-operation with established operations.

Salary open. Immediate start. Please submit resume including age, education, past experience and salary earned.

Box 958A, BROADCASTING

Situations Wanted—Announcers

"COUNTRY MUSIC"

Country Music dj with executive ability. 10 years all phases including management and ownership. Desires to join metropolitan competitive operation as dj, account executive and/ or promotion manager. Personal interview necessary. Very capable, sober, family man.

Box 996A, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

Secretary for TV-AM station manager in midwestern city. Must be experienced.

Give complete information and include photo. All replies confidential.

Box 935A BROADCASTING

FOR SALE

Equipment

Cartridge Tape Equipment

NOW IN 150 STATIONS

For descriptive material, write

BROADCAST ELECTRONICS, Inc.

8800 Brookville Rd., Silver Spring, Md.

or contact your VISUAL ELECTRONICS man

Employment Service

STEP UP TO A BETTER JOB THE EASY WAY!!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service

Professional Placement

453 Peachtree Arcade

Atlanta, Ga.

MISCELLANEOUS

Specializing in Broadcast Telemetering

Radio Remote Control and Multiplex Systems

For

STUDIO TRANSMITTER LINKS

John A. Moseley Associates

Box 3192

Woodland 7-1469

Santa Barbara, California


**STATIONS FOR SALE**

<table>
<thead>
<tr>
<th>STATION</th>
<th>CITY</th>
<th>PROPOSED TERMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>KLSP</td>
<td>San Diego</td>
<td>$75,000</td>
</tr>
<tr>
<td>KFRA</td>
<td>Kansas City</td>
<td>$70,000</td>
</tr>
<tr>
<td>KBOO</td>
<td>Portland</td>
<td>$75,000</td>
</tr>
</tbody>
</table>

---

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS**

**NEGOTIATIONS MANAGEMENT APPRAISALS FINANCING**

**HOWARD S. FRAZIER, INC.**

1730 Wisconsin Ave., N.W., Washington 7, D. C.

---

**NORMAN & NORMAN BROKERS & CONSULTANTS**

Brokers & Consultants - Appraisers

**TWO RADIO TELEVISION**

**NATIONAL SERVICE**

Experienced Brokers

Security Bldg., Davenport, Iowa

---

**SOUTH ALABAMA**

Daytime AM Radio Station in fast growing industrious town.

Box 983A, BROADCASTING

---

**CALIFORNIA FULLTIME MAJOR**

Most attractive market. Should gross over $300,000 this year. Priced at $475,000 with some terms available.

**BOX 959A, BROADCASTING**

---

**SOUTH CAROLINA**

Daytime AM Radio Station in fast growing industrious town.

Box 983A, BROADCASTING

---

**BROADCAST ACTIONS**

**By Broadcast Bureau**

Actions of June 17

**KBBE-FM** Waxahachie, Tex.—Granted license to FM station KBBE-FM, Waxahachie, Tex., for operating as a Class D FM station.

**KAYL-FM** Tacoma, Wash.—Granted license to FM station KAYL-FM, Tacoma, Wash., for operating as a Class D FM station.

**WPLM Plymouth, Mass.—**Granted license covering increase in power; installation of new transmitter to comply with requirements of ground system and change ant.-trans.

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**BROADCASTING**

June 27, 1960
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING June 22

<table>
<thead>
<tr>
<th></th>
<th>Lic.</th>
<th>CPs</th>
<th>Total Applications for new stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,426</td>
<td>59</td>
<td>83</td>
</tr>
<tr>
<td>FM</td>
<td>667</td>
<td>70</td>
<td>162</td>
</tr>
<tr>
<td>TV</td>
<td>473</td>
<td>58</td>
<td>77</td>
</tr>
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</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING June 22

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>452</td>
<td>78</td>
<td>530</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>35</td>
<td>11</td>
<td>46</td>
</tr>
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</table>

COMMERCIAL STATION BOXSCORE
As reported by FCC through May 31, 1960

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,423</td>
<td>661</td>
<td>472</td>
</tr>
<tr>
<td>CPs on air (new stations)</td>
<td>56</td>
<td>66</td>
<td>58</td>
</tr>
<tr>
<td>CPs not on air (new stations)</td>
<td>86</td>
<td>163</td>
<td>74</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,565</td>
<td>890</td>
<td>652</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>634</td>
<td>80</td>
<td>43</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>197</td>
<td>44</td>
<td>64</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>831</td>
<td>124</td>
<td>107</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>661</td>
<td>44</td>
<td>37</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>219</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>880</td>
<td>55</td>
<td>54</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CPs deleted</td>
<td>0</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.

and operate trans. by remote control.

WLOC Munfordville, Ky.—Granted authority to sign-off at 6 p.m., CST, for period ending Aug. 31.

WKYR Clarion, Pa.—Granted change of remote control authority.

Actions of June 13

WWCO Waterbury, Conn.—Granted acquistion of positive control by Herbert Bloomberg through corporate reorganization and sale of stock by Murray Grossman and Herbert Saxe to R.R. Goddard.

WOB New York, N.Y.—Granted cp to install new trans. for auxiliary purposes and increase power.

KCY Oklahoma City, Okla.—Granted cp to change antenna, location and station and make changes in ant. system.

WJBR (FM) Wilmington, Del.—Granted cp to install new ant. system and increase ant. height to 499 ft.

WGH-PM Newport News, Va.—Granted cp to increase ERP to 85 kw and ant. height to 499 ft.; change trans. location, install new type ant. and make changes in ant. system; remote control permitted; waived section 3.300 of rules to permit main studio to be located outside city where station is located and not at trans. site; conditions.

KTFX Texarkana, Tex.—Granted cp to change trans. location and retain control point (main studio location).

WLOB-PM Portland, Me.—Granted cp to change studio location and remote control point.

WNPS New Orleans, La.—Granted authority to remain silent between 9 a.m. and 3 p.m. each day for period beginning June 13 and ending Sept. 15.

KFRS Rock Springs, Wyo.—Granted authority to sign-off at 8 a.m. for period June 15 through Sept. 15.

Following stations were granted extensions of completion dates as shown:

KQH-PM Spokane, Wash. (main trans. & ant.) to Jan. 12, 1961; KOST (FM) Dallas, Tex. to Dec. 21; KUTE (FM) Glendale, Calif. to Aug. 1.

Actions of June 14

KOB Albuquerque, N.M.—Granted assignment of cp, license and SSB to KSTP Inc.

KMMK (FM) Little Rock, Ark.—Granted assignment of cp to Hi-Fi FM Best, Corp.

KTAL and KTAD Palm Springs, Calif.—Granted mod. of cp to change ERP to 151 w. type trans. and make changes in ant. system; ERP to 156 w. type trans. and make changes in ant. system.

WKH-PM Fonce, P.R.—Granted cp to change trans. location and make changes in trans. and ant. system.

SIX POWER COMBINATIONS IN ONE TRANSmitter CABINET

<table>
<thead>
<tr>
<th></th>
<th>500 WATT</th>
<th>250 WATT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase</td>
<td>TO 1 KW</td>
<td>TO 1 KW</td>
</tr>
<tr>
<td>Decrease</td>
<td>TO 500 WATT</td>
<td>TO 250 WATT</td>
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</table>

POWER

<table>
<thead>
<tr>
<th></th>
<th>250 WATT</th>
<th>500 WATT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instantly</td>
<td>TO 1 KW</td>
<td>TO 500 WATT</td>
</tr>
</tbody>
</table>

OVERNIGHT

<table>
<thead>
<tr>
<th></th>
<th>300-2</th>
<th>250/100 W</th>
</tr>
</thead>
<tbody>
<tr>
<td>550-1</td>
<td>500/250 W</td>
<td></td>
</tr>
<tr>
<td>20/2</td>
<td>1KW/500/250 W</td>
<td></td>
</tr>
</tbody>
</table>

BROADCASTING, June 27, 1960
AN URGENT APPEAL TO THE RADIO AND TELEVISION BROADCASTERS OF THE UNITED STATES:

BROADCASTING is publishing this announcement to place squarely before you the present financial situation of the United States Olympic Committee.

Right now when it should be concentrating on preparation for the big Games at Rome this summer, the Olympic Committee is faced by a serious situation. It must finance training programs, transport more than 450 athletes and officials to and from the Games and feed and house them there, yet it has received only one-third of the million and one-half it needs to do the job.

Without adequate funds, the U.S.O.C. can't take all our athletes to Rome. And we can't afford to lose to Russia. We can't afford to lose too badly. It would be a damaging blow to our national pride.

We're asking you to rectify this situation.

Radio and television fund-raising appeal kits have been prepared in behalf of the U.S.O.C. by Erwin Wasey, Ruthrauff & Ryan, Inc. (Chicago).

They're on their way to you.

We urge you to utilize the material and to contribute time to this worthy and worthwhile cause in the interests of public service.

Support Your Olympic Team

This space contributed to the U. S. Olympic Association by:

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
OUR RESPECTS TO . . .

William Colin Payette

Bill Payette, who was then reporting news instead of selling it, once scored a news beat on the plans for Jean Harlow's funeral because friends of the late actress mistook him for an undertaker.

It is an understandable mistake, especially in time of grief. Mr. Payette stands a well-kept 6 foot 5 and along with tact and courtesy possesses a dignity which, for solemn occasions, no doubt can be comically mistaken for mortality. But outside of funeral parlors—no favorite haunt anyway—he bears no resemblance to a mortician. Far from it; he's a newsmen first and last.

Now 47 and general sales manager of United Press International, he has been a newsmen for some 25 years. Throughout that span his work has been closely identified with radio and television. He started on the UPI radio desk in Los Angeles when the western radio wire was first opened; for a time he also wrote a Hollywood column for radio; he has worked for UPI on the venerable Richfield Reporter on the West Coast and for the Esso Reporter in South America; and when UPI wanted to organize a television service, he was the man who did it.

William Colin Payette was born May 13, 1913, in Aberdeen, Wash., the son of Edward and Eva Payette. The elder Payette was sheriff of Chehalis County, and the son got his middle name from that of a deputy killed in the pursuit of a fugitive.

Grounded. Long before young Bill was old enough to pack a gun his family packed its belongings and moved to Los Angeles. Then back to Washington state and, when he was 8, back to the L. A. area again. There he went through public school and the U. of Southern California, where he graduated in journalism in 1935. In high school he played football until he broke an arm, an accident that not only took him out of football but kept him out of basketball, where his height would have been even more valuable.

He was editor of several school papers during his high school days and, in Victorville, wrote a high-school column for the town's weekly. He had displayed a sales talent even before that; while still in elementary school he started as second newsboy on his corner and soon had so much business his competitor quit and left it to him.

After USC he worked for a year as editor of the Santa Monica Topics, a twice-a-week throwaway which was in the red when he joined and in the black when he left, but subsequently went out of business. In 1937 he moved from the Topics to United Press in Los Angeles, on the new radio desk.

Six months later he was transferred to the general news desk, but continued writing the UP Hollywood radio column. In the fall of the same year he was named bureau manager at Billings, Mont. (offices in the KGHL building), where part of his job was to prepare a daily radio report.

During the next two years he moved from Billings to Butte, again as bureau manager (he also was the staff in this one-man operation); from Butte to Helena as state manager, then back to Butte for a quick stint before transferring to Seattle in 1939 and Portland in 1940 as northwest news editor.

Front & Back Offices. In 1941 he was back in Los Angeles, where he became bureau manager in 1943 and remained in charge of Southern California and Arizona until the end of 1948.

Then he was transferred to South America as manager of the northern division, in charge of all UP operations—both news and business—north of Brazil and Peru. During this two-year stint he established the first radio teletype delivery of news to South America and the first daily overseas Telephoto transmission of new pictures anywhere in the world. He once covered an earthquake disaster and signed up a new subscriber the same day. Newspapers in South America were so impressed by same-day delivery of pictures that when a group of Puerto Ricans tried to assassinate President Truman in Washington, one paper put out five extras in one day.

In 1951, when UP decided to establish a television news service, Mr. Payette was called to New York to develop the plans and set it up. The problem then was how news should be handled on television in the first place. Mr. Payette helped work out with 20th Century-Fox the joint project which now is UPI Movietone Television News. They evolved the system of supplying newscasts to stations for insertion locally, a script wire to keep the film current, an advance service which supplies stations with appropriate background film and copy on major news stories that are apt to develop, and, along with other pioneering services, the use of Facsimile to get news pictures to stations in a hurry.

He has been intimately involved in UPI's television and radio operations since that time. Even after his promotion to assistant general news manager in 1955, he continued to follow the broadcast activities closely and was frequently called upon for counsel. His accomplishments in all news media contributed to his elevation to the UPI board in 1958 and his selection as general sales manager last Dec. 30.

Client Comes First. Whether he's arranging news coverage or selling its, his philosophy is rooted in client services: "Figure out what the subscriber needs, then do it. We can do anything that people can pay for." It was this line of reasoning that led the UPI-Movietone division to launch its newest service, voiced news reports, a few weeks ago. Known as "UPI Audio," the new service feeds to UPI radio wire clients daily audio reports on top news stories breaking around the world (Broadcasting, May 30).

Mr. Payette is a man who can take his work home and discuss it with a knowing audience. His wife, whom he married in 1952, is the former Virginia MacPherson, for many years UPI's widely read Hollywood columnist. They live with their children, Susan and Bruce, in Bronxville, N.Y.

The Payettes share a common hobby, skating, which first attracted him in 1947. It looked like fun, so he took off for a month, went to Banff in the Canadian Rockies and practiced until he had mastered the ups and downs of it. Now he and the family shoulder their skis and are away for the weekend whenever work and weather permit. Their other common hobby is Nantucket; they spend their summer vacations there.
Evolution of Emmy

If, perish the thought, an award were to be given for the best program devoted to the presentation of awards, last week's Emmy telecast would have to win. In writing, production, direction and performance it ranked far above its predecessors, which almost uniformly have flouted the basic rules of the art that the Emmies represent.

In short, the 90-minute ceremonies were conducted as entertainment first and ceremonies second. If they did not sparkle uniformly, at least they encouraged the hope that the professionals have finally learned how to handle their own affairs professionally.

We regret, therefore, that the producers did not capitalize as fully as they might have on their chance to advance the cause of the business they serve. They made a start, but fell short. We refer to the clips of outstanding variety, comedy and dramatic shows that television has offered during the past year. Here was a chance to remind the public forcefully—and yet without using a sledge-hammer to make the point—that television presents a great deal that is good despite its snobbish detractors and paid critics.

The inclusion of a long lineup of westerns among the "drama" clips, for instance, did nothing to counter the canard that television is all blood and violence. The Earps and Dillons have a place, but they cannot be equated with Olivier and Bergman under "drama". Coupling them would be misleading if the difference weren't so obvious: As it is, it merely perpetuates the critics' myth.

Without detracting from what they accomplished this year, we would suggest that the producers keep this point in mind next time. They need only to emphasize it a little more. So long as they earn their paychecks in television they should want to miss no opportunity to defend its name against unwarranted abuse.

Proxmire's quagmire

Wisconsin's eager young Senator Proxmire, who has made a fetish of sniping at the FCC, has fired again without checking his target.

He attacked what he called "political payola" because the FCC has announced its intention of granting ch. 10 in Albany, N. Y. on a regular basis to Capital Cities Broadcasting Corp., a company in which five Congressmen happen to own small interests. The examiner had given weight to this congressional participation in his initial decision.

But the FCC hasn't yet issued its final opinion. And we doubt whether the commission will decide that preference should be given Capital Cities because of the examiner's findings on this single point.

Mr. Proxmire's comments on the Senate floor, consequently, are premature. Moreover, we believe them ill-founded on other grounds. If the Proxmire philosophy prevailed, an individual, promptly upon his election to Congress, automatically would be disqualified from stock ownership in any broadcast licensee. The annual broadcasting survey of members of Congress identified with station ownership made last February shows there are 30 legislators having interests either in their own names or through their families, in radio and television properties. Under Mr. Proxmire's theory, they could not properly hold such interests.

The five congressmen in Capital Cities own about 5% of the some 1,150,000 shares. The largest single stockholder, with 16% is Lowell Thomas, the noted commentator. Frank M. Smith, president-general manager, is the second largest with 13%. There are, all told, 1,180 stockholders.

It isn't our purpose to argue the merits of Capital Cities versus Veterans Broadcasting Co., which lost out in the tentative decision. That's the FCC's job alone. And there's always recourse to the courts.

It is our contention, however, that there are no laws proscribing members of Congress for engaging in or investing in private business. Many able legislators have other business interests or professions. Unlike federal officials serving on administrative agencies, senators and representatives are elected. They must make an accounting of their stewardship to their electorates at prescribed intervals. Their opponents overlook no bets. If stock ownership in radio or television, or any other enterprises, results in unfairness or abuse, the voters soon are apprised of it. It all comes out in the voting booth.

More than mere words

The elegant phrases and solemn admonitions of the revised NAB Radio Code will take on new meaning July 1. On that day the code will get its first set of enforcement teeth, with monitoring, self-policing and the other devices lending significance to the plaque that has decorated the reception rooms of subscribing stations.

On reflection, July 1 poses a serious industry challenge. The abuses of payola are still fresh in the minds of Congress and future performance will be appraised to an important extent by the way stations join the new code structure and then live up to its ethical and commercial provisions.

Herefore the code has meant whatever management wanted it to mean. At best it was a set of high standards to be followed faithfully. If not followed, it was at least a statement of noble ideals.

Now the radio code becomes a living set of rules. Its enforcement structure closely resembles that of the television code, which has a policy-making board, a staff of professional administrators and the power to throw out stations and networks that fail to live up to commercial and program requirements. Non-member stations are now eligible to become subscribers to the NAB radio document, an innovation that grew out of NAB sources and drew support in official Washington.

Self-regulation is at stake. All Washington, all advertising and the public will be watching the 3,500 am and 750 fm stations. If a substantial majority live up to the code provisions, radio will have an effective answer to its critics.

If the code flops, the alternative is unpleasant to contemplate.
Good for WDAF

Having neither the time nor the patience to sit and watch T.V. (and we never did get our antenna put up after we moved) we have become quite a radio fan—you can listen to radio while you work. So we want to hand a bouquet to some of our radio stations and networks for their good programs. We like WDAF's new features—Point of Law and Reporter's Scrapbook, and Conversation. They are interesting and informative. (Wonder if WDAF's Walt Bodine is any relation to the Bodines of Paris, Mo.) Anyway, it looks as tho' the folks who planned these programs realize that radio should grow up even if TV hasn't—and even if a few radio stations have decided to stay on a very low-Teen-Age level.

And we heard a good interview with Dr. Franklin D. Murphy on another WDAF program Sunday. In these days of rock and roll and disc jockeys turned pundits, we're glad that part of the radio industry is giving us some adult fare.

The above editorial is from the Humboldt (Kans.) Union of Thursday, April 7, 1960.

Humboldt is about 105 miles down highway 169, southeast of Kansas City...where the sound from Signal Hill comes in loud and clear, just as it does in hundreds of towns all over the golden circle WDAF has served since 1922.

We are most grateful to Publisher Malcolm Higgins for this recognition because he has praised the qualities WDAF Radio has worked the hardest to achieve...interesting, informative adult programming.
The role of the teacher is becoming increasingly important in the complex world of today and tomorrow. Because KIMN recognizes the fine influence a dedicated teacher has on our future citizens, it sponsored a "Teacher of the Year" contest, announcing the results on June 3, graduation day in Denver area schools. $1000 in cash was awarded to Miss Mildred Snow, teacher-counselor at Eiber Elementary School, Jefferson County, and a $500 U.S. Savings Bond went to 6th-grader Marty Haines, who submitted the winning nomination. KIMN sponsored this contest in order to bring to public attention the need for understanding and encouragement of the teaching profession.