Station trading: it's already topped $150 million in '60

duPont's tv chemistry: corporate image mixed with sell

How the station manager & his boss evaluate each other

Profile of a blue-chip salesman in the early days of tv

This is the spot for a commercial

They are at the beach, but they're right within reach of your message when you buy Spot Radio. Multiply this listening by millions of sun-worshippers. They'll buy a lot of what you sell when you use Spot Radio.
Ohio Power men connecting a conductor to a huge insulator on a 345,000 volt transmission line, largest operating in the nation today. Latest in this series of super high-voltage lines will carry six times the amount of power transmitted on the standard 32,000 volt line, represents a $7 million dollar investment.

More POWER to you, too, as the super high-voltage network of the American Electric Power Companies' System in the Upper Ohio Valley feeds electricity to consumers in many states. A big factor in the industrial expansion underway here has been the availability of huge blocks of electric power. AEP's Wheeling Electric and Ohio Power employs 2000 people. Power, industry, people; more on the way... and more reasons why alert advertisers find WTRF-TV's Wheeling Market worth looking into!
WCBM's Balanced Programming leads in Baltimore Radio

**LEADS** in average share of audience! Hooper Index, April-May 1960

**LEADS** in net unduplicated homes! 6:00 A.M.-6:00 P.M. cumulative Pulse, Feb. 1960

**HIGHEST** Metro Average Rating! 6:00 A.M.-6:00 P.M. NSI, April-May 1960

**DELIVERS** the largest adult audience! Nielsen Adult Listenership Surveys

The QUALITY audience as well as the QUANTITY audience is yours on WCBM Radio in Baltimore! “Balanced Programming” makes the all-important difference... with direct appeal to the adult audience in this huge market of over 1,700,000 people!

WCBM

A CBS RADIO AFFILIATE
10,000 Watts on 680 KC
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, inc., Exclusive National Representatives
In the Dallas-Ft. Worth market you REACH MORE WITH CHANNEL FOUR...

KRLD-TV's net weekly circulation of 578,100* TV Homes is 38,800 more than station B, 62,300 more than station C and 226,700 more than station D.

You SELL more when you REACH more with Channel FOUR

*ARB, June 1960

KRLD-TV
THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.
Net to spot • Standard Brands, New York, which purchased more than $10 million worth of tv (gross time billing) last year—about 60% in network—has adopted new media strategy that will strip away all of its daytime network sponsorships. Spot billing will be boosted, with Standard Brands packing much of this punch regionally. New strategy, which affects all of advertiser's brands in tv, will be carried through by its two agencies handling bulk of business, J. Walter Thompson and Ted Bates, both New York.

Campaign delay • Radio-tv buying for presidential candidates is being held up because of network free-time offers to Vice President Nixon and Sen. Kennedy (see story, page 70). As expressed by CBS (agency, Guild, Bascom & Bonfigli): "The way we figure it, eight hours of free time from each of the networks amounts to 24 hours total for the candidates. There's no sense to making buy plans before we find how this is resolved." Meetings will be held this week by Campaign Assoc. and for the Democratic party by their agency, Guild, Bascom & Bonfigli.

Word may not yet have gotten around but it will be Ruth Jones of J. Walter Thompson who will figure prominently in Nixon's radio-tv campaign plans. Miss Jones, veteran broadcast media executive, will pop up at Campaign Assoc. on loan from JWT on about Aug. 15 when she returns from vacation. She's been designated as executive in charge of timebuying for Vice President Nixon. Her opposite number at Guild, Bascom & Bonfigli is veteran buyer Reggie Schuebel.

News troubles • All is not serene at CBS News Division these days. High-level meetings were held between Democratic and Republican conventions and after GOP conclaves because of linking network took in ratings on political conventions coverage (Broadcasting, Aug. 1). How to inject degree of showmanship in news and commentary without detracting from news objectivity and faithful reporting is kernel of CBS Inc.'s internal great debate.

CBS News represents annual outlay of about $25 million for news and public affairs. Return, through sponsorship, is in neighborhood of $13-$14 million. CBS for years had held unquestioned leadership in news field among networks until now with NBC's operation, showcasing Huntley-Brinkley at conventions, taking over on ratings.

40th for WWJ • First radio station to observe its 40th anniversary is WWJ Detroit. Founded by Detroit News in 1920, station will celebrate occasion with luncheon for civic and educational leaders and other celebrities Aug. 19 at Detroit Statler-Hilton.

Rep in Miami • H-R Television Inc. will become exclusive national representative of WLBY-TV Miami when L. B. Wilson Inc. takes over ch. 10 facility, Sept. 15, in pursuance of FCC's decision last month terminating operation of WPST-TV by National Airlines subsidiary, Public Service Television Inc. Announcement of appointment was made last week by Charles H. Topmiller, president of Wilson company, which also operates WCKY Cincinnati.

Negotiations were in progress last week for purchase or lease of ch. 10 facilities from Public Service Television Inc. If negotiations meet dead end, Wilson company promptly will begin installation of equipment and acquisition of temporary studios to avoid any break in continuity of ch. 10 service in greater Miami area.

Legislative problem • Fate of S 1989, omnibus bill amended by House to include highly controversial provisions for broadcaster suspensions and fines, will be charted this week at hearings before Senate Communications Subcommittee, chaired by John O. Pastore (D-R.I.). Broadcasters oppose House sanctions as punitive and unnecessary. They do not oppose provisions that would outlaw payola and quiz rigging, and would tighten FCC's licensing procedures. They avidly support provisions to clarify sponsor identification section (317) which has caused most radio stations untold anguish, particularly in handling of phonograph records.

What subcommittee, and subsequently Senate, will do at this bobtail session is problematical, but broadcasters are hopeful of relief from more-restrained Senate legislative body. Legislation, particularly that portion redefining Sec. 317, would be godsend to some 600 radio stations on temporary license because of technical violations of sponsor identification section under FCC's rigid application of regulation last March. First subcommittee witness on Wednesday will be FCC Chairman Fred W. Ford.

Little Rock odds • Despite strong language from FCC saying it "appeared" three Little Rock tv stations had violated Sec. 315 (Broadcasting, Aug. 1), odds against any further action by commission are at least 10-1. This is prediction of two separate commissioners, one of whom voted for inquiry of Arkansas stations, other against. Feeling is that stations operated in best interests of local viewers by offering candidates in local and state elections instead of opening sessions of Republican convention.

Oldtimers at FCC report that debate on telegram sent to KARK-TV, KTHV (TV) and KATV (TV) was one of most spirited discussions in commission history. During 90-minute arguments, Commissioner John S. Cross reportedly made an impassioned plea to kill inquiry. Native Arkansan told colleagues that he would be unable to return home if he voted with majority and protested that he is as much in favor of fairness as anyone else but... you folks just don't know Arkansas politics.

Spot gimmick • Spectre of triple-spotting was raised anew last week when giant Gillette Co. quietly pulled off new wrinkle involving its tv commercials. In place of previous one-minute spots for Toni alone, North Adv. reportedly sent out two 30-second commercials each for Toni and Paper Mate sets which, it is felt could subject stations to additional multiple-spotting pressures. Station representatives in Chicago for most part rejected bid, advising stations against accepting but business. Agency spokesmen acknowledge they've been "talking about it," but disclaimed belief of impropriety while denying they had taken any definite action on commercials.

On dotted line • While "steady flow" of subscribers to new NAB Radio Code is reaching Washington headquarters, it's safe guess that equally new Radio Code Board will give matter first attention at scheduled Aug. 29 meeting. Board will have to devise ways of converting NAB member station adherents to old Radio Standards (fips) to new code (fees required). It also will face problem of developing recruiting campaign to bring in non-members, who weren't eligible to old standards but can subscribe to new structure. Cliff Gill, KEZY Anaheim, Calif., will have task of setting up effective enforcement technique to replace old honor system of adherence.
IN AUGUSTA, GEORGIA

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's
WRDW-TV

Everybody breaks par with WRDW-TV in Augusta, "Golfing Capital of the World", where you can tell and sell more than a million people with 721 million to spend. For Augusta, Georgia's second city, is now one of the nation's top 100 INDUSTRIAL MARKETS where new industry has invested $110 million dollars in the past 20 months. New facilities of Continental Can, S. H. Kress, General Electric, Glassine Corp. and Owens-Corning Fiber-Glass have joined the billion dollar Du Pont plant in this rich area where WRDW-TV is your product's best friend.

IN AUGUSTA:
Robert E. Metcalfe—TA 4-5432

IN NEW YORK:
Lee Gaynor—Oxford 7-0306

Represented Nationally: Avery-Knodel, Inc.

Member The FRIENDLY Group
John J. Laux, Exec. Vice-President

WSTV-TV
CHANNEL 9
The lowest cost television bridge to the Upper Ohio Valley's Five Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.

John J. Laux, Managing Dir.—AT. 2-6265
Represented by Avery-Knodel, Inc.

STEUBENVILLE-WHEELING

KODE-TV
CHANNEL 12
28% taller and 29% more powerful. Tells and sells 152,000 TV homes who spend 750 million annually. The best of CBS and ABC, Plus Shopper Topper Merchandising.

D. T. Knight, General Manager — MA 3-7260
Represented by Avery-Knodel, Inc.

JOPLIN, MISSOURI

WRGP-TV
CHANNEL 3
More to see on Channel 3 with NBC. Dominates the key corners of Tennessee, Georgia and Alabama where over a million people spend 800 million dollars.

Harry Burke, General Manager — OX 8-1505
Represented by K-k

CHATTANOOGA, TENNESSEE

WRDW-TV
CHANNEL 12
Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC Networks.

Robert E. Metcalfe, Managing Dir.—TA 4-5432
Represented by Avery-Knodel, Inc.

AUGUSTA, GEORGIA

WBOY-TV
CHANNEL 12
A captive audience of 150,000 TV homes with a spendable consumer income of almost One Billion Dollars. The best of NBC and CBS. Plus Shopper Topper Merchandising.

Roger Garrett, General Manager — MAIN 4-7573
Represented by Avery-Knodel, Inc.

CLARKSBURG, WEST VIRGINIA

BROADCASTING, August 8, 1960
**WEEK IN BRIEF**

Make rate cards mean what they say - Broadcasters should follow the same economic logic in selling time that businessmen are accustomed to following in their other transactions, according to Warner S. Shelly, president of N.W. Ayer & Son, Philadelphia. This calls for a price that "can be supported on the basis of reason and fairness for all concerned," he states in this week's Monday Memo. Special deals or rate cutting for a favored few, or haggling over rates, don't belong in today's media market, he contends. Page 20.

Banner year for station sales seen - 1960 is only seven months old but total radio-tv trading already has hit over $1.50 million. This is better than all of last year and even of previous peak in 1958. Top station sales boost totals. Page 27.

Competing dentifrices Crest-fallen - A toothpaste brand that's almost exclusively in TV gets unusual endorsement for its decay-preventing properties to the delight of manufacturer Procter & Gamble. Page 28.

Six-month tally - TV networks' gross time billing shoots over $336.2 million mark, an 8.9% increase. Page 30.

duPont's TV chemistry - How to mix the corporate image with a bit of self and a spoonful of encouragement to the manufacturer or dealer. Page 32.

Four-Star's 8-figure business - Filing at SEC shows how successful movie stars become even more successful in television. Page 41.

How good is a manager? - Qualities of good executives are brought out in advanced management seminar conducted at Harvard under NAB auspices. What managers think of their owners is revealed in survey by eminent psychologist. Page 54.

Sales specialist Erickson - A profile of Rod Erickson, a blue-chip salesman who won his spurs in the growing years of television. Page 60.

Another "ex parte" round - The FCC exhumes the sixth case in which charges of off-the-record attempts to influence were made before House subcommittee; schedules rehearing of Jacksonville, Fla., ch. 12 grant. Page 65.

Arkansas politics - Two of three Little Rock TV stations explain to FCC why they carried local and state Democratic office-seekers instead of network coverage of first sessions of Republican convention from Chicago. Page 65.

TV debates sponsorship? - CBS turns down overtures by advertiser to sponsor proposed TV debates by presidential nominees; ABC, NBC non-committal. Page 70.

Payola bill pitches - Broadcasters to continue opposition to license suspensions and fines in Harris bill before Pastore unit in Senate. Page 71.

A knock on Senate door - ABC asks permission for TV and radio coverage of Senate session. Page 72.

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**ONE SHOT TAKES ALL THREE**

LANSING JACKSON BATTLE CREEK

A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area ranking 11th in retail sales*—26th in TV households**. Your play—call Venard, Rintoul & McConnell, Inc.

*SROG Consumer Market Data
**Television Age 100 Top Markets — 11/30/59

WILX-TV LANSING JACKSON BATTLE CREEK

SERVING MICHIGAN'S GOLDEN TRIANGLE

Associated with WILS-Lansing / WPON-Pontiac

BROADCASTING, August 8, 1960
A large point... More advertisers buy kMtv than any other Omaha station, because kMtv lowers cost per thousand by selling two markets, Omaha and Lincoln. In Omaha, kMtv leads day and night in Homes Reached and Metro Ratings. In Lincoln, kMtv leads in 105 quarter hours while the other Omaha stations combined lead in only 26. Check Rorabaugh. Check Nielsen. Check ARB... Then make it a point to call Ed Petry for the best Omaha buy you've ever made... KMTV 3: exclusive NBC for Omaha-Lincoln!
WBC ASKS TRANSFER HEARING

Pleading filed at FCC in four-station deal

Westinghouse Broadcasting Co. filed formal pleading with FCC Friday (Aug. 5) asking that public hearing be held on NBC acquisition and/or disposal of station properties in Philadelphia, Boston, Washington and San Francisco. Involved is exchange of NBC's WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-FM-TV Boston; RKO General purchase of WRC-AM-FM-TV Washington for $11.5 million from NBC, and network's acquisition of independent KTUU (TV) San Francisco for $7 million from San Francisco-Oakland TV Inc.

Westinghouse, which owns WBZ-TV Boston (NBC affiliate) and KPIX (TV) San Francisco (CBS affiliate), among others, said NBC had given assurances that it did not plan to purchase Boston station, which would cause WBZ-TV to lose "valuable" NBC affiliation. Promise came in 1954, WBC said, when it reluctantly agreed to trade its Philadelphia stations for NBC outlets in Cleveland under threat of loss of Philadelphia affiliation.

Under Justice Dept. consent decree, NBC since has been required to divest its Philadelphia stations. After decree, WBC said network expressed interest in Westinghouse stations in Boston, San Francisco and Pittsburgh (KDKA-AM-TV). Westinghouse, in turn, was rebuffed in offer to re-trade Philadelphia and Cleveland stations with NBC.

Friday petition maintained that KRON-TV San Francisco also would lose NBC affiliation and stations in that city and Boston would be forever barred from competitive bidding for NBC tie. Among other issues, Westinghouse asked FCC to determine manner in which FCC obtained RKO General's agreement to transfers and trafficking in licenses and construction permits.

Biscayne TV findings attacked in replies

Three parties in Miami ch. 7 ex parte rehearing attacked proposed findings of Biscayne TV Corp., winner of original grant, in reply comments filed Friday (Aug. 5) with FCC. East Coast TV Corp. said Biscayne findings (BROADCASTING, Aug. 1) "are notable for adverbial implications and innuendoes nicely contrived through the use of prejudicial adverbs, the use of alleged facts not of record and the juxtaposition of inadmissible evidence."

South Florida TV Corp. said Biscayne submission is "so grossly inaccurate as to call for correction . . . using examples of pure conclusion, speculation and conjecture. Sunbeam, only applicant found "pure" of improper pressures in FCC general counsel's proposed findings (BROADCASTING, July 25), charged " . . . record references of Biscayne do not support contrary, self-serving characterizations such as those that Biscayne's ex parte activities were 'customary' or 'casual'. . . ."

East Coast, and to lesser degree South Florida, also hit findings of FCC general counsel as being unsupported in official record. East Coast said commission filing "represents the most extreme possible example of disregard . . ." for established rules, did not give evidentiary facts for conclusions and omitted specific record citations.

Biscayne, which operates ch. 7 WCKT (TV) Miami, and general counsel did not file replies. Special rehearing was held last June in Philadelphia before Hearing Examiner Horace Stern (BROADCASTING, June 20). His initial decision is expected within next few weeks. Rehearing was ordered following testimony of improper contacts with commissioners before House Legislative Oversight Subcommittee.

Timex hears bids for $3 million budget

Television advertiser The United States Time Corp. (Timex watches), N.Y., had not yet selected agency Friday (Aug. 5) to handle its total estimated budget of $3 million, Timex situation as read over weekend: Advertiser had listened to solicitations, with Doyle Dane Bernbach said to be front runner. Agency said Friday it had not received notification from Timex, while Timex officials refused comment.

Doner & Peck, N.Y., has been servicing Timex which has been heavy in TV specials (including such name talent as Jerry Lewis, Frank Sinatra and Louis Jourdan) and has slated two specials for fall on CBS-TV which will star Red Skelton. Timex in late April moved in with rare half-million-dollar spot television purchase to tie in with network efforts. (That campaign covers two-week periods this month and last June.)

CBS radio affiliates plan to be reviewed

Three-point plan advanced by CBS Radio Affiliates Board's executive committee for changes in network's operational format (CLOSED CIRCUIT, Aug. 1) will be considered by full affiliates board and top network officials today and tomorrow (Aug. 8-9) at Ponte Vedra Beach, Fla. Plan would (1) inaugurate 10-minute newscasts on hour, with approximately first half of each to be sold by network, rest by affiliates; (2) addition of five-minute newscasts on half-hour, to be sold by affiliates; (3) abandonment of daytime serials.

CBS Radio may or may not submit alternative proposals. Whatever is agreed upon by board and network will then be submitted to all affiliates for discussion and vote at their annual convention Sept. 28-29. As chairman of both affiliates board and its executive committee, John S. Hayes of Washington Post stations will head station group at Ponte Vedra; network will be represented by Arthur Hulr

BROADCASTING, August 8, 1960
Hayes, president; James M. Seward, executive vice president, and William A. Schudt Jr., station relations vice president.

Hoeck named aide
Appointment of Gerald A. Hoeck, vice president-tv director of Miller, McKay, Hoeck, & Hartung Inc., Seattle agency, as special communications consultant to Democratic National Committee for presidential campaign has been disclosed by Sen. Henry Jackson (D-Wash.), committee chairman. Mr. Hoeck, who handles Bardahl International account (lubricant additives) is close personal friend of Sen. Jackson and advised him in campaign for Senate. He assumes duties in Washington headquarters this week.

Sanders Adv. Agency in Dallas merger
Consolidation of Clarke, Dunagan & Hufnines agency, Dallas, into Sanders Adv. Agency there announced by J.M. Sanders, president. CD&H President C. C. Hufnines becomes vice president in charge of Sanders plans board. CD&H force moves to Sanders Bldg., 5531 Yale Blvd. Agency staff will include 35 people servicing 35 local, regional and national accounts.

Other officers: John W. Pauling, executive vice president; Elizabeth Beene, secretary-treasurer; Ott Horn, vice president; Robert McGuirk and Hal Abarnathy, account executives; Jim Ogilvie, creative director; Ben January, media director; Fred Linn, art director; Tom Odum, production manager; Betty McCoy, marketing and research director.

MBS invites nominees
Mutual officially invited major-party presidential nominees Friday to appear together on its facilities during forthcoming political campaign. In invitations to Vice President Richard M. Nixon and Sen. John F. Kennedy, Stephen J. McCormick, MBS news and Washington operations vice president, recommended "face-to-face forum or discussion format" but said offer was not limited to this style of presentation.

Kobak recuperating
Edgar Kobak, veteran advertising consultant and former president of Mutual, was at Roosevelt Hospital, New York, last week for treatment of ulcer.

WEEK'S HEADLINERS

Oliver Barbour, vp in charge of tv programming at Benton & Bowles, has resigned from agency effective in fall after start of new tv season. Mr. Barbour joined Benton & Bowles as producer-director 13 years ago, became director of radio programming in 1953, and subsequently director of tv-radio programming and was elected vp. Year ago when Thomas J. McDermott, senior vp in charge of tv-radio, resigned to join Four Star Films, Mr. Barbour moved up to take charge of tv programming.

Norman Boggs, vp of RKO General and vp-general manager of KFI Los Angeles, resigns to become president, part-owner and general manager of Buckley-Jaeger Broadcasting Corp. of California, which has just received approval of its purchase of KGIL San Fernando, Calif. (Broadcasting, July 25). Prior to joining RKO-Don Lee organization in 1951 he was executive at WMCA New York, WLOL Minneapolis and WGN Chicago.

George H. Fuchs, NBC's director of labor relations since March 1958, elected vp, labor relations. Before becoming director he was successively manager and administrator of labor relations. Mr. Fuchs transferred to NBC in 1955 from RCA where he had been personnel manager for RCA Victor Div. in Cannonsburg, Pa., and earlier employment and wage-salary administration manager. He joined RCA in 1949.

Arthur C. Elliot, eastern sales manager of CBS TV Spot Sales, will join Harrington, Righter & Parsons, tv rep firm, effective Aug. 15, also as eastern sales manager. Mr. Elliot, formerly with DuMont Television Network, moved to CBS TV Spot Sales, New York, in 1952. In June 1956 he transferred to Chicago as midwestern sales manager and in 1958 returned to New York as eastern sales manager. His move to HR&P is construed as marking end of plan under which new rep firm would have been set up under his direction with certain CBS-TV affiliates, currently represented by CBS TV Spot Sales, as clients (Closed Circuit, July 25). This plan stemmed from FCC's order that networks discontinue representing stations which they do not own—order which CBS, unlike NBC, is not opposing.

At weekend, it was reported under control and he was resting comfortably.

SEG contract
Screen Extras Guild Friday agreed to four-year contract with Alliance of Television Film Producers and Assn. of Motion Picture Producers, covering theatrical films, tv films and film commercials. Contract calls for increase at minimum scale of 10% for two years, retroactive to June 1, 1960, and additional 5% for last two years of contract. Employers will contribute $50,000 for establishment of health and welfare fund and will support it on plan equivalent to that of Screen Actors Guild. Extras also will receive increase of $1.20 per day or 15 cents per hour from April 2, 1959, when the previous contract went into effect, to Oct. 1, 1959.

Business briefly
Testing twentys • Radio stalwart Cities Service Co. will try more tv (it has some news shows) next month when it starts 13-week tests in five midwest markets. Schedules call for dozen 20-second spots weekly. Agency: Ellington & Co., N.Y.
SEE THESE STARS:
BILLY CANNON
CHARLEY FLOWERS
BOB WHITE
RON BURTON
BOB YATES
RICHE LUCAS
TOMMY O'CONNELL
JIM SWINK
CHRIS BURFORD
MARVIN TERRELL
RON BEAGLE
PAUL LARSON
CHARLIE POWELL
FRANK TRIPUCKA
BOB STRANSKY
TOM DIMITROFF
BLANCHE MARTIN

SEE THESE TEAMS PLAY:
Boston Patriots • Houston Oilers • Dallas Texans • New York Titans
Buffalo Bills • Los Angeles Chargers • Denver Broncos • Oakland Raiders

ALL AMERICAN FOOTBALL

A spectacular 30 minutes of the best
in professional football on film
from every game played by the
AMERICAN FOOTBALL LEAGUE

AVAILABILITY: Tuesday through Friday, following each week-end schedule
September 6 through the New Year's Day Championship

18 Thrill-Packed Weeks
Produced by: TV News Service, 1416 Commerce Street, Dallas 1, Texas

WIRE . . . . PHONE . . . . WRITE

S&W Productions
211 North Ervay Building
Suite 1121
Dallas 1, Texas
Ed Simmel
Phone: RI 7-0552

TV Marketeers, Inc.
550 Fifth Avenue,
Suite 619
New York 36, New York
Wynn Nathan, President
Phone: JU 6-5363

Midwestern and Eastern
Markets represented by:
Which was.
The prevailing trade winds today all point steadily in one direction: to Headley-Reed.

Ten leading television operators, from coast-to-coast, have joined us in the past year.

If you, too, are seeking the best climate for growth, keep a weather-eye on: Headley-Reed Co.
Super market bargain! KBIG's "FRESH AIR" programming produces a high-income, receptive audience in Metropolitan Los Angeles at this fabulously low cost"…plus San Diego, San Bernardino, Santa Barbara and 225 other Southern California markets absolutely free! Instant proof available.

*Cumulative Pulse, Feb. 1960

Radio Catalina 740 kc/10,000 watts

John Poole Broadcasting Co., Inc.
6540 Sunset Blvd., Los Angeles 28, HOLlywood 3-3205

National Representative: Weed Radio Corp.
We have..."DRUMMERS"...they are superb!

The big band sound, the fine vocal group, and the excellent arrangements give our station a new sound...”

WORM, Savannah, Tennessee

There are many jingles in circulation today.

In fact, it has reached the point of saturation in some cases, becoming an annoyance instead of a boon.

With this in mind, I must admit I was surprised to see a quality organization like SESAC attempt to mass produce a ‘jingle for all.’

With a skeptical eye, I auditioned the disc, believing that the only way to obtain quality jingles for our station would be to record them ourselves.

The impression your "DRUMMERS", Themes, and Production Aids (PA-101/102) left has caused me to write this letter.

The material and performance definitely meets the quality reputation of SESAC.”

WREB, Holyoke, Massachusetts

We...were so pleased with the new "DRUMMERS" that I wanted to write and say thanks.

I have used similar material from several different firms, but without doubt this is the best overall production, and by far the best quality we have ever programmed.”

WJAY, Mullins, South Carolina

for a package containing one "DRUMMERS"* album (20 cuts of sales starters, station promotions, weather, news and time signals) plus 10 SESAC RECORDINGS* LP's featuring top artists from major record labels, superbly produced on Hi-Fi albums. To order fill in coupon below and mail to SESAC.

*Trademarks

ESAC RECORDINGS*: THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • N.Y. 19, N.Y.
COVER the RICH SIOUX EMPIRE with the SIOUX NETWORK

Command attention...command sales...in the rich Sioux Empire Farm Market...where you reach 1,109,600 buyers in more than 220,000 television households —without duplication of Sioux City (Iowa) stations. Buy the General Kommand stations—KSOO-TV, Sioux Falls, S. Dak...KORN-TV, Mitchell, S. Dak...KCMC Television, Alexandria, Minn.

ONE BUY Gets You This RICH Farm Market!
The Sioux Empire is the "big income" farm area—way over one billion dollars annually ($1,164,655,600 to be exact)...where CSI per household figures out at $4,862. And you can reach this market with one order...cover the heartland of the Sioux Empire with KSOO-TV...the rich southeast portion of the Empire's great corn country with KORN-TV...and the lush dairyland with KCMT!

Command the market...Command the audience, with the

SIoux EMPIRE NETWORK
KSOO-TV, Sioux Falls, S. Dak. NBC Channel 13
KCMC, Alexandria, Minn. NBC Channel 7
KORN-TV, Mitchell, S. Dak. NBC Channel 5

Represented nationally by Avery-Knodel Inc.
Minneapolis, Minn., Harry Hyett, FEdward 9-7179

(in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.
Sept. 16-18—UP1 Minnesota Broadcasters fall meeting. Sawbill Lodge, Tote, Minn.
Sept. 18-21—Assn. Canadienne Radio Television Francaise annual meeting. Alpine Inn, Ste. Marthe, Que. Among the speakers will be Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Murray Brown, CFPL-AM-FM-TV, president of the Canadian Assn. of Broadcasters.
Sept. 23—FCC has scheduled oral argument on 23 applications for extension of time to construct uhf tv stations, pursuant to hearing order of June 11. For list of stations see FOR THE RECORD, Aug. 1 issue.
Sept. 26-30—Board of Broadcast Governors meeting at Ottawa, Ont., for hearing of station applications.
Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

AWRT Conferences
Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.
Sept. 30-Oct. 2—AWRT southern area Music City, USA conference, Andrew Jackson Hotel, Nashville, Tenn.
Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.
Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions
Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.
Nov. 2-3—AAAA, eastern region annual conference. Biltmore Hotel, New York.
Nov. 13-14—AAAA, central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences
Oct. 13-14—Biltmore Hotel, Atlanta
Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontenelle, Omaha, Neb.
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York

16 (DATEBOOK)
IN BOBSLEDDING
A four man team headed by Captain Fiske
is the

PACESETTER
It covered 5 miles in 3 minutes, 20.5 seconds

IS CINCINNATI'S
PACESETTER
RADIO STATION

Northwest Orient Airlines used only WSAI in Cincinnati to promote a Hawaiian tour. Says Donald Kimel, Area Sales Representative for Northwest: "This is the most successful radio tour ever generated from the area. I think it is significant that your station was able to generate over $20,000 worth of business for us with just two one-minute spots a day for two months in the Jack Reynolds show. No other advertising media were used on this tour." In Promotion . . . in Productivity . . . WSAI is The PACESETTER Station in Cincinnati.
<table>
<thead>
<tr>
<th></th>
<th>JULY 11</th>
<th>JULY 12</th>
<th>JULY 13</th>
<th>JULY 14</th>
<th>JULY 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>50%</td>
<td>42%</td>
<td>53%</td>
<td>48%</td>
<td>45%</td>
</tr>
<tr>
<td>NET. 2</td>
<td>37</td>
<td>41</td>
<td>32</td>
<td>34</td>
<td>39</td>
</tr>
<tr>
<td>NET. 3</td>
<td>13</td>
<td>17</td>
<td>15</td>
<td>18</td>
<td>16</td>
</tr>
</tbody>
</table>

more and more and more people watch the news
<table>
<thead>
<tr>
<th>JULY 25</th>
<th>JULY 26</th>
<th>JULY 27</th>
<th>JULY 28</th>
<th>NINE-DAY AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
<td>50%</td>
<td>53%</td>
<td>52%</td>
<td>50%</td>
</tr>
<tr>
<td>38</td>
<td>36</td>
<td>32</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>15</td>
<td>13</td>
<td>15</td>
</tr>
</tbody>
</table>

**NBC than on any other network**

SOURCE: ARBITRON NATIONAL, 3-NETWORK SHARE OF U. S. AUDIENCE, ALL MEASURED TIME PERIODS.
MONDAY MEMO
from WARNER S. SHELLY, president, N.W. Ayer & Son, Philadelphia

Make rate cards mean what they say

Not many people active in television and radio today have long enough memories to recall that the advertising agency, as originally conceived, owed its primary allegiance to the media, not the advertiser. It bought space at bulk rates and sold it to advertisers at whatever the traffic would bear. The division of functions between the advertiser-oriented agency and the media-oriented representative occurred long before broadcasting was born.

When the present pattern of the advertising agency business was conceived by Francis Wayland Ayer, the American economy was growing perhaps even more rapidly than it is today. New advertisers were cropping up across the country and new media were emerging to meet their needs. The pattern that developed of bringing advertisers and media together through agencies (and later, representatives) worked well in those times and continued to work reasonably well into the age of television.

Now, however, these relationships are somewhat clouded by controversy. A casual reader of the advertising and broadcasting trade press in the last few years might even jump to the conclusion that the agencies and the broadcast media are locked in economic combat. This would be an inaccurate conclusion, of course, and I think the conditions which could give rise to it are both unfortunate and unnecessary.

**Fundamentals**

As a first step toward restoring normal relationships among advertisers, agencies, representatives and broadcast media, perhaps we should re-examine some basic principles of the advertising business as we know it today. The modern agency must represent the advertiser. This fact is so important that we place it first in our formal statement of the policies of N. W. Ayer & Son. We work for the advertiser. However, in later sections of our policy statement we also acknowledge our common interests with and dependence on strong, independent advertising media.

In working for the advertiser, our purpose is to render the best possible service in all areas of advertising, and purchase of broadcast time is one of great importance. We are not known, and do not want to be known as a “television” agency, or a “radio” agency, or a “print” agency, or any other specialized kind of agency. We recommend media to each of our clients in whatever combination our research, knowledge and experience indicates is right for that particular advertiser.

That broadcast is “right” in a good many cases is proved by the fact that television and radio account for more than 40% of our billings, and we expect this proportion to increase.

When our analysis indicates that television, or radio, or both can do a job for a client, we want to be able to recommend them without having to overcome objections that have nothing to do with actual sales effectiveness of the media, but often stem from rate structures or selling practices which don’t make sense to businessmen. Above all, we want to be certain that our clients will obtain not only rates that are fair but the same rates as everybody else in their respective categories.

**Summer Rates**

Therefore, when we raise questions about summer television rates and spot radio rates, as our media department has been doing in recent months, we actually are trying to put the business of television and radio on a firmer foundation. We are suggesting merely that the pricing methods of broadcast media should apply the same economic logic that businessmen are accustomed to following in other transactions. What we seek is a price that can be supported on the basis of reason and fairness for all concerned.

With regard to spot radio, the ideal way to achieve this, of course, would be through universal adoption of single rate cards. However, since this is not practical at present, we are urging the adoption of standard definitions of national, regional, local and retail rates that would be applicable across the board. It should not be necessary for agencies to send buyers into the field to find out what each station’s rate card really means.

We are convinced that the familiar method of bringing advertisers and media together through agencies and representatives is sound and should be continued. There is economic waste in any other method.

When an agency such as ours raises questions about rates, broadcasters can assume that there is concern about the matter among a considerable number of their ultimate customers. In other industries, when serious questions about pricing come up at any point in the chain of distribution, the suppliers are quick to investigate and take action.

**Service Demands**

To make one final analogy with conventional industries, it is usually true that the more complicated the product, the more service is required in selling it. The 10 or 20 or 60-second spot is an extremely complicated piece of merchandise, affected as it is by the time of day, adjacencies, the station’s programming and the many other variables that make broadcast interesting. This suggests that the services provided by station representatives is vital to the proper functioning of broadcast media.

However, service is the first thing to suffer when profit margins are shaved or when the provider of service finds his existence threatened. In addition to creating conditions that agencies find intolerable, the present chaos in spot radio rates is putting pressure against the representatives that in the long run can lead only to a decline in their ability to serve agencies and advertisers. Neither the representative nor the agency can discuss a buy intelligently when both are aware that off-rate-card deals may be made without their knowledge.

We believe that a rate card should mean precisely what it says, and should have the same meaning for all advertisers of a like nature. Bargaining over rates is as old fashioned as the crystal set.

Warner S. Shelly joined Ayer in 1923, worked up through several departments to become vp and manager of client service in New York office in 1938 and president and director in 1951. In average year he travels about 50,000 miles by plane visiting N. W. Ayer's clients.

20

BROADCASTING, August 8, 1960
To us, *Time* and *Integrity* are two of the most precious things we have. Yet, to us, there is a difference between them: *Time* is not really ours, but our *Integrity* is. *Time* passes, our *Integrity* remains constant. *Time* is for sale, our *Integrity* is not.

To *You*, our *Time* and *Integrity* are precious, also; but the difference is that they are integrated in effect. They must be, and are, one and the same Truth.

*“Time accomplishes everything”,* the philosopher says. In the Maryland Market, our *Time* and *Integrity* can help you accomplish your honest purpose.

**WBAL-TV BALTIMORE**

NBC Affiliate/Channel 11/Associated with WBAL-Radio 1090
Nationally represented by ♦ Edward Petry & Co., Inc.

*TIME ACCOMPLISHES EVERYTHING... Plato*

BROADCASTING, August 8, 1960
Ever Have The Feeling That Someone Is WATCHING You?

WE Have It ALL THE TIME!

And both "Dr.*Nielsen" and "Dr.*ARB" say it's not a psychosis, but a FACT!

We're being watched seven days a week by the MAJORITY of TV viewers in the rich Rochester, New York, area!—By folks who can afford to BUY your product!

*Nielsen Survey, April 10, 1960
Rochester Metropolitan Area.

*ARB Report, March, 1960
Rochester Metropolitan Area.

Case for program freedom
Editor: Your Little Rock editorial [page 112, Aug. 1] is great—should be must reading for every broadcaster and congressman and convention politicians who talk about our freedoms.—Frank Stanton, President, CBS Inc., New York.

Triple-decker
Editor: One good editorial per week is a fine record and you achieve it pretty generally. I can't help but pay you extra compliments for three in one week. I have reference to your page 106 of the July 18 issue—very good indeed.—Payson Hall, President, Meredith Broadcasting Co., Des Moines, Iowa.

Dialing for the score
Editor: In the August 1 edition of Broadcasting (page 96), I notice you make mention of a “Dial-A-News” operation at WERE Cleveland. Perhaps you have not heard of KQV’s “Dial-A-Score.” We have had this similar service to Pittsburghers in operation for more than nine months. We have 40 incoming lines, operating 24 hours a day, 7 days a week. Each hour, sports information and scores are updated by our news staff and sports department so that “Dial-A-Score” is a constant source to Pittsburghers for the latest sports news. When the Pittsburgh Pirates are playing, inning by inning scores are available on “Dial-A-Score.” The KQV “Dial-A-Score” is sponsored by the Duquesne Brewing Co. At the conclusion of the scores and information, a short message is delivered for the brewery. During the month of July, over 261,000 calls were registered to “Dial-A-Score.” After checking with Pennsylvania Bell Telephone Company, we found that this is more than half of the unit installations in the Pittsburgh dialing area.—Dick Drury, Program Director, KQV Pittsburgh.

WBC did it alone
Editor: Regarding “OPEN MIKE” Aug. 1 and to set the record straight...
WPEN RADIO 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.

Richardson Dilworth, Mayor of Philadelphia (center) and a group of distinguished citizens comprised the Board of Judges.

A general view of the audience at the WPEN "Teenage Salute Award Dinner"

WPEN
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

BROADCASTING, August 8, 1960
For our good friends Westinghouse Broadcasting Corporation we offer a coverage of the Democratic Convention was entirely independent of KMPC...—Bob Forward, Vice President in charge of programs, KMPC Los Angeles.

[Mr. Forward refers to a telegram to the Enron from John Dickson of KMPC. The telegram said, in part: "The entire Westinghouse Broadcasting operation was...backboned by the KMPC staff."—The Editors.]
The expressive flamenco...one of the more difficult and beautiful of stringed instruments! For certain, it takes a "quality touch" to capture the full range and challenging aspects of this vivid instrument. To capture the admiration and attention of the television audience also demands a "quality touch"!
On The Gulf Coast

THE BIG ONE

Takes the Measure

NIELSEN

TRENDEX

PULSE

ARB

CHANNEL 5
MOBILE, ALA.

WKRG-Tv

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager

26

BROADCASTING, August 8, 1960
STATION SALES AT ALL-TIME HIGH

Trading of tv-radio properties for seven months tops $150 million

Total of 406 stations are involved in transfers so far this year

Trading in radio and tv station properties has reached $150 million—and the year is only seven months old.

As of the end of July, the total dollar volume involved in the buying and selling of radio and tv properties is more than one-fifth higher than for the whole of 1959.

The total amount of money changing hands in radio and tv station sales from January through July of this year reached $151,016,156.

This is $27.6 million higher than 1959’s $123.4 million for all sales that year which were approved by the FCC. It is even higher by $23.5 million than the peak $127.5 million in 1958. An extensive survey of all broadcast station sales this year—announced, filed for FCC approval and approved by the FCC—through the end of July shows:

- The trading in radio-only stations already has reached $54.3 million. This is $11.2 million less than 1959’s peak $65.5 million for the whole year.
- The sale of combination radio and tv station properties has reached $73.8 million—$8.6 million more than the peak $65.2 million in 1956.
- Transactions involving the sale of television-only stations have reached $22.8 million. This is $5.6 million less than the $28.5 million which changed hands in peak 1957.

So far this year there have been 406 broadcast properties changing hands—36 of which involved only minority interests.

Control changed hands in 336 radio-only stations and minority interests in 33 instances of radio-only properties. There were 13 transactions involving controlling interests of combination radio-tv stations and no minority interests. There were 21 tv-only transfers plus three involving minority holdings.

These figures include all station transactions beginning with Jan. 1 and including all FCC broker and sales activity through the end of July. The comparative figures are from BROADCASTING’s “Perspective 1960” issue of Feb. 15.

Two Sales Fatten Totals

- Two major station sales contributed to the financial ballooning of station transfers for the first seven months of this year.
- The first, and most impressive, is the NBC-RKO General agreement to swap stations—the network’s Philadelphia radio-tv outlets for RKO General’s Boston radio-tv stations. This transaction is estimated at a total of $42 million—$22 million for WRCV-AM-TV Philadelphia and $20 million for WNAC-AM-FM-TV Boston. These valuations are considered by knowledgeable sources as the best estimate of the worth of the stations involved.
- The second major transfer is the $10 million sale of J. Elroy McCaw’s WINS New York to Storer Broadcasting Co. (BROADCASTING, August 1). This is the largest amount ever paid for a single radio station. Storer at this time holds an option for the purchase of the 50 kw New York outlet.

Contributing to what bids fair to be the banner year in broadcast property buying and selling are a number of other multi-million dollar transactions: Item: WRC-AM-FM-TV Washington-

<table>
<thead>
<tr>
<th>THE RISING VOLUME OF STATION TRADING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>1954</td>
</tr>
<tr>
<td>1955</td>
</tr>
<tr>
<td>1956</td>
</tr>
<tr>
<td>1958</td>
</tr>
<tr>
<td>1959</td>
</tr>
<tr>
<td>1960*</td>
</tr>
</tbody>
</table>

* January through July
ton, D.C., sale pending FCC approval to RKO General for $11.5 million.
Item: WDAF-AM-TV Kansas City, Mo., sold to Transcontinent Television Corp. for $9.7 million.
Item: KTVU (TV) San Francisco, Calif., transfer pending FCC approval to NBC for $7.5 million.
Item: KFIZ-TV Fort Worth, Tex., sold to NaFi Corp. for an aggregate of $4 million.
Item: KSLA-TV Shreveport, La., sold to Shreveport Journal and others for $3.4 million.
Item: WCHS-AM-TV Charleston, W.Va., sale announced to Rollins Broadcasting Co. for $3 million.
Item: WMBD-AM-FM-TV Peoria, Ill., sold to Midwest Television Inc. for $2 million.
Item: KFEQ-AM-TV St. Joseph and KLK Jefferson City, Mo., both announced as having been sold to Connie B. Gay for $1.85 million.
Among other transactions in the $1 million area are the sale of Midnight Sun Broadcasting Co. to All-Alaska Broadcasters for $1.2 million; the sale of KTVE (TV) El Dorado, Ark. (Monroe, La.) to Washington, D.C., businessman William H. Simons for $1.1 million; the pending WGMS-AM-FM Washington, D.C., sale to Crowell-Collier for $1.5 million.

EN ROUTE TO A RECORD YEAR

With five months yet to go in 1960, the number of stations involved in ownership transfers nears recent annual volumes.

<table>
<thead>
<tr>
<th>Year</th>
<th>Radio Only Control</th>
<th>Minority</th>
<th>Combined Radio-Tv Control</th>
<th>Minority</th>
<th>Tv Only Control</th>
<th>Minority</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>187</td>
<td>66</td>
<td>18</td>
<td>6</td>
<td>27</td>
<td>10</td>
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<tr>
<td>1955</td>
<td>242</td>
<td>106</td>
<td>11</td>
<td>2</td>
<td>29</td>
<td>3</td>
</tr>
<tr>
<td>1956</td>
<td>316</td>
<td>111</td>
<td>24</td>
<td>8</td>
<td>21</td>
<td>8</td>
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<tr>
<td>1957</td>
<td>357</td>
<td>62</td>
<td>28</td>
<td>2</td>
<td>38</td>
<td>5</td>
</tr>
<tr>
<td>1958</td>
<td>497</td>
<td>82</td>
<td>17</td>
<td>4</td>
<td>23</td>
<td>8</td>
</tr>
<tr>
<td>1959</td>
<td>436</td>
<td>29</td>
<td>15</td>
<td>2</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>1960*</td>
<td>336</td>
<td>33</td>
<td>13</td>
<td>0</td>
<td>21</td>
<td>3</td>
</tr>
</tbody>
</table>

* January through July

BROADCAST ADVERTISING

P&G'S 'NO CAVITIES' ENDORSEMENT

ADA approval of Crest creates problem of how to utilize it

Procter & Gamble last week had a problem many advertisers would like to have: how to gainfully utilize an endorsement by the American Dental Assn. of its Crest toothpaste.

The Dental Association in a very unusual action officially recognized Crest as a decay-preventer through its contents (a form of stannous fluoride). The ADA announcement (published in its journal) included reports of clinical tests comparing one group that used the dentifrice with another that did not. The ADA's verdict was that Crest "can be shown to be an effective anti-caries (decay-preventive) dentifrice. . . ." But ADA also asserted that the effectiveness goes hand in hand with oral hygiene, that it was not a cure-all nor was it a substitute for fluoridation of community water supplies.

P&G, as part of the ADA public endorsement, agreed to limit its advertising claims to those supported by "adequate research." ADA also indicated that the product could be advertised as "an effective anti-caries" dentifrice, as part of an overall dental care program. P&G indicated it would conform. This was the first such endorsement in over 30 years of surveys.

The top tv advertiser, P&G put out a blanket order to its officials and to its agency, Benton & Bowles, to button up on future Crest advertising plans. The obvious reason was that P&G feared countermeasures from its competitors.

No Change - Despite the general expectation that P&G would institute an advertising campaign soon to exploit the ADA endorsement to the hilt (a $20 million campaign was rumored), there was little evidence to support a wholesale change of tv commercials.

It has been learned that P&G so far has given B&B a green light to put through a "few minor changes" in Crest commercials. Still retained would be the "look Ma, no cavities" theme (see photo), with copy modified to conform closely to the understanding P&G has with the dental group.

It was the ADA's action that caused excitement at Cincinnati, on New York's Fifth Ave. (where Benton & Bowles is headquartered) and on Wall St. where a sudden spiral in P&G stocks startled market experts because it was so out of character. P&G stock price deviation and trading activity usually are conservative. P&G stock on the New York Exchange went up eight points Monday (Aug. 1), the day of the ADA disclosure, and by Wednesday (Aug. 3) had lost but three-quarters of a point at closing.

On television, Crest has been tested marketed before 1955, its introduction date. The television medium has been used since and according to a B&B source, "it is a brand that is almost exclusively in television now and mostly network."

Television Bureau of Advertising released a set of figures showing the leading dentifrices' gross time billings. Crest last year was No. 3 in network time billing ($3,342,114), behind Colgate and Gleem (also P&G products); but below nearly all the top brands in spo
Here's a Tiger for Sales in Baton Rouge...

WAFB TV Roars Anew from Channel 9

Channel 28, the U.H.F., that won awards in 25 of 26 merchandising competitions —

NOW IS UNLEASHED ON V.H.F.

TO SELL YOUR PRODUCTS TO MORE PEOPLE!

The basic BEST of CBS . . . plus the PICK of ABC, top film shows and top local shows. Add merchandising that has won WAFB-TV national recognition many times . . . merchandising that follows through 'til you've won the market. THESE ARE THE REASONS YOU'LL WANT TO MAKE WAFB-TV the hinge on which you'll swing your marketing in this billion dollar-PLUS market.

Now serving an area that includes 268,400 TV homes*.

in Louisiana and Mississippi. Now reaching far out from its rich Baton Rouge hub to carry your sales story throughout this vital Central-Gulf-Coast area.

WAFB TV CHANNEL 9 BATON ROUGE LOUISIANA

goes farther – sells more – in one of the nation's fastest growing markets

Get Full Information from . . . BLAIR Television ASSOCIATES INC.

* Based on field intensity calculations within the 100 microvolts per meter contour at 257 kw video—Page, Creutz, Steel, & Waldschmitt, Consulting Engineers, July, 1959.
In the first five months of this year, Crest had spent $1.6 million in network tv, only $300,000 less than Gleem but some $800,000 behind Colgate. In total network spending, Crest still comes behind Colgate and Gleem and is slightly ahead of competitors. Ipana, Stripe and Pepsodent.

Network shows in which Crest now participate include Cheyenne, Rebel, The Detectives, all on ABC-TV, and Video Village on CBS-TV. It placed but $139,680 for national spot (gross) in all of 1959.

NEW MARKET DATA
21 metro areas are announced by Census

Twenty-one new standard metropolitan statistical areas (SMSA) have been added to the U.S. Census Bureau's metro area list last week in New London-Groton, Conn., and Norwalk, Conn.

Population figures for the new cities added to the Census Bureau's metropolitan area list last week are as follows:

- **Abilene, Tex., SMSA total** - 12,671,718
- **Albany, Ga., SMSA total** - 171,718
- **Albany city** - 39,970
- **Amory, Miss., SMSA total** - 12,671,718
- **Amory city** - 39,970
- **Anderson, S.C., SMSA total** - 12,671,718
- **Anderson city** - 39,970
- **Anchorage, Alaska, SMSA total** - 12,671,718
- **Anchorage city** - 39,970
- **Asheville, N.C., SMSA total** - 12,671,718
- **Asheville city** - 39,970
- **Augusta, Ga., SMSA total** - 12,671,718
- **Augusta city** - 39,970
- **Bakersfield, Calif., SMSA total** - 12,671,718
- **Bakersfield city** - 39,970
- **Bakewell, Ark., SMSA total** - 12,671,718
- **Bakewell city** - 39,970
- **Bakersfield, Calif., SMSA total** - 12,671,718
- **Bakersfield city** - 39,970
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**TV NETWORK GROSS TIME BILLINGS**

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<thead>
<tr>
<th>Network</th>
<th>1960</th>
<th>1959</th>
<th>1958</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$12,360,010</td>
<td>$10,930,118</td>
<td>$9,570,018</td>
</tr>
<tr>
<td>CBS</td>
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<td>$10,930,118</td>
<td>$9,570,018</td>
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<tr>
<td>TOTAL</td>
<td>$37,050,030</td>
<td>$32,390,345</td>
<td>$28,610,045</td>
</tr>
</tbody>
</table>

**Month by month in 1960**

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<td>$32,390,345</td>
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</tr>
</tbody>
</table>

**Breakdown by DAY PARTS of billings**

<table>
<thead>
<tr>
<th>Daytime</th>
<th>1960</th>
<th>1959</th>
<th>1958</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
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</tr>
</tbody>
</table>

**Breakdown by Day Parts of Billings**

<table>
<thead>
<tr>
<th>Daytime</th>
<th>1960</th>
<th>1959</th>
<th>1958</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$12,360,010</td>
<td>$10,930,118</td>
<td>$9,570,018</td>
</tr>
<tr>
<td>CBS</td>
<td>$12,360,010</td>
<td>$10,930,118</td>
<td>$9,570,018</td>
</tr>
<tr>
<td>NBC</td>
<td>$12,360,010</td>
<td>$10,930,118</td>
<td>$9,570,018</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$37,050,030</td>
<td>$32,390,345</td>
<td>$28,610,045</td>
</tr>
</tbody>
</table>

**Broadcasting, August 8, 1960**
We asked the people of the Dayton Area what they watched on television... what they wanted to see... what they thought of television programming generally...
They told us in more than 50,000 words!

GOOD ENTERTAINMENT, and at the top of the list Detective/Adventure, Musical/ Variety, Westerns...
FACTUAL NEWS...
INFORMATIONAL PROGRAMS when timely and unbiased...
BETTER DAYTIME PROGRAMMING FOR WOMEN...
IMPROVED PROGRAMMING FOR CHILDREN, with wholesome, family programs in the early evening hours.

No serious criticism of television programming as a whole, but plenty of pithy, constructive comments.
For WHIO-TV, this survey will be a guide to the kind of balanced programming most wanted by viewers in Ohio's third largest market.

Ask George P. Hollingbery for details

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

BROADCASTING, August 8, 1960
WHY DUPONT'S BEEFING UP ITS TV

It's learned to use television to build its image and its sales

The record that duPont is compiling in television is being watched closely by the tv industry.

It's an active case of an industrial advertiser that nibbled at tv first, then took larger chunks initially to promote a corporate image and later to add some harder sell.

In dollars, duPont is coming up nicely. It's estimated conservatively that the tv gross time billing ticket for duPont will reach some $7 million this year.

The duPont activity is of special importance to the television business for this reason, too: traditionally the company is heavily print-oriented—television still is relatively new.

A substantial amount of duPont's network expenditure goes for DuPont Show of the Month which begins its fourth season on CBS-TV in the fall. The commercials on this program are devoted to the corporate sell and to show the diversity and versatility of the products duPont produces for industry as well as for consumers.

Few viewers ever will walk into a store and ask for some of the chemical compositions advertised on Show of the Month. Of this duPont is aware. But duPont thinks the expense of creating a quality show in which duPont can project its image is worth every penny.

A second “basic” duPont network vehicle that's wearing well is the June Allyson Show. It appeared under the textile fiber banner for its debut on CBS-TV this past (1959-60) season. The show, renewed for a second season, is used for more direct advertising impact than is attempted on Show of the Month, but it's still far from a hard-sell vehicle.

BBDO Is Agency — A BBDO executive (his agency handles all of DuPont's tv activity) explains the corporation's philosophy about Show of the Month this way:

DuPont has conscientiously set out to create a quality showcase for itself — “a big event, a climate for the corporate message that duPont provides better things for better living through chemistry.”

Neither duPont nor its agency interferes with the show itself. “We aren't in show business,” the BBDO executive said last week. “The producer [Talent Assoc.] is.” What the agency and advertiser want from the producer is the best show they can get so the association of the sponsor with the program will add an element of prestige to the duPont impression.

Unintended Sales — In the three-minute commercial it uses in Show of the Month duPont rarely tries to sell a product. But sometimes sales unexpectedly result from what BBDO calls a “halo effect” in the advertising.

One commercial told how dry-cleaning was discovered when a chemical was accidentally spilled on a stained garment and described how duPont had developed better cleaning fluids. Dry cleaners were enthusiastic at the description of their industry on television, and at the request of the National Dry Cleaning Assn. duPont intends to run the commercial again.

Another commercial duPont told about Zytel, a new plastic that can be fabricated into many different products. The advertiser was astonished to receive a number of letters from manufacturers wanting more information about Zytel.

With Show of the Month duPont is after a mass audience of equal distribution between male and female. In the June Allyson Show it seeks a female oriented audience.

On the Allyson show duPont is trying to establish Nylon, Orion and Dacron as “household generic terms,” according to the agency. It also is trying to urge manufacturers to use more...
DuPont institutional TV advertising on the networks this summer will be the number one show.
The network television advertising of E. I. duPont de Nemours & Co. of Wilmington, Del., doesn’t stop with Show of the Month and the June Allyson Show. This summer duPont is using minute participations in several network shows to advertise car polish. The No. 7 car polish on the networks this summer is something of a departure for duPont divisions—because of the extent of the spread. But in the fall, this buying technique will be retained for advertising on behalf of a new product, Telar, a combination anti-freeze and summer coolant.
The lineup of No. 7 car polish advertising on the networks this summer includes these participations: on ABC-TV—Untouchables May through first week of August; Bourbon Street Beat June through July, Bronco and Sugarfoot from mid-May through July; Alaskans May through July 1; on NBC-TV—Bonanza May 21-Aug. 20.

Next Fall An even more ambitious schedule appears for duPont’s fall lineup: another season (seven specials in all) for Show of the Month and for the June Allyson Show on CBS-TV; and for its anti-freeze product participations in ABC-TV’s Islanders, Naked City, Roaring Twenties and Adventures in Paradise, and in NBC’s Riverboat, The Outlaws and Wagon Train.

X-ray machines are used in airplane inspections, and duPont makes film used in X-ray gear. In commercials like this duPont seeks chiefly to advance its reputation as the maker of “better things for better living.”

There is still room for more duPont tv use. All of duPont’s current tv advertising is for accounts handled by BBDO, but there are persistent reports—which duPont labels “premature”—of the household paint line handled by N.W. Ayer considering television, probably network.

Here is the record of duPont television in recent years:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Advertising</th>
<th>Television Billing</th>
<th>TV’s Percent of Total Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>1956</td>
<td>$11,600,049</td>
<td>$2,347,170</td>
<td>22.3%</td>
</tr>
<tr>
<td>1957</td>
<td>12,559,629</td>
<td>2,374,910</td>
<td>18.6%</td>
</tr>
<tr>
<td>1958</td>
<td>14,591,006</td>
<td>3,316,316</td>
<td>22.7%</td>
</tr>
<tr>
<td>1959</td>
<td>15,761,575</td>
<td>5,165,744</td>
<td>32.6%</td>
</tr>
</tbody>
</table>

*Television figures are from Television Bureau of Advertising.

The turning point in tv for duPont occurred when sponsorship of Month was begun in the fall of 1957. Up to that time, the company had advertised on ABC-TV in its weekly duPont Theatre program (also called Cavalcade Theatre and some spots and sports for Zerex anti-freeze products). DuPont then placed a modest $2.3 million gross per year in tv of which nearly $100,000 was in spot. The gross time cost for Theatre came to approximately $30,000 per weekly program. Show of Month, a 90-minute telecast once a month, had a time tab of some $165,000 plus the cost.

In the past season Show of the Month had a per program gross time cost that hit a low of $178,000 and a high of $192,000.

RAB study: radio can push hardware sales

Radio can point the way to increased sales in the nation’s retail hardware stores, according to a new study released to members by Radio Advertising Bureau, New York. Taking a “hard look at hardware,” RAB says the major problems at this retailing level are: small average sale ($3.15), increasing competition from other types of outlets, and the need for stocking a wide variety of items.

Hardware stores in smaller markets do better than those in larger markets, the study shows. Citing industry figures, RAB reveals that almost 60% of dealers grossing $50,000 or more annually are in towns of 10,000 and under in population. In cities of 250,000 and up, only 36% of hardware dealers gross more than $24,000 a year. The larger-market competition is explained by higher overhead, more direct competition and poor location.

RAB comes up with some selling hints which include: radio’s ability to “create big demand for specific items,” which is also a means of building quick turnover and heavy traffic; and radio reach of hardware consumers.

Open time available for network lineup

The remaining “trouble spots” in the network tv fall nighttime schedule have been narrowed considerably since June (Broadcasting, June 27) but there still is open time available.

CBS-TV’s one and one-half hours unsigned at the end of June has been scaled down to two-thirds (or 20 minutes) available in Person to Person (Thurs. 10 p.m.). ABC-TV, which had two and three-fourths hours unsold, has whittled down to about an hour weekly. The advertiser signatures at ABC-TV have come chiefly in two shows, Walt Disney (Sun. 6:30-7:30) and Roaring Twenties (7:30-8:30, Sat.). These shows on an October basis are nearly sold out.

NBC-TV, which has been lagging behind the other two networks, has pruned its nearly nine open hours to about four and one-half available hours per week. Since June, NBC-TV sold about five minutes of Tall Man and Deputy (both half-hours on Saturday); closed out Riverboat (Mon. 7:30-8:30); Laramie (Tues. 8:30-9:30); Groucho Marx (Thurs. 10-10:30) and Dan Raven (Fri. 7-8:30), returned the 10:30-11 period on Wednesday to station use to hold a third more of Bonanza (Sat. 7-8:30) which leaves one-third open, and set time 10-11 period on Tuesday for specials.
FRESH THOUGHTS ON STALE ADS

Workshop wants tv commercial originality

Is the tv commercial doing its job of selling, or is the commercial message adhering too closely to sound and picture stereotypes?

A panel at Advertising Age magazine’s Third Annual Summer Workshop on creativity in advertising, meeting in Chicago last week agreed that one of the biggest problems in commercial creative work and production is to make the message look and sound different.

Keynoting the session, Hal Stebbins, president of the Los Angeles agency bearing his name, called for more “brave bulls and fewer sacred cows” in the interest of better and more outstanding advertising, contending that “business no longer can afford the luxury of mediocrity.” He held that more and more, as advertising becomes “the total force for many products, the creative mechanism becomes the most important mechanism.”

Harry W. McMahan, tv advertising consultant, led a panel comprising Bea Adams, vice president and director of special projects, Gardner Adv. Co.; Edgar Kobak, management consultant and station owner; E.H. Lotspeich, associate manager of Procter & Gamble Co.’s advertising production division, and Douglas L. Smith, advertising-merchandising director, S. C. Johnson & Son. They screened over a dozen tv commercials, each related to areas under discussion. These included Northwest Orient Airlines and Dutch Master Cigars (human in live action); Peel’s and Stroh’s beer (cartoon and live action); General Electric and Olin Mathieson (institutional); Union Oil and Sleeck girdles (art direction); Maxwell House coffee and Duncan Hines cake mixes (selling appetite appeal); Alpine cigarettes and Johnson’s Pledge wax (selling new products); Greyhound bus and Schweppes (dramatized messages); and Northern States Powder and Eagle Stick-Pen (the “offbeat” treatment).

Intertwined = Hooper White, manager of tv-radio commercial production at Leo Burnett Co., pointed out that the tv writer, agency commercial producer and production company are closely intertwined and that “very few badly written commercials have been saved by production, though some very good ideas have worked successfully even after bad production. The most successful commercial is usually the well-garbed work of all three.” He noted that the industry has “fallen into many sound and picture stereotypes.”

Length of tv commercials also was explored by Arthur L. Zapel, tv group head, J. Walter Thompson Co., Chicago. He posed the proposition that “what a commercial says rather than what it is, should determine its length, and what the commercial is rather than what it says should determine its style.”

Planning and production of a videotape commercial idea, from storyboard to show time, was traced by John B. Lanigan, Videotape Productions, N.Y. He discussed the “believability of television advertising,” citing research done by the Proprietary Assn. on the “fast diminishing faith of the public in television commercials.” He noted that research indicated people are becoming “immune” to some common devices for attracting attention and that live commercials are “more effective” than animated spots.

Music and the lyrical approach to tv-radio creation were scheduled for exploration at Thursday evening and Friday morning sessions by Mitch Miller, Columbia Records Inc.; Kenneth C. T. Snyder, vice president and tv-radio creative director, Needham, Louis & Brorby Inc., and Jack Fascinato, Musician-Composer.

Real soft sell

It’s unusual when an advertiser buys time merely to announce that he has nothing to sell. But Prescott Eames, owner of Eames Orchards, Grand Valley, Colo., had a schedule on KGLN Glenwood Springs, Colo., of four announcements daily telling people that this year there would be no crop of cherries from his orchards, due to heavy frost. In the past he had purchased a group of spots when the cherries were ready so that local consumers could have first crack at them before they were distributed nationally. Mr. Eames told KGLN’s manager, Jerry Fitch, that he hoped this would spare the listeners some disappointment and that they might appreciate it. Mr. Fitch reports that many residents have expressed thanks for Mr. Eames’ unusual thoughtfulness.

Spot tv advantages in Petry’s primer

Edward Petry & Co., New York, has stepped into the role of teacher to offer instruction in the ABC’s of spot tv. The station rep firm’s television division last week offered a handbook titled Selective Pressure on Target, which serves as a basic guide on the principles and practices of spot tv.

“In spite of a dozen years of record growth, there is probably less understanding of the fundamentals of spot tv than of any other major sales force. This goes for both inside and outside the advertising business,” states Martin L. Nierman, executive vice president of Petry.

The Petry primer cites essential differences between network and spot tv, and stresses flexibility of market-by-market approach by demonstrating the choices afforded in station, market and time selection. In essence, the handbook sets out to show how and why spot tv in little more than a decade has become a $600 million-a-year sales force.

Typical of the points illustrated in the book of basics is a definition, accompanied by charts, of “uneven sales terrain—regional differences in product potentials.” Continuing, it says “there are often sharp variations in product usage among the broad geographical areas of the nation.” Then follows per capita consumption rates by region for three mass market staples.

The 24-page booklet is being distributed to Petry-represented stations, agencies and advertisers.
John Gunther's "High Road" takes the viewer on a panoramic sweep of the world's most fascinating places. Strange peoples and customs highlight the journey into the unknown as host-narrator John Gunther provides informative yet witty insights into the places visited. Boundaries disappear, distances vanish, language barriers fade on this uncommonly rewarding high road to adventure.

For complete information, see your ABC Films sales rep, or call:

ABC FILMS INC.
1501 Broadway • New York 36, N.Y.
Telephone LA 4-5050
In addition to being the first choice of viewers in these three metropolitan markets, WGAL-TV is the number one station in Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.
Business briefly

**Time sales**

**Busting out** • Buster Brown Textiles Inc., Wilmington, Del., in back-to-school TV spot promotion of children’s clothes, will use daytime minutes in undetermined number of markets from Aug. 23 to Sept. 29. Agency: Arndt, Preston, Chapin, Lamb & Keene Inc., Philadelphia.

**Tintair test** • Bymaart-Tintair Inc., N.Y., starts six-week TV spot test today (Aug. 8) in Los Angeles for Tintair cream shampoo. The campaign will extend to other markets at a later date. ID’s are scheduled in the test run. Agency: Kastor, Hilton, Chesley, Clifford & Atherton Inc., N.Y.

**New and renewed** • Kemper Insurance Group, Chicago, has renewed alternate-week sponsorship for a second season of NBC-TV’s *Chet Huntley Reporting* (Sun. 5:30-6 p.m. EDT). Kemper also signed alternate-week backing of *Celebrity Golf*, NBC-TV’s new weekly half-hour series starring such golf-playing celebrities as Bob Hope and Jerry Lewis (Sun. 5:30 p.m. EDT). Both orders placed through Clinton Frank Inc., Chicago.

**On the floor** • Sandura Co. (Sandran floor covering), Philadelphia, through Hicks & Greist, N.Y., has purchased one-sixth in NBC-TV’s election coverage. Brown & Williamson, Lipton Tea and Goodrich previously had bought sixths, and Field Enterprises has a twelfth, leaving three-twelfths remaining open.

**Vim to Wexton** • Vim Electric Co., N.Y., has appointed Wexton Adv. Agency, N.Y., to handle radio-TV advertising for its 63 appliance stores in the New York market. A $300,000-400,000 annual budget has been allocated for a continuing radio-TV spot campaign starting in September.

Also in advertising


**Grant Adv.,** N.Y., which added four Peninsular & Ford food products last March, has assigned two more, Swel frosting mix and Davis baking powder, formerly handled by Croet & Brant, N.Y. Other P&F accounts with Grant; My-T-Fine pudding, Vermont Maid Syrup and Brer Rabbit molasses.

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** Nielsen Ratings**

**TV Report for 2 Weeks Ending July 3**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Week of July 3</th>
<th>Viewers (000's)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gunsmoke</td>
<td>CBS</td>
<td>9/29</td>
<td>10.20</td>
</tr>
<tr>
<td>2</td>
<td>Miss Universe</td>
<td>CBS</td>
<td>9/29</td>
<td>9.56</td>
</tr>
<tr>
<td>3</td>
<td>Coke Time</td>
<td>CBS</td>
<td>9/29</td>
<td>9.28</td>
</tr>
<tr>
<td>4</td>
<td>77 Sunset Strip</td>
<td>CBS</td>
<td>9/29</td>
<td>8.75</td>
</tr>
<tr>
<td>5</td>
<td>Have Gun, Will Travel</td>
<td>CBS</td>
<td>9/29</td>
<td>8.71</td>
</tr>
<tr>
<td>6</td>
<td>Chesterfield (THE)</td>
<td>NBC</td>
<td>9/29</td>
<td>8.57</td>
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<tr>
<td>7</td>
<td>Ed Sullivan Show</td>
<td>NBC</td>
<td>9/29</td>
<td>8.34</td>
</tr>
<tr>
<td>8</td>
<td>77 Sunset Strip</td>
<td>CBS</td>
<td>9/29</td>
<td>8.21</td>
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<tr>
<td>9</td>
<td>Comedy Spot</td>
<td>CBS</td>
<td>9/29</td>
<td>8.09</td>
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**Network Programs**

**TV Report for June**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Week of June</th>
<th>Viewers (000's)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gunsmoke</td>
<td>CBS</td>
<td>6/1-7</td>
<td>11.10</td>
</tr>
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<td>2</td>
<td>Wagon Train</td>
<td>CBS</td>
<td>6/1-7</td>
<td>11.05</td>
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<td>3</td>
<td>Untouchables</td>
<td>CBS</td>
<td>6/1-7</td>
<td>10.94</td>
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<td>4</td>
<td>Red Skelton</td>
<td>CBS</td>
<td>6/1-7</td>
<td>10.80</td>
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<td>CBS</td>
<td>6/1-7</td>
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<td>Red Skelton</td>
<td>CBS</td>
<td>6/1-7</td>
<td>10.74</td>
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<td>Sunset Strip</td>
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<td>Wagon Train</td>
<td>CBS</td>
<td>6/1-7</td>
<td>10.66</td>
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<td>9</td>
<td>Chesterfield (THE)</td>
<td>NBC</td>
<td>6/1-7</td>
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<td>10</td>
<td>Father Knows Best</td>
<td>CBS</td>
<td>6/1-7</td>
<td>10.49</td>
</tr>
</tbody>
</table>

**Broadcasting, August 8, 1960**
In Chicago
... the Union Stock Yards, which opened for business on Christmas Day, 1865, is the largest cattle market in the U.S., serving 400 packers from 38 states—currently trading at the rate of $860,000,000 a year! Here, Monday through Friday, direct and exclusive livestock reports are broadcast over WGN radio.

In Chicago

WGN

RADIO

reaches more homes
than any other
Chicago advertising medium ...
first in farm service
in the Midwest

WGN IS CHICAGO
Quality • Integrity • Responsibility
THE PICTURE
HAS CHANGED IN
MEMPHIS

Most nights the biggest
audiences watch WHBQ-TV

The picture has changed where it
counts most—during prime time...

Neilsen:  WHBQ-TV FIRST Sun-Sat 6 PM to Midnight
(4/60)  6 to 9 P.M.— 37% Share
         9 P.M. to Midnight—39% Share

ARB:     WHBQ-TV FIRST Sun-Fri 6 PM to Midnight
(3/60)  Sunday— 40% Share
         Mon.-Fri.—36.5% Share

WHBQ-TV
MEMPHIS • An RKO General Station

NIGHT TIME IS THE RIGHT TIME IN MEMPHIS

Represented by H-R Television

CHANNEL 13
The Mid-South's Most Powerful TV Station
ACTORS: TV'S NEW EXECUTIVE BREED

SEC filing shows lucrative road from actor to tv magnate

Just as the actor turned executive has jolted the fiscal aspects of the motion picture industry, several movie stars turned tv magnates are reaping uncustomed profits. A prime example of this financial phenomenon is Four Star Televison Inc. The operations and record of that company were revealed in a statement filed at the Securities & Exchange Commission seeking to register 120,000 shares of common stock for public sale.

The stars primarily involved are Dick Powell, David Niven and Charles Boyer. (Ida Lupino was involved when the company was formed, but has since dropped out.) Mr. Powell owns 42.5% of the outstanding stock; Messrs. Niven and Boyer own 21.25% each; Thomas J. McDermott, executive vice president and chief executive officer, owns 15%. Mr. Powell, Mr. Niven and Mrs. Powell (June Allyson) also have separate corporations which produce films in "joint ventures" with Four Star for which they are paid for services rendered.

For instance, for the 44 weeks ended April 30, Dick Powell received $154,000 in acting fees for being host and occasional star of the well-rated Zane Grey Theater. June Allyson made $90,000 in acting fees on DuPont Theater with a similar host-star arrangement, and David Niven's fees totaled $33,720 on that format. Miss Allyson's contract calls for $1,500 per host spot and $6,500 per starring role on the basis of a half-hour film. She also does commercials under this arrangement. Mr. Niven gets $2,000 per host spot, $5,000 per starring role, does "lead-ins and lead-outs" but no commercials.

Robert Taylor, engaged in a joint venture between his own corporation and Four Star for Robert Taylor's Detectives, stars in 6 out of 32 episodes for $6,000 per starring role, $2,500 for segments "in which he appears in key scenes," according to the SEC statement. He also eschews commercials but introduces and concludes the programs. Mr. Taylor is entitled to "reasonable approval of all scripts." None of the stars shares in residual payments.

Powell 'Diamond' Interests n Two corporations owned by the Powells are parties to joint ventures for productions of Zane Grey, DuPont Show, Johnny Ringo and The Westerner. The ownership and profit interests of these corporations are 35%. Book value of the

ZIV-UA series' costs run to half million

With eight programs set for network or syndication showing in the new tv season, ZIV-UA will spend more than $500,000 in weekly production, it was announced last week by Maurice Ungier, executive vice president in charge of ZIV-UA production. The figure represents a 22% increase over last year's spending and includes expenditures on seven half-hour and one hour-long series—three scheduled for network presentation and five in syndication. Among the factors accounting for the company's record production budget, it's reported, is "increased emphasis on top quality players, directors and writers." ZIV-UA's first run series are: Aquanauts (CBS-TV), Klondike (NBC-TV), Bat Masterson (NBC-TV), Case of the Dangerous Robin, Lock Up, Sea Hunt, Tombstone Territory and This Man Dawson.
UNION WORRIES ABOUT PAY TV

Concern voiced over ‘inevitable’ layoffs

The International Alliance of Theatrical State Employees and Moving Picture Machine Operators, comprising some 62,000 workers in about 1,000 locals, took a worried look at toll tv at its 45th convention in Chicago last week.

Acknowledging a “diversification of economic interests,” the union failed to take action on the resolution of rival locals for and against pay television. New York Local 306, which opposed tollvision, and Hollywood Local 766, which favored it, withdrew their resolutions and the issue was deferred to be worked out in the future.

The Hollywood locals asked that delegates take no action which would be “detrimental, or oppose the advent” of pay tv and held IATSE should take the position “to the effect that the American public determine whether or not [it] shall become a reality.” The local, backed by 21 others, cited the International Telemeter tests in Canada and the forthcoming experiments involving RKO General and Zenith Radio Corp. in Hartford, Conn., and found toll tv “will vastly increase the number of job opportunities” for IATSE members.

New York Local 306, on the other hand, claimed that tollvision would eliminate free tv and “cause the eventual closing of all motion picture theatres, throwing scores of thousands of people out of work, including projectionists and stagehands.” The resolution added that toll tv “would give but only temporary employment impetus in increased production (much of which may be on video tape), since experience has shown that tv burns up motion picture features as well as other talent, which inevitably will result in the use of fewer motion picture features with pay tv turning more and more to special sporting events and staged live shows.”

Richard F. Walsh, IATSE international president who was re-elected to another two-year term (he's held the post for 20 years now), took no sides, but noted that closed circuit tv (theaters, hotels, with emphasis on industrial-sales, scientific and single-shot championship boxing matches) has provided the greatest source of IATSE membership employment thus far.

No Foreign Entanglements - A major resolution passed stated that IATSE opposes film production by American producers in foreign countries for the American market. Another resolution, that in the immediate future and prior to opening of negotiations between the West Coast IATSE locals and network stations (ABC, CBS, NBC), the International president call a meeting of the locals to set a “standard term of agreement, and standard hours, wages, and working conditions,” was referred to the union’s General Office.

A proposal that “measures be brought to bear” against producers and affiliated producers of foreign-made motion pictures and tv productions and commercials, in addition to some profits into union pension and health—welfare funds, was beaten down.

In his report, Mr. Walsh conceded that “in the rapidly changing television industry, many craftsmen and technicians still are proving hard to sell on the values of unionism.” He claimed “organizing progress,” and “some good new contracts” for IATSE tv personnel. The actors' and writers' strikes proved successful in terms of collective bargaining but “we are still feeling the disruptive effects” in Hollywood and throughout the U.S. and Canada, he acknowledged.

“The biggest unanswered question in the television and theatrical field is whether or not pay tv will succeed, and if it does, what effect it will have on other branches of the entertainment industry.” Mr. Walsh pointed out. But, in any event, he added, the source for the greatest employment of IATSE personnel still lies in closed circuit tv—theaters, hotels and other sites. IATSE now has contracts with Tele-PrompTer; Theatre Network Television; Smith, Kline & French; Medical Radio & Television Institute; Cello-Matic, and Tele-Talent.

In video tape activity, Mr. Walsh pointed out that “tape is now, and will be for some time to come, a cause of concern for our locals and their members.” He promised full General Office attention to all production “and to use all our power to see that, if possible, all . . . shall be done under the jurisdiction of the I.A. and our locals.

Sylvania bows out, drops annual awards

One of the tv industry's major award donors left the scene last week. Sylvania Electric Products Inc. announced Thursday (Aug. 4) it is terminating the Sylvania television awards, which have been offered annually since 1951 “to honor those advancing creative television techniques.”

An increased number of tv awards in recent years and the fact that award donors have tended to honor the same programs, actors and creators were reasons cited. “There appears to be little additional incentive to the industry in the duplication of awards each year,” announced Robert E. Lewis, president of Sylvania.

Referring to the “formative years of television,” Mr. Lewis said, “at that time there were widely divergent views, especially from the social and educational aspects, of the value of various types of programs.”

Film position better

Reduced film payrolls following strikes of actors and writers, coupled with eased availability of post-1948 libraries, are working to enhance financial position of movie companies, according to “Value Line Investment Survey.” Despite wage concessions to actor and writer guilds, many employees were not re-hired after the strikes, the survey says. Companies moreover are in a better position under new contracts to utilize vast post-'48 libraries, and pay tv could further enhance their worth, the survey adds. The movie backlog should pay off by mid-'60s, according to financial report by Arnold Bernhard & Co., New York investment advisor.

Silhouettes - When WLOS-TV Asheville, N.C., filmed a 30-minute program on an area Alcoholics Anonymous meeting, it successfully met the need for anonymity by camera techniques such as these. In addition to silhouette shots (left) and tight shots of portions of faces of those narrating experiences, News Director Leo Willette and cameraman Joe Epley used cameras trained on the back of the audience gathering and shadows. In this way, no identifications could be made.
The huge new Homelite Plant at Greer, S. C.—manufacturers of chain saws, pumps and generators, employs hundreds of Carolina Piedmont area residents.

The rich, teeming area of the Lower Piedmont is endorsed by more and more industry of the “Blue Chip” variety. They locate their plants here in WSPA-TV’s “backyard,” and they bring their large payrolls to pump ever new power into the lifstream of the prosperous population... Here is a marketing area bursting at the seams... and WSPA-TV directly influences the buying habits of over $1½ billions of payroll dollars in this fastest growing of all markets. The Spartanburg-Greenville Supermarket offers an opportunity for sales that cannot be ignored!
News is money for 17-year old Donald Fass

Donald decided to call a station in Boston and offered his report. The station carried his brief account—but never sent payment for it. Naively, Donald had said “pay what you think it’s worth.” He learned his lesson. By June of this year he had cleared $3,000 in his first full business year. He has $675 worth of

Spot news exchange for Katz stations

A quick method of exchanging voice reports of major spot news stories has been instituted by radio stations represented by The Katz Agency Inc., New York. Through a cooperative news pool arrangement a story breaking in the area of any one of the Katz stations now may be picked up by the rep firm’s 34 other stations.

George Skinner, director of radio programming services for Katz, with the cooperation of the stations, compiled and issued to each Katz station newsroom a “News Exchange Directory,” which lists the cooperating stations, their coverage areas, personnel to contact, telephone numbers and the live- or tape-to-telephone facilities available. Any charges that might be required are also listed.

While the Katz Agency believes the stations receive excellent network service for national and international news developments, the pool plan can speed up coverage of news breaks from regional areas. The exchange may be expanded at a later date to include radio stations in other areas, selected on a basis of proven news-reporting ability, Katz said.

Guide lines offered for religion on air

A three-plank platform for effective religious programs on radio and television was introduced Tuesday (Aug. 2) at the 15th annual International Television Radio Seminar & Workshop at Interchurch Center, New York.

Canon Roy McKay, head of religious broadcasting of the British Broadcasting Corp., opened a five-day seminar with the proposition that religious broadcasting should do three things:

1. Be creative in the use of the media.
2. Be concerned with “the great central Christian affirmations which speak of man’s nature and destiny, and not bothering about the ecclesiastical and denominational trimmings.”
3. Be searching and critical, and not smug in its treatment of religious subjects. “It’s programs must have an emotional and intellectual integrity which command the respect of sincere and thinking people.”

The conference of clergymen and laymen active in religious broadcasting in the U.S. and Canada goes into its second and final week today (Aug. 8) with laboratory sessions at New York U.’s tv production center. Charles H. Schmitz, director of broadcast training for the Broadcasting & Film Commission of the National Council of Churches, one of the sponsoring groups, is
Through the Bureau of Standards with
Three Barleycorns and a Nose Tip

*Pinch*, the noun, used to be a unit of measure—the quantity of a commodity that could be taken between thumb and forefinger. An *inch* was the length of the terminal joint of the thumb—or the length of three barleycorns laid end to end (which, properly fermented, could be stretched to a mile). The *hand*, in case you have any tall horses to measure, is just what you think; equally prosaic is the origin of *foot*. *Yard* was the distance from nose tip to fingertips of a man's arm extended parallel to the ground; it was also a step's length, except to that breed apart, Yale men, who made it hallowed ground. An *acre* was what a yoke of oxen (and a man) could plow in a day, a *rod* four yoked oxen abreast. A *score* was a mere tally mark, an *abacus* a matter of sliding pebbles (not unlike devices encountered by men whose misspent youth included visits to the pool hall).

This was pretty subjective stuff. Today the length of a yard is precisely delineated by a metal rod kept by the Bureau of Standards. Its length is constant, regardless of whether Republican or Democratic nose tips are involved (although temperature variations can measurably change the length of a piece of metal). With reasonable accuracy we measure gross national product (in dollars that vary), the dimensions of Miss America (not measured in pinches), the amount of Grade A land in Iowa (25% of the nation's total—in rich acres), and the number of television sets in WMT-TV's coverage area (426,000) and we figure that most are working.

We segue to another measurement, a modern-day manifestation slightly larger than a man's hand that, with biblical verisimilitude, grows by statistical projection. We refer to *surveys*. Of these there are several types, varying in depth, breadth, and method. But no matter which ones for our area you subscribe to, WMT-TV leads in all time periods from 9 a.m. until sign-off in share of audience, Sunday through Saturday.

WJAR-TV SCORES NEWS BEAT AT NEWPORT JAZZ FESTIVAL

On TV news programs throughout the nation, a startled nation watched the explosive riot at the Newport Jazz Festival last July — thanks to a crack camera crew of WJAR-TV. WJAR-TV filmed this major news event, and supplied NBC, CBS, TELENEWS and other New England stations with film. At the same time, WJAR RADIO fed NBC's "Monitor". Major scoops like this are another reason why the Peabody-Award-winning News Department of WJAR-TV dominates the Providence market!

WJAR-TV CHANNEL 10 • PROVIDENCE
directing the workshop.

No 'ghetto' Disavowing any church control over the BBC and its Religious Broadcasting Dept., Canon McKay also pointed out that the BBC's religious programs on Sundays and weekdays fall within prime listening and viewing times. "There is no "religious ghetto in broadcasting," he asserted. At the BBC, he said, "we are experimenting with many different kinds of programs: informational, biographical, conversations and discussions, dramatic and pastoral. . ."

On Thursday of last week, Lisa Sergio, radio commentator, lecturer and author, told the broadcasters that the power of the female population to support good radio and television or to denounce undesirable programs is potentially unbeatable. It has simply not been used widely enough, and there are exceptions to prove that where it has been used it has prevailed."

### Film sales

**Shotgun Siade (MCA-TV)**

Renewed by P. Ballantine & Sons, brewers, for 27 markets; WKRG-TV Mobile; KOOL-TV Phoenix; KCSJ-TV Pueblo, Colo.; KFSD-TV San Diego; KViq-TV Eureka, Calif.; KVIP-TV Redding; KCRATV Sacramento; KBOI-TV Boise; KXLY-TV Spokane; KTVN-TV Tacoma; KTSN-TV El Paso; KSYD-TV Wichita Falls, Tex.; and WLWA (TV) Atlanta.

**Bringing Up Buddy and Pete and Gladys (CBS Films)**

Sold to ATN Sydney; GTV Melbourne; QTO Brisbane, and NWS Adelaide, all Australia.

**15-program package (CBS Films)**

Sold to TCN Sydney; HSV Melbourne; BTO Brisbane, and ADS Adelaide, all Australia. Package includes *Angel; Hotel de Paree; Rawhide; Wanted—Dead or Alive; Perry Mason; Have Gun, Will Travel,* and *Gunsmoke.* Also *Whirlybirds; The Honeycombers; Our Miss Brooks; Annie Oakley; I Love Lucy; Buffalo Bill Jr.,* and *San Francisco Beat.*

**Man and The Challenge (Ziv-UA)**

Sold to Gooyear International for markets in Mexico, Venezuela, Colombia, Peru, Argentina, Uruguay, Costa Rica, Dominican Republic, Panama, San Salvador, Honduras, Nicaragua, Guatemala and Brazil and alternate sponsorship with Chase Manhattan Bank in Puerto Rico. Sale was made through International Television Programs, N.Y.

**Case of the Dangerous Robin (Ziv-UA)**

Sold to Brown & Williamson for WABC-TV New York; KRON-TV San Francisco; WFIL-TV Philadelphia; WKRC-TV Cincinnati; KNXT (TV) Los Angeles; WBAP-TV Fort Worth; Dallas, and WWJ-TV Detroit. Other advertisers to buy show are Trend House furniture on KNOE-TV Monroe, La., and Carling Brewery for WICS (TV) Springfield, Ill. Also sold to WTMJ-TV Milwaukee; WJXT-TV Jacksonville; KGNC-TV Amarillo; KERO-TV Bakersfield; WLOF-TV Orlando, and WSJV (TV) South Bend—Elkhart. Now in 84 markets.

### Program notes

**Less controversy** Producer David L. Wolper has in work a new documentary on a less controversial note than his *Race for Space,* which was syndicated this spring after it failed to gain network acceptance. *Hollywood and the Movies* has been announced as a two-hour documentary for television, produced by Mr. Wolper in association with Saul J. Turell. Script will be by Sidney Skolsky. A page ad last week in the *New York Times* announced the production and solicited old footage. Mel Stuart, who is collecting film footage, said the production should be ready around the end of the year.

**Communist issue aired** WXLW Indianapolis, Ind., has aired a 13-week series, *Marx Against Man,* an exploration of Communism and Christianity. The series was written by Dr. James
Armstrong, a Methodist minister, and was broadcast each morning from 9:25 to 9:30 a.m., so that it could be available for in-school broadcasts. The station mailed out free copies of the entire series and reported 1,300 requests received.

**Foreign competition** - The Broadcasting Foundation of America (International Division of The National Educational Television and Radio Center, N.Y.) has announced the selection of three American radio and television programs to be entered in the Prix Italia, an international broadcast competition. The shows include a radio documentary, “Anne Frank: The Memory and the Meaning,” produced by WBZ Boston; CBS News’ “Population Explosion,” and an NTA Play of the Week, “Medea,” starring Judith Anderson.

**Movie musicians** - Election of musicians at major motion picture studios in Hollywood to choose American Federation of Musicians or Musicians Guild of America as their bargaining agent will be held Sept. 7-8 at the NLRB regional office in Los Angeles. Some 1,400 musicians are eligible to vote. There will be two separate but concurrent elections, one for the seven members of Assn. of Motion Picture Producers—Allied Artists, Columbia, Disney, MGM, Paramount, 20th Century-Fox and Warner Bros.—and one for Universal (which was an AMPM member when the present contract with MGA was signed some two years ago but has since resigned). Election dates were set by the L.A. regional office and are subject to approval of the national NLRB.

**Ready for stripping** - Dr. Hudson’s Secret Journal, an MCA-TV syndicated half-hour series, has been made available for daytime stripping. The 78 half-hours have been purchased by CKLW-TV Windsor-Detroit; WAGA-TV Atlanta; WTXT (TV) Tampa-St. Petersburg; WDBO-TV Orlando; WGN-TV Chicago, and KABC-TV Los Angeles.

**Main Street** - National Educational Television & Radio Center, New York, which in October of last year asked each of the center’s 47 stations to participate in a program production project, last week announced it will release to all affiliated stations the five programs judged the best. There were 25 original submissions in the center’s “Main Street” project. The “Main Street” series includes video taped programs from WYES-TV New Orleans, La., KOAC-TV Corvallis, Ore., KETA (TV) Norman, Okla., KVIE (TV) Sacramento, Calif., and WGBH-TV Boston. Each program represents a story peculiar to one area but applicable and interesting to the entire country, NET said.

**Released** - John Lee Mahin and Martin Rackin, signed by NBC-TV last October to develop, create and produce new tv programs, have been released from their contracts by NBC and at the same time they have dissolved their own partnership and will announce new affiliations. During their tenure for NBC-TV they produced three pilot films: The Barbarians, hour-long film starring Jack Palance, shot in color in Italy; The Renegade and Postal Inspector.

**Literary** - Stuart Brent Enterprises Inc., Chicago, announces plans for radio and tv syndication of series, Books and Brent, heard locally on WBKB (TV) and WLS, and started more recently on television in New York and Los Angeles. Two versions of the series, which features Stuart Brent, literary figure, are being made available to stations—one similar to the one of the half-hour WBKB program and the other a 90 second capsule as now presented over WLS. Ted Weber, formerly sales manager of WGN-TV Chicago, has been appointed executive vice president of Stuart Brent Enterprises.
Lock up your Fall program schedule now. Close up those blanks in your local programming. Line up any of these MGM-TV shorts across the board. Or combine them in any of many exciting ways. Open up new sponsor possibilities with the comedies, cartoons, novelties and specialties that really click!

Wire, write or phone MGM-TV

MGM-TV, 1540 Broadway, New York, N.Y., Judson 2-2000
EQUIPMENT & ENGINEERING

Balloon shot try set for Canaveral

The second attempt to loft a 100-ft. in diameter, aluminized communications balloon into orbit will be attempted tomorrow at Cape Canaveral, Fla.

The National Aeronautics & Space Administration announced the August 9 date last week.

The balloon will ride folded in the nose of a Thor-Delta rocket. At 1,000 miles above the earth it will be ejected from the vehicle and will open in space as it goes into orbit. Ground transmitters and receivers will attempt to "bounce" radio signals from the 10-story-high sphere to span continents and oceans with radio signals. If successful, transcontinental and transoceanic radio communications, including possibly tv, will become a fact.

The first try at launching the communications balloon, part of Project Echo, failed May 15 when small helium jets, designed to control the Thor-Delta flight in its upper stages, malfunctioned.

Meanwhile, voice communications between the east and west coasts of the United States by way of the moon was accomplished successfully last Wednesday night.

Bell Telephone Labs. scientists at Holmdel, N.J., spoke to colleagues at the Jet Propulsion Labs. at Goldstone, Calif. Two-way conversation was established, the messages traveling 1 million miles in the two-way span of the 3,000 miles between the two points. There was a six second time delay in the two-way circuit. The circuit was successfully in operation for over an hour. Intelligibility was termed excellent.

The voice channels were on 970 mc, with 10kw transmitters pumping out the signal, transmitted and received at both points on 60-ft. parabolic antennas. Bell Labs used its new special horn receiver with maser amplifier.

Technical topic

For close-ups - Argus Cameras Inc., a marketing subsidiary of Sylvania Electric Products Inc., New York, announces a close-up mounting stand that allows a direct-wire tv camera to be used in connection with microscopes, close-up work, demonstrations or the scanning of a fixed area. Prices of the three packages making up the complete kit: Argus Close-Up Camera Mounting Stand (AV-818), $179.95; Lighting Kit for Close-Up Stand (AV-819), $24.95, and Extension Tube Kit for Close-Up Stand (AV-820), $16.95. For additional information write to Dept. AV, Argus Cameras Inc., 405 Fourth St., Ann Arbor, Mich.

New line - Altec Lansing Corp., Anaheim, Calif., has introduced its new line of microphones, featuring a slim profile, a golden diaphragm and a bronze filter. The microphones were designed by Alexis Badmaieff, A-L transducer chief engineer, who explains that wider frequency response is available in the golden diaphragm and the bronze filter offers freedom from damage by moisture and ferrous filings. Mr. Badmaieff has published a paper describing the microphones which may be obtained at no charge by writing to Altec Lansing Corp., 1515 Manchester Blvd., Anaheim.

Pre-fab microwave facilities - Tower Construction Co., Sioux City, Iowa, announces development of a factory pre-built building designed exclusively for use with microwave equipment with claimed advantages of permanent structures. Special features include wiring and insulation installed prior to shipment. Complex microwave equipment which formerly had to be installed in the field, often with inexperienced local labor, can now be pre-installed at the factory by experts, according to Tower Construction Co. Though changes of microwave station sites are infrequent, a building need only be lifted from its special pier and transported to the new site, with equipment intact.

Double time - Heuer Timer Corp., N.Y., has designed a wrist timer especially for radio, tv and film timing. Simultaneous reading of both elapsed time and time left to run on individual dials recording up to 60 minutes, reduces potential timing errors to a minimum. The jeweled lever movement incorporates Incabloc shock absorbers with seven precision jeweled bearings. Named the RTM-Master, the timer retails for $45.

444 MADISON AVENUE
Office For Rent

300 square feet with private entrance available in Tower of Premium Building.

This space divided into two offices.

CALL:
PLAZA 5-9236

BROADCASTING, August 8, 1960
WMAR-TV AGAIN DELIVERS MORE IN BALTIMORE’S 3-STATION MARKET!

MORE SHARE OF AUDIENCE

WMAR-TV CONSISTENTLY LEADS THE OTHER TWO BALTIMORE TV STATIONS BASED ON JUNE 1960 NIelsen RATINGS*

*225 QUARTER-HOUR FIRSTs

MORE TOTAL HOMES REACHED

Day Part Station Shares And Total Homes Reached Baltimore – June 1960 (Based on 1/4 hr. homes reached by all stations.)

Table 1. Metro Area

<table>
<thead>
<tr>
<th>STATIONS</th>
<th>MONDAY THRU FRIDAY</th>
<th>SUNDAY THRU SATURDAY</th>
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<tr>
<td></td>
<td>Morning</td>
<td>Afternoon</td>
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<tr>
<td></td>
<td>6 AM - 9 AM</td>
<td>9 AM - Noon</td>
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<tr>
<td>STATION A</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>STATION B</td>
<td>36</td>
<td>28</td>
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<tr>
<td>WMAR-TV</td>
<td>50</td>
<td>41</td>
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<tr>
<td>OTHERS</td>
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<td>5</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>AVG. H. U. T.</td>
<td>4</td>
<td>16</td>
</tr>
</tbody>
</table>

Table 2. Station Totals

<table>
<thead>
<tr>
<th>STATIONS</th>
<th>MONDAY THRU FRIDAY</th>
<th>SUNDAY THRU SATURDAY</th>
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<td>Morning</td>
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<td>6 AM - 9 AM</td>
<td>Noon - 3 PM</td>
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<tr>
<td>STATION A</td>
<td>(92)</td>
<td>(218)</td>
</tr>
<tr>
<td>STATION B</td>
<td>*</td>
<td>(189)</td>
</tr>
<tr>
<td>WMAR-TV</td>
<td>135</td>
<td>404</td>
</tr>
<tr>
<td>AVG. H. U. T.</td>
<td>273</td>
<td>853</td>
</tr>
</tbody>
</table>

N.B. EACH of these figures represents the AGGREGATE OF MANY time periods, and should therefore not be applied to any specific quarter-hours.

Each station is assumed to be on a full 18-hour operating schedule.

* Below minimum Reporting Standards or not regularly scheduled.

In Maryland most people watch

WMAR-TV CHANNEL 2
SUNPAPERS TELEVISION
Baltimore 3, Maryland

Represented Nationally by THE KATZ AGENCY, INC.
THE MEDIA

TAPPING THE NEGRO MARKET

Association formed to promote its value

Negro Radio Assn., a trade group comprising stations serving the Negro market, was formed Aug. 2 in Washington. Owners of 29 radio stations from all parts of the country took part in the session, drawing up their constitution, by-laws and objectives.

Francis Fitzgerald, WGVH Charlotte, N.C., was elected board chairman. Other directors are Robert W. Rouns-ville, Rounsview Radio Stations, Atlanta; Harry Novik, WLJB New York; Stanley W. Ray Jr., OK Group of Radio Stations, New Orleans; Egmont Sonderlin, WDIA Memphis; Norwood J. Patterson, KSAN San Francisco, and Joe Speidel, Special Stations, Columbia, S.C.

Charter members of NRA, in addition to directors, are Robert Monroe, WAAA Winston-Salem, N.C.; Tom Maxwell, WIBB Macon, Ga.; Leonard Walk, WAMO Pittsburgh; Sam Feldman, WEBB Baltimore; Pat Tush- man, WABQ Cleveland, William A. and Dolly Banks, WHAT Philadelphia, and Max Leon, WDAK Philadelphia.

The association "intends to bring to the attention of the American industry and advertisers the potential in the Negro market, totalling 18 million Negroes who spend over $41 million daily," it was stated. It plans to engage in research, gather economic data and other information for member stations and to foster programming for Negroes.

Open Door = Membership will be open to all stations engaged primarily in programming to the Negro people. Associate membership will be open to advertisers and station representatives.

Mr. Fitzgerald said the Negro broadcasting industry "has long needed an association to promote mutual interests. In our 29 charter stations we have most of the leaders in the Negro broadcasting field already signed. We expect active membership to pass 100." Station executives programming in the field, who have shown interest in the association were listed as Richard Eaton, United Broadcasting, Washington; Wayne Rollins, Rollins Broadcasting, Wilmington, Del.; Stu Hepburn, KNOK Fort Worth; Stan Raymond, WAOA Atlanta; John McLendon, The Ebony Group, Jackson, Miss.; Tom Gibson, KEZY Tyler, Tex.; Leon Walton, Walton Group, Beaumont, Tex.; Morris Blum, WANN Annapolis, Md., and Ralph Weil, KATZ St. Louis.

News source test fails to materialize

Legality of California statute exempting newspaper reporters from the obligation to reveal a news source in court, but not extending the same exemption to radio and tv newsmen, will not be tested by Pat Michaels, newsman of KTLA (TV) Los Angeles, and the Grand Jury of Riverside County, Calif.

Mr. Michaels faced a contempt citation for refusing to answer questions about the KTLA documentary program, City of Hate, dealing with alleged anti-Semitism in Elsinore, Calif. (Broadcasting, July 4). Subsequently, a July 29 hearing at the Fourth District California Court of Appeals in San Diego, District Attorney William O. Mackey revealed that the questions to be asked of Mr. Michaels did not concern his sources of information.

The court of appeals has issued a writ of prohibition preventing further action by the Riverside County authorities until Oct. 7, when the matter of whether or not Mr. Michaels may be required to answer other questions about the program will be argued.

New Mutual affiliates

WABI Bangor, WPOR Portland, and WAGM Presque Isle, all Maine, have joined the Mutual Broadcasting System. All three stations are owned and operated by former Gov. Horace A. Hillerd (Community Service Stations). WABI is a 5 kw facility operating on 910 kc; WPOR, 250-watts on 1490 kc, and WAGM, 5 kw on 950 kc.

Other new MBS affiliates are KBKW Aberdeen, Wash., a 250 watt unit which began operating for the Taft Family Group on 1450 kc July 27, and three stations that went on the air Aug. 1: KCLX Colfax, Wash., KRLC Lewiston and KRPL Moscow, both Idaho. KCLX, a 250 watt facility on 1450 kc, is owned and operated by Adrien De Vries; Donald A. Thomas' 5 kw KRLC, transmits on 1350 kc, and the second Idaho unit, KRPL Moscow, is owned by KRPL Inc., and transmits on 1400 kc with 250 watts.
Will atomic energy power tomorrow's railroads?

Some day you may see a train like this—powered by the energy locked up in the atom.

Possibly the locomotive will have its own nuclear reactor. Or perhaps it will use electricity generated at atomic power stations. But this much is certain. Of all forms of land transportation, railroads offer the greatest opportunities for the efficient use of nuclear energy.

Railroads are constantly exploring exciting possibilities like this. Such progressive thinking is important to all of us—for we're going to need railroads more than ever in the boom years ahead.

Clearly, it's in the national interest to give railroads equal opportunity and treatment with other forms of transportation. America's railroads—the lifeline of the nation—are the main line to your future.
MEASURING MANAGEMENT QUALITIES

Clear guides to executive appraisal emerge from Harvard seminar

How do you pick a good station manager?
What qualities should he have?
And what are the qualities of a good station owner?

There aren't any pat answers to these questions but there are many yardsticks that are helpful in looking at a human being, taking inventory and then estimating what chance this blend of personal and mental factors will have in attaining a management goal.

The ways of evaluating managers and owners occupied 63 broadcast executives who took part in the NAB advanced management seminar conducted July 10-22 at the Harvard Graduate School of Business Administration (BROADCASTING, July 25).

These executive students, occupying high posts at their stations, spent the fortnight on Harvard's Boston campus studying actual broadcasting case histories as well as cases dealing with companies outside the industry.

They lived 16 hours a day in a provocative atmosphere of argument in small and large groups and in classrooms. They picked apart successful and unsuccessful companies in an effort to unlock the secrets of good management and analyze causes of failure.

The students observed how owners and managers coped with situations, how they dealt with personnel and unions, how they reached decisions, why they made mistakes.

In this academic process of case studying, the broadcasters found they were actually analyzing themselves.

They served as guinea pigs in a Harvard management research project—a psychological survey dealing with the subject, "What do station managers think of their owners?" (See results of survey, page 56.)

Stimulating Case — One broadcasting case involved the troubles of radio station JABE (the call letters are fictional, the facts real). This harrassed station had more than its share of operating miseries, ascribed by the 63 broadcasters to all sorts of causes. The students took a vote on the type of job being done by JABE's manager. (See story of the owner-manager conflict, page 55.)

The fortnight of study and classroom exchanges produced a series of basic principles applying to managers and station owners in broadcasting, an industry caught between public and private forces. The principles aren't new; they're merely orderly statements or rules-of-thumb that make or break a business.

Behind all the case studies is an oft-mentioned management guide, cited frequently during the seminar; "Earn a profit while preserving and developing the enterprise."

Simple, of course. But the classroom reviews showed how a business can be wrecked if any one of the three elements in the rule is ignored.

Here are general observations about the qualities needed by broadcast managers and owners that were emphasized by Harvard faculty members at the end of the two-week management course:

—Managers must have the ability to appraise particular situations and reach decisions.
—They must think of ways to attain objectives.
—Successful managers comprise almost as many blends of individual traits as there are broadcast stations; this is complicated by the fact there are many criteria of success.
—They must think in systematic ways about their jobs and what they are doing.
—They must frequently reappraise their associates and human problems, learning to take their associates' points of view.
—In the case of advertising they must think of the whole marketing operation.
Haas, KIRO-AM-TV Seattle; Lawrence F. Haeg, WCCO Minneapolis; Carter Hardwick, WSFA-TV Montgomery, Ala.; C. George Henderson, WSOC-TV Charlotte, N.C.


- They must be sensitive to the responsibilities of owners.
- They must set their own goals.
- Owners, too, have obligations. Some of these were brought out in classroom discussion, others in the psychological survey. Here are some of the things owners should do:
  - Specify financial, program goals.
  - Provide working conditions suitable for successful management.
  - Make clear the type of station image they desire.
  - Understand the broadcasting industry.
  - Live up to rules specifying the authority their managers enjoy.
  - Maintain liaison with managers.
  - And they must be sensitive to their responsibilities as licensees.

Study of a manager in trouble

"You'll never make it, Larkin."

Jack Larkin, manager of radio station JABE (fictional call for a real operation), muttered "here it comes" under his breath.

"I'm sure we'll hit the target, sir," he replied to Dean Merrill, his industrialist-owner on the other end of the phone.

"The ratings are awful," Merrill went on, "and you'll have to overhaul the programs. We'd better have a conference—quick."

Jack Larkin faced up to a showdown with his owner, fully aware that JABE's latest fiscal and audience reports looked bad on the surface. But he was certain he could take JABE over the hump.

He was upset. Owner Merrill hadn't been in touch with him in months. He'd been given three years to pull JABE out of the deep red to the breakeven point. The term wasn't even half over and now Merrill was on the prod.

What to Do = The troubles of JABE were real, very real, and typical of radio operations. The JABE case was one of a series of actual business episodes dissected and discussed at the NAB advanced management seminar at Harvard's graduate business school.

Larkin was boosting his sales brilliantly but his losses were heavy and the ratings horrible.

What would you do if you were Merrill? Fire Larkin?

JABE's Headaches = This regional station (5 kw 920 kc) is affiliated with XBC network. Its sister station, JABE-TV, is an XBC-TV network affiliate. There are six other regions and two TV stations (besides JABE-TV) in this industrial area of 1.25 million people. JABE is fifth in radio ratings.

Merrill bought the money-losing radio outlet in late 1958 from John Rowe, who retained ownership of JABE-TV. Rowe was friendly with the executives at XBC network. He had insisted that Larkin use a lot of XBC radio programs because he was afraid of losing his XBC-TV affiliation for JABE-TV.

Lacking broadcast experience, Merrill called in Larkin when he took over JABE. Larkin laid out a three-year plan—shift to personalities with middle-of-the-road popular music; cut staff costs through negotiations with the union for combo men; allot $25,000 a year for advertising and promotion.

After contacting a management consultant, Merrill accepted the Larkin proposal. This was based on a projected $80,000 loss in 1959; $40,000 loss in 1960; break even in 1961.

JABE had lost an average $18,000 yearly under Rowe's ownership. After the station's rep approved the program changes, Merrill gave Larkin the go-ahead and let him run the station.

The Ink is Red = Instead of an $80,000 loss in 1959, Larkin turned up with a $92,000 deficit which he ascribed to a heavy separation fee paid an old employee and to higher payroll costs (which he is trying to bring down). National-local sales in the first four months of 1960 averaged a fine $4,450 monthly above the same 1959 months, helped by a rate boost.

Larkin figured in mid-May he would end up with a $23,000 loss for 1960, actually $17,000 less than the $40,000 loss he originally had projected in late 1958 when Merrill took over. In mid-1961 he expects to reach the breakeven point, aided by use of remote
WHAT'S WRONG WITH STATION OWNERS

What do station managers think of their owners? A prominent psychologist has taken an appraising look at broadcast owners as seen through the eyes of their managers.

What he saw was revealing. In essence, he found that station managers believe ownership can improve both benefits and properties by providing a better work environment or climate for their managers.

The psychologist was Prof. Renato Tagiuri. The scene was the broadcast management seminar conducted July 10-22 by NAB at the Harvard Graduate Business School.

Prof. Tagiuri asked the 63 seminar students, all in the upper executive bracket of stations and group properties, (1) what they thought of their work environment or climate and (2) what sort of conditions they wanted to do their best work.

He found these recurrent comments in answers to the questionnaire, which was blind:

- Owners inadequately define policies.
- They allow (a) too little freedom; or (b) they allow too much freedom for the manager.
- There's not enough chance to do things in depth, with high quality.
- The work climate offers many rewards such as good pay, quick rewards for efforts, a sense of power in relation to the community.
- Pressures are severe. The time element, business competition, government regulation and the constant demand for new ideas were cited.
- What kind of an industry is broadcasting?

Prof. Tagiuri's examination of the industry through managers' eyes produced these descriptive terms: stimulating, exciting, fast, hectic, novel, aggressive, growing, changing, challenging, fascinating, full of pressures, rewarding, superficial, powerful, informal, hamstrung, irresponsible, provides a service to the public.

Next Prof. Tagiuri asked the broadcast managers to describe what type of environment they need for effective work. They listed these needs:

- A sense of creation.
- A sense of their own contribution.
- A sense of responsibility.
- Plenty of authority.
- A chance to develop satisfying relationships within the station team.

In his discussion of the survey results during the seminar, Prof. Tagiuri said he found frequent complaints of vague and impractical ownership policies. "Many of you say there is no ownership recognition of achievement," he said. "There appears to be a feeling that a clear relationship is lacking between ownership's policy and freedom of management choice.

"Some of you must make guesses if policies are not clear. Others say they have a feeling of control over the station. One of you observed, 'I make my own climate and I'm stewing in it.' Another said, 'It's hard to get a share of profits or a piece of the station.'

"The small-family feeling exists at many of your stations. A minority said operation of a station need not be hectic but can be conducted in an atmosphere of quietness, a quality of 'peaceful hecticness.'"

Prof. Tagiuri offered this personal formula for management guidance: "Suspended judgment will help you avoid errors in evaluating people."

A specialist in social psychology, Prof. Tagiuri has been a member of the Harvard faculty since 1951. As a teacher in the advanced management program he has conducted a series of studies on the executive climate and is an author of several dozen psychological papers. He is a member of the American Psychological Society, American Sociological Society and other professional groups. He is best known for his work in social perception.

Technical gear and combo men. He boosted sales by taking over the sales department himself. He wasn't satisfied with the sales manager he had hired.

The new JABE format had failed utterly to raise the station's No. 5 position in the seven-station market, as of May 1960. JABE's spot rates were very low, with attractive package deals.

What would you do? Would you relieve Larkin of his job, if you were Merrill? Or let him go through with the three-year agreement?

What's wrong with owner Merrill? And with Larkin?

Confronted with the detailed facts of the JABE case, including financial exhibits, the 63-broadcaster class at Harvard offered a varied array of comments and suggestions. They are summarized this way:

- What should Merrill, the owner, do?
- Keep his hands off Manager Larkin until the three-year agreement ends in 1961.
- Demand doubling of JABE's income.
- Establish policy with Larkin, specifying profit goals, share of market, image desired and standards of measurement control. His only goal is to make money, yet he hasn't set policy though he went to a consultant.
- Having failed to take an active ownership role in JABE, he should (1) get a new manager; (2) put him on an override basis, learn his duties and responsibilities as a station owner and become familiar with the industry.
- Tell Larkin he's disappointed and give him a pep talk...
- Realize he can't expect to cut ex-

Seminar head: NAB's advanced management seminar at Harvard graduate business school is directed by Dr. J. Sterling Livingston, of the school's faculty. The 1960 seminar, held in July, included a series of case studies based on actual business histories and followed the pattern of the first seminar held in the summer of 1959. Five other members of the school faculty took part in the course. A leading authority on business administration and management, Dr. Livingston also is head of Harbridge House, management development and consulting firm.
YOU MAY NEVER SPEND 133 DAYS ON A RAFT*

BUT... WKZO Radio "Rescues" Sagging Sales
In Kalamazoo-Battle Creek and Greater Western Michigan!

WKZO Radio's tremendous popularity keeps your product right in the thick of things in Kalamazoo-Battle Creek and Greater Western Michigan.

It's a big, growing market, and WKZO Radio produces a total audience 32% larger than that of any of its other stations. Furthermore, Pulse (see left) rates WKZO a solid first in 345 of 360 quarter hours surveyed, Monday through Friday (6 a.m.-Midnight)!

Ask Avery-Knodel about reaching more people, more often in Kalamazoo-Battle Creek and Greater Western Michigan with WKZO Radio.

*A British merchant seaman survived a record 133 days on a raft after his ship was torpedoed in 1943.
penses quickly and have a fast profit.

What should Larkin, the manager, do?
- Demand a showdown with Merrill, throwing the whole situation at him.
- Hire an adequate news staff, do the best local news job in the market.
- Give the market the music it wants to hear.
- Cut costs, balancing costs to income; cut net losses.
- Improve local image by developing strong news and community public service; editorialize on local matters.
- Go to Merrill and say, "You haven't given me all your objectives. What are your community as well as your financial objectives?"
- Improve the programming; he won't make it in 1961 the way he's going. Hire strong program and sales managers.
- Is Larkin a good manager? Here are some of the students' answers:
  - Sales are poor in terms of the market.
  - JABE isn't well run.
  - Larkin has wonderful ability to deal with the union.
  - Payroll and program costs are much higher.
  - Too much is being spent on programming.
  - He tried to buy his way into a profit.
  - He doubled sales in about a year; therefore he was doing a poor job before Merrill bought the station.
  - He's doing about what he said he'd do: he shook up the station, increased sales, negotiated personnel savings with the union. "Why are we beating him?"
  - He should have improved ratings.
  - Merrill is not competent to evaluate programming.
  - Unless pressure is put on Larkin, he's not going to develop.

Here's how broadcasters rated Larkin, the manager: good, 12%; bad, 25%; mediocre, 63%.*

*But not necessarily bad or mediocre enough to be fired.

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### Metropolitan predicts $50 million '61 gross

Metropolitan Broadcasting Corp., which had already served notice it will gross $40 million this year, predicts it will gross $50 million in 1961.

John W. Kluge, chairman and president, told the San Francisco Security Analysts Society last week, that first half earnings for 1960 already are $2.6 million ahead of the full year 1959—$19.1 million vs. $16.5 million.

Roughly half of the 1960 income total is expected to come from Foster & Kleiser, West Coast outdoor advertising company Metropolitan acquired in March this year. The 1961 prediction will have the benefit of a full year of Foster & Kleiser income, whereas the 1960 total will include only 10 months.

Mr. Kluge said Metropolitan's second quarter in 1960 brought in $12.2 million in sales, which came down to $597,235 in net earnings (35 cents a share). First half net earnings on the $19.1 mil-

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### Shoestring etv is practical

Educational television on an economy-sized budget. That's the story of KRET (TV) Richardson, Tex.

It is an unusual project, hailed in "think big, talk big" Texas as the first low-cost, low-power tv station in the nation to be wholly owned, operated and financed by a small, independent school district. The outlet, which went on the air about three months ago, cost the Richardson Independent School District $30,000 for studio and control room and transmitting equipment approved by the FCC. Another $45,000 was spent on the installation of a receiving antenna for each of nine participating schools, wiring for 250 classrooms and 60 custom-made, portable tv receivers.

KRET uses uhf ch. 23. The town fathers of Richardson originally had thought of installing a closed circuit educational system. But in exploratory talks with Mort Zimmerman, president of Electron Corp., Dallas, manufacturer of closed circuit and broadcast tv equipment, they learned of the unused ch. 23. Officials also were satisfied that Electron's low-power transmitter range of 20 miles was ample to bring a clear signal to all of Richardson's schools.

Richardson school officials believe the system is tailor-made to their needs: It enables the community to maintain supervision and control over the programming.

KRET beams Spanish and social study classes to Richardson schools and plans science instruction, nighttime adult education classes and in-service training seminars for teachers. Operational costs? Approximately $20,000 annually covering the salary of one licensed studio technician and released-time pay for tv teachers.

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**Richardson teachers**

Before and behind the cameras
To add “atmosphere” to the sales pitch...

RCA Special Effects!

Products of your local sponsors can be given that “distinctive” appeal with intriguing traveling matte effects. Using RCA Special Effects equipment, exciting slide or film backdrops can easily be inserted into commercials. You can place an animated figure into a moving background or add “atmosphere” details that give results, very simply. The system will accept signals from several sources to produce a variety of effects.

In addition to traveling matte backgrounds, RCA can provide modules for 154 special effects, including wipes, split screens, block, wedge, circular and multiple frequency patterns. Any ten effects may be preselected—simply plug ten modules into the control panel. You get the right effect to add that extra sell to your programs and commercials every time!

Your RCA Special Effects will sell itself to advertisers and give your station a competitive edge. See your RCA Representative. Or write to RCA, Broadcast and Television Equipment, Dept. JD-278, Building 15-1, Camden, N. J. for descriptive booklet. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Broadcast and Television Equipment • Camden, N. J.

RCA Special Effects Panel

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA
TV'S 'SPECIAL SITUATION' MAN

His business: handling sales problems regular outfits can't lick

Rodney Erickson has a knack for turning tough sales problems into profits. It's giving him a reputation as a "sales specialist," forerunner of a possibly new species in television.

Mr. Erickson also is becoming wealthy. He and money get along well. Already this friendship is showing up in Mr. Erickson's assets which look like this: Part of his first $1 million has been acquired in the worth he places on his Rodney Erickson Enterprises Inc. and interests in Canada and England. He owns 50% of Cantel Ltd., Toronto, which sells to programs in Canada, and is a director of Walton-On-Thames Studios and Sapphire Films Ltd. in London. Then there is a respectable stock portfolio that's being fattened by a Warner Bros. contract with stock options which keeps him "on the payroll" until August 1961.

Mr. Erickson has just sold for a profit a half ownership he had in a Philadelphia brokerage firm (Valley Forge Securities). He has an art collection valued at more than $100,000; a four-story brownstone on New York's upper East Side; a collection of limited edition books; a new Rolls Royce.

The Young Veteran • Mr. Erickson likes to think of himself as one of a select group of people in the tv advertising business: the second generation who made a career in an already growing broadcast world.

Rod Erickson is not one to pick at one knot at a time. He's most at ease when he has a lot of things "working" for him. The latest: a plan to be the organizing "catalyst" (a favorite Ericksonism) in a new talent agent enterprise made up of "top independents."

Three "great companies" formed the building blocks for the Erickson career: CBS—His service at this company, he feels, gave him an insight in the world of production, made him familiar with the broadcast medium and with the kind of people who manage it.

Procter & Gamble—To P&G, he says, "I owe a lot of money" for the knowledge it imparted. P&G, he notes, has "management in depth" and ever since he has worked there, he has made it a practice to hold some stock in the company. During his P&G service he was supervisor on 44 different radio shows.

Young & Rubicam—Here he spent 10½ years and it was this company that taught him the "philosophy of doing business." At Y&R (started in January 1948) he was first a producer on various top programs. There he lived through a "transition of the tv business." The advertising agencies, he recalls, were getting out of show production and becoming a business.

At Y&R, Mr. Erickson's training in the tv business world went into high gear. He was one-third of a three-man team that went out to "sell" the broadcast media to advertisers. Sam Thurm (now a top tv executive at Lever Bros.) handled research from the media point of view and James A. Shulke (now a vice president in charge of Paramount Pictures' KTLA [TV] worked up the tv presentation for which Mr. Erickson provided the "voice over").

Simply stated: "We sold television to clients intelligently and logically." And, that's what he feels he has been doing ever since.

A New Era • At Y&R also there came the new age of television with which Mr. Erickson has become a skilled expert. This was the era of "legal, media and negotiation and less supervision or selection of programs."

From Y&R (he left in 1958 as vice president, general manager of tv, stockholder and member of the plans board as well as a producer and tv contact). Mr. Erickson struck out on his own. At Warner Bros. he became a vice president in charge of tv sales worldwide. There as one of five veeps in the whole company he was needed most for the help he could render to ABC-TV in selling Warner Bros.-produced tv series to advertisers.

His ability to provide the catalytic agent to agency negotiations with Warners and ABC-TV came into good stead. Principally he took the "fear" of Madison Ave. out of the motion picture firm. His sales specialty was taking recognizable form.

When his amicable severance with Warner Bros. was accomplished just after the first of this year, Mr. Erickson formed Rodney Erickson Enterprises Inc. which he uses principally in television activity. His various blueprints for the firm were put aside at the call of NBC.

Third-Rounder • The network hired Mr. Erickson as a non-exclusive specialist and paid him a fee and expenses to grease the skids for sale of the election-convention package. "At the outside, we thought the job would take two months." It took five. He found, for one thing, he was making "third-round calls"—NBC salesmen had been there twice before.

What did he do at that point? "Saloon selling" was his answer. This term—as used by Mr. Erickson—denotes a "softening up" of a client. "You never sell to anybody, you meet with them" for drinks and food.

His third big sales opportunity? Sam Goldwyn Productions has now hired Rodney Erickson Enterprises to sell a package of 55 motion pictures to tv—the package never before released to the medium. For this stint, he is receiving a retainer against commission.

lion sales were $747,924 (44 cents a share). He predicted full year earnings would reach $1.25 per share, compared to 91 cents last year. As Metropolitan has 1,699,012 shares outstanding, Mr. Kluge seems to anticipate earnings around $2.1 million on this year's projected $40 million in sales.

Mr. Kluge extended his predictions as far as 1962, when he said the company expects income of $12 million (before interest, depreciation or taxes), and an after-taxes net of $2.70 per share.

Metropolitan's broadcasting properties include WNEW-AM-TV New York; WTTG (TV) Washington, WTVH (TV) Peoria, Ill.; KOVR-TV Stockton, Calif., WHK Cleveland, and WIP Philadelphia. It has purchases pending FCC approval for WTPV-TV Decatur, Ill., and the World Wide Broadcasting System, an international broadcasting concern.

• Media reports

New affiliates • Four stations have joined the Intermountain Network as affiliates, boosting the total to 54. New members are KGEZ Kalispell, KOJM Havre, KPRK Livingston and KDBM Dillon, all Montana. Intermountain stations are located in Utah, Idaho, Montana, Wyoming, Colorado, Nebraska and Nevada.

Scholarship • KABQ Albuquerque, N.M., in cooperation with the News-Chieftain, newspaper that city, has established a scholarship fund for needy freshmen, both male and female, attending the U. of New Mexico, who live in Bernalillo County, are of Spanish-American decent and speak Spanish. The first goal of the campaign will be to raise funds for 20 freshmen for the 1960-61 school year. The sponsors will contribute $1 for each new subscription to the paper. All subscribers will be listed as donors in the paper and will be announced over KABQ.

BROADCASTING, August 8, 1960
Again a tough sales nut to crack but a sizable potential profit.

Mr. Erickson puts his thoughts together this way: "The most fertile field for the relatively young man in this business is the motion picture industry. It is best equipped to produce tv entertainment but it is directed by "aging management."

Midwestern Origin == Mr. Erickson was born in Chicago in July, 1916. He attended the U. of Iowa where he was active in dramatics. He produced plays written by another student, Tennessee Williams, and was a roommate of Lemuel Ayers who became a Broadway producer connected with such hits as "Kiss Me Kate" before his death.

He broke into broadcasting as a producer for NBC in Washington in 1939. From there his path was erratic but generally upward: general manager, Hunterdon Hill Playhouse in New Jersey (1940); producer, WHP Harrisburg (1940-41); producer of such CBS New York radio origination as Easy Aces and Aunt Jenny (1941-43); a short stint in 1943 as assistant head of radio at Foote, Cone & Belding and executive producer of Lucky Strike Hit Parade until he and his whole department were fired by the famous George Washington Hill; comedy director at NBC (1943-44); radio supervisor at Procter & Gamble (1944-46); program director of WOR New York (1946-47). He left WOR to return briefly to Foote, Cone & Belding as radio account executive and from there went to Y&R.

Manhattan Home == The Ericksons (he's married to Jean Norris Erickson, who once worked at Y&R) live in a four-story brownstone in the 90s on the East Side of Manhattan. A ground floor patio comes off the kitchen, providing space for his expensive statuary (see picture) and for outside play of his five children (three girls, two boys ranging from 9 years down to 4 months).

Etv gift == Gerity Broadcasting Co., licensee of WNEM-TV Bay City-Flint-Saginaw, Mich., has donated tv equipment valued at $54,000 to Flint Junior College. The gift includes two complete camera chains with the various units needed to reproduce film and still pictures on tv. In addition WNEM-TV's engineering staff will give the college technical assistance and other possible aid in installing and using the television equipment.

New reps. == New England Spot Sales Inc., radio-tv station representative, recently opened offices in Suite 401, Statler Hotel Bldg., Boston. Charles Bell Jr., formerly with WHAY Hartford, Conn., and prior to that vice president of the Connecticut State Network, is president and general manager. For the past year he has been executive assistant to the general manager of WHCT (TV) Hartford. He said the new firm will represent New England stations primarily but a limited number of properties outside that area will also be handled through an affiliation with a national representative in New York.

Signing on == J. Francke Fox Jr., president of Radio Fountain City Inc., has announced that WFCT Fountain City, Tenn., will go on the air Aug. 15. The station will operate on 1430 kc with 1 kw from 5 a.m. to sunset daily. WFCT, with studios and offices at 5041 N. Broadway, Knoxville, Tenn., is represented nationally by George P. Hollenberg Co., and regionally by The Kentuck Sales Co. James M. Welsh is general manager; J. Horton Davis is commercial manager.

In ABC fold == Two Nebraska tv stations signed last week to join ABC-TV as primary affiliates on Feb. 2, 1961. KHOL-TV Kearney and KHPL-TV Haynes Center both owned by the Bi-States Co., make a total of six stations

Collector == Among substantial acquisitions that Rodney Erickson has bought from his earnings in recent years is this statue that stands in the garden of his Manhattan town house. It's "Bather Fixing Her Hair," a first-cast in bronze by Aristide Maillol, and it's insured for $50,000. Mr. Erickson has other sculpture and paintings in a collection he values at $100,000. He thinks of the collection as an investment in capital as well as in aesthetics, and he counts its value in computing his assets that are mounting toward the goal he set for himself—to be a millionaire at age 45. He's now 44.
to switch their primary affiliations to ABC-TV in the past two months, the network announced.

**Crash program** — WLW-TV Miami will go on air on ch. 10 Sept. 16, two months after FCC ordered National Airlines to vacate the channel. The air date was announced last week by Charles H. Topmiller, president of L. B. Wilson Co., the ch. 10 grantee. Mr. Topmiller also reported that H-R Representatives had been appointed by the new station.

**New sound** — WLAC Nashville has announced it is switching to a good music formula. By "good music" it means favorite standards (all albums) recorded by top artists. Loud stations promotions and "ear-jangling sound effects" as well as anything resembling rock 'n' roll are taboo. Station commercials, newspaper and transit ads in addition to letters to WLAC's full account list heralded the change.

**Agency education** — WSB-TV Atlanta has instituted a series of studio advertising clinics to acquaint agency and advertiser personnel with modern techniques at the station level. A dozen agency or advertiser guests are invited to each clinic, which features a video taped feature on techniques with a question-and-answer period following it. The same three producers and one announcer who appear on the tape handle the discussion period.

**New fm outlet** — WTOL-FM Toledo, Ohio, signed on the air last month with 50 kw at 104.7 mc. Its broadcast area includes northwestern Ohio, southern Michigan and northeastern Indiana, it was announced. The station uses Programmatic Broadcasting Service, an electronically controlled, time-synchronized tape playback machine, and features a policy of many kinds of music with a minimum of interruption. Three programs a week feature stereo in conjunction with WTOL. The station signs on weekdays at 7 a.m. and signs off at 1 a.m. Saturday's sign-on time is 7:45 a.m. WTOL-FM is companion of WTOL-AM-TV.

**New home** — KGMC Englewood, Colo., has moved its headquarters and facilities to new modern quarters at 3 W. Princeton St. Since 1952 the station had been located in the Englewood Park-N-Shop Center. The new building includes five soundproof studios, including a completely equipped newsroom, on the upper level, along with executive offices, continuity, bookkeeping and clerical offices. On the lower level are offices for sales personnel, engineering, storage and a large meeting room. KGMC held open house last week for listeners advertisers and community leaders throughout the Denver area.

**H-R adding two offices**

H-R Television and H-R Representatives Inc., New York, are adding two southern cities to their list of 10 U.S. branch offices by opening their Atlanta and Dallas offices in September. Clarke Brown Co., which had been repelling for H-R stations in those areas, continues affiliation with H-R on Sept. 30.

Bill R. McRae, who opened Atlanta for Clarke Brown and H-R stations in December 1954, will manage the new Atlanta office (1182 Peachtree St.). With Clarke Brown, Mr. McRae had become vice president and later executive vice president responsible for sales in six southeastern states. Robert G. Dalchau has been appointed manager of Dallas (211 North Ervay Bldg.). He had been regional manager for United Artists Corp. covering 10 states in the south.

**Capital earnings up**

Capital Cities Broadcasting Co. reported July 29 that net income for first six months of 1960 amounted to $433,870, an increase of $234,821, over comparable period last year. Net earnings per share were equal to 40 cents, as against 19 cents for the 1959 period. Company owns and operates W R O W - A M - F M Albany, N.Y.; W T E N (TV) Albany, N.Y.; W C D B (TV) Hagaman, N.Y.; W C V S (TV) Adams, Mass.; W P R O - A M - F M - T V Providence, R.I.

**Changing hands**

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 87).

- WPEO Peoria, Ill.: Sold by William Dolph and Herbert Petay to J.W. O'Connor and Frank Babcock for $350,000. Mr. O'Connor has interests in WBOV Terre Haute, Ind.; KLEE Ottumwa, Iowa, and WCVS Springfield, WJRL Rockford, both Illinois. Mr. Babcock owns 50% interest in KWNT Davenport, Iowa.

BROADCASTING, August 8, 1960

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**Outstanding Exclusive Properties**

**MIDWEST**

Dominant fulltime facility with considerable real estate. Gross well in excess of $300,000. Profits increasing.

$125,000 down. Liberal payout.

**$450,000**

**MID-ATLANTIC**

Outstanding fulltime operation in an excellent Mid-Atlantic market. Consistently profitable. 29% down, balance over seven years.

**$325,000**

**MAJOR MARKET**

Unusual opportunity to obtain a good daytime facility that covers one of the top ten markets in the east.

$50,000 down, balance liberal terms.

**$235,000**

NEGOTIATIONS—FINANCING—APPRASALS

**Blackburn & Company** Inc.

**RADIO-TV-NEWSPAPER BROKERS**


SOUTHWEST: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Healey Building, Atlanta, Georgia—Jackson 5-1299.

WEST COAST: Colin M. Sepeh—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—Cheviot 4-3760.

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KSOO-TV on the air; form regional network

The nation's newest TV station took to the air July 31. KSOO-TV (ch. 13) at Sioux Falls, S.D., officially beamed its first programs on that date in the presence of numerous state and local officials, civic leaders, and station executives.

Taking part in the dedication ceremonies were Governor Ralph Herseth of South Dakota, Governor Orville Freeman of Minnesota, Senators Karl Mundt and Frances Case and Congressman Carl Anderson. Host was KSOO's president and general manager, Morton H. Henkin, principal owner of the new station.

The ch. 13 facility operates with a maximum power of 316 kw. Its 1,117-ft. tower is said to be the tallest structure in South Dakota.

KSOO-TV broadcasts a full NBC network schedule including 28 hours per week of color, and some ABC programming.

The new station has formed a regional network with KORN-TV Mitchell, S.D., and KCMT (TV) Alexandria, Minn. Its affiliate, KSOO, celebrated its 33rd anniversary in July.

In addition to Mr. Henkin, the station is manned by 75 full-time employees including Tom Barnes as executive vice president, Wade Patterson, general sales manager, Ed Starr, operations manager, Julius Heland, vice president for engineering and Max Pierce, technical director. National sales representative for KSOO-AM-TV is Avery-Knodel, New York.

Broadcast wages among top in nation

Wages and salaries paid broadcast personnel averaged $7,418 last year, surpassed only by salaries and wages paid by security and commodity brokers and dealers, according to figures published by the U. S. Dept. of Commerce.

The 1959 broadcast payments compared to $7,128 in 1958 and $6,756 in 1957. Figures apply to 79,000 full-time employees.

In an analysis of national income by industries, the department said the income from radio and tv broadcasting in 1959 totaled $790 million compared to $756 million in 1958 and $716 million in 1957. (Income is defined as the sum of wages and salaries paid out plus interest and rental income.)

Personal expenditures for radio and tv sets, records and musical instruments totaled $3.3 million in 1959, the department found. This compares with $3,067 in 1958 and $3 billion in 1957.

Total compensation of broadcast industry employees was $601 million in 1959 compared to $568 million in 1958 and $539 million in 1957. Of these totals, wages and salaries provided $586 million in 1959, $556 million in 1958 and $527 million in 1957.

First Talesin station

Talesin Stations, a midwestern fm station group, plans to go on the air with its first station, WDTM (FM) Detroit, in September. A tower, 150-feet tall, is being constructed atop the Cadillac Tower Bldg. This will make an overall height of 560 feet from which the 61 kw signal will be emitted. WDTM's studios will be located on the 20th floor of the building. The tower and broadcasting equipment will be supplied under prime contract with RCA. Talesin Stations also has FCC permission to construct stations in Milwaukee, Pittsburgh and Cincinnati.

Agency appt'mts

- WNAB Bridgeport, Conn.: New England Spot Sales, Boston, as regional representative.
- KAYO Seattle, Wash.: John E. Pearson Co. as national representative.
- WSEE-TV Erie, Pa.: Devney-O'Connell, N.Y.
- WKIS Orlando, Fla.: Devney-O'Connell, N.Y.
- WLYN Lynn, Mass., and WTSA Brattleboro, Vt., both Puritan Network stations: Kettell-Carter Inc. as New England representative.
- WDEE Hamden-New Haven, Conn.: New England Spot Sales, Boston, as regional representative.
- KMEL Wenatchee and KLOQ Yakima, both Washington; Torbet, Allen & Crane as western sales representatives, Jack Masla & Assoc. for representation in East and Midwest.
- WMTN Morristown, Tenn.: Spot Time Sales Inc.
WON'T SHRINK

WON'T STRETCH

ALWAYS STAYS THE SAME
GOVERNMENT

ANOTHER GO AT CH. 12 GRANT

‘Ex parte’ issue up again; FCC orders rehearing

A sixth tv case will be reheard by the FCC because of allegations before the House Legislative Oversight Subcommittee that ex parte pressures were brought to bear.

The commission announced last week that its Aug. 31, 1958, grant of ch. 12 in Jacksonville, Fla., to Florida-Georgia Tv Co. will be reopened to determine (1) if any commissioner should have disqualified himself, (2) whether anyone influenced or attempted to influence any commissioner, (3) whether any party in the proceeding “directly or indirectly secured, aided, confirmed ratified or knew of any misconduct or improprieties ... and (4) whether the grant was void ab initio (from the start) and if not, whether such grant is voidable and should be set aside and whether any of the applicants should be disqualified or receive a comparative demerit.

Charges of ex parte contacts and that the vote of one member of the FCC—former Commissioner Richard A. Mack—was committed were made before the Oversight Subcommittee in June 1958 (Broadcasting, June 9, 1958). The late Stephen J. Angland, subcommittee attorney, submitted testimony that off-the-record contacts were made with commissioners on behalf of two of the three applicants, Florida-Georgia (now operating WFGA-TV Jacksonville) and the City of Jacksonville's WJAX.

The third aspirant for ch. 12, Jacksonville Broadcasting Co. (WPDQ), was not involved in attempts to exert pressures, according to Mr. Angland's testimony. None of the principals testified before the subcommittee with Mr. Angland the only witness.

Ch. 12 was given to Florida-Georgia in a 4-2 commission vote that reversed a hearing examiner's recommendation favoring Jacksonville Broadcasting Co. Former Chairman George C. McComas and Commissioner Robert T. Bartley voted for WPDQ and Commissioner T.A.M. Craven abstained. Voting for the winning applicant were Commissioners Mack, Doerfer, Lee and Hyde.

The Winners: Florida-Georgia principals at the time of the grant included George H. Hodges, 26%; Alexander Brest, 26%, Harold S. Cohn, 19%, and Wometco Enterprises Inc. (Mitchell Wolfson, Sydney Meyer) 20%. Wometco since has increased its holdings to 47.5% by purchasing Mr. Hodges interest.

Jacksonville Broadcasting Co. is headed by James R. Stockton, president, while the third applicant is municipally-owned.

Four of the six cases reopened by the commission have been Florida tv grants—Miami chs. 7 and 10 and Orlando ch. 9 in addition to the present case. Others are Boston ch. 5 and St. Louis ch. 2. The FCC reopened the Jacksonville and Miami ch. 7 cases on its own motion while the courts remanded the other four.

Earlier Decisions: Just three weeks ago, the commission revoked its original grant of Miami ch. 10 to National Airlines and gave its station, WPST-TV, 60 days to go off the air. The commission then gave the channel to L. B. Wilson Inc., only one of the four original applicants which was not involved in charges of improper influences (Broadcasting, July 18). At the same time, the commission vacated its grant of ch. 5 Boston to WHDH-TV but told the station it could continue on the air pending the outcome of further comparative hearings.

Hearings in the St. Louis and Miami ch. 7 cases also have been completed before special Hearing Examiner Horace Stern, who also sat for the Boston and Miami ch. 10 rehearings. An initial decision in the ch. 7 case is expected next month and the examiner already has recommended that the shift of ch. 2 from Springfield, Ill., to St. Louis and subsequent assignment to KTV (TV) there is “voidable” but did not specify any comparative demerits for any parties in the case.

LITTLE ROCK REPLY

Three tv stations explain coverage

Two of the three Little Rock tv stations last week formally told the FCC why they blacked-out part of the Republican convention in favor of pleas for votes by local Democratic candidates (Broadcasting, Aug. 1).

One of them, KARK-TV, asked for the commission's “sympathetic consideration in understanding reasons for the procedure taken....” KTHV (TV) said that it "used its best judgment in efforts to serve the people of Arkansas...." The third station receiving the FCC inquiry, KATV (TV), was given additional time to reply because of the
illness of its Washington attorney.

In a July 25 wire to all three stations, the FCC said that it "appeared" they had not complied with the fairness provisions of Sec. 315 by failing to carry that night's session of the Republican convention. They were asked for a full statement.

All three stations had carried local political speeches on the evening of July 25, first night of the convention which also was the state primary election eve. Their coverage of election returns and the convention the following night differed, however.

Both KTHV and KARK-TV repeated last week that had the conventions been reversed—with the Democratic nominating sessions conflicting with the state primary election eve—they would have blacked out the Democrats also. KARK-TV said that it carried the five-day Democratic convention a total of 28 hours, 40 minutes and 20 seconds; the GOP four-day affair 24 hours, 18 minutes and 5 seconds.

GOP Led Demos # Had the Republican's run five days also, the coverage probably would have been equal or weighted in favor of the GOP Chicago sessions, KARK-TV said. The station pointed out that on a daily average, the GOP lead the Democrats 365 minutes to 344. All of the GOP convention originated by NBC, except the opening session, was carried by KARK-TV the station said.

"As there was no Republican candidate, as such, in the convention proceedings Monday night and there were legally qualified candidates desiring broadcast time in the state's Democratic Party primary election, our opinion was that the greatest public interest would be served by presentation of the candidates," KARK-TV explained. It was felt that otherwise, we would have been remiss in our obligation to the electorate in the KARK-TV coverage area."

KARK-TV pointed out that it blacked-out 2½ hours of the Democratic convention as offered to NBC in favor of local news and annual remote coverage of the Miss Arkansas pageant from Hot Springs.

Answering a query about the network order, the station said that it received "general information" from NBC that the network would carry both conventions. On June 27, operational data and tentative hours were relayed by the network with additional information on June 30, KARK-TV said that, on July 5, it accepted the NBC conventions coverage with the exception of the evenings of July 12 (the beauty contest) and July 25.

Night Reserved # As early as last Feb. 19, Rep. Dale Alford (D-Ark.) had contracted for July 25 prime time on its facilities, KARK-TV said, and...
major part of the time that night had been reserved prior to the convention order.

"Never has it been our intention to discriminate against political parties, candidates, etc al, which we sincerely hope is reflected herein," KARK-TV told the commission, "Your sympathetic consideration in understanding reasons for the procedure taken by KARK-TV in this matter would be deeply appreciated and is respectfully requested."

KTHV said that it had warned its network, CBS-TV, in advance that it would be unable to carry all the GOP convention. The station said that candidates customarily reserve election eve time and July 25 plans were made well in advance with this in mind.

In the case of at least two office-seekers, KTHV already had been used by their opponents and the station pointed that it was obligated under Sec. 315 to provide "equal time."

Unlike KARK-TV, KTHV programmed election returns much of the night of July 26. Following receipt of the FCC telegram, the station cancelled locally-produced programs scheduled early in the evening and aired the first portion of that night's convention. It switched to election returns at 7:16 p.m., Central Standard Time, and continued with that programming the remainder of the evening except for live coverage of President Eisenhower's convention speech.

"KTHV used its best judgment in its efforts to serve the people of Arkansas, and this judgment required complete, continuous election returns for the entire night. . . ." KTHV told the FCC. KARK-TV carried the convention July 26 with election returns by video only on the bottom of the screen.

CARO CHICANERY?
Both bids flunked by examiner in amcase

In an initial decision last week classified by Hearing Examiner Thomas Donahue as "not a usual one nor is it a happy one," he found that both applicants for a new am station on 1360 kc in Caro, Mich., should be disqualified.

Mr. Donahue used strong language in disqualifying Caro Broadcasting Co. because of actions by two of its stockholders in an earlier tv comparative case. He disqualified the second applicant, Tuscola Broadcasting Co., because its bid was a "thinly veiled" application backed by another licensee 29 miles away.

Caro is equally-owned by Lloyd L. Savage, Omer K. Wright, Jae D. Kitchen and C. Wayne Wright. The last two own 48% of Triad TV Corp., unsuccessful applicant for ch. 9 Parma, Mich. Facts support an inference that Triad hired one J. A. Wagner to get ex parte presentations before the FCC, the examiner ruled.

"If the arrangement [between Triad and Mr. Wagner] had been set forth with conventional contractual clarity, it could scarcely have spoken more persuasively," Mr. Donahue said. "In the past, administrative agencies and the cause of good government have suffered much at the hands of those who, like Triad, would corrupt its processes . . . ."

High Wages = Mr. Wagner, a lawyer, is a former national commander of the American Legion and prominent in Michigan. He was paid $1,710 by Triad. Examiner Donahue said explanations by Messrs. C. Wayne Wright and Kitchen that Mr. Wagner was hired to determine what political pressures were being brought to bear in the tv case "... are incredible, particularly when viewed in the light of Wagner's background and the wages he commanded."

He added "... Neither [C. Wayne] Wright nor Kitchen's overall performance on the stand was such as to in-

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spire confidence in the reliability of their testimony... It becomes pretty apparent that the purpose for which Wagner was hired was not of a character that the two witnesses were willing to describe." Both men were "ill at ease" on the stand and that their testimony was marred by contradictions, he said.

Triad owns 49% of WALM Albion, Mich., 100% of WFRL Freeport, Ill., and is an applicant for a new AM in Lansing, Mich. C. Wayne Wright is general manager of WALM, which the examiner pointed out, was told in November 1959 by the FCC that it was not giving a clear city identification.

This, the examiner said, would not be important standing alone but in the present context "serves to corroborate... that Charles Wayne Wright is not averse to cutting the corners of strict propriety in his dealing with the commission."

He said that through Messrs. C. Wayne Wright and Kitchen, the acts of Triad are accessible to Caro.

Hidden Ownership? The second applicant, Tuscola Broadcasting Co., is two-thirds owned by Robert F. Benkelman and one-third by James A. McCoy, who has no broadcast experience. Mr. Benkelman is operations director of WWBC Bay City, Mich., owned by Water Wonderland Broadcasting Co., which originally applied for the Caro station. Caro and Bay City are 29 miles apart.

The Water Wonderland application at Caro was withdrawn May 8, 1959, and the Tuscola application filed five days later. Mr. Donahue found this something more than coincidence.

"... Can the facts concerning the Benkelman-Water Wonderland relationship point to any other conclusion than that Tuscola's application is but a thinly veiled bid by Water Wonderland for a station in Caro, a bid, which if it were to ripen into grant, would make a mockery of... commission rules and policies," Examiner Donahue said.

The decision pointed out Mr. Benkelman was named as general manager in the WWBC application for a Caro station. Also, the examiner stressed, Mr. Benkelman planned to finance his new station through (1) $9,100 received from Winter Wonderland for an option he held to purchase 24½% of WWBC and for which he paid nothing and (2) $10,000 in unsecured loans from three WWBC stockholders.

Mr. Donahue said that it is regrettable that rejection of both applicants will result in the loss of a first local service for Caro. However, he stated, the public interest is best served by "holding a firm line of resistance" to the tactics of the applicants.

GARDOL'S FTC TOOTHACHE
Initial decision cracks famous shield ad

Colgate's "Gardol" may be protection against tooth decay, but it offers no shield against the Federal Trade Commission. The firm's famed tv ad, which featured a ball bouncing off a transparent shield, was hit hard in an initial decision handed down by FTC Examiner Leon R. Cross last Friday.

In his decision, the examiner recommended that Colgate-Palmolive Co., New York, stop claiming that its Colgate Dental Cream with Gardol gives users complete protection against tooth decay and the development of cavities. The firm has already announced that it will appeal the ruling to the full FTC.

Based on its complaint of last November (Broadcasting, Nov. 30), the examiner held that the "invisible protective shield" theme used in Colgate's tv advertising was deceptive "insofar as it represented the true nature of the properties of Colgate Dental Cream with Gardol, and the manner in which... it... inhibits tooth decay."

Colgate's toothpaste ads had featured objects bouncing off an unseen shield without hitting the person at whom they were aimed. The FTC examiner stated that this "... intended to convey the impression, and did convey the impression, that decay could not get to the teeth of a person brushing with Colgate Dental Cream... This was and is, a false, misleading and deceptive portrayal of the true properties... of the dentifrice.

Eliminated Shield = Colgate-Palmolive argued that the FTC charges should be dismissed since the firm, at a cost of more than $100,000, has eliminated the invisible shield theme from its advertising. The firm claimed that a cease and desist order could accomplish nothing that had not already been achieved by voluntary action.

The examiner, however, rejected the claim saying that the record did not support a finding that Colgate will not, in the future, misrepresent the true properties of the dentifrice unless restrained by the commission.

In another action, the FTC approved a consent order prohibiting Arthur Murray Inc., licensor of some 450 "Arthur Murray Studios" throughout the world, from using "deceptive promotional schemes" to attract customers and from selling dance instruction courses through deception and coercion.

In taking the action, the FTC accepted a proposed order to cease and desist agreed to by the Murray firm.

The commission charged last March (Broadcasting, April 4) that the Murray promotional offers were not bona fide but were, instead, a deceptive form of "bait" or "decoy" attractive to the innocent, unwary and unsuspecting.

The fact that the firm agreed to the order does not constitute, the commission stated, an admission that the law has been violated. A spokesman for Arthur Murray Inc. said the organization had voluntarily worked out what amounted to a code of ethics to guide the studios licensed by the Murray organization.
wfrv • channel 5 • green bay, wisconsin

WFRV went on the air June 1, 1955—was affiliated with ABC-TV until 1959 when it joined NBC. Studios and main office are in Green Bay, with an office also in Appleton.

Channel 5's powerful signal reaches 22 counties in Wisconsin and 22 in Michigan—a total population of over 1,700,000 with 400,000 TV sets.

WFRV (Wonderful Fox River Valley) has pioneered in local live community service projects and remote telecasts. Appleton's outdoor Fall Fashion Revue and the Green Bay Christmas Music Festival are typical events. WFRV also sponsors the annual Golden Gloves State Championship bouts.

Northwest graduates with WFRV...

Manager Gennaro comments on his Northwest Employees:

"Channel 5 has made quality its criterion of success in fulfilling its obligations to the viewing public. We feel that one of the chief components of top operation consists of obtaining properly trained personnel. Carl Wenzel and Jerry Parnell meet this requirement. Their basic preparation provides them with the background we need."

Carl H. Wenzel has been with WFRV since December 1958, during which time his ability has enabled him to rise from studio floor man to stage manager in charge of all local on-the-air program and commercial staging. Carl's goal is to produce his own TV show.

Girard (Jerry) Parnell joined the staff in 1956 as an engineer. Because of his imagination and creativity, he was trained as a director and has served in this position since 1959.

For further information on Northwest training and graduates available in your area, write, phone or wire

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SPONSORSHIP OF TV DEBATES?

CBS opposed; ABC, NBC, study advertiser bid, but Kennedy, Nixon have veto power

A meeting to work out the format and mechanics of television debates between presidential nominees Richard M. Nixon and John F. Kennedy was being set up late last week, amid widespread speculation on whether the appearances should or should not be commercially sponsored.

The commercial question was more than academic. Metropolitan Life Insurance Co. was reported authoritative- ly to have indicated to all three TV networks an interest in sponsoring the precedent-making programs. Other unidentified advertisers were said to have broached the same question.

First network to answer was CBS. President Frank Stanton issued a statement on Wednesday "to make it absolutely clear that CBS will not accept commercial sponsorship for these special programs. Even though public spirited business firms have been generous in offering to sponsor these debates, we—the CBS radio and television networks and their affiliated stations—want to make this our own contribution because we believe there is no single act of self-government that is more important than the quadrennial choice of our national leadership."

Noncommittal • ABC and NBC had no immediate comment, but indicated they were studying the question.

It appeared obvious that Vice President Nixon and Sen. Kennedy would be able to veto, if they wished, any sponsorship decision any network might reach.

Spokesmen for the Democratic and Republican camps were noncommittal last week. One Nixon aide said the vice president may express views on the question when he returns from his Hawaiian speaking tour.

Meanwhile, a meeting was being set tentatively for Tuesday (Aug. 9) in New York for discussion of tv debate plans by representatives of all three networks and of the nominees. The Tuesday date was not firm, but it was hoped that some hour on that day would be found suitable to all participants.

These were slated to include Sig Mickelson, president of CBS News, John Daly, news, special events and public affairs vice president of ABC, and Lester Bernstein, corporate affairs vice president for NBC; Leonard Reinsch of the Cox radio and tv stations, communications consultant to Sen. Kennedy; Fred Scribner, under-secretary of the Treasury and a member of the Nixon strategy board, Herbert G. Klein, special assistant to Vice President Nixon, and Ted Rogers, special television consultant to Mr. Nixon.

Alterations Due • The plan eventually involved for presentation of the debates will require compromises in the plans suggested by some if not all of the networks. NBC proposed four-hour-long debates and four one-hour programs in which the nominees would be questioned by newsmen on NBC; ABC proposed a series of appearances on all three networks on a rotation basis; CBS offered eight hours with "direct presentations" by the nominees on the opening and closing broadcasts and discussions and interviews with opposing presidential and vice presidential candidates on the other programs.

CBS has said it will not sell time for political broadcasts that are also carried on the other networks, but spokesmen asserted last week that this applies to paid political broadcasts and would have no bearing on the presidential debates.

Sen. Kennedy accepted the offers of all three networks and Vice President Nixon accepted but said he felt that the nominees should appear without prepared texts or notes "and without interruption." All three networks conditioned their offers on waiver of the equal-time law insofar as the current presidential campaign is concerned.

FCC reserve unit increases to 23

Five more names were added last week to the FCC unit of the National Defense Executive Reserve, bringing the total to 23 industry leaders or former government officials who are being trained to take over the functions of the agency in case of a national emergency.

Added to the 18 appointed a year ago to the FCC's NDER unit (Broadcasting, Aug. 24, 1959) were Kenneth A. Cox, Seattle attorney and special counsel to the Senate Commerce Committee on communications matters; Robert F. Dirkes, general manager for government contracts and sales, Western Union. New York; Earle D. Glatzel, Detroit Edison Co. communications engineer; Harland R. Morris, communications consultant and retired FCC defense coordinator, Arlington, Va.; and Beverly H. Pryor, assistant vice president in charge of engineering, General Telephone Co. of California, Santa Monica.

The defense reserve was established by Congress in 1955 and activated by a presidential order in February 1956.

The 23 men in the FCC's NDER

Study sessions on Big Debate?

The plans of the networks for nationally televised debates between the two major party presidential candidates may prove to be one of the greatest opportunities for mass adult education ever offered in this country.

So thinks Dr. Ambrose Caliver, vice president of the Adult Education Asn. of the U.S.A., who said an idea for group viewing of the tv debates and discussion of the issues afterward came to him after a discussion with RCA Board Chairman David Sarnoff.

Dr. Caliver said he is contacting some 150 national organizations to enlist their participation in the program in which local groups of two or more would watch the debates at their homes or elsewhere and then discuss the issues. They would be provided with study guides and would be sponsored by the national organizations on a non-partisan basis.

Dr. Caliver, who also is chief of the adult education section of the U.S. Office of Education, said he brought up the subject of educating citizens to the campaign issues at an American Heritage Advertising Council meeting in Washington several weeks ago and that Gen. Sarnoff, presiding, told him this would have to be undertaken by individual groups.

No Sleep • Now recovering from major surgery in a Washington hospital, Dr. Caliver said his idea hit him at 11 p.m. July 31 and he couldn't sleep. Next day he had a telephone plugged in and started calling prospective participating organizations and also asking his friends for contributions to pay for a permanent staff man and literature to get the program into operation. He said he hasn't discussed it with the networks or candidates.

Contributions for the program are being accepted by Civic Education Project, Adult Education Asn. of the U.S.A., 743 N. Wabash Ave., Chicago, Ill.
Captive interview

Senator Lyndon B. Johnson now knows what it is to be a “captive” interviewee, when he provided Art Schreiber, news director of WERE Cleveland with an unusual type of interview. It took place last week at the Cleveland airport when rain forced the Democratic vice presidential hopeful to relocate a plane-side meeting with newsmen to a place inside a building. An overloaded elevator jammed the lift and trapped the group between floors. WERE’s Schreiber seized the opportunity to whip out a portable tape recorder for the unusual report. Sen. Johnson’s comment to Mr. Schreiber: “If I’m trapped, this is the first time.”

have volunteered to take peacetime training and wartime assignments without pay or compensation. They will assume the functions of the commission in the event its members and top staff employees are incapacitated in a national emergency.

PAYOLA BILL

Broadcasters to fight penalty provisions

Broadcasters will oppose the license suspension and monetary forfeiture features of the payola bill (S 1898) in testimony Wednesday before the Senate Communications Subcommittee headed by Sen. John O. Pastore (D-R.I.).

The three networks and others cooperating with the subcommittee’s plans to complete the hearing in one day, will file statements instead of sending witnesses.

Among witnesses presently scheduled are Frederick W. Ford, FCC chairman; Vincent T. Wasilewski, NAB vice president for government affairs; Warren E. Baker, Washington attorney representing the Federal Communications Bar Assn. as head of FCBA’s legislative committee; Cecil Woodland, WEJL Scranton, immediate past president of the Pennsylvania Assn. of Broadcasters and NAB Radio Code Board member; and Joseph S. (Dody) Sinclair, WJAR-AM-TV Providence, NAB TV Board member. The FCC in previous testimony has favored suspensions and forfeitures. The other witnesses are expected to oppose them.

Among those planning to file statements opposing the 10-day license suspensions and forfeitures of up to $1,000 a day for offenses are ABC, CBS, Alabama Broadcasters Assn. and Florida Assn. of Broadcasters. NBC will submit a statement opposing license suspensions but taking no position on forfeitures.

The payola bill, pet project of Chairman Oren Harris (D-Ark.) of the House Commerce Committee and its Legislative Oversight and Communications & Power subcommittees, was pushed through the House June 28 despite opposition against these same provisions by a small group of congressmen sympathetic to broadcaster objections. Opposition continued to mount when the bill reached the Senate and Sen. Pastore decided to hold hearings on the two controversial parts of the measure.

The bill also carries prohibitions against payola, plugola and quiz-rigging; it substitutes a pre-grant procedure for the present protest and McFarland Letter procedures; cuts out payment of honorariums to FCC members; authorizes the FCC to grant licenses for terms of less than the present three years without new rulemaking; discourages “quickie” grants of major facilities; requires the FCC to consider whether local hearings are advisable in applications for new facilities; prohibits “payoffs” among applicants for a facility except where merger is involved.

Non-licensees violating the payola and plugola prohibitions and those violating quiz-rigging provisions would be subject to fines of up to $10,000 and a year’s imprisonment.

Fresno uhf ch. 53

An application for ch. 53 in the recently-created all uhf market of Fresno, Calif., was filed with the FCC last week by B.L. Golden, former owner of KEAP Fresno, Elbert H. Dean, a radio engineer, and Dr. L.W. Fawns, a physician. The applicant is seeking ch. 53 with power of 26.2 kw visual and 13.5 kw aural.

As a result of rulemaking, Triangle Publications’ KFRE-TV Fresno lost ch. 12 and was assigned ch. 30 (At Deadline, July 11). While Triangle did not oppose the channel switch, civic opposition to the change is still pending before the commission.

Fresno now is assigned chs. 24 (KMJ-TV), 30, 47 (KJE0-TV), 53 and educational 18.

In a second tv application filed with the commission late last week, the Board of Regents of the universities and state colleges of Arizona applied for an etv on ch. 8 in Phoenix. At the same time, the commission announced that the San Antonio Council for Educational Television has withdrawn its application for etv on ch. 9 in San Antonio, Tex.
WANTED: DISPENSATION TO BROADCAST FROM SENATE

ABC last week asked Senate leadership for permission to bring TV cameras and microphones into the Senate chamber—where the two major party presidential and one of the vice presidential candidates hang their hats.

But AB-PT President Leonard Goldenson’s three identical telegrams found all the intended recipients out of Washington and assistants were unwilling or unavailable to speak for them.

Vice President Richard Nixon (also president of the Senate and the GOP presidential nominee), Senate Majority Leader Lyndon B. Johnson (D-Tex.) (also Democratic vice presidential nominee) and Senate Minority Leader Everett Dirksen (R-Ill.) were asked to set aside the Senate’s no-microphones-or-cameras rule for the duration of the post-conventions session because of its “critical and special character.” The Democratic presidential nominee, John F. Kennedy (Mass.), also is a member of the Senate.

Political observers saw little exceptions, but House Speaker Sam Rayburn (D-Tex.) holds that House rules flatly ban the presence of cameras and microphones during House committee sessions.

AB-PT President Goldenson, in his Tuesday night telegram, said ABC is “sure that its television cameras and microphones, operating from designated places authorized by the Senate, will in no way interfere with the traditional proceedings of, nor impair the dignity of, the Senate.”

ABC, he said, would tape proceedings and present a “comprehensive review” of each day’s sessions in nighttime periods when total family audience is available and, during “critical periods of debate,” would pre-empt regular programs to carry Senate proceedings live.

“Be assured,” he told the three Senate leaders, “that we thoroughly respect the great traditions of the Senate but earnestly consider that in these critical times the American people need a more intimate association and understanding of the deliberations of the Senate and the issues under its purview.”

ABC had no comment as of last Thursday on whether it would accept or seek sponsorship of the Senate coverage, if granted.

The Goldenson proposal brought little stir from rivals NBC and CBS. NBC said that network is “very much interested” in coverage access, but has made no similar request and declines to say at present whether it will. Similarly, NBC declined on this basis to discuss how it would go about covering Senate sessions.

CBS said it has made no specific request to cover the Senate but believes congressional sessions should be opened to TV and radio and its request to this effect has been standing for years. Naturally, CBS would be happy to participate if coverage were permitted, spokesmen said, and probably would carry especially newsworthy sessions live, taping other sessions for inclusion in regular, sponsored newscasts, or, if deemed significant enough, compiled into a special tape program. CBS thought it unlikely such a special program would be available for sale.

Some authorities at both networks speculated unofficially that the whole question was moot, since they don’t feel the Senate will grant permission for coverage anyway.

The Senate Chamber: ABC wants gear in the balcony

Board named to handle August FCC business

It is not always true that the mice can play when the cat is on vacation. With most of the FCC commissioners beating a vacation path to the hinterlands during August, a Board of Commissioners has been authorized to handle the commission’s business during the month.

Since a quorum of commissioners will not be present during August, the board, composed of all commissioners present, has been given the authority to “institute investigations” without a quorum.

Aside from a brief respite in Gettysburg, Pa., last week, Commissioner Robert E. Lee will be on hand at the FCC to act as motions commissioner. Chairman Frederick W. Ford will be in Washington part of the time since he will be testifying Wednesday (Aug. 10) before the Senate Commerce Committee. No other members of the commission are expected back in Washington until late August.

New Bedford ruling

The FCC gave with one hand but retained with other. Commission granted a request by three merged New Bed-
ROCK ISLAND, ILL.—With an alert on-the-spot cameraman plus speedy film processing, WHBF-TV recently telecast motion picture coverage of a local criminal capture only 33 minutes after the event.

At 9:28 p.m. an alert WHBF-TV newsman shot the action and rushed to the station. By 9:40 the film was started through their Labmaster film processor. And at 10:01 this film was lead story on the regular WHBF-TV Sunday night newscast.

“Motion picture coverage of late-breaking news was extremely difficult,” says the WHBF-TV news chief, Jim Koch, “prior to installing our automatic Houston Fearless Labmaster. But now our normal processing deadline for news film is a short 35 minutes before going on the air.”

In addition, the station speeds film processing of sports, special events, and locally produced commercials with the efficient, profit-making Labmaster — more than 35 miles of action-packed film yearly!

The WHBF-TV story is typical of the many advantages TV stations across the country get from Labmaster’s fast, quality film processing. Your station could profit too! For complete Labmaster details mail this coupon today.

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BROADCASTING, August 8, 1960
ford, Mass., applicants for ch. 6 there to revoke rule-making issued in December 1959 to move ch. 6 out of New Bedford. It did not act, however, on still pending rule-making proposal issued last March to move ch. 6 to Providence, R.I. Applicants are E. Anthony & Sons (WNBH New Bedford), Eastern States Broadcasting Corp. and New England Television Co.

**WKOX turned down**

Local sunset in Framingham, Mass., means local sunset in Framingham and not in Fort Wayne, Ind., the FCC has told WKOX Framingham.

WKOX has proposed operating during specified hours from local sunrise at Framingham to 15 minutes before local sunset at Fort Wayne, Ind. The 1 kw WKOX occupies the same frequency (1190 kc) as 50 kw WOWO Ft. Wayne.

The commission told WKOX that its amendment was “not acceptable,” and stated that it would withhold further action on its application for modification of license. Commissioner Robert T. Bartley voted for the grant.

**Loopholes plugged**

FCC has modified its clear-channel application freeze to close up some loopholes involving unlimited time applications on Class 1-A and 1-B channels. Wording of original freeze on processing of applications for unlimited or daytime-only use on clears left opening which would have required commission to process and grant some applications. Same order exempts applications for unlimited or daytime use in Alaska, Hawaii, Puerto Rico, Guam and Virgin Islands from freeze.

**No news is...?**

KBYE Oklahoma City, Okla., faces a hearing on its license renewal because it has failed to keep up its half of a correspondence with the FCC. The commission said that it has sent letters of inquiry to the station on three different occasions and has never received a reply. The letters are concerned with a complaint registered by a listener that the station has used its facilities to antagonize the Oklahoma Farm Bureau.

The listener asserted that O. J. Fox, president of the Oklahoma Welfare Foundation, had used the station facilities to collect large sums of money in his fight against the farm bureau.

**ACLU commends FCC on policy report**

The American Civil Liberties Union last week mailed a 3½ page letter to the FCC to “congratulate and commend” it for the July 29 policy report setting out how it plans to keep its eye on programming (Broadcasting, Aug. 1). ACLU called the report the most important FCC document since the “Blue Book” of 1946—which it said “unfortunately... came to be written off as mere proclamation of good intentions.”

The civil liberties group especially commended that part of the FCC’s policy statement which said that licensees must consult community leaders and canvass the listening public to determine what they want programmed. ACLU said it regrets that Congress cut in half (from $300,000 to $150,000) the funds the FCC had requested for its new Complaints & Compliance Div., and said it hoped the next Congress would “adequately support” commission efforts to police broadcast service.

**Just swat ‘em**

It may be a summer for insects, but the U.S. District Court in Tallahassee, Fla., has outlawed the Freewax ad which claims, “Remember! Where there’s life, you’ll find bugs—use Freewax.” Freewax, a floor wax that also kills bugs, is a product of the Freewax division of the Chemical Corp. of America.

Last month, a temporary injunction was issued to stop the firm from using the slogan, “Where there’s life, there’s bugs.” Anheuser-Busch Inc., brewers of Budweiser beer, felt the slogan might be confused with its own, “Where there’s life, there’s Bud” advertising jingle.

Freewax officials said they would appeal.

**Processing line**

The FCC has announced a new list of standard broadcasting applications which will be ready for processing Sept. 7. First application on the list, BP-13291, was filed by the Savannah Broadcasting Service Inc. and seeks a new station in Bolivar, Tenn.

Any application which should be considered with these must be filed no later than Sept. 6. A complete list of the applications appears in For The Record, page 87.
House action pends on Sec. 315

The Senate-passed resolution which would make it possible for the networks to present the presidential candidates in televised debates or in other tv formats—exclusive of news or panel type programs—won’t be considered by the House until Aug. 22 at the earliest.

A spokesman in the office of House Majority Leader John W. McCormack (D-Mass.) said that although the House convenes Monday, Aug. 15, for the post-convention session of Congress, it will transact no business until the following Monday, Aug. 22.

The resolution (SJ Res 207) passed by the Senate June 27 would suspend the equal time requirements of Sec. 315 for presidential and vice presidential candidates during this election year and thus clear the way for the networks to present the major party candidates on tv and radio without being subjected to equal time demands from splinter party candidates for those offices.

House Speaker Sam Rayburn (D-Tex.) reportedly plans to send SJ Res 207 directly to the floor for debate Aug. 22, bypassing the House Rules Committee (CLOSED CIRCUIT, July 25). Organized opposition, if there is any, probably would come from southern congressmen interested in a third party movement; the networks, for example, could deny the candidate of such a third party time or facilities (or both) equal to that furnished the GOP and Democratic nominees.

Government briefs

Election ordered = An election to decide if engineers of the V. I. P. Radio Inc. stations wish to be represented by International Brotherhood of Electrical Workers (Radio & Television Broadcast Engineers Union, Local 1212) was ordered July 22 by National Labor Relations Board. The union was upheld in its petition for an election in which it seeks a single unit of staff announcers, engineer-announcers and engineers for the four-station New York group (WVIP Mount Kisco, WPY1 Mineola, WGHT Saugerties and WVOX-AM-FM New Rochelle), the Herald-Tribune Radio Network.

Charges dropped = Clara Amelia Fairall, chief of the FCC Mail & Files Div., who had been placed on leave without pay pending the outcome of gambling charges against her by Maryland police (BROADCASTING, June 27), is back at work at the commission. An FCC spokesman said that the charges against Mrs. Fairall had been dropped by the prosecution and that she had been given a “clean bill.”

L.A. substitution = FCC Chief Hearing Examiner James D. Cunningham will preside over a commission hearing on film tie-ins in network program selection practices in Los Angeles Oct. 5 (BROADCASTING, July 25). Mr. Cunningham was also assigned last week as presiding officer in the KRLA Pasadena license renewal hearing scheduled to begin Sept. 26 (BROADCASTING, July 4). Mr. Cunningham will replace Hearing Examiner Thomas H. Donahue, originally slated to hear the case.

Kansas politics = Sen. Andrew F. Schoepfle (R-Kan.), ranking Republican on the Senate Commerce Committee, won renomination in the Kansas primaries last Tuesday (Aug. 1), and will face Democrat Frank Theis in the elections this fall. Also renominated in Kansas was Rep. William H. Avery, Republican member of the House Commerce Committee, who will face Marshall Gardiner, Leavenworth Democrat, in the coming election.

Entirely in clear

It was incorrectly reported in the Aug. 1 BROADCASTING that several stations were granted license renewals from the FCC with the condition that the action would not prejudice any further steps the commission “... may deem appropriate in light of any information developed in the pending inquiry concerning compliance with Sec. 317 [re payola] of the Communications Act.”

The stations involved were granted three-year renewals, by a 5-2 vote, without any conditions attached. Commissioners Robert T. Bartley and John S. Cross had voted that the renewals be subject to possible further review, a condition eliminated by the commission majority.

Voted the unconditional renewals were WCAE and WTAE (TV) Pittsburgh, WAMO Homestead, WAZL-AM-FM Hazleton, WHLM-AM-FM Bloomsburg, WJGB Harrisburg, WJET Erie, WPEN-AM-FM Philadelphia, WLAM-FM Lancaster and WTTT Titusville, all Pennsylvania, WMCA New York and WCTC-AM-FM New Brunswick, N. J.
WILL CHECKERS SEEK EQUAL TIME?

Huckleberry Hound’s presidential bandwagon really gets rolling

When a Screen Gems colleague asked Ed Justin last month what was in store for Huckleberry Hound, the merchandising chief ad-libbed, “I think we’ll run him for president.”

Two weeks later the star of the weekly cartoon half-hour on 180 stations had his hat in the ring. By now he stands in a fair way to turn the White House into a dog house on a write-in vote.

Stations rallied enthusiastically to the idea and had campaign promotional material in time for station breaks during Republican convention telecasts. Orders for buttons, picket signs and balloons still are rolling in. Dell Publications this Thursday (Aug. 11) will release a comic book, Huckleberry Hound for President, and Golden Records is distributing a long-play record under the same name and subtitled, “The Making of a Candidate,” or, “True Democracy in Action.” It includes campaign songs dating back to 1926 and up to “I Like Ike” and the hound’s own song. These are interwoven with the story of the dog’s candidacy, promoted by the Madison Avenue agency of Wheel, Deal, Spiel & Billings, the nation’s greediest.

One of the early rallies was organized by KHVVH-TV Honolulu and GEM department store there. The crowd out to greet Huckleberry with campaign manager Yogi Bear and Quick Draw McGraw (who is slated for a high State Department post if Huckleberry Hound wins) exceeded that drawn earlier by President Eisenhower and visiting royalty from Japan and Iran. Traffic was tied up in the air and on the ground, and the store had to lock its doors when 25,000 had thronged in, according to Ed Justin, assistant campaign manager, when he got back to New York headquarters from the barnstorming.

In Roanoke, Va., WSLS-TV staged a rally at a baseball game. WCCO-TV Minneapolis got out the child vote 10,000 strong when the candidate and his party showed up for the station’s “Aquatennial” water show. Politicians are busy organizing rallies and local conventions in other jurisdictions, with KDKA-TV Pittsburgh, WTVL-TV Toledo, WTVN (TV) Evansville, Ind., and KJJO (TV) Fresno, Calif., announced as early dates on the candidate’s whistle-stop tours.

The campaign also is picking up steam in professional Huckleberry Hound acts that have been making the amusement-park circuit for some months. These are handled by paid performers, packaged on a regular entertainment fee basis.

If the country goes to the dogs, breakfast food may become the national dish. The canine candidate is sponsored on television by Kellogg through Leo Burnett.

Some worthy guesses

Two San Antonians who were astute enough to guess the amount of money placed in a wheelbarrow by KITE, that city, collected a combined $1,174.92 from the station.

The KITE contest drew more than

Jumping for joy ★ With amusement concession operators throughout the country thriving on the trampoline craze, WELI New Haven, Conn., has donated a trampoline center to the youngsters (and adults) of its community. At its 30-acre transmitter site in nearby Hamden, WELI has instituted a series of recreational facilities, including a skating rink, complete with music and loudspeakers; camping grounds and sports areas. The trampoline center was constructed at a cost of $1,500, with News Editor Gordon Johnson, a trampoline expert himself, devoting many hours of his own time to overseeing the work. The center is offered to the Hamden Recreation Dept. for free use five mornings a week, with supervisors always on duty. WELI listeners may use the facilities afternoons, evenings and week-ends merely by writing in.
LIKE CLOCKWORK
Radio promotes for Swiss group

When The Watchmakers of Switzerland asked some 30 radio stations last spring to back a 13-week campaign with local promotion, there were those who bucked. Some representatives and their stations felt they were being asked to give too much. Now, after the campaign has been assessed, some who came to blame stayed to praise. Cunningham & Walsh, agency for the group that exports movements to U.S. manufacturers, is calling the national promotion "a resounding success" and plans are going ahead for another one.

Stations that took the deal (upward of 20 announcements, announcements, minutes and thirty, a week) came out of it in some cases with new business in the hometown jewelry trade and additional gains from the audience promotion. The client got a schedule of 15,000 announcements hypoed by 20,000 contest promos. The merchandising plan commanded special rates in some instances, it is understood. When the best station efforts were singled out in New York for awards about two dozen representatives came, some with station clients, to review the campaign with Cunningham & Walsh. Plaques went to:

- Lee Lahey of Robert E. Eastman & Co., named the representative to best service The Watchmakers of Switzerland campaign.
- WINS New York, station displaying the best creativity in merchandising services. WINS offered new watch prizes in an old watch collection.
- KWK St. Louis, best overall merchandising in its retail area (1st through 10th jewelry markets). KWK awarded a trip to Hawaii in a quality watch 25-word essay contest and offered watches each week for counting the number of "KWK Quality Watch Time" signals.
- WCCO Minneapolis, best overall merchandising in its area (11th-20th jewelry markets) WCCO exploited the same time-signal idea on the weekday "Charlie Boone Show," awarded a watch a week for the best count.
- WCPG Cincinnati, best overall merchandising in the 21st-30th jewelry markets. WCPG got listeners to guess when a wrist watch alarm would go off each Saturday, awarding a watch for the best guess each week.

The promotions, virtually all contests, entailed picking up entry blanks from local jewelers, who had on view a Watchmakers of Switzerland display showing a shopper how to tell a quality watch from a cheap one ("see the inside difference"). Contest stations contacted jewelers with more than 12,000 letters, phone and personal calls, the agency reported. They awarded more than $20,000 worth of prizes and took in tens of thousands of contest entries. A dozen or more turned the jeweler contacts to account, entering them on the books as new local business.

Cunningham & Walsh, in conveying to stations the appreciation of The Watchmakers of Switzerland, pointed to gains in spreading the quality watch concept and retail stimulation. Last week the agency said a similar campaign would probably get underway the end of September in a comparable number of markets, but not necessarily the same as last spring. Again the agency probably will use more than one station along perhaps half the lineup but only one promotion station to a market.

FREEDOMLAND TRIP
WBC draws agency folks from desks

New York's Freedomland amusement park was not many weeks old before Westinghouse Broadcasting Co. saw the promotional possibilities for a company with 11 radio and television stations strategically spotted around the country. Result of the inspiration was a "Freedomland Excursion" last week for some 400 advertising people from New York, Philadelphia and even a few from Chicago.

WBC plotted the "coast-to-coast" educational tour carefully to take in its own markets, reinforcing time selling points with contests and a "validation" procedure at each stop on the Freedomland circuit. The day's fun was topped with a cocktail party at Glen Island Casino, N.Y., featuring aquacade "sales presentation" and awards to the day's contest winners.

Prizes were television sets and hi-fi units. To be eligible, contestants had to turn in passbooks from Freedomland that had been validated at eight points on the tour. Validaters were station men who stood by in beaver stovepipe hats, carrying out the historical motif, to mark contest books.
After the battle — A mule-drawn war correspondents' wagon has returned from the Freedomland Civil War battlefield with (l to r) Dave Smith, recherches director of Am Radio Sales; Jean Sullivan of SSC&B, Jean Simpson of Grey Adv., and Elaine Akst of Rockmore Adv.

With rubber-stamp promotional messages. Executives from Television Advertising Representatives and AM Radio Sales, which represent WBC stations, also were in the host corps.

These were the day's attractions at Freedomland: a ride on a Sun trapper's boat hosted by KEX Portland, Ore.; a re-creation of the San Francisco earthquake under the banner of KPIX (TV) there; tour of Fort Cavalry in the West guided by WOWO Fort Wayne, Ind.; the Chicago 1871 fire spectacle presented by hometown station WIND; a sternwheeler trip around the Great Lakes for KYW-AM-FM-TV Cleveland; a Civil War battlefield tour conducted by KDKA-AM-FM-TV Pittsburgh; rocket launching at "Satellite City" presented by WJZ-TV Baltimore and a drive through New England in an antique car for WBZ-AM-FM-TV Boston-WBZA Springfield, Mass.

To cover the distance, the Madison Avenue contingent gathered at 11:30 a.m. last Tuesday (Aug. 2) at a midtown parking lot to board busses to Freedomland in the Bronx. The park's cross-country train carried excursionists to an outdoor garden where Westinghouse served lunch and clues to a true-false "funtest." Cribbing for the quiz could be done from station "fact signs" posted around the grounds. To test timebuyers' mettle, WBC slipped a few false statements in the list of true-false choices, which otherwisely represented planks from the 11 stations' advertising copy platforms.

These were winners in the doorprize drawing, the portable tv and hi-fi prizes alternately handed out by men from the radio and television stations: Barbara Swedeon of North Adv., grand prize of a stereo hi-fi console; tv sets to Anita Wasserman, Lawrence C. Gumbinner Adv.; Mrs. Howard Gerber (her husband is with Benton & Bowles); Tessa Allen of Gumbinner; Ken Kearns of Grey Adv., and Eleanor Fetzer of Young & Rubicam, hi-fi's to Judy Bender of McCann-Erickson; Catherine Noble, McCann-Marschalk; Anne White of Sullivan, Stautier, Colwell & Bayles; Peter Holland, Lennen & Newell; Frances John, Fletcher Richards, Calkins & Holden, and Carl Sandberg of Compton.

Westinghouse was still grading papers last week to decide which three students would get prizes in the true-false quiz.

In addition to prize-drawings and the water show at Glen Island, the agency hundreds were entertained by fiddle tricks and songs of cowboy Rex Trailer, who does weekend morning shows on WBZ-TV. And music throughout the day had a familiar sound. It was by jazz groups from the Freedomland Band organized by Paul LaValle, maestro of the old Cities Service band on NBC.

Busses carried the contingent of agency folks back to New York City by 9 p.m.

Sub anchors off K.C.

Kansas City was treated to a "world premiere—movie style" last week of a new adventure TV series, Atomic Submarine. The stars of the video tape series had personal appearances in the midwestern metropolis and segments were shown home viewers on KMBC-TV at varying times. Producer Jonathan Yost chose to run five quarter-hour episodes at 5:15 p.m. Monday through Friday as well as four half-hour segments during later viewing hours. His theory, he said, is, that the series will appeal to both children and adults.

Why was Kansas City the site of the premiere? Mr. Yost, a native of that city, said he selected it because it is "a typical U.S. community in television tastes and reactions, free from predeveloped influences that might prevail in concentrated production centers." Such organizations as the Parent-Teacher Assn. and the Junior League were among several invited to submit critical comment during the "premiere."

A hardball sell

Mixing business with baseball, WKMH Detroit pitched its case last Wednesday (Aug. 3) to some 150 New York agency timebuyers who were invited to Yankee Stadium for a game between the home team and the Detroit Tigers. The business portion of the evening took place during a pre-game dinner at the Top-of-the-Sixes Restaurant; where guests were introduced to Yankee manager Casey Stengel and his Detroit counterpart Jimmy Dykes and also treated to a slide-tape presentation of the "new" sound of WKMH. Fred Knorr, owner of the station and president of Knorr Broadcasting Corp., is one of the owners of the Tiger baseball club. All Tiger games at home and away are broadcast by WKMH.

Details of the station's new format

Sotto voce respite

With the 1960 political campaign in full gear with its heavy accent on loud politicking, a breather is in store for all listeners of WCKR Miami which last week put into effect a "whisperthon" campaign.

From 6 a.m. to midnight, WCKR's disc jockeys, Jim Tate, George Patrick, Tom Looney and Rich Shaw will whisper only. A slip up by any air personality will earn the first listener who calls an easy $5. Newscasts and commercials, however, will be heard in full voice, the station said.
KOMA's island retreat

KOMA Oklahoma City has given away what it describes as one of the most unusual prizes in the history of that city, following the results of its Robinson Crusoe contest. The L. C. Foree family of Oklahoma City won the grand prize—a five-day vacation on KOMA's treasure island, roughing it a la Robinson Crusoe. The Forees were outfitted with complete camping gear and provided with food and were allowed to keep all equipment they used. In addition, Mr. Foree was given a week's pay.

A second aspect of the contest, which attracted over 2,000 entries, was to guess the amount of groceries the Forees would consume on the island. The winner, Mrs. Candice Carter, received a like amount of groceries ($75) from KOMA.

Drumbeats

Air contest = KOIL, Omaha celebrated its 35th birthday with a series of games and contests for its listeners. Most elaborate was the Skyliner Contest: Each day last month an airplane with a banner featuring a KOIL slogan flew above the city and the first listener to spot the plane and phone the slogan to the station won a prize. Prizes included v sets, radios, and record albums.

Cool' station = CFCF Montreal has distributed fans with the slogan "I'm CF-60 Fan" throughout the Montreal area to help Montrealeans stay cool the summer heat. The station has also distributed in conjunction with asoline stations, 100,000 litterboxes to it in the back window ledge of a car. The red and white litterbox is not only useful, but can also bring drivers the possible award of a silver dollar or portable radio if hailed by a CFCF mobile cruiser.

Lo guessing = CKVL Verdun, Que. (Montreal suburb) has sent thermometers in the form of an Eiffel Tower direct from Paris, France, to advertising agencies in Toronto, without its tame appearing on the thermometer. CKVL was relying on its slogan, "tops the Paris of America", to have its entity recognized.

Wingin' winner = The Annual Oil an Derby Race, for radio and television personalities, in conjunction with the Cleveland Soap Box Derby was won by KYW's Swingin' Sweeney who nosed out eight other personalities and announcers in the midget car race. For his efforts, the winner was awarded a wooden trophy topped with an ip record and oil can.

Mostest Hostess = Hostess Cake Div. of the Continental Baking Co. through Ted Bates has named KORD Pasco, Wash., winner of its first media award. An engraved plaque was presented to the station for the "most outstanding merchandising assistance to a local bakery during a promotional drive."

Music, music, music = A 19-day promotion conducted by WBZ Boston and WBZA Springfield for a night of harmony at the Hatch Memorial Shell on the Charles River in Boston, proved the power of radio as an estimated record crowd in excess of 20,000 turned out for the festivities. The campaign, 10 and 20-minute spots, was the brainchild of Jack Williams, advertising-promotion manager of WBZ.

Milk and cookies = For a while, it seemed that fresh milk was the hottest selling drink in Virginia, at least in the opinion of Cargill, Wilson & Acree, agency for the Virginia Milk Producers Federation. In an offer made over 22 radio stations throughout the state, the agency gave away a coupon for a free package of FFV cookies (another client) in exchange for two milk container tops. The original plan called for week saturation. But the offer was terminated after six weeks when the sponsors received more than 11,000 requests.

And then . . . crab cake = An advertiser on WDMV Pocomoke City, Md., will have a racing crab named after him in the National Hard Crab Derby to be held in September. The crab will compete for the Governor's Cup to be awarded by Maryland Governorillard Tawes. Naming of the crab will be an event in itself with Mayor Babe Dryden of Crisfield, Md., conducting a drawing and serving as host for the crab's namesake. The race will be held in Crisfield, which proclaims itself the "seafood capital of the world."

Swing or swim = Making their "Pick of the Week," the disc jockeys of KFWB Los Angeles came up with a tie vote—three for "Volare," three for "I'd Do It Again." Arguments failed to break the tie but produced a bet to add interest to the hours while they wait to see which side first becomes a hit. The losers will go swimming with the whales, sharks, swordfish and other inhabitants of Marineland while helping to clean the windows of the world's big fishbowl.

THE REMARKABLE
SONY RADIO
WIRELESS MICROPHONE

The convenience and variety of uses for this remarkable instrument are almost beyond the imagination. The Sony CR-4 mike and radio transmitter can be slipped into a coat pocket for completely wireless on-the-street interviewing, studio audience interviewing or on-the-spot broadcasting from awkward places. It gives complete freedom to active singers, dancers, comedians, performers with electric instruments and actors, eliminating the need for cumbersome mike booms and entangling wires.

Microphone, transmitter, receiver and carrying case, $250. For information or literature, write: Superscope, Inc., Dept. 3, Sun Valley, California.
No gain for Ontario stations in ad ruling

Ontario radio and television stations do not expect much beer and wine advertising, despite the fact that as of Aug. 1 this is permitted in Ontario for the first time. Breweries have told station representatives that the present regulations which only permit sponsor identification before and after a program of at least 10 minutes duration is not adequate, in view of much more product advertising permitted print media starting September 1.

A meeting of 15 station representation firms was held at Toronto on July 26, to which were invited Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, Canada's broadcast regulatory body; William Pearson, legal counsel of the BBG; William Collings, chairman, and Col. S. Woodrow, legal counsel of the Ontario Liquor Control Board, whose new ethical advertising code allows beer, wine and liquor advertising in Ontario for the first time.

Station representation firms reported that breweries and wineries and their advertising agencies, almost without exception, contemplated no radio advertising despite the permission to do so. This is due to the feeling that the regulations are too restrictive. The regulations as they apply to radio and television, are based on BBG regulations which only permit sponsor identification before and after programs.

The meeting, called by the Canadian Radio Station Representatives Assn., heard several radio announcements that had been written to conform to the regulations for print media. It was suggested if the BBG amend its regulations on radio advertising, advertising agencies were prepared to buy radio time.

Neither Dr. Stewart, Mr. Collings, nor legal counsel from both bodies, made any comments or took part in the discussions.

Also at the meeting was Cam Ritchie, CKLW Windsor, Ont., and representatives of the Central Canada Broadcasters Assn. Mr. Ritchie stated that the CCBA would make representations to the BBG at its Sept. 26 meeting at Ottawa on the subject of beer, wine and liquor advertising on radio and television.

Government vetoes CBC pay increases

There will be no pay increase for 145 news editors of the Canadian Broadcasting Corp., members of the Canadian Wire Service Guild, because the Canadian government intervened in salary negotiations between the CBC and its employees for the first time. As a government corporation, the government can intervene in negotiations and this time vetoed any salary increases for CBC employees. Whether this will set a pattern to be followed in negotiations between CBC and other unions is too early to determine.

Meanwhile the Canadian Council of Authors and Artists, representing mostly television performers on the CBC, has quit the Canadian Labor Congress on a charge that the CLC has created an artificial racial division between French and English language performers on CBC radio and tv.

The dispute involves a feud between the two organizations of actors, artists, dancers, singers and other performers on the CBC networks. The CCAA, with 1,600 members, protested against the CLC allowing a French-language union, Federation des Auteurs et des Artistes du Canada, with 1,300 members, to join the congress. The two language groups emerged after about 70 television producers on the CBC's French-language network at Montreal went on strike in January 1959. The CCAA at that time stated its members had to honor their contract with CBC and should ignore the pickets. After the strike was settled two language unions came into being, and there has been jurisdictional trouble in the past year.

Ampex overseas sales

Ampex International has installed 1 new Videotape tv recorders during the past month in six different countries. In addition to these, the company has announced the shipment of 14 recorders to customers in Europe and Canada, which will be added to the total on installation. The 12 new installations are as follows: Brazil—1 for T-Rio at Rio de Janeiro, 1 for TV R1 at Brasilia; Canada—1 for CBC Edmonton, 2 for CBC Ottawa, 1 for CFC (TV) Montreal; Finland—2 for the Finnish Broadcasting Corp.; Italy—2 ft. Radiotelevisione Italiana; Japan—color unit for Asahi Hoso Kyok (ABC) in Osaka; United Kingdom—for a research facility. The worldwide total of Ampex vtr installations, including the U.S., now stands at 666.

Big equipment order

CFTO-TV Toronto, Ont., new ch. station scheduled to go on the air c Jan. 1, 1961, has ordered RCA-Victor equipment costing almost $3 million. This is believed to be the largest single tv equipment order placed in Canada. Included will be color equipment; CFTO-TV will be able to begin tel
casting at once in color, if the Board of Broadcast Governors permits. CFTCO-TV will appear before the BBG in September to request it be allowed to begin operations in color, and is prepared to teletack 15% of its live shows and 10% of its film shows in color. If given permission it will be first Canadian station permitted to broadcast in color. (CFPL-TV London, Ont., has had equipment installed for some years, but has not received permission for such broadcasts.) CFTO-TV will use new RCA-Victor TK12 cameras.

Sales off in Canada
Both radio and television set sales were down in Canada for the first half of this year, as compared with the same 1959 period. Radio receiver sales, according to the Electronic Industries Assn. of Canada, totaled 228,846 sets in the January-June 1960 period, as against 260,254 in the previous year. June sales were up slightly, from 39,707 in June 1959, to 39,834 this June.

Television sets sold totaled 136,400 in the first half of the year as against 164,381 in the same period last year. June sales also were down from 24,637 in 1959, to 19,367 this June.

Abroad in brief
UK offering B. Charles-Dean, head of Roxy Films Ltd., London, is bringing a pilot film of his new tv series Brainwaves to New York for showing to American advertisers and agencies. The comedy series stars Eric Sykes. British comedian.

SWAN's rep. SWAN, the ship-based station off the coast of Honduras, has appointed Pan American Broadcasting Co., N.Y., as its international representative. The commercial outlet broadcasts with 50kw standard wave and offers coverage of the entire Caribbean, all of Central America and northern South America, according to the rep firm. It is currently broadcasting in English and Spanish.

Agency appointment Lever Bros. Ltd., Toronto, Ont., has appointed Cockfield, Brown & Co., Montreal, Que., to handle all its French-language advertising. The agency will also be responsible for evaluating all Lever Bros. French-language television properties and commercials, but French-language tv spots for particular Lever Bros. products will be placed by individual agencies, though Cockfield, Brown & Co. will do the commercials.

New quarters R.C. Smith & Son Ltd., Toronto advertising agency, has moved to new offices at 140 Merton St.

Broadcast Advertising
Paul E. Funk, account director at McCann-Erickson, N.Y., elected vp.

Arthur E. Peterson, formerly assistant to president of Vance Publishing Co., joins Peitscher, Janda/Assoc., Chicago, as vp and principal of agency. Previously, he was vp and account supervisor for Buchen Co., that city.

Ralph M. Watts, formerly advertising and merchandising manager for Stokely-Van Camp, Indianapolis, to Borden Foods Co., as vp in charge of product marketing, effective Aug. 15.

Raymond F. Ruffley, account executive at Dancer-Fitzgerald-Sample, N.Y., appointed vp.

E. Burke Giblin and Arthur E. Lor-kin Jr., general managers of Jell-O and Maxwell House divisions, respectively, of General Foods Corp., White Plains, N.Y., elected vps.


L.J. Sauers, formerly vp for sales at American Home Products, N.Y., named vp for marketing. J.B. Shortlidge, AHP field sales manager, becomes general sales manager.

Philip C. Kenny, formerly vp at Keyon & Eckhardt, N.Y., joins Teach, McClinton, that city, as media director.

C. Peter Frantz, vp and marketing supervisor at Leo Burnett Co., appoint-

FATES & FORTUNES

Henry Norman, member of marketing department of BBDO, N.Y., named supervisor of department's drug division. Prior to joining agency last February, Mr. Norman had been general sales manager of Pharmaco Inc., and vp in charge of sales for Union Pharmaceutical Co., divisions of Schering Corp., N.Y., He succeeds Herbert Roberts who was recently made manager of marketing department.

Stanley M. Heggen promoted from merchandising activities in tv-radio department at Aubrey, Finlay, Marley & Hodgson, Chicago, to assistant media director.

John R. Jones and Harold Cramer appointed assistant radio-tv production manager and merchandising executive, respectively, for Erwin Wasey, Ruthrauff & Ryan, Los Angeles. Mr. Jones formerly was with Universal International Studios and Mr. Cramer was with General Foods.

William V. Humphrey, formerly pr director at Fletcher Richards, Calkins & Holden, Chicago, to Robert Haas Adv., that city, in similar capacity.

Gene Carr, formerly of Knox-Reeves Adv., Minneapolis, joins Dancer-Fitzgerald-Sample, N.Y., as copywriter.


Robert B. Irons, advertising manager of Standard Oil Co. of Indiana, will

Newest among the leaders serving America's greatest radio market!

More audience per dollar than any other leading radio station in greater Los Angeles!
hold similar post with newly reorganized American Oil Co., which becomes marketing-distribution-product research subsidiary of parent Standard next Jan. 1.

Maxmilian B. Bryer, tv commercial production supervisor at Benton & Bowles, becomes first full-time B&B West Coast commercial supervisor.

John Tyson, formerly vp and management service director at McCann-Erickson, Chicago, appointed advertising director at Simoniz Co. (waxes), that city.


Martin Barsky, account executive with Malcolm & Steinlauf, Los Angeles, has joined Enyart & Rose, that city, in similar capacity. Homer Wright also joins E&R as account executive.

David Nylen, assistant account executive at Doherty, Clifford, Steers & Shenfield, N.Y., named account executive on Narragansett Brewing Co.

Frank H. Hoell Jr., formerly account executive at Kenyon & Eckhardt, and Pierre F. Marshall, vp and account supervisor at Keyes, Madden & Jones, to Campbell-Mithun, Chicago, as account executives on Kroger Co. account. David Burns, formerly product advertising manager at Libby, McNeill & Libby, and John McGee, transferred from agency's Minneapolis office, named account executives on American Dairy Assn. account. Currie L. Brewer, previously on Robin Hood Flour account at H.W. Kastor & Sons, to C-M as account executive on Helene Curtis Industries. Kermit Myers, formerly assistant advertising manager at Portland Cement Assn., appointed to service dairy account Robert E. Kilbride, formerly advertising and pr consultant at U. of Chicago, to C-M as head of agency's Chicago pr activities.

Leonard H. Lieberman, formerly with Richards Assoc., Washington, to Ketchum, MacLeod & Grove, that city, as pr account executive.

Richard Schenk joins Curtis Winters Co., Los Angeles advertising agency, as member of copy-contact staff.

The Media

David J. Shurtleff, station manager of WJAR Providence, R.I., and special tv assistant to Joseph S. Sinclair, general manager of broadcasting for The Outlet Co. (WJAR-AM-TV), promoted to station manager of WJAR-TV. James E. Gleason, program director of WJAR, succeeds Mr. Shurtleff as station manager.

Robert H. Dolph, formerly manager of KIMA Yakima, Wash., promoted to manager of national and regional sales for Cascade Broadcasting Corp.'s tv group (KIMA-TV Yakima, KEPR-TV Pasco-Richland-Kennewick, Wash., KLEW-TV Lewiston, Idaho and KBAS-TV Ephrata-Moses Lake, Wash.). Ben Shropshire, formerly manager of KLEW-TV, to KEPR-TV in similar capacity.

Thomas L. Young, general manager of KAUS and KMMT (TV), both Austin, Minn., elected vp of Minnesota-Iowa Television Co., which owns both stations.

Don Stephens, program director of WBGC Chipley, Fla., promoted to manager. Lane Harris, announcer at station, succeeds Mr. Stephens.

Loomis C. Irish, station additions salesman at ABC-TV, named manager of sales service—nighttime.

Clark L. Dozier, general manager of Stark Broadcasting Corp. (WCMW Canton, Ohio and WARI Peru, Ind.) elected secretary and member of board of directors.

Fred Horton, sales manager of Medical Radio System at NBC, named general sales executive with direct sales responsibilities for representing network in drug and toiletry fields. Mr. Horton joined company in 1941 as salesman and later became director of sales for NBC Radio.


Harry (Bud) Edwards joins WPTA-TV Fort Wayne, Ind., as account executive. He has been in retail sales for past nine years.

Ferrill T. Robinson, radio assistant to director of advertising at Adam Young Inc., N.Y., joins The Concert Network, that city, as account executive.

Warren (Gus) Johnson, formerly manager of KQTY Everett, to KAYO Seattle, both Washington, as account executive.

Clifford Ford, formerly salesman for WQXR New York, joins sales staff of WNBC, that city.

John B. Soell, formerly broadcasting consultant and previously vp and general manager of WISN-AM-TV Milwaukee, to KTVE (TV) El Dorado, Ark., (Monroe, La.) as general manager under new ownership of Home Television Cc (BROADCASTING, July 11, June 13) which officially took over last Wednesday day.

Mr. Horton

Mr. Soell

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications.
Dave Diamond, formerly with KOIL Omaha, Neb., to WIRL Peoria, Ill., as program director, succeeding Jay Lawrence. Ray VanSteen succeeds Bruce Still as production supervisor.

Selig J. Seligman, ABC-TV vp, general manager, KABC-TV Los Angeles, named head of new, wholly-owned AB-PT program production subsidiary (Broadcasting, July 25). Duties will include extension of present work as producer of Day in Court. Mr. Seligman, who joined ABC-TV in 1953, was appointed KABC-TV general manager in 1955, ABC vp in 1958. He was previously with United Paramount Theatres as vp of Northern Theater Corp., Paramount Div. Elton H. Rule, general sales manager, KABC-TV, replaces Mr. Seligman as general manager. Mr. Rule, who joined KABC-TV (then KECA-TV) as assistant sales manager, was promoted to present post in 1953.

Robert E. Harris appointed advertising and sales promotion manager of KCBS San Francisco. He formerly held similar position at WNTA-AM-FM-TV New York.

Frances I. Pierce named acting promotion director of KIRO-TV Seattle, Wash. She has been promotion supervisor for KIRO-AM-TV.

James H. Gillespie appointed assistant promotion manager of KXTV (TV) Sacramento, Calif. John Katz joins continuity department. He formerly was with KCRA-TV Los Angeles.

Paul Owen, formerly assistant manager and program director at KTCA-TV Minneapolis-St. Paul, joins National Educational Television and Radio Center, N.Y., as station relations associate.

Paul Schuett resigns from KEPR-AM-TV Pasco, Wash., effective Aug. 31, to take graduate work at Walla Walla College, Wash., and help college in its proposed construction of non-commercial, educational fm station.

William R. Williams, formerly in media and sales promotion departments of McCann-Erickson, joins WWJ-AM-FM-TV Detroit as member of promotion department.

Ward W. Weldon, formerly merchandising research director of WIBW-AM-TV Topeka, Kan., appointed research assistant at Iowa State U.

Don Griffith, formerly staff announcer and sportscaster for WCOA Pensacola, Fla., resigns to enter personal management field.

Robert A. Monroe promoted to general manager of World Broadcasting System and John S. Murphy to assistant to President Paul F. Harron. Management realignment follows resignation of general manager James H. Weathers, effective Aug. 15 (Broadcasting, Aug. 1) Mr. Monroe, national sales manager for past two years, formerly was world’s western division manager and before that was in local radio, starting at WNEX Macon, Ga. Mr. Murphy, who has been World sales manager, formerly was general sales manager of Dixon Network for nine years and for time was owner-operator of WROD Daytona Beach, Fla. Three new field representatives also appointed by World: Dean Aldrich, WMDN Midland, Mich., to work in midwest; Keith Marshall, KECK Odessa, Tex., in southwest, and Russe Stamer, WTPA Parkersburg, W.Va., in eastern seaboard.

Charles Harrison, formerly with WCKT (TV) Miami, joins WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois, as news director.

Earl W. Clayton Jr., formerly with KXIV Phoenix, to news staff of KPHO, that city. Previously, he was with KFBI Wichita, Kan. Howard A. (Buzz) Jones also joins news staff.

Peter J. Smith, freelance producer-director on close circuit, video tape commercial and program projects, joins CBS-TV as producer for production sales.

Roger Lund, newscaster for WKBW-TV Buffalo, N.Y., promoted to pr di-rector. Hal Youngblood, director of news and public affairs, assumes Mr. Lund’s previous responsibilities. Ronnie Jaye joins WKBW-TV as air personality.

James Nutter, formerly with Associated Press in Louisville, Ky., joins WHAS-AM-TV, that city, as member of promotion department, succeeding Richard Weston.

Eugene H. Bohi, formerly sales service manager at WBBM-TV Chicago, appointed video tape recording sales representative for station’s tape productions unit.

Charles Amundsen, formerly at WILL-AM-FM-TV Champaign-Urbana, and Richard Bottles, previously news director at WAJK Galesburg, to news staff at WKRS Waukegan, all Illinois.

John R. Newhouse, formerly executive producer at CBS Radio, appoint-
Paul Raymon, formerly announcer and sportscaster for CBS Radio Network and member of sales staff of WAGA-TV Atlanta, promoted to local sales manager. He has been with WAGA-TV since 1954 in various capacities.

David L. Johnson, formerly program director of KOTE Fergus Falls, Minn., to KOYN Billings, Mont., in similar capacity.

Jack Tompkins, rejoins KWTV (TV) Oklahoma City as associate farm director. He had been with station in 1956-57 as assistant farm director.

Edward A.W. Smith, formerly Detroit manager of Adam Young Inc., appointed general sales manager of KQV Pittsburgh. Previously, he was with WCAU and WIP, both Philadelphia.

William Bode and Marvin Houtz, account executives at KOIL Omaha, Neb., promoted to local sales manager and assistant local sales manager, respectively.

Peter Reinheimer, formerly account executive on U.S. Steel at BBDO, N.Y., joins ABC-TV as assistant daytime sales manager. Before his association with U.S.S. account, Mr. Reinheimer was tv account executive for Lever Bros. at BBDO.

Ken Goodman, chief of sports department of WXEX-TV Richmond, Va., assumes additional duties as night program supervisor.

Larry McCann, staff announcer at WXYZ-TV Detroit, promoted to account executive, succeeding William Morgan who joins Adam Young Inc., there.

Bob Carrington, formerly air personality at WWJ-TV and WXYZ-TV, both Detroit, to WIBK-TV, that city, in similar capacity.

Robert F. Fountain, formerly sales representative with Look magazine, joins ABC Radio Network as account executive.

Danny Day, announcer at KCUB Tucson, Ariz., promoted to program director.


Stan McCormick, formerly on sales staff of WTOP Washington, D.C., to WRC-TV, that city, as account executive.

Ron Thompson, air personality with KOMA Oklahoma City, adds duties of promotion director.

Shirley P. Simpson, formerly on public relations staff at Grant Adv., N.Y., to sales staff of KPAM and KPFM (FM) Portland, Ore.

Ed Mason, formerly air personality and director with WCIA (TV) Champaign, Ill., to staff of WOCO-TV Enid-Oklahoma City.

Merle H. Tucker, owner and operator of KGAK Gallup, N.M., elected treasurer of Kiwanis International at organization’s 45th annual convention at Miami Beach, effective Aug. 1.

Joe Adams, veteran disc jockey with 17 years on air, most recently at KRKD Los Angeles, joins KNOB (FM) Long Beach, all-jazz station.

W.D. (Woody) Langley, weekend air personality of WATS Sayre, adds similar duties at WMPT Williamsport, both Pennsylvania.

Ted Hallaman, formerly of WFMJ Youngstown, Ohio, to WGAR Cleveland as newscaster-personality.

Bill Lindsey, for the past 10 years general manager of KVOY Yuma, Ariz., joins Blair TV and Blair Television Assoc. as member of sales staff, effective Sept. 1. He will headquarters in firm’s San Francisco office.

Programming

Martin J. Robinson, vp of C&C Films at Western Television, divisions of Television Industries Inc., N.Y., named vp and director of parent organization. Mr. Martin fills vacancy left by Erwin H. Ezzes (WEEK’S HEADLINERS, Aug. 1).

Norman E. Gluck, formerly vp of Elliot, Unger & Elliot Div., Screen Gems, N.Y., joins Universal Pictures, that city, to work on special assignments from company’s president, Milton R. Rackmil.

Dr. David W. Parker, formerly director of public affairs at KPIX (TV) San Francisco, joins Larry Williams, Alameda, Calif., as associate in production of tv programs.

Peter Nelson named tv assistant to Jerry Wald, motion picture and tv producer. He formerly was with Martin Manulis, also on tv projects.

Jerry Franken, head of advertising-publicity-promotion at National Theatres & Television Inc., Beverly Hills, Calif., resigns. NTA is moving sales and advertising headquarters to N.Y., but Mr. Franken is unable to transfer because of personal reasons.
Earl Jones appointed production manager of UPA Pictures, Los Angeles. He will supervise production line for forthcoming Mr. Magoo tv series. Mr. Jones formerly was with John Sutherland Productions and Walt Disney, both Hollywood.

Bernard Block, formerly tv producer at Benton & Bowles, N.Y., joins Transfilm Caravel, that city, as production supervisor in business programs and industrial shows division.

Neil Sessa, formerly of Film Art Studio, joins tv & Industrial Film Div. of National Screen Service Corp., that city, as animation director.

Richard Fielder signs exclusive contract with Four Star Tv to write DuPont Show and Zane Grey Theatre. He has written “Night Song,” “The Long Shadow” and “Ambush,” episodes in DuPont Show.

Harry S. Ackerman, vp and executive producer at Screen Gems, N.Y., elected president of National Academy of Television Arts & Sciences. He also was president in 1958-59. Other officers elected: Mike Wallace, executive vp; Betty Furness, secretary, and Louis Edelman, treasurer. Local presidents, representing their chapters on national board of trustees: Gail Patrick Jackson, Los Angeles; Robert B. Cochrane, Baltimore; Irv Kucinich, Chicago; David Brinkley, Washington; Lee Schulman, Seattle, and Gene Blanpeid, Arizona.


Don Lloyd named western tv manager for Modern Talking Picture Service, San Francisco.

Robert (Red) Ginzler, musical arranger, joins Madison Avenue Sounds, N.Y., as musical director.

Jerry Wald, well-known motion picture producer (“Peyton Place,” “Let’s Make Love”), will make tv debut as producer of Rocky Point series for 20th Century-Fox Television and ABC-TV.

Stanley M. Gortikov, formerly corporate development director for Capitol Records Inc., named to new post of vp in charge of merchandising for Capitol Records Distributing Corp., Hollywood. William B. Tallont Jr., vp and board member of CRDC, will assume responsibility for all national sales and operations activities.

Ronald E. Willman, formerly client service manager at ABC Films, N.Y., joins Stone Merchandising Assn., that city, as client service, sales promotion, and merchandising coordinator.

### FCC sisters

Two sisters, who have worked for the FCC and its predecessor in the Dept. of Commerce for a combined total of over 75 years, retired together July 31.

Mrs. Mary E. Corridon, administrative assistant, Administrative Branch of the Field Engineering and Monitoring Bureau, Washington, entered federal service in 1919. Her sister, Anna L. Poloske, secretary to the engineer in charge, FCC Boston office, began her work in 1923.

In recognition of their long service, the FCC adopted a special resolution honoring the two sisters on July 27.

Herman Keld, formerly supervisor of ratings analysis at NBC, joins MGM-TV, N.Y., as director of tv research.

Herbert Richel resigns from United Artists Assn., N.Y., to become director of operations at Seven Arts Assoc. Corp., that city.

### Equipment & Eng’ring

Sanford Silverman and Russell Safferson elected directors of Wallson Assoc., Elizabeth, N.J., manufacturer of electronic test equipment. Mr. Silverman is company’s secretary and general counsel. Mr. Safferson is partner in New York securities firm of Russell & Saxe.


Ralph Williams, manager of general custom sales of RCA Victor Records, N.Y., appointed manager of custom records. Carl Reinschmidt named general custom sales manager.

James F. Haley promoted from eastern regional manager to national

field sales manager at Motorola Consumer Products Inc., Chicago, newly-created post designed to help carry out distributors’ sales-merchandising programs.

Donald E. Garrett appointed manager of advanced development engineering for General Electric Co.’s tv receiver department, Syracuse, N.Y. He had been manager of component and deflection systems engineering.

Henry K. Kindig appointed general manufacturing manager for picture tube operations of Sylvania Electric Tubes, Seneca Falls, N.Y. Charles H. Miller named manager of tv picture tube plant, Ottawa, Ohio.

William R. Campbell promoted to manager of marketing services for Zenith Sales Corp., Chicago. He had been West Coast district sales representative.

Charles H. Miller, manufacturing superintendent at Sylvania Electric Products, Ottawa, Ohio, named manager of tv picture tube plant there.

### Allied Fields

Allyn Jay Marsh, formerly with CBS Radio Sales for 31 years as account executive and assistant sales manager, joins U.S. Tele-Service, N.Y., tv research firm as vp in charge of new business.

Frederick Hyman, vp and secretary of United Artists Assn., N.Y., has resigned to form own company, Americom Corp. New firm has license on “Ameridisc,” paper-thin vinyl record with application in packaging, sales promotion and advertising specialty fields. Headquarters will be at 45 W. 45 St., New York.

Dr. Tibor Koves, formerly vp of Dichter Institute for Motivational Research and editor of Motivations, joins Motivation Dynamics, Mohegian Lake, N.Y., as partner.

Sam Elkins, president and general manager of W.S. Grant Co., station rep, joins Reynolds & Co., San Fran-
Alex Keese, 61, radio-tv veteran, dies

Alexander (Alex) Keese, 61, managing director of WFBA-TV Dallas, died Wednesday, Aug. 3, of cancer. He had been ill for several months. One of the nation’s outstanding and respected broadcasters, Mr. Keese began his career with WFBA in 1930 as music director and has been with the station ever since, except for the period from 1944-1948 when he left to join the Taylor-Howe-Snowden group, then a multiple station owner in Texas. Rejoining WFBA in 1948, Mr. Keese was named regional sales manager, advancing through the ranks to radio manager in 1952. He became managing director of radio and television in 1956. Mr. Keese, a musician at heart, directed WFBA’s first Earlybird orchestra, a symbol of the station for more than 25 years until its recent disbandment. In past years, Mr. Keese was a regional director of the NAB, a member of the NBC Radio Affiliates’ radio programming advisors committee and chairman of the select committee of the ABC-TV Affiliates.

Funeral services held last Friday with a solemn requiem mass at Holy Trinity Catholic Church in Dallas and interment at Hillcrest Memorial Park there.

cisco brokerage firm.

Gerald F. Hurley joins Washington office of Blackburn & Co., national media brokerage firm, as administrative assistant in charge of market research and sales promotion.

Joseph J. Sands appointed coordinator of broadcast productions and information at U. of Southern California.

Victor Dallaire named publicity director of TV Q, national tv qualitative program evaluation service and home testing institute, N.Y.

International

W. John Dunlop, director of public service programming of Canadian Broadcasting Corp., Toronto, Ont., named first Canadian member of public information conference of National Safety Council, Chicago.


Barry Gordon, formerly with CHCH-TV Hamilton, Ont., named senior producer of CJAT-TV Winnipeg, Man.

Joe P. Koblik, sales manager of CJAT Trail, B.C., promoted manager of CJAT, succeeding John Loader, who has entered provincial politics.

Sid Boyling, formerly of CHAB Moose Jaw, Sask., appointed general manager CKY Winnipeg, Man.

Blair R.B. Paterson named promotion manager of CHAN-TV Vancouver, B.C.

Glen Garvin named promotion manager and Phil Oakes appointed national sales representative of CKNW New Westminster, B.C.

Deaths

Pierson Underwood, 63, formerly board chairman of WGMS Washington, D.C., died July 30.

Roy L. Albertson, 61, founder and former owner of WBNY Buffalo, N.Y., died July 27 following coronary seizure. He had been retired since 1954. He also was stockholder in KVNA Flagstaff, Ariz. Among survivors is son, Roy L. Albertson Jr., owner of KNOT Prescott, Ariz.

George G. Lenehan, 42, vp of Modern Talking Pictures, N.Y., died July 28. He had been with organization since 1947.

Val S. Bauman, 50, vp in charge of national advertising merchandising for National Tea Co., drowned July 30 in Lake Geneva, Wis. He had been with firm for 14 years.

Frederic Andrew Schneller, 54, vp in charge of merchandising at D’arcy Adv., N.Y., died Aug. 2. He formerly was general merchandising manager of Lever Bros. from 1947 to 1951, when he joined D’arcy.
Station Appropriations, Applications

As Compiled by Broadcasting

July 28 through August 3. Includes data on changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

New TV Stations

APPLICATIONS


Fountain City, Tenn.—WFTC Inc., Granted increase in daytime power to 1 kw from 500 watts. Ann. July 28.


New FM Stations

APPLICATIONS


KCMC Texarkana, Tex.—Granted change of facilities from 1250 kw, 250 watts, to 1400 kw, 250 watts, 1 kw, 1 kw, 2 kw, DA-2, engineering conditions. Ann. July 28.

KQGT Bellingham, Wash.—Waived see 1239(b) of rules to accept late filing application for replacement of expired cp but cautioned applicant about timely filings in future. Ann. July 28.


Cincinnati, Ohio—Seven Hills Best, Corp., granted 98.5 mc, 14 kw. P.O. address, 2888 W. St., Indiana, Ind. Estimated construction cost $25,067, first year operating cost $18,936, revenue $42,000. Principals are Herle M. Miller and Ophelia L. Miller, 50% each. Mr. Miller is attorney. Ann. July 28.


APPLICATIONS

Little Rock, Ark.—Tanner Best, Corp., 109.7 mc, 2.7 kw. P.O. address 604 E. Capitol Ave., Little Rock, Ark. Estimated construction cost $9,576, first year operating cost $9,000, revenue $14,000. Principals include H. Glenn Tanner, 50.5% owner of Little Rock Musak franchise. Ann. July 27.


SEVIERVILLE, Tenn.—Smoky Mountain Best, granted 148 mc, 7 kw. P.O. address 1876 Sevierville, Tenn. Estimated construction cost $10,000, first year operating cost $10,000, revenue $15,000. Applicant fm will duplicate programming of WSB Sevierville. Ann. July 27.


EXISTING FM STATIONS

ACTIONS BY FCC


WPJJ-FM Providence, R.I.—Granted mod. of SCA to duplication of program to a frequency of 41 kc, for purposes of "continuing dissemination of basic weather information." Ann. July 28.

OWNERSHIP CHANGES

ACTIONS BY FCC


KOBY-AM-FM San Francisco, Calif.—Granted renewal of license and (2) assignments of license to (2) assignees to G. Michael Davis, assignor. Ann. Aug. 1.

KSDO San Diego, Calif.—Granted renewal of license and (2) assignments of license to (2) assignees to Steve V. Hays, assignor. Ann. Aug. 1.


WNTF Naugatuck, Conn.—Granted transfer of control from Norman Shapiro to John T. Parson and (2) assignees. Ann. Aug. 1.


WFBM FM Fort Lauderdale, Fla.—Granted assignment of license to Mary Lou Akins, from (2) assignees. Consideration $50,000. Ann. Aug. 1.


WWCM Watertown, N.Y.—Granted assignment of license to Richard B. Blackwell (100% owners of parent corporation South Florida Best Inc., to William A. Roberts (KAUS and KMMT-TV Austin, Minn., and interest in WWCM-WWCM-TV Watertow, Iowa); consideration $45,000. Ann. Aug. 1.


WLLP-AM-Auburn, Ala.—Granted assignment of license to Robert H. Woodwall, from (2) assignees. Consideration $82,000 plus $5,000 in liens. Consideration $37,000 plus $15,000 to compete within 75 miles of Auburn for five years, and $10,000 to compete with AM station. Comr. King not participating. Ann. July 28.


KBSM-Baton Rouge, La.—Granted (1) renewal of license and (2) assignment of license to (2) assignees to Robert C. Ferrell and Mr. and Mrs. E.L. Ferrell (2). Consideration $37,500. Ann. July 28.


KJFM-AM Texas City, Tex.—Granted renewal of license and (2) assignment of license to (2) assignees to Mrs. and Mr. E.L. Ferrell (2). Consideration $37,500. Ann. July 28.

WJHD Tuscaloosa, Ala.—Seeks assignment of license from Wilhelmina Q. Echois to John C. Cooper. Mr. Cooper is manager of WJHD. Ann. Aug. 1.


WPFT Fullam, Conn.—Seeks assignment of license from Israel Fullam Best Co. to Herbert C. Rice. Mr. Rice

BEST WAY TO EMBRACE THE NEW NEGRO COMMUNITY...

"Lib" it up!

When it comes to reaching the enormous Negro Community of Greater New York, time buyers sum up their strategy in three little words: "Lib IT UP"

The reasons are simple. Whether you sell a LibBation or appeal to the Libido only WLIB can do the effective job.

WLIB it up!

When it comes to reaching the enormous Negro Community of Greater New York, time buyers sum up their strategy in three little words: "Lib IT UP"

For the Record

BROADCASTING, August 8, 1960

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KXAR-FM—Seeks transfer of control of Northwest Bestg. Co. from Riehl & Associates to KXAR. KXAR is affiliated with Frank Hunt. 50% Richard Ahern and Richard J. Novak, 25% each. Mr. Novak will pay Mr. Ahern for 5% interest the sum of $1,200 for stock plus $13,750 for 5% interest in promissory note owing to Mr. Ahern by Northwest Bestg. Mr. Novak is in advertising Ann. July 29.

KONE Reno, Nev.—Seeks assignment of license from Thompson Magowan and Frederick Jones to Radio K-ONE Inc. by cancelation by new partner. Leeland J. Fuller (51%) of new partner, will pay Mr. Magowan sum of $14,100. Mr. Magowan retains his interest in station. Mr. Jones will retain 49% interest in KONE. Mr. Jones is interested in KPQ also of Riverside, Calif. Ann. July 25.

KTFU La Paz, Tex.—Seeks assignment of license from Quay County Bestg. Co. to Tucumcari Bestg. Co. for $92,500. Purchasers are Ed. House & R. D. House, equal partners, who have interest in bottling company and taxi-cab firm. They formerly held interests in KAMQ and KV2Q (TV), both Amarillo, Tex. Ann. July 27.


WODI Vinton, Va.—Seeks assignment of cp from WTYT Inc. to Reynolds-Vincent Radio Inc. for $4,700. Principals include Stu- art W. & Ethel Moeser, 50%, Goodman, 50%, and Lester L. Williams, 20%. Mr. Moeser is employed by N.C.R. Inc. Mr. Williams is applicant for am at Troy, N.C. Ann. Aug. 25.

WCHAS-AM-TV Charleston, W. Va.—Seeks assignment of licenses from Tcreney Co. (am licensee) and WCHAS-TV Inc. (tv licensee wholly-owned by Tcreney) to C-BT Inc. C-BT Inc is wholly-owned by Rollins Bestg. Co. C-BT is wholly-owned by interest in WAMS Wilmington, WJWL, Georgetown, both Delaware; WNRB Newark, N.J.; WRAP North Bergen, N.J. Independent, Ind.; WBEI Harvay, Ill.; WPTZ TV North Pole, N.V.; and WEAR TV Pensacola, Fla. Ann. July 27.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner H. Gifford Irlon issued initial decision toward granting an application of KDFE Bestg. Co. to change operation of station KDFE-Albuquerque, N.M., on 1350 kc from 1000 to 1100 watts with 1 kw-D, 500 w-N, DA-N. Ann. July 29.

FRACTIONAL FREQUENCY

Chicago, Ill.—Radio America; Lansing, Ill.—Gordon Beas & Assoe.; Park Forest, Ill.—Black & Taylor; Peoria, Ill.—For hearing three mutually exclusive applications for consolidated hearing applications for additional stations in Blue Island Community; Portage, Ind., Ill. et al; order superseded Dec. 2, 1959 order with respect to issues only. Ann. July 28.


Get 50% more FM power per dollar

5 KW FM 53008 (Converts to 7.5 KW FM 5008)

This new ITA 5KW/7.5KW FM transmitter will deliver 50% more power at a cost. You get higher efficiency...more watts per dollar...less power waste...longer tube life.

AND LOOK AT THESE BONUS FEATURES:

* Multiplex and Remote Control Design
* Modern Ceramic Tubes
* No Neutralizing Required
* Occasional Display of Floor Space

Get details on ITA's complete FM line—all powers from 10 watts to 50KW

Specialists in FM Broadband Equipment

INDUSTRIAL TRANSCEIVERS AND ANTENNAS • Lansdowne, Pa. 9-8200

BROADCASTING, August 8, 1960

This content is not directly related to the question and is unrelated to the task. It appears to be an advertisement for FM broadcasting equipment. The original content seems to be a mix of industrial and legal text, which is not suitable for the task at hand. If you need help with a different task or have questions about this content, please let me know!
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Offices and Laboratories
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COMMERCIAL RADIO EQUIPMENT
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Member APCCE

RUSSELL P. MAY
711 14th St., N. W.
Sharaton Bldg.
Washington 5, D. C. Republic 2-3984
Member APCCE

GUY C. HUTCHESON
P. O. Box 32
Crestview 4-8721
1190 W. Abrom
ARLINGTON, TEXAS

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
1220 Snowville Road
Brecksville, Ohio
(Cleveland Suburb)
Tel: Jackson 6-4386 P. O. Box 82
Member APCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
1200 Snowville Road
Brecksville, Ohio
(a Cleveland suburb)
Member APCCE

JAMES C. MCNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1255
Member APCCE

A. D. RING & Associates
30 Years' Experience in Radio
Engineering
1710 H St., N. W.
Republic 7-2347
WASHINGTON, D. C.
Member APCCE

GUY P. ROBBINS
George A. Robbins & Co.
Radio & Television
Consulting Engineers
Washington 6, D. C.
Member APCCE

RUSSELL P. MAY
1000 Conn. Ave., Leesburg, Va.
Member APCCE

SILLMAN, MOFFET & ROHRER
1405 Q St., N. W.
Republic 7-6466
Washington 5, D. C.
Member APCCE

L. H. CARR & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C.
Fort Evans
Member APCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
Oliver 2-8520

S. M. JACKSON
CONSULTING RADIO ENGINEER
P.O. Box 9044
Austin, Texas
Member APCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin, Texas
Glendale 2-3073

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 5-5208

JOHN B. HEFFELFINGER
4801 Cherry St., Hillond 4-7010
KANSAS CITY, MISSOURI

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin, Texas
Glendale 2-3073

S. T. LEWIS
CONSULTING RADIO ENGINEER
P.O. Box 1028
Austin, Texas

A. E. Towne Assoc., Inc.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

CHRISTOPHER R. SMITH
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Member APCCE

JOHN H. MULLANEY
Consulting Radio Engineers
2090 P St., N. W.
Washington 4, D. C.
Columbia 5-4646
Member APCCE

PETE JOHNSON
Consulting Am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickenson 3-6281

A. D. RING & Associates
103 S. Market St.
Lex's Summit, Mo.
Phone Kansas City, BR. 1-2338

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PRECISION FREQUENCY MEASURING SERVICE
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445 Concord Ave.,
Cambridge 38, Mass.
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AM-FM-TV
WLAK Electronics Service, Inc.
P.O. Box 121, Lakeland, Florida
Mutual 2-3145 3-8199

M. R. KARIG & ASSOC.
BROADCAST CONSULTANTS
Engineering Applications Programming
Sales
P.O. Box 248
Saratoga Springs, N. Y.
Saratoga Springs 4300

M. E. BATTISON
CONSULTING ENGINEERS
Broadcasting
1033 Connecticut Ave., N.W.
Washington 6, D. C.
RE 7-4438

PROFESSIONAL CARDS

Service Directory

BROADCASTING, August 8, 1960
proceeding on its application for new tv station to operate at ch. 3 in San Angelo, Tex., et al. Ann. Aug. 3.

Routine Roundup

**ACTIONS ON MOTIONS**

**By Commissioner T.A.M. Craven**
- By Commissioner Robert E. Lee
- In connection with petition by Catonsville Bstg. Co., a motion for hearing of objections to proposed fining of expenses incurred in proceeding on its application for new fm station in Catonsville, Md., ordered that more comprehensive statement and explanation of expenses incurred to date in prosecution of its application will be submitted under oath by Catonsville before Aug. 4; application is consolidated for hearing. Action July 28.
- On petition by Broadcast Bureau, changed place of hearing of Washington, D.C., to Pasadena, Calif. in Sept. 26 proceeding on applications of Eleven Ten Bstg. Corp. for renewal of license of station KRLA, Pasadena, Calif., and license to cover up another channel. Amended by order of Hearing Examiner Walther Kraushaar.

**By Hearing Examiner James D. Cunningham**
- Designated for hearing following applications on dates shown: Oct. 5: Wauau, Wis., tv ch. 9 proceeding; Oct. 16: Celajay Enterprises Inc., for new fm stations in Indianapolis, Ind. Lawrence Shugan, for new fm station in Santa Barbara, Calif. Actions July 28.
- In connection with petition by Catonsville Bstg. Co., a motion is denied to consider application for new fm station in Catonsville, Md., ordered that more comprehensive statement and explanation of expenses incurred to date in prosecution of its application will be submitted under oath by Catonsville before Aug. 4; application is consolidated for hearing. Action July 28.
- On petition by Broadcast Bureau, changed place of hearing of Washington, D.C., to Pasadena, Calif. in Sept. 26 proceeding on applications of Eleven Ten Bstg. Corp. for renewal of license of station KRLA, Pasadena, Calif., and license to cover up another channel. Amended by order of Hearing Examiner Walther Kraushaar.
- Ordered that previous denial of motion by M. Coop, Midwest City, Okla., for continuance of proceedings on its application for fm facilities be continued, without prejudice to reasonable effort Mr. Coop may desire to file an application for new fm facilities.

William Grant
President and General Manager

KO A RADIO AND TV
DENVER, COLO.

Sid Davidson
Chief Engineer

**PROMINENT BROADCASTERS Choose Stainless TOWERS**

Ask today for free literature and information.

**Stainless, inc.**
NORTH WALES • PENNSYLVANIA

(continued...)

**BROADCAST ACTIONS**

**by Broadcast Bureau**

- By Hearing Examiner Robert E. Lee
- By Hearing Examiner Millard F. French
- By Hearing Examiner Robert E. Lee
- By Hearing Examiner Robert E. Lee
- By Hearing Examiner Millard F. French
- By Hearing Examiner Robert E. Lee
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- By Hearing Examiner Robert E. Lee
- By Hearing Examiner Millard F. French
KABC Los Angeles, Calif.—Granted license covering installation in height of WEPM-FM tower of DA system without prejudice to such future commission action as Commission may deem warranted as result of final determinations with respect to: (1) report of network, D.A., and related studies and inquiries now being considered or conducted by Commission; (2) pending anti-trust matters.

WSAI Cincinnati, Ohio—Granted license covering installation of new trans. without prejudice to whatever action Commission may deem warranted in light of information developed in pending inquiry concerning compliance with section of Communications Act.


Communications

of CP


CWBC Columbus, Ohio—Granted license for noncommercial educational station. Granted license for following FM stations: KTOP-FM Toppenish, Kan.; KOB -FM Columbus, Ohio; KIWE (FM), Phoenix, Ariz.; KUDP-FM Tempe, Ariz.; KVEN Ventura, Calif.—President license covering installation of new trans.

This is the business end of a Collins M-60 self-contained receiving microphone. It is a combination one-channel transistorized remote amplifier and a high-quality microphone with ear plug headphone. The Collins M-60 performs successfully at fast-paced broadcast events where quality and mobility are equally important.
BROADCASTING.

Like adult radio? West Michigan 24-hour am-fr station has opening for intelligent, mature, stable announcer who can handle equipment and classical music. Personal interview preferred. Send tape, resume to Box 2836B, BROADCASTING.


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.
- Classified Advertisements for sale advertising require display space.
- All other classifications 30¢ per word—$4.00 minimum.
- No charge for blind box number. See replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

Applicants: If transcripts or bulk packages submitted, $1.00 charge for mailing ( forwarding remittance separately, please). All transcripts, 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

Wanted, genuine sales manager: $600 Guarantee commission. Last three months' positive total expenses of $10,000 annually. Small midwest single station market. If you can sell and handle salesmen, send complete resume to Box 456B, BROADCASTING.

Western, medium market with opportunity to invest. Box 568B, BROADCASTING.

Manager for successful operation in single station midwest market of over 100,000—present manager being promoted. Send details and references. Box 688B, BROADCASTING.

Managerial... aggressive manager personally proficient all phases radio. Must be able to handle staff & all phases of station sales. Air mail picture, resume Gordon Allen, KQAY, Pacific N.W. men preferred. Salem, Oregon.

Sales

Salesman—Mid-Atlantic top rated fulltime (not a juke box operation) desires salesman who can sell at rate card. Mail resume and financial requirements to Box 163B, BROADCASTING.

$50.00 a month guarantee against commissions up to 30%. This is in Ohio where the right man can make up to $15,000 a year or more. We will contact you. Box 580B, BROADCASTING.

Broadcasters... station managers... is there a competing sales manager or a top radio time salesman in your territory who will send you home with a bad headache? If you will furnish us with his name and address and tell us approximately how much money he makes, we will try to remove the irritation. Write Box 316, Freeburg, New York.

Salesman—Rare opportunity one of Florida's fastest growing markets. Send photo, tell all. First letter. References checked. Box 472, Cocoa, Florida.

Salesmen radio campaigns, top comms. Room 19, De'Palla Building, Bridgeport, Conn.

Self-starting salesman with good experience references to foreign language audience, entire San Francisco bay area. Starting salary $50, plus incentive bonus. Furnish detailed information as to experience, age and other personal data to KLOK, 10 kw, Route 3, Box 3726, San Jose, California in the heart of the nation's fastest growing county.

Top salesman for 5,000 watt on 670 kc. Mail full details to Manager L. Gould, KQAK, P.O. Box 661, Austin, Minn.

Salesmen, W-RIP, Chattanooga, offers opportunity you want.


Announcers

Like adult radio? West Michigan 24-hour am-fr station has opening for intelligent, mature, stable announcer who can handle equipment and classical music. Personal interview preferred. Send tape, resume to Box 2836B, BROADCASTING.

Boston calling swingin' deejay for modern radio format with personality. Versatile—sound ideas, voice, tape, resume. Box 406B, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Opportunity for mature radio announcer seeking permanent position. Exceptional benefit package. Highly professional style. Midwestern CBS basic radio-TV, outstanding community. Send tape and photograph immediately, all questions answered. Box 4716, BROADCASTING.

Announcer-first phone, wanted by 5 kw Michigan regional. No maintenance required, but good on air and consider beginning. If there's potential. Box 486B, BROADCASTING.

Virginia kickoff daytimer wants experienced announcer with first phone. Start $100 per week. Box 566B, BROADCASTING.

Needed in Arizona swingin' first phone for modern music station in the great southwest. Market with population of quarter million. Must be able to chain. Top salary, benefits, excellent working conditions. Box 566B, BROADCASTING.

Starting salary up to $100 weekly for man interested in a permanent position with a future solid career opportunity for right man. Must have country music and farm background. Must be able to appeal to and talk with rural people. Mail photo, references, resume and tape to Box 551B, BROADCASTING.

Philadelphia staff announcer. Mail tape. Box 571B, BROADCASTING.

Wanted-Dj strong on commercials, by station in pleasant mid-west college city. Pay scale according to experience and ability. Send background, references and tape, and state your real salary requirements without exaggeration. Box 572B, BROADCASTING.

Fast growing young organization wants announcer. Near Dallas, Texas. 5 days a week. Send if possible. Box 573B, BROADCASTING.

Experienced announcer with first phone. Excellent opportunity. Adult programming. Midwest regional. Box 574B, BROADCASTING.

Experienced morning man who can write copy. Must type addition must be filled immediately. Send complete employment record, references, and photo. Want man who enjoys stability, living conditions, nice central California town. Box 586B, BROADCASTING.

Illinois kilowatt independent adult music station want mature versatile announcer for dj work plus news gathering and writing. Excellent starting salary. Many extra benefits for experienced man. List age, education, detailed experience. Box 590B, BROADCASTING.

Negro announcer. Must be experienced and rockin' personality for major market station. Rush experience and tape. Box 591B, BROADCASTING.

We need a top man for a top station in a major Florida market to do disc job and announce radio show and assume position as production manager. Must have excellent voice. Strong commercial. Creative. No top 40 specialists. This is a career opportunity for right man. Must have adequate experience. Send tape and resume to Box 600B, BROADCASTING.

Announcer-engineer, 1st phone needed immediately. Permanent position, western Pennsylvania independent. Send resume and salary desired. Box 610B, BROADCASTING.

Top pay—experienced announcer with 1st phone. No maintenance required. Immediate opening. Good job. Hot station—small town. Send complete employment record, resume, picture, references, Box KUVB, Holdredge, Nebraska.

Immediate opening—Announcer, emphasis on news, some sports, minimum staff work. News-gathering, with chance at news-director's job in future. Strong regional independent, Bw, not Metro, in world's most beautiful country. C.S. Parker, WDEY, Waterbury, Vermont.

Newman-announcer, with news of primary emphasis. Excellent pay, fringe benefits. Require stable, reliable person. Send audition background and resume immediately to Bill Frink, WIMA, Lima, Ohio.

Play-by-play sports and staff announcer, combination opening on station that carries full high school football and basketball schedule. Full benefits, good working conditions. All details in interview. Call Karl Bates, Program Director, WLRC, Sandusky, Ohio, Main 6-2000, collect.

A-1 country-western 5 kw station will pay A-1 salary for A-1 engineer-announcer. Send tape, resume and picture. WQRX, Jacksonsville, 6, Florida.

Opening first week of September for staff announcer. WRAJ, Anna, Illinois. Don Michiel, Manager.


Per se - catapults written急需和 disc jockey comedy patter. For details write BL Enterprises, P.O. Box 1, Elkhart, Indiana.

Announcer! Opportunities in many markets for experienced broadcasters. Tapes (include resume, background) and resumes before interviews. Contact Paul Baron, Broadcast Manager, Lennox Broadcasting, 630 5th Avenue, New York 20, New York.

Program director and top air personality for WGEA, Indianapolis. Send background and tape. Then call KRAFT-Telecasting-Tec, P.O. Box 1385, Wilmington, Delaware.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished product? Call and book appointment for audition. 160 West 32nd Street, NYC, 7-6928.

HELP WANTED——Cont’d

Technical

S.E. Virginia 1000 watt station needs reliable engineer-announcer. Engineering ability first desired. Detailed resume and tape requested in first letter. Reply Box 918A, BROADCASTING.

Maryland independent needs experienced engineer-announcer. Weekly salary for right man plus opportunity for advancement to supervisory capacity with salary increase. Send tape, resume and references to Manager, 250 watts, available to Box 494B, BROADCASTING.

Engineer for eastern Ohio radio station. State experience and salary desired. Box 567B, BROADCASTING.

Chief engineer for 5 kw. Must have directional and equipment maintenance background. Start $500.00 with good advancement. Send details and pay to Box 611B, BROADCASTING.

Chief engineer must be technically proficient enough to do maintenance and announce with willing to adapt to policy. Air mail picture and resume to Gordon Allen, KCAG, Sales manager, 110 Southeastern Ave., Davenport, Iowa.

First phone engineer, smart enough to realize you can still learn at directional set-up. Must be reliable, no air work. Send complete details. Must have car. KSTT, Davenport, Iowa.

Announcer—first phone engineer needed immediately for 250 watt daytime station. Good starting salary, permanent berth for right man. Phone, Newport, 101 or 872, WCNL.


Engineer or combo engineer-announcer. Wanted immediately. WVOS, Liberty, New York.

Job hunting? Write Walter Broadcast Division, 83 So. 7th St., Mpls. 2, Minn. for application. Eight midwest states.

PRODUCTION—Programming, Others

Wanted for Protestant Broadcasting Operation. Production and sales manager. Must have at least 5 years experience in radio-tele vision field. Must have proven ability to train and direct personnel. Reply to Box 596B, BROADCASTING.

Experienced farm director—to prepare and present daily agriculture story in predetermined market—sorghum and livestock. Not interested in man to read hand-outs. Car and other necessary tools awaiting the right man. Contact Wendell Elliott, KGNO-Radio, Dodge City, Kansas.

Have immediate opening in WIRL production department for person with good commercial voice and writing and production abilities. Call Howard Frederick. WIRL, Peoria, Illinois.

Experienced copywriter with some knowledge in production. Must be proficient in writing good commercial copy. Write information to: Mr. William L. Lipman, WLIP, KAMP, Rome, Ga. 56 miles north of Chicago on Lake Michigan.

Local news director, August opening at daytime kilowatt to head established news bureau and work with news writer and three correspondents. Air conditioned quarters, all expenses paid and retirement plans. Good opportunity for the right man. Reply to Box 566B, BROADCASTING.

RADIO

Situations Wanted—Management

Manager, Radio and/or tv. Sales, program- ming, administration, production. Capable. Box 546B, BROADCASTING.

Radio manager, success record in medium market with strong Prairies for st. of example wants back in radio management. Professional sales, management experience. Excellent references. Florida preferred. Box 562B, BROADCASTING.

General manager—Qualified, experienced, and interested in growth of management. Can sell on all levels and build efficient sales department. Knowledge of competitive and objective programming. Top-flight engineer (including applications). Hardworking, intelligent, well groomed. Must know FCC rules and regulations, both oral and written, plus past experience. Excellent character, 25, female. Prefer south or southwest radio, tv or both. Box 604B, BROADCASTING.

Station manager—Experienced in small and medium size stations. Engineering. Responsibility of entire station. South to west. Box 605B, BROADCASTING.

Sales

Hard working announcer-salesman, ten years broadcasting experience, all phases, seeking position offering more time for sales work. College graduate, journalism degree. Age 30, single. If you need experienced in all phases of broadcasting, who’s interested in efficient operation and investment, contact Box 453B, BROADCASTING.

3 years experience major market radio, selling, servicing, copywriting, radio-televi-sion degree, 35, family. Wishes to build future in radio or television. Box 575B, BROADCASTING.

ANNOUNCERS


Experienced, versatile negro dj available October 1, 1960. College graduate, 40 years experience. Versatile voices. Will travel. Own record collection. Will accept reasonable offer. Box 419B, BROADCASTING.


Announcer—first FCC license. Steady. For- mula or otherwise. Can relocate. Box 444B, BROADCASTING.

DJ—news. 2 years experience. Professional training. Presently employed in broadcast-ing. Heavy on personality dj work-humorous style. Available immediately. Box 452B, BROADCASTING.

Negro disc jockey, 5 years experience in white and negro markets. Have first phone. Single, auto. Box 494B, BROADCASTING.

Unique personality, with consistently more audience than all other five stations combined, contemplating stronger challenge, strong paychecks. Fast, foolish, but warm. Top in all markets. Box 523B, BROADCASTING.

EXPERIENCE—Cont’d

Experienced continuity writer-announcer. Must be outstanding in both. Adult formal. Pay Commensurate to ability. Requirement is letter, resume, photo, tape. Manager, WSAC, Fort Knox, Kentucky.

Do you want to live in northern California or southern California and work in radio or tv? Write Don Tedford, Box 1021, Eureka, California.

ANNOUNCERS

1st phone, announcer, news, copy, employed Boston area, desires northern New England ad-junct programming station. Family, 68, ten years radio. Box 546B, BROADCASTING.


Young man looking for start in radio. Broadcasting school graduate plus privately tutored in speech. Some college, third phone. Local ambition and hard worker. Box 550B, BROADCASTING.

Announcer experienced. Family man. Sales, announcements. Looking for new Young to settle down. Box 552B, BROADCASTING.

Live wire swingin’ dj or all-around announ-cer available September 1. Prefer dj. Box 553B, BROADCASTING.

Adult appeal station! Mature professional for major market. Experienced to handle a well balanced music show, and any staff. Know music. Low, smooth, pleasant professional style. 8 years, 25, single, employed. References from present employer. Box 557B, BROADCASTING.

Recent SIT graduate, young, ambitious, wants in ad-lib lib. Opportunity for growing station, copywriting, on the spot interviews, etc. Willing to trade time for experience. Please locate person interested in advertisement work, and preferred, but open to all offers. Box 559B, BROADCASTING.

McLendon experienced! Fantastic news. Amazing job ability. Looking for intro-duction to eventual major market. Box 558B, BROADCASTING.

Experienced country dj-copywriter, farm news. First phone, no réf. Box 562B, BROADCASTING.

One of New England’s finest—An announcer’s-announcer, I sell both product and personal-ity! Seek position with really good radio or television station, one that can offer maturity, dignity, vigorous deep voice, clean-cut appearance, fine references, years of experience. Tape photo, and resume on request. Box 563B, BROADCASTING.

Swingin’ top 40 jock: Voices, gimmicks, in-serts. Three majors—seeking top 30 market. Box 564B, BROADCASTING.

Looking for versatility, creativity, enthu-siasm, you are a radio announcer. Well estab-lished station in metro market willing to pay $1250 veteran married, college education. 3-4 station experience, top morning personality. Box 566B, BROADCASTING.

Sports-sales: 10 years-southwest-best refer-ences. Box 567B, BROADCASTING. Major market. 10 kw, 50 wats. Focus on tapes. The job must be permanent. Box 568B, BROADCASTING.

Negro announcer, beginning, versatile, am-bitious, reliable, mature, commercial, spe-cialist. Married. Box 564B, BROADCASTING.

I’m turning in my magnificent vocal chords! Miserable response to July 4 ad! Check it! Bill Boltie! Box 565B, BROADCASTING.

Grow more important than salary. Seek permanent; 2 sitting positions. Need man in progressive midwest station. Box 601B, BROADCASTING.

Announcer-salesmen, Experienced. Excellent radio voice. First class license. Box 592B, BROADCASTING.

Negro disc jockey looking for work. Can do traffic, sales, but want to do own thing. Box 595B, BROADCASTING.

One RCA type BTA-5F am transmitter, 5 kw output operating and tuned to 1310 Hz. One RCA type BTF-10B fm transmitter 10 kw output—operating and tuned to 97.3 mc. Contact: Dan Hyrick, WGH Radio, Norfolk-Newport News, Virginia.

BROADCASTING, August 8, 1960

95
YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

☐ TF (until forbid)

RATES

☐ Situations Wanted—$2.00 per word—$2.00 minimum (Payment in advance)
☐ Help Wanted—$2.00 per word—$2.00 minimum
☐ Display ads $20.00 per inch—ADVERTISEMENTS FOR SALE advertising require display space
☐ All other classifications 30¢ per word—$4.00 minimum

(Number of words for blind box number)

Indicate whether Radio or TV

☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

ADD'L SPACE:

☐ 1 in. ☐ 2 in. ☐ 3 in. ☐ 4 in. ☐ other

COPY

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D.C.

NAME

COMPANY

ADDRESS

Remittance enclosed ☐ Bill

Situations Wanted—(Cont'd)

Announcers

Chicago: If interested, good all-round newscaster-staff. Tape resume. Box 600B, BROADCASTING.

Talented announcer and dj, with tv experience; outstanding music, news, sports; assistant managing, programming; collections. Operates board. Capable, steady, dependable. Age 27, Midwest preference. Box 597B, BROADCASTING.


Seasoned. Emphasis gathering, writing local news; do staff work; midwest group station. Box 602B, BROADCASTING.

Combination man. First phone, some experience, southern states preferred. Available soon. John Archer, 6023 LaVista, Dallas, Texas 6-3620.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

☐ TF (until forbid)

RATES

☐ Situations Wanted—$2.00 per word—$2.00 minimum (Payment in advance)
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☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

DISPLAY SPACE ☐ 1 in. ☐ 2 in. ☐ 3 in. ☐ 4 in. ☐ other

COPY

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D.C.

NAME

COMPANY

ADDRESS

Remittance enclosed ☐ Bill

Situations Wanted—(Cont'd)

Announcers

Young experienced professional ventriloquist wanting position as announcer. Limited announcing experience but unlimited enthusiasm and talent. Contact Donald Amatzus, 5906½ Oliver Street, Fort Wayne, Indiana.


Situations Wanted—(Cont'd)

Announcers

Young experienced professional ventriloquist wanting position as announcer. Limited announcing experience but unlimited enthusiasm and talent. Contact Donald Amatzus, 5906½ Oliver Street, Fort Wayne, Indiana.


Situations Wanted—(Cont'd)

Announcers


I hate N.Y. So does wife, so does baby, so does u. Want job major market. Editing music show. Presently announcer-talent coordinator with N.Y. TV show network. Will interview show. Wire: Pace, 954 Dumont Avenue, Brooklyn, N.Y.

Announcer, 1st phone, no maintenance, $85, no car. RE 7-6721, after 5,00 p.m. Walter Piassetti, 2218 N. Parkside, Chicago.

Technical

Responsible, employed engineer-announcer. Experienced construction and maintenance. West coast desired. Box 575B, BROADCASTING.

Four years experience in both radio and television operation, construction, maintenance, proof of performance measurements, first phone and presently employed. Married, prefers Pennsylvania. Box 576B, BROADCASTING.

First phone, 5 years experience in maintenance and announcing. Vet, will travel. Box 580B, BROADCASTING.

Chief engineer—Nine years, constructions, maintenance, applications. Good worker, dependable and efficient. Experienced supervisor. Radio or tv. South or southwest. Age 32, married. Box 606B, BROADCASTING.


Production—Programming, Others

Young, versatile, experienced announcer-program director, 3 years experience, currently employed as morning man-program director. Does morning man-program and sports director southeast network station looking for greater opportunity. Prefer Florida or Gulf Coast. Box 284B, BROADCASTING.

Grad of SRT-TV school looking for start in radio or tv. Any position considered. Box 438B, BROADCASTING.

Diligent girl Friday, write commercials, announce, type. Prefers south. Bar type and tape. Box 476B, BROADCASTING.

Program director-disc Jockey. Experienced, employed. References. Box 514B, BROADCASTING.

Seeking pd job—Top 40 experience, three major markets experience. Box 563B, BROADCASTING.

Producer-director, nine years with Cros- ley Broadcasting Corp. Can handle any type of show. Interested in production and sales. (Western states). Married, want to settle. Box 574B, BROADCASTING.


Top calibre, A-1 broadcaster, age 31, over ten years in field seeking station that wants broad experience as a whole. This ad represents ability in all phases of broadcasting so salary must be realistic. Prefer engineering and production to sales. Top references. Now manager of midwest 5 kw. Interested write Box 583B, BROADCASTING.

Newman, 23, family, journalism graduate, completing Army tour. Two years experience. Locate anywhere. Box 590B, BROADCASTING.
TELEVISION

Help Wanted—Sales

Number one vhf-tv in medium west market now expanding local programming and needs experienced local salesman. Must be a first class sales man to assist local sales manager. Moderate salary to start, leading to excellent earnings for right kind of salesman. Send resume of experience, earnings, references to Box 452B, BROADCASTING.

Announcers

Announcer-director. Live programming expansion in new, million-dollar plant creates opportunities for an experienced announcer as well as capable director. Full time or part time. Salary open. Presently employed Box 561B, BROADCASTING.

Technical

Northwest mountain vhf transmitter seeks experienced maintenance and operational engineer. Living quarters, good pay for long hours. Box 333B, BROADCASTING.

Engineer with first class license for 250kw uhf. Experience not necessary. Box 438B, BROADCASTING.

TV studio engineer for employment with a Virginia network affiliate. Excellent working conditions and employee benefits. Write Box 549B, BROADCASTING.

Assistant to chief wanted by southwest tv station. First choice for maintenance. Strong on main- tenance. Good salary and benefits. Excellent future with company. Send resume by mail. Box 613B, BROADCASTING.

Assistant chief engineer or studio operations engineer. Salary open. Prefer 2 to 3 years experience in maintenance. Jerry E. Smith, C.E., Box 846, Corpus Christi, Texas.

Production-Programming, Others

Continuity director for major market radio/tv station midwest. Applicant must be able to assume complete control of depart- ment. Must be an experienced broadcast director. Must be thoroughly grounded in all phases of programming and administration. WSAV-TV, Savannah, Georgia.


Animator, artist, director desires employ- ment with educational station doing chil- dren's programs or films. Over 15 years experience major Hollywood cartoon studio. 10 years television and movie film and children's book illustration. Creative, dynamic, and honest. Presently employed Box 561B, BROADCASTING.

FOR SALE

For immediate sale: RCA 5kw television transmitter channel 3 RCA transmitter con- sole with FM-BA monitor RCA 3 bay anten- na channel 5. RCA WM12 and WM13 demod- ulators. RCA 10kw harmonics control filters (2). Channel 5, 10kw diplexer channel 5, 400' stainless guy tower on ground. 800 3 1/2 transmission line. Sold as package or sep- arately. Box 377B, BROADCASTING.

Multiplex receivers—Bogen RM—like new. 87ke—$110 each. Box 431B, BROADCAST-ING.

Schafer remote control-xmtr, studio units with remote maintenance, need nothing to repair. First $250.00 gets it. Box 607B, BROADCASTING.

Tape recorders, several Ampex 350 console, half track, 7/4 and 15 ips. Excellent. $1000 each FOB. St. Louis. Box 106B, Radio Station KCHJ, P.O. Box 966, Delano, California.

Schafer deluxe custom engineering remote control system complete with two sets of instructions, 16 inch video meters, motor, eleven control relays, used very short time. Just like new. packed ready to ship. Price $750.00. Radio Station KLCO, Poleau, Oklahoma.

Available now—200 foot guyed, type 300, 130' Windcharger insulated tower. Painted year ago. Make offer. WMLT. P.O. Box 659, Dub- lin, Ga.

RCA 3-bay, Channel 3 (or 2) TV antenna, 150-feet, 40-lb. heavy-duty disco tower. 220 ft. 3/4 Conductors coaxial line. el- ement, line, full, no failures. Box 137B, BROADCASTING.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland, 24 hour service—South- ern 6-8655.

Thermometer, remote, electrical: enables announcer to read the correct outside tem- perature from the tower installed in less than an hour. Send for brochure, Elec- tro-Temp Co., Box 811, San Diego, Calif. Any item in broadcasting field from a tube to a tower sold or bought. Electroflow, 500 Fifth Avenue, N.Y.C.

2 Presto 8N disc recorders with Presto 1D cutting heads $350.00 each. Both for $650.00. Presto 3446, channel portable mixer $100.00. Magneconer PTF-J-AH Fulltrack 71/4 15 IPS $230.00. Mesa 8600 15 IPS. Box 387B, BROADCASTING.


35 mm tv projectors for sale. Four used Simplex Acme projectors with 2-9 pulldown for $500. $45 each. Box 348A, BROADCASTING.

TV Video monitors. 8 Mc, metal cabinets starting at $199.00. 36 different models & thru 24 Mireatel, Inc. 1960 Dionne St., Paul, Minn.

TELEVISION

Situations Wanted—Management

Professional tv salesman with radio man- agement background desires tv salesman with radio management background desires tv- radio, studio, and field experience. Construction, operation, maintenance, sales and programming experience. Six years chief and supervisory. Box 592B, BROADCASTING.

WANTED TO BUY

Announcing opportunities in any market. Write Box 431B, BROADCASTING.


/legal notice

HELP WANTED

WANTED TO BUY

BROADCASTING, August 8, 1960

97
STATIONS

5,000 WATT RADIO STATION

Large Florida Market grossing $250,000 a year. Only $350,000 with 29 per cent down, balance over 5 years. If you are financially qualified and sincerely interested, write:

Box 509B, BROADCASTING

SMALL MARKET FLORIDA STATION

Small down payment. Attractive terms. Replies confidential. You are dealing with owner.

Box 603B, BROADCASTING

SOUTHERN MARYLAND MARKET

Covering St. Marys, Charles, Calvert counties and Tidewater, Virginia. Grossing approximately $50,000 yearly with much room for improvement. Priced at $80,000, with 29% down payment. Balance on excellent terms.

Box 588B, BROADCASTING

STATIONS FOR SALE

ROCKY MOUNTAIN. Profitable full time facility. Absentee owned. $80,000 a year average for the past five years. Asking $80,000 with 29% down.

SOUTHWEST. Growing medium market. Full time facility. Doing $50,000 a year. Asking $100,000 with 29% down.

ROCKY MOUNTAIN. Exclusive, full time. Doing $50,000 a year. Asking $55,000 with 29% down.

WEST NORTH CENTRAL. Profitable daytime. Absentee owned. Asking $100,000 with 29% down.

ROCKY MOUNTAIN. Exclusive. Stable market. Will do $85,000 for the year. Well established. Asking $155,000 with 29% down.

JACK L. STOLL & ASSOC.

Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.

HO. 4-7279

TOP JOB PLACEMENTS

In the Southeast
Free registration — Conf. Service
Professional Placement 458 Peachtree Ave.
JA 5-4841 Atlanta, Ga.

MISSCULANEOUS

Specializing in Broadcast TeleFramery
Radio Remote Control and
Multiplex Systems

STUDIO TRANSMITTER LINKS

John A. Mosesly Associates
Box 3192
Sante Barbera, California

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service
Professional Placement 458 Peachtree Ave.
JA 5-4841 Atlanta, Ga.
Continued from page 93

WMKE Milwaukee, Wis.—Granted mod. of cp to decrease ERP to 34 kw. and height to 201 feet. New tower and trans. location. Re-trans. and new ant. and make changes in system.


New FCC processing line announced
Following applications are at top of am processing line and will be considered by FCC beginning Sept. 7, commission has announced. Any new applications or changes in current applications that make contact with those that follow must be filed with FCC by close of business Sept. 6, in order to be considered.

Applications from the top of processing line:
BP-1329—WMUU Greenville, S.C., Bob Jones Inst. Has: 1590kc, 1 kw, D. 1260kc, 5 kw, D.
BP-1330—WBCR Lynchburg, Va., Harry A. Sprinkle Corp. Has: 1650kc, 1 kw, D. Req: 930 kc, Skw, D.
BP-1330—WINP Manchester, Conn., Manchester Bestg. Co., Has: 1310kc, 1 kw, DA-3, 1 kw, 3 kw, D. 1310kc, 1 kw-LS, DA-3, 1 kw-LS.
BP-1330—New, Watertown, S.D., Paul D. Bernards. Req: 1680kc, 1 kw, D.
BP-1330—New, Alexandria City, Radio Alexandria City, Req: 9100kc, 500w, D.
BP-1331—New, Columbus, Neb., and Farm Bestg. Inc. Req: 1560kc, 500w, D.
BP-1331—WYOW Terre Haute, Ind., Radio WYOW Inc Has: 1250kc, 250w, unl. Req: 1250kc, 250w, 1 kw-LS, unl.
BP-1331—RBYG Big Spring, Tex., Radio Station KEYG. Has: 1640kc, 100w, Req: 1460kc, 1 kw, D.
BP-1332—WEJJ Williamsburg, Ky., Whiteley Communications Corp. Has: 1440kc, 1 kw. D.
BP-1333—WMAU Honolulu, Hawaii, Egal Radio. Req: 1130kc, 1 kw, unl.

APPLICATIONS ON which 309(b) letters have been issued:

SUMMARY OF COMMERCIAL BROADCASTING August 3

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Lic</td>
<td>Cbs</td>
<td>Total Applications</td>
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<tr>
<td>---</td>
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</tr>
<tr>
<td>3,442</td>
<td>700</td>
<td>4,142</td>
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<tr>
<td>98</td>
<td>171</td>
<td>269</td>
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<tr>
<td>671</td>
<td>23</td>
<td>694</td>
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<td>473</td>
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<td>124</td>
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<td>12</td>
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TOTAL APPLICAITONS

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<tr>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
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<tr>
<td>453</td>
<td>80</td>
<td>533</td>
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<td>35</td>
<td>12</td>
<td>47</td>
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Commercial

Non-commercial

COMMERCIAL STATION BOXSCORE
As reported by FCC through June 30, 1960

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<tr>
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<td>171</td>
</tr>
<tr>
<td>Total authorized stations</td>
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<td>912</td>
</tr>
<tr>
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<td>70</td>
</tr>
<tr>
<td>Total applications for new stations</td>
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<td>110</td>
</tr>
<tr>
<td>Total cp's (on new stations)</td>
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<td>46</td>
</tr>
<tr>
<td>License(s)</td>
<td>1</td>
<td>4</td>
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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.

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING August 3

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APPLICATION DELETED FROM PUBLIC NOTICE

Application deleted from Public Notice of April 11, 1960:

APPLICATION DELETED FROM PUBLIC NOTICE OF APRIL 21, 1960:

License Renewals

Following stations were granted renewal of license:

FOR THE RECORD

BP-1264—New, Aurora, Mo., Galen O. Gil-
Space rocket gets a lift from Air Express

These men aren’t on their way to Mars—yet. But the amazing rocket they’re perfecting brings that day closer and closer. Right now, they’re putting its components through their paces at the North American-Rocketdyne field site in California. The little stabilizing rockets, about to be tested here, have already flown successfully—by AIR EXPRESS...the world’s fastest, most dependable way to ship. If speed, kid-glove handling and dependable delivery— all at low cost—are vital to your business, always call AIR EXPRESS. And make sure your products, parts and new models are FIRST TO MARKET...FIRST TO SELL.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U.S. SCHEDULED AIRLINES
OUR RESPECTS TO . . .

George William Allen

It all started in Chicago in 1925, George Allen, now head of the Holly-
wood office of Guild, Bascom & Bonfigli, was then an ambitious young
singer with a tenor voice the experts agreed would bring him fame and for-
tune. But meanwhile he had a bride to support and when a friend told him a
radio set manufacturer was starting a radio station and wanted a manager who
knew music, George asked him to set
up an appointment. On arrival, he was
met with: "So you know all about
music? Tell me more." "Here was the perfect case of 'I'm glad you asked me'," Mr. Allen com-
ments. "I'd just completed a thesis on
the history of music and I let him have
it full blast. When I walked out I was
station director of WOK, also its chief
announcer, in full charge of everything
except engineering."

In the Beginning • Advertising had
ever discovered radio; all program-
ing was sustaining; a manager's main
job was getting performers to talk, sing
or play into the mike. "This was not
as hard as it sounds," Mr. Allen recalls.
"Radio was still a novelty and every
artist wanted to try it out. At WOK
we had the advantage of a studio in
the hotel Morrison, so we were able to give
our entertainers a free meal. Often I'd
line up 10 performers for an evening
and wind up with 20."

It was at this time that George intro-
duced the late evening dance band
remote pickup to radio. The Morrison
had an orchestra that played for danc-
ing each evening. What could be sim-
pler than to put in a microphone and
pick up a half-hour or so of dance
music? And it was almost as simple to
line up three or four pickups from other
clubs or cabarets, getting an evening's
programming for the cost of a few tele-
phone lines.

When WOK left the air in 1929 fol-
lowing an allocation overhead by the
then new Federal Radio Commission,
George had made a small fortune in the
stock market boom, so it was off to
New York to resume his singing career.
But the market crash sent him back to
Chicago and back to work as a di-
rector in the radio department of J.
Walter Thompson Co. It was here that
he put together a musical program fea-
turing a male quartet and persuaded the
Northern Trust Co. to sponsor it, a dar-
ing move for a conservative financial in-
stitution to make at that time. For the
next 25 years The Northerners were a
fixture of Chicago radio.

Back to Broadway • In the early 30s,
New York was the glamour center of
radio. There the major programs origi-
nated and there the talent thronged.
Young Mr. Allen, having gone through
the rigorous training of Chicago radio,
was now ready for the big time, so it
was off to New York and a producer's
job at Benton & Bowles.

His program schedule read: Mon-
day: Colgate - Houseparty; Tuesday:
Palomino Beauty, Box; Wednesday:
Lanny Ross' Log Cabin Show, Gertrude
Berg's House of Glass and the Fred
Allen Show, one after the other, for-
tunately all on NBC so he could dash
from one studio to the next during the
station break; Thursday, Maxwell House
Showboat. He also had a five-a-week
quarter-hour strip, Tony and Gus, and,
while all the programs had repeat
broadcasts, live repeats, as records were
banned from the networks and tape
hadn't come along yet.

With rehearsals, George was usually
at the studio at 10 a.m., and seldom left
before midnight. "I loved every minute
of it," he declares, "and I was headed
straight for a nervous breakdown." So
he left B&B for J. Stirling Getchell,
which had only one major weekly ra-
dio program and to him looked like a
rest home ("although it really wasn't
when I got there").

CBS—East and West • In 1938 Mr.
Allen left Getchell to become a pro-
gram director at CBS, where he got
his first show started (a novelty
called Professor Quiz) when he was
made program director of WABC (now
WCBS), the network's station in New
York. "My most memorable contribu-
tion there," he says, "was piping a suc-
cessful morning program up from our
Washington station and later persuad-
ing Arthur Godfrey to move to New
York and do his show from there."

Six years later, in 1944, CBS moved
Mr. Allen to Hollywood as commer-
cial program director, later promoted
him to western program director. In
the early 1950s, as network radio de-
clined, he sought a transfer to the TV
side of the network. CBS wanted him
to stay in radio, so he quit and opened
his own shop to serve agencies with no
Hollywood offices of their own, learn-
ing about TV by producing video spots
for his clients' accounts. One client
was the San Francisco agency, Guild,
Bascom & Bonfigli, and before long he
took down his own shingle to open up
a Hollywood office for GB&B. Today,
in addition to management duties, he
also has charge of program procure-
ment for the agency.

Life Is a Song • George William Al-
len was born May 10, 1899, in Spoki-
ane, Wash. The family (10 boys and
6 girls) was Welsh and the house was
filled with music. Before he had fin-
ished high school, George had toured
the Pantages vaudeville circuit as tenor
in a fraternal quartet. At the U.
Washington, where his student days
were interrupted by Navy service dur-
ing World War I, and where he was a
letterman in football and track, he ma-
jored in music. For three years, he took
daily lessons from Miss Ada Tilley, head
of the voice department. At the end of
that time, she resigned her post to be-
come Mrs. George Allen. After the war he
left for Chicago to develop his musical
career. Then came radio and today his
singing is strictly "at home and for fun.

"At home" for the Allens is a house
in Van Nuys (40 minutes on the free-
way to his office), where a pool has just
been added to celebrate their 26th an-
iversary. There's always music, hi-fi,
stereo and self-made, but George Al-
len's major hobby is undoubtedly his
work with the Hollywood YMCA. Each
fall, he puts on "Y Day in the Holly-
wood Bowl," where some 10,000 young-
esters assemble for a top talent variety
show, a box lunch and a football game,
all arranged by Mr. Allen, whose secre-
tary estimates he spends the equivalent
of a full month a year on this activity
alone. On the board of managers of
the Hollywood Y, he is also first vice
president of the Hollywood Ad Club
and a member of The Lamb's.

GB&B's Allen
His talent sang for supper
Forbidden ground

SOME broadcasters we know have taken comfort in the FCC's new statement of policy on programming surveillance. They see it as a relaxation of control in some respects and a more moderate approach to regulation than had been anticipated.

We cannot share their feeling of relief. Despite the commission's professions of regard for the First Amendment's guarantees of freedom and for the Communication Act's prohibition against censorship, the policy statement puts the FCC deeper in programming than it has ever gone before.

As described in this magazine last week, the policy that the FCC intends to follow will require an applicant for a new station or for a renewal to prove he has diligently tried to discover the "needs" of his community and has planned programs to satisfy those needs. "What we propose," the FCC said, "is documented program submissions prepared as the result of assiduous planning and consultation covering two main areas: first, a canvass of the listening public who will receive the signal and who constitute a definite public interest figure; second, consultation with leaders in community life—public officials, educators, religious, the entertainment media, agriculture, business, labor—professional and eleemosynary organizations, and others who speak the interests which make up the community. By the care spent in obtaining and reflecting the views thus obtained... will the standard of programming in the public interest be best fulfilled."

In another part of its statement, the FCC summed up its intentions this way: "To enable the commission in its licensing function to make the necessary public interest finding, we intend to revise Part IV of our application forms to require a statement by the applicant, whether for new facilities, renewal or modification, as to: (1) the measures he has taken and the effort he has made to determine the tastes, needs and desires of his community or service areas, and (2) the manner in which he proposes to meet those needs and desires."

It is the FCC's contention it can evaluate a programming report of that kind without staying into program control. That, we suggest, is impossible.

Under the proposed procedure the FCC cannot deny a license without deciding that the programming is defective in some way. It will then be substituting its judgment for that of the broadcaster. It will be saying the broadcaster ought to broadcast something he thinks is unworthy to be broadcast or that the broadcaster ought not to broadcast something he thinks ought to be on the air. No matter how the FCC tries to cover its tracks with copies of the U.S. Constitution, its trail will be leading straight into territory that the First Amendment has clearly marked off limits.

Three grim months

IT IS going to be a wide-open, free-swinging presidential campaign. It is going to be waged on the air, with broadcasters caught between two quarrelsome political parties. Both presidential nominees concede it's going to be close. Air exposure could spell the difference.

Television dominated the political conventions, to the chagrin of newspaper competitors. Both parties will rely on television and radio in the three rigorous months ahead. Assuming House concurrence in the suspension of Section 315 on political time—probably next week—there will be head-to-head debates between candidates Nixon and Kennedy on the networks.

Each party has named an advertising agency to handle its campaign. The emphasis is on expertise in broadcasting. Guild, Bascom & Bonfigli was named months ago by the Democrats. The key man, however, is J. Leonard Reinsch, of the Cox stations, who, after running the Los Angeles convention, was drafted by Sen. Kennedy to coordinate air campaigning.

The GOP has formed Campaign Assoc. as a task force, drafting its personnel from established agencies. Vice President Nixon has as his personal broadcast consultant the experienced Ted Rogers who has both network and independent production background.

But broadcasters have infinitely more to cope with than the presidential and vice presidential aspirants. They will have the problem of satisfying time requests of candidates for all elective offices.

More than that, broadcasters have a big stake in the outcome of the elections. They have been buffeted by Congress and the regulatory agencies in the worst siege of inquisitions since radio began regularly scheduled transmission in 1920.

The Democrats went out of their way to lambaste broadcasters in the platform adopted last month. The Republicans, to their credit, took no gratuitous pokes at broadcasters in their platform.

It's unlikely that regulatory policy pertaining to broadcasting will figure as a campaign issue. Mr. Nixon's philosophy, however, is well-known. He would have the government keep hands off all free competitive enterprise. He urged self-regulation after the House Oversight Subcommittee exposes. He often has held that television and radio, as journalism media, are entitled to the privileges and prerogatives of the press.

Mr. Kennedy's views on broadcast regulation are not known. He has not served on the Commerce Committee which handles communications and has not been active in legislative affairs affecting the freedom of the broadcast media. Broadcasters naturally would like to know where he stands.

Three grim months confront stations and networks until election day, Nov. 8. Every minute of time granted candidates will be checked off.

Upon the record made between now and November broadcasters must base their case for full freedom from bureaucratic control. The first step in their pursuit of freedom must be outright repeal of Section 315 to let broadcasters determine their own editorial content as full-fledged media of journalism.

---

"Remember that long, extra-inning baseball game you cut off last week?"
Only KPRC-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2, most effective selling agent put in television. Thousands rely on KPRC-TV and only KPRC-TV to stimulate sales. Only KPRC-TV—the station for people who like results.

Aren't you glad you use KPRC-TV!

(don't you wish nobody else did?)
“THE CASE OF THE DANGEROUS ROBIN”

SETTING THE PACE!

BROWN & WILLIAMSON
PET MILK
in 23 markets
MUTUAL FEDERAL SAVINGS & LOAN
in 7 markets
LINCOLN INCOME LIFE INS.
in 2 markets
ORTLIEB’S BEER
O.K. VAN & STORAGE
TREND HOUSE FURNITURE
and others!

AND BOUGHT BY:
WABC-TV New York
WKRC-TV Cincinnati
WKRC-TV Oklahoma City
WKTV-IV Buffalo
KVAR Phoenix
KNX Los Angeles
WBZ-TV Boston
WWJ-TV Detroit
WBAP-TV Fort Worth
WKRC-TV Pittsburgh
KRON-TV San Francisco
WCTV Tallahassee
WGAN-TV Portland, Me.
WTJ Miami
WJAR-TV Providence
KVOA-TV Bellingham
KGNC-TV Amarillo
WBAL-TV Baltimore
WTVM Tampa
KFAX-TV Wichita Falls
WKRG-TV Mobile
WTMJ-TV Milwaukee
WJXT Jacksonville
WSJW South Bend-Elkhart

RICK JASON stars as Robin Scott
“Negotiator” Extraordinary
with JEAN BLAIR as Phyllis

Your market may still be open … but
not for long! See your ZIV-UA man
for details!

United Artists
The new power in TV programs