The lid's off for fall campaigning on the airwaves
SRA's single rate push: 80% favor in first tally
There'll be lots of life in live TV drama next season
You'd better start keeping a count of commercials

New 93-county Pulse confirms historic fact of WHO's impact in farm homes!

WHO Radio coverage area is America's 14th largest radio market!

Each year since 1938 the "Iowa Radio Audience Survey" has proved 50,000-Watt WHO Radio to be the great favorite of Iowa farm radio families. Listenership of our Farm News programs has always topped those of the next two, three or four stations combined.

1960 is no exception! Proof is in the new 93-County Area* Pulse Survey which covered an area served by more than 85 radio stations.

WHO Radio farm ratings are phenomenal during the periods when farm families listen most to radio (6 a.m.-8:30 a.m., Noon-1:30 p.m., 5:30 p.m.-7:00 p.m.—Monday through Saturday). For example, WHO Radio's share of farm homes using radio exceeds that of the next three stations combined in 70% of all quarter hours surveyed. It exceeds that of the next two stations combined in all quarter hours.

But the farm radio audience accounts for only 28.4% of all homes reached by 50,000-Watt WHO Radio in this tremendous 93-county area. WHO Radio's showing among urban radio families is equally spectacular.

Ask your PGW Colonel about all the up-to-date facts on WHO Radio—serving America's 14th largest radio market!

*This area includes 68% (93 of 137) of the counties in which WHO Radio has 10% or more NCS No. 2 penetration.

WHO
Des Moines . . . 50,000 Watts
NBC Affiliate
WHO Radio is part of Centex Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Ask your PGW Colonel about all the up-to-date facts on WHO Radio—serving America's 14th largest radio market!
BOWLING IS BOOMING
IN WNAX-570 "BIG AGGIE LAND"

... and WNAX-570 has had a big part in its growth and promotion. For the past eleven years, the Annual WNAX 6-State Bowling Tournament has been growing by leaps and bounds with entries topping the 16,000 mark this year. It's the biggest bowling event of its kind sponsored by a radio station.

The size of the WNAX 6-State Bowling Tournament reflects the vastness of "Big Aggie Land"—a rich agricultural area spreading across six states in the Midwest's great Upper Missouri Valley. Its 2½ million people spend $3,000,000,000 a year. 80% of them listen to WNAX-570 three to seven times a week.

Bowling or broadcasting—WNAX-570 has the promotional know-how and the coverage to produce results.
The king of the Golden Triangle takes all three mid-Michigan markets with a city grade signal and gives you the jump on 46% of the state's population (outside Detroit). Nationally 11th in Retail Sales*, 26th in TV Households**. Check these facts with Venard, Rintoul & McConnell, Inc. Your move!

WILX TV
SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX is associated with WLS - Lansing / WPON - Pontiac

*SDRS Consumer Market Data

**Television Age 100 Top Markets 11/30/59
Refrigerators.

A first-class dry air Refrigerator with Porcelain-lined Ice Cooler combined, for $12, which you can have by paying $2 cash and $1 weekly.

A complete assortment of Mattings,
From 15 to 40 cents, in plain white and fancy colors.

WEEKLY OR MONTHLY PAYMENTS.
Or 5 Per Cent. Discount for Cash.

Best buy in the Lancaster/Harrisburg/York area today. This Channel 8 station is far and away the favorite in these three metropolitan markets and in many other communities as well. WGAL-TV delivers this responsive, prosperous viewing audience at lowest cost per thousand.

WGA'AL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

Representative: The MEEKER Company, Inc. New York - Chicago - Los Angeles - San Francisco
Tv boom ■ On eve of release by FCC of television financial figures for 1959, best estimates by informed sources are that tv's growth continued unchecked—with indicated overall increase in total revenues by networks and stations of more than 15% over 1958's volume of $1.03 billion. In some markets, it's estimated, total revenues reached impressive proportions, as much as 25% over 1958 income.

FCC's tv figures for 1959 revenues and income are due to be released this week. Radio's 1959 financial report will come out in October as usual, it's hoped.

Summer audience ■ Television drum-beaters, who weren't too elated when Sindlinger & Co. researchers reported year ago that radio's July (1959) audience was bigger than television's, are smiling bit more comfortably now. Latest Sindlinger report shows tv back in front in July this year, with average daily audience of 84.4 million compared with 82.9 million for radio (in July 1959 it was 79.4 million for radio, 77.7 million for tv). Radio enthusiasts—including RAB, which had predicted radio's inroads would increase (BROADCASTING, Aug. 15)—are wondering what happened, though RAB thinks it knows. RAB says political conventions did it; that Sindlinger report for week between conventions showed radio still out in front.

Secret reasons ■ FCC had more on which to go than formal letter from Director Leo A. Hoeger, of Office of Civil and Defense Mobilization, which it released Aug. 19, finally rejecting proposals to enlarge uhf band to accommodate additional tv channels (BROADCASTING, Aug. 22). Buttressing Mr. Hoeger's letter was classified document going extensively into reasons for flat rejection beyond those cited (1) too expensive (over $5 billion for replacements), and (2) weakening to "an unacceptable degree" our country's national defense.

Still around ■ Preparation H tv commercials still survive in estimated 60 markets year after NAB tv Code Review Board's removal as code subscribers of some 30 stations that persisted in accepting hemorrhoid remedy business. At its peak, Preparation H spot tv schedule ran close to 150 stations. Though total has fallen off, product still appears on 70-75 stations in commercials using similar film and copy of year ago. During its tv heyday, remedy accounted for at least $1 million spot billing each year at Ted Bates. Agency admits NAB's actions chopped down station list, but it isn't making any attempts to add outlets—though privately Bates thinks it could.

Two for one ■ There's better than even chance that FCC will go for revision of its duopoly regulations to extent of permitting same owner to operate both uhf and vhf to outlets in same market, where need for additional service exists (i.e., fewer than three stations in market). Morgan Murphy advanced this proposal in seeking ch. 25 in Eau Claire, Wis., where only existing station (his ch. 13 WEAU-TV) now tries to accommodate all three networks (BROADCASTING, April 4).

Duopoly regulations prescribe that individual licensee may not operate more than one station of same class in market (i.e., one am, one fm, one tv). Waiver of tv duopoly rule (3636) thus would permit operation in same market of one uhf and one vhf as means of providing additional service and, at same time, of encouraging development of uhf. If FCC does authorize waiver, it presumably would be under rigid restrictions including prohibition against duplication of vhf programs on uhf outlet.

Network licensing ■ Irrespective of outcome of November elections and operation of equal time provisions under suspension of Sec. 315 permitting Great Debates, networks are confronted with fight at next session of Congress to stave off legislation requiring that they be licensed. Championing such legislation is Rep. Bennett (R-Mich.) who has assumed mantle of former Sen. John W. Bricker (R-Ohio) who carried on battle for decade prior to his defeat two years ago. Mr. Bennett raised issue again last week in consideration of 315 suspension and has served notice that he intends pursuing legislation next session.

There's no certainty that licensing proposal will be enacted. Some legislators (plus FCC) feel that affiliates would be disposed to relinquish program origination responsibility to networks to even greater degree. Middle-ground approach, fostered by FCC, would subject networks to same degree of regulation as licensed station operators, but without formality of license. Networks have pointed out that they are subject to these regulations anyway because their own and operated stations are licensed.

Unequal time ■ Political aspect of American Bar Assn. convention this week will have predominantly GOP flavor. Not on invited list of speakers is Sen. John F. Kennedy, Democratic candidate. Vice President Nixon is billed for major address as are President Eisenhower and Secretary of State Christian A. Herter. Official ABA explanation is that Republicans were invited because they are government officials, Sen. Kennedy isn't member of bar and partisan considerations weren't taken into account in arranging speaking schedules on program.

Also slated for scant attention at lawyers' convention is important Canon 35 issue, according to advance check with ABA. Antiquated rule barring microphones and cameras from courtrooms has been shunted to committee headed by Whitney North Seymour, noted constitutional lawyer, ABA president-elect and special counsel for NAB at FCC program inquiry last winter. Mr. Seymour, ABA said, is expected merely to report orally that his committee can't find angle to finance preliminary study designed to show feasibility of depth survey showing impact of broadcast working tools on judicial processes.

Back to classes ■ Here's schedule of FCC members following August month-long recess (except for Commissioner Robert E. Lee who stayed on job during entire period): Chairman Fred W. Ford returns Sept. 6, as do Commissioners T. A. M. Craven and John S. Cross. Returning today (Aug. 29) are Vice Chairman Rosel H. Hyde and Commissioner Robert T. Bartley. Returning Tuesday, Aug. 30, is neophyte Commissioner Charles H. King.

Ads from sales ■ Tip-off on Detroit's early rule of thumb on spending in media for new auto models: M.C. Patterson, Dodge's general manager, has prepared talk for today (Aug. 29) at meeting in New York of 1,100 eastern area Dodge dealers in which he notes that new sales this year resulting from adding Lancer to Dodge's Polara and Dart models will mean added advertising money available for 1961 campaign "in all media." (Dodge starts national ad campaign soon for its car and truck lines.) BBDO is Dodge's agency.
"WAGA-TV's EDITORIALS...IN THE TRADITION OF AMERICA'S FREE AND RESPONSIBLE PRESS..."  ■ James C. Hagerty
Press Secretary to the President

The inauguration in May of 1960 of telecast editorials twice each weekday evening on WAGA-TV brought to Atlanta's million-plus population the first "other voice" since the merger of the two daily newspapers more than 10 years ago. ■ In the words of President Eisenhower's Press Secretary . . . "The expression of varied opinions, supported by fact and conviction, can be a healthy addition to the intellectual development of a community." The "WAGA-TV Editorial" is another example of what Mr. Hagerty calls "...the fine public service activities being carried on by WAGA-TV." ■ A basic programming objective of WAGA-TV is "...to promote community betterment . . . the development of an active, informed citizenry . . . to cooperate with the recognized governmental, civic, charitable, religious, educational, and other agencies dedicated to these ends."

famous on the local scene...for public service

waga-tv 5
THE STORER STATION IN ATLANTA

James C. Hagerty

BROADCASTING, August 29, 1960
WEEK IN BRIEF

Let's remove obstacles to creativity • Why do we not get more effective advertising for the millions of dollars we spend? Bryan Houston, president of Fletcher Richards, Calkins & Holden, New York, asks this question. And in this week's MONDAY MEMO he explores some of the reasons for the blocking of creativity that otherwise could achieve this goal. One is the artificially gendered sense of shame among advertising men for their calling. Another is the multi-layered corporate advertising department that nibbles away creative talents. Page 18.

Political fog lifted • Suspension of Sec. 315 equal-time language by Congress, with presidential approval, clears the way for campaign arrangements. Other political developments: Analysis of early TV time-buying in the South by Broadcast Advertising Reports indicates heavy purchases during the fall campaign; Nixon appears on the Jack Paar Show, first major broadcast after Sec. 315 legislation; do's and don'ts for broadcasters as a result of the legislation; final congressional steps in Sec. 315 passage. A political roundup begins on page 31.

More for single rate • Reaction to Station Representatives Assn.'s recommendation of one rate for both local and national spot advertising is running about 80% in favor. But several stations cite problems. Page 38.

Look at live drama • Shirley Temple, Family Classics, Witness, and others join the U.S. Steel Hour, Armstrong Circle, DuPont and Dow as live dramatic fare on CBS-TV and NBC-TV. ABC-TV may have some too. Page 46.

Time Inc.'s broadcast activity • New plans afoot will include camera techniques, edited portions of the "March of Time" library and a New York news bureau, according to Wes Pullen. Page 48.

Senate passes payola bill • Sen. Pastore guides a modified measure through the Senate despite a Proxmire move to reinstate license suspensions. Page 60.

Legal maneuvers in Miami and Boston cases • FCC postpones the Sept. 15 deadline permitting National Airlines' ch. 10 in Miami to remain operational until Sept. 30. Commission also continues for two weeks the deadline for briefs in reopened Boston case. Page 62.

They're counting the spots at the FCC • It all started seven years ago when Commissioner Lee got incensed at a radio station for too many spots; today it's official policy—13-14 spots per hour are okay, but watch out if your records show more than that. Page 64.

ABC radio hikes rates • A new rate card, based on 100% clearances and introducing new discounts, goes into effect Oct. 1, coincident with the start of new Flair programming. New program and business formats are reviewed with ABC affiliates. Page 74.

Legal viewpoint • The relations of the broadcast media and lawyers will be discussed during sessions of the American Bar Assn.'s convention in Washington, with a report on Canon 35. Page 76.

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BROADCASTING, August 29, 1960
QUALITY TELEVISION* SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN THE CRAFT OF THE 19TH CENTURY YANKEE SHIPWRIGHT IS ABUNDANTLY EVIDENT AT CONNECTICUT'S MYSTIC SEAPORT.

THIS AUTHENTIC REPLICA OF A TYPICAL NEW ENGLAND SEAFARING COMMUNITY DURING THE AGE OF SAIL IS VISITED BY THOUSANDS ANNUALLY.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC©TV3 HARTFORD, CONNECTICUT
*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN
ABC-AM-FM-TV Washington should not be consolidated with KTVU hearing because KRON-TV is party of interest only in San Francisco.

RKO charged that Chronicle, in efforts to delay or prevent KTVU transfer, has "reached out far beyond the parties and issues involved ... and gratuitously attacked RKO ... The Chronicle's scandalous attack on RKO flows solely from a tenuous and indirect extension of its apparently frantic attempts to perpetuate its network NBC affiliation. "...

Both RKO and KTVU hit Chronicle charges that RKO actually controls station, operated under construction permit by San Francisco-Oakland TV Inc. RKO said it at no time tried to induce sale of KTVU to NBC. KTVU denied there is any hidden control and maintained that past relationships between KTVU principals and RKO "... are perfectly clear and perfectly innocent."

In saying they had no objection to hearing on one issue, all three parties waived their rights to Sec. 309 (b) (McFarland) letter.

Nixon appearance doubles Paar rating

NBC-TV Jack Paar Show's seven-city Arbitron rating for 12 midnight to 12:30 a.m. period during Vice President Nixon's guest appearance Thursday night was more than double that of same period preceding Thursday, American Research Bureau reported Friday. ARB said during Nixon appearance it was 16.4, compared to 7.8 week earlier. Projected to national basis, ARB said, Paar-Nixon audience would be 7.5 million homes, 12 million people.

Watchdog group asks fund boost

Senate Commerce Committee's Freedom of Information (Watchdog) Subcommittee plans wide-scale monitoring of tv and radio stations during rest of 1960 election campaign, it was revealed Friday.

Parent committee chairman, Warren G. Magnuson (D-Wash.), submitted committee resolution asking boost of subcommittee appropriations from presently-approved $35,000 to $185,000, mostly to contract monitoring service to spot check tv and radio stations and networks for abuses of Sec. 315 provisions as amended last year and of suspension privilege given to broadcasters in case of presidential candidates.

Space era prompts NBC sales scheme

Space developments are triggering new type of network selling. Success of NBC-TV's Project Echo, half-hour documentary telecast 9:30 p.m. on same day communication satellite was launched, has led network to set up new "hold for release" procedure. Julian Goodman, NBC director of news and public affairs, is planning series of four similar programs, Journey Into Space, for broadcast as developments warrant, and network salesmen are pitching to prospective advertisers.

Project Echo, telecast after 5:39 a.m. satellite launching Aug. 12, was sponsored by Bell Telephone System through N.W. Ayer, using no commercials but explaining Bell Labs' part in developing satellite. NBC, Bell and Ayer had been working on television project for weeks, clearing stations through day of telecast.

Samuel Cuff dies; Allied Stores official

Samuel H. Cuff, 58, radio-tv director of Allied Stores since 1948, widely known for activities in connection with retail use of broadcast advertising, died Thursday (Aug. 25) of cancer at home in New York. Mr. Cuff was key figure in so-called "Pottstown (Pa.) Study" on measurement of radio sales effectiveness several years ago.

He also helped initiate and supervised Allied Stores' "Color Caravan" which toured some 40 cities in 1956-57 jointly promoting color tv and Allied outlets. Before going to Allied, which operates 90 retail stores in U. S., Mr. Cuff managed WABD (TV) (now WNEW-TV) New York. He also had been radio-tv news commentator and was author ("The Face of the War", 1942), lecturer, non-denominational minister.

Bakersfield station sold by Chronicle

Tv station sale, reported Friday, subject to usual FCC approval:

- KBAK-TV Bakersfield, Calif.: Sold by San Francisco Chronicle (KRON-TV) to Reeves Broadcasting & Development Corp. for $850,000 plus assumptions of $250,000 obligations. Reeves' organization owns WUSN-TV Charleston, S.C., and is large land developer in

NBC DEFENDS KTVU PURCHASE

Opposes KRON-TV plea to consolidate hearing

NBC told FCC Friday (Aug. 26) it is prepared to show its conduct in negotiating for purchase of KTVU (TV) San Francisco-Oakland "was entirely proper." Network comments, along with those of RKO General and KTVU, were filed in opposition to petition by Chronicle Publishing Co., licensee of KRON-TV San Francisco, seeking consolidated hearing on KTVU purchase with NBC-RKO transactions in Washington, Philadelphia and Boston (At Deadline, July 4).

Only pertinent factual issue, NBC said, is actions of network contracting to purchase KTVU and it has no objection to hearings on this issue alone. Most issues raised by Chronicle already have been resolved favorably to NBC, petition stated.

In answering antitrust allegations by KRON-TV, NBC maintained that after conducting "an exhaustive investigation," Justice Dept. concluded that no coercion was involved in KTVU buy. Network, said, as did other two parties, that exchange of NBC Philadelphia stations for WNAC-AM-TV, WRKO-FM Boston and RKO buy of NBC's
South Carolina and North Carolina. Reeves also is sound equipment manufacturer.

J. Drayton Hastie, broadcasting chief for Reeves, said Bakersfield purchase is first move toward expansion to full quota of tv holdings. He also stated there would be no personnel changes at KBAK-TV. Bakersfield station was bought by Chronicle in 1953 for $85,000. It began operation on ch. 29 in 1953, and is affiliated with CBS and ABC. Broker was Hamilton-Landis & Assoc.

Union sponsor

For sixth consecutive presidential election, International Ladies Garment Workers Union Campaign Committee will underwrite series of programs on behalf of Democratic candidates. Series, to begin Oct. 6, will run on consecutive Thursdays until Nov. 3 on ABC Radio network, 10:30-10:45 p.m. (NYT). Featured on each program will be outstanding speakers and Hollywood talent. Series will kick off with Adlai Stevenson and wind up with Sen. Kennedy. M.S. Novik, radio tv consultant to AFL-CIO, has handled program since 1936. Furman-Finer, New York, is agency.

WEEK'S HEADLINERS

A.N. Halverstadt, manager of advertising production division of Procter & Gamble, Cincinnati, named general advertising manager. He will be responsible for guiding and correlating advertising policies, practices and personnel development for all P&G operating divisions, as well as for some central staff departments in merchandising and advertising production activities. Other P&G managerial changes: E.A. Snow, vp-advertising, becomes vp-toilet goods division; C.M. Fullgraf, presently manager, toilet goods division, will become managing director, Thomas Hedley & Co., P&G English subsidiary. He succeeds K.W. Streith, who undertakes special assignment for development of company business in Sweden, Norway, Denmark, Portugal and Austria. E.G. Harness, manager, soap products promotion division, named manager, advertising department, soap products division. All changes are effective Oct. 1.

R.H. Coffin, vp of RCA, becomes staff vp in charge of advertising and sales promotion in consolidation move of firm's institutional and staff advertising sales promotion activities. He will have responsibilities for coordinating policy on both product and institutional advertising. He will report to Kenneth W. Bilby, vp of public affairs. Mr. Coffin joined RCA in 1949 and became vp in 1955. Previously, he was account executive with McCann-Erickson, N.Y.

Frederick S. (Fritz) Gilbert, general manager of Time magazine, appointed general manager of Broadcasting Div. of Time Inc. He will coordinate and direct activities which include ownership and operation of four tv and radio stations as well as "experimental production of news and news feature programs for tv and radio" (see story, page 48). Mr. Gilbert will report to Weston C. Pullen Jr., Time Inc. vp who is responsible for company's broadcasting and real estate operations. Mr. Gilbert joined Time Inc. in 1935 as staff member of The March of Time, worked 1937-46 in advertising sales for Time and Life in Detroit and Cleveland, served as advertising manager of Life International until 1948 when he became assistant publisher of Time and its general manager in 1954. Time stations: KLZ-AM-TV Denver; WFBM-AM-FM-TV Indianapolis; WTCN-AM-TV Minneapolis; WOOD-AM-TV Grand Rapids, Mich.

In a separate development, Phil Hoffman last week resigned as vp and general manager of WTCN-AM-TV Minneapolis to acquire exclusive Hammond Organ franchise for Omaha-Council Bluffs area. Station Manager Arthur M. Swift adds his responsibilities and reports direct to Mr. Pullen who is also Twin State Broadcasting Inc. president. Mr. Swift, who was named WTCN station manager in early 1959 and of both stations last September, previously had been general sales manager of WOOD-AM-TV Grand Rapids. Mr. Hoffman's election to vp and general manager came in May 1957. He had been station manager of Time's KLZ-AM-TV Denver.

Anton J. (Tony) Moe, vp and general manager of KSO Des Moines, promoted to executive vp of WKOW-AM-TV Madison, Wis. Frank McGivern, account executive at WLOL Minneapolis, succeeds Mr. Moe as general manager of KSO. All stations are owned by Midcontinent Broadcasting Co. of Wisconsin. Before joining KSO as general manager in 1958, Mr. Moe was with CBS-TV Sales, N.Y., and prior to that was sales promotion manager for CBS-TV Pacific Network from 1951-55. Mr. McGivern joined WLOL in 1956 as account executive. Previously, he was general manager of WCFL Chicago.

H. Stillwell Brown, consultant to Concert Network Inc. for past three months, appointed to newly-created post of general manager. Earlier, he had been with Northeast Radio Network (formerly Rural Radio Network) since 1948, starting as assistant to general manager and advancing to sales manager, station relations manager and vp and general manager. In new position, Mr. Brown will supervise Concert Network's four owned-and-operated stations (WNCN (FM) New York, WBCN (FM) Boston, WHCN (FM) Hartford and WXCN (FM) Providence) and will coordinate operations with network's affiliated stations (WDAS-FM Philadelphia, WBVA (FM) Woodbridge, Va., and WMFW-FM Mt. Washington, N.H.). Mr. Brown will headquarter in New York.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES
Worthwhile In Philadelphia Two more Philadelphians are about to visit their Museum. What brought them? Perhaps it was one of the announcements recorded by Museum officials for WIP, and broadcast at frequent intervals by this pioneer in Philly radio. WIP offers authorities of Philadelphia institutions a forum for talking to the public in their own words—and voices. It's another example of the public service consciousness which has differentiated WIP from other Philadelphia radio stations for 38 years. It typifies Metropolitan's unique blending of traditional with new concepts to create growing audiences for WIP service . . . and your story . . . in METRODELPHIA, PA.
The Embassy of Mexico

This view of the main staircase in the Mexican Embassy shows the colorful murals by Roberto Cueva del Rio. Photographed for WTOP-TV by Fred Maroon.
THE RAILTON SPECIAL IS THE PACESETTER IN AUTOMOBILES

It hit an incredible speed of 415 miles per hour.

WSAI IS CINCINNATI'S PACESETTER RADIO STATION

WSAI is the only radio station in Cincinnati offering a merchandising plan through supermarkets. Our exclusive tie-up with A & P stores offers you extra sales promotion... guaranteed in-store displays for your client's products. In Programming... In Popularity... In Productivity... WSAI is Cincinnati's PACESETTER radio station.

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

THE CONSOLIDATED SUN RAY STATIONS WSAI-Cincinnati; WPEN-Philadelphia; WALT-Tampa

BROADCASTING, August 29, 1960
LOYALTY

means

LISTENER

LOYALTY

... and 30 years of KTRH programming has developed a pattern of listener loyalty blanketting over 80 counties, serving over 1,087,100 radio households and extending over 60,000 square miles. Comprehensive news reporting, tasteful music, sports, farm information and variety give KTRH the popular balanced programming that benefits over four million people.

KTRH

50,000 WATTS - 740 KC

-CBS-

HOUSTON, TEXAS

Represented by Peters, Griffin and Woodward, Inc.

annual conference. Hotel Commodore, N.Y. Speakers include Arthur Hull Hayes, president of CBS Radio; Peter Langhoff, Young & Rubicam vice president, and Arno H. Johnson, J. Walter Thompson vice president.

Oct. 5-8 - Radio Television News Directors Assn. annual International Convention, The Queen Elizabeth, Montreal, Quebec, Canada.

*Oct. 6 - NAB Broadcast Engineering Conference Committee. NAB headquarters, Washington, D.C.

Oct. 6-7 - Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Paso Alto, Calif.

Oct. 10 - FCC's inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St., Los Angeles. This phase of the proceeding will deal with film tie-ins.

Oct. 10-11 - Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

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

Oct. 11 - Wisconsin FM Station Clinic. Center Building, U. of Wisconsin, Madison.

Oct. 11-14 - Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y.


Oct. 16-17 - Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.


Oct. 16-22 - Fifth International Congress on High Speed Photography, sponsored by the Society of Motion Picture & Television Engineers, Sheridan Park Hotel, Washington, D.C.


AWRT Conferences


Sept. 23-25 - AWRT southwest area conference. Shrinrin 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. 13-14 - American Association of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

Oct. 16-19 - AAAA, western region annual convention. Hotel del Coronado, Coronaod, Calif.

Nov. 2-3 - AAAA, eastern region annual conference, Biltmore Hotel, New York.

Nov. 30 - AAAA, east 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

AND ESPECIALLY THE MORE YOU LOOK AT CENTRAL CALIFORNIA'S TV RATES AND RATINGS, THE MORE YOU
LIKE KJEO-TV

KJEO

channel 47

for Fresno, California

J. E. O'Neill, President

Joe Drilling, Vice President-Gen. Mgr.

W. O. Edholm, Commercial Mgr.

See your HR representative

16 (DATEBOOK)
How in ten short weeks, we set Cleveland on its ear!

Frankly, we're a little amazed ourselves. Not because Beautiful Music Radio is a startling success but because our new concept in programming caught on so fast!

We launched Beautiful Music Radio on May 2nd ... announced it with bus cards, billboards, newspapers (see cut). At the time, we were ninth in this eight station market.

In just ten short weeks, we took over as the Number One quality music station in North-eastern Ohio! And the super-duper Hooper for June-July has us in fifth place, overall.*

But even more important than the ratings, is the gratifying response of mail we received from grateful, intelligent and enthusiastic listeners,

WJW is on the move! And now is the time you should get the Beautiful Music Lion by the tail.

Because in ten short weeks, we've set Cleveland on its ear for Beautiful Music Radio!

*With a whopping 107% increase (C. E. Hooper, June-July, 1960 vs March-April, 1960)
Let's remove obstacles to creativity

The unintentional sabotage of the high creative effort that frequently occurs in the name of the imperfectly understood and amorphous thing we call "business orientation" is the burden of my message today.

We can and do get good creative people to work within the guide lines of good commercial practice. There is no problem there. But the real question, as I see it, is not can we, but why do we not get more effective advertising for the millions of dollars we spend? I have no complete answer for this one.

There are certain problems in maintaining a high creative output under the practical limitations imposed by a business orientation. These stem from the nature of creative people—their urge to do it differently, to write deathless prose, to amuse, to draw or paint for posterity; in short, to "fly" rather than be bound by the chains of practical necessity to move that merchandise.

Impact. I just happen to be one of the school that believes advertising should and can be interesting, informative and compelling. The average obscure print ad or commercial seems to me to have been created in the honest belief that greater results can be obtained by indirectness.

It is natural that creative people should lean to the "way out" commercial. It is more fun. There is more room out there, so it is easier. And if it hits, you've really got it made.

On the other hand, if you insist on reducing the creative process to a tried and true formula your audience is bored stiff and, worse, the fine creative spark that might have made a great commercial is stamped out.

I say there is no real problem in the exercise of high creativity within the boundaries of good business orientation. But over and above the natural creative shortcomings (that are amenable mostly to the application of good common horse sense) there are two major forces that are adversely affecting the excellence of advertising today.

Sense of Shame. Force number one is the sense of shame that has been artificially engendered in creative people for what we are doing.

Good creative work of any kind is a joyous, happy, outgoing thing. And a sense of shame is the poorest soil from which to expect a good creative crop. Yet, we have come to the point where we are almost glad to see some other unfortunate creatures take the temporary attention of the legion that would reform us.

I hold no brief for those few advertisers, agencies or media who use tricks to misrepresent, rather than merely to entertain. But only the magnificent conceit of the advertising man allows him to take the blame for what immorality exists in show business. He had about as much to do with it as the ticket takers did with Shoeless Joe Jackson!

Despite the fact that public education and public concern with public health have advanced somewhat faster than the morals of the medicine show, the advertising business seems to be taking the blame for not having singlehandedly reformed the medicine man!

I would like to point out the cold hard fact that the techniques of mass selling by advertising—vulnerable as they may be to chicanery—are inherently and necessarily more honest than any other form of commerce. And for a simple reason. Dishonesty cannot continually bring in repeat customers—which is the real backbone of American advertising.

Basic Premise. Let me sum up my first point this way. No creative man I've ever associated with ever deliberately set out to destroy his livelihood by practicing deceit on his fellow man. I believe the advertising business is among the cleanest, finest businesses America has developed. But the creative people in advertising could do even more effective work if clients would stick to a business orientation that equips the agency with the truth, the whole truth, and nothing but the truth about their products.

The second force that adversely affects the excellence of advertising today is a little more complicated, tougher to capsule and somewhat difficult to deal with. It concerns today's multi-layered corporate advertising department and the passing of an ad or a storyboard from hand to hand up the line until its original freshness is thumbprinted to death and its lifeblood has leaked out through a thousand niggling, nibbling changes.

If we could vest the client's authority to edit in no more than one knowledgeable advertising man—and eliminate the troupe of midgets who crawl all over the creative product with their little red pencils and squeeze the life out of it before it can be born—the level of advertising quality would be raised by at least 50%.

The most expensive thing that happens to agencies and advertisers today is the layering of negative responsibility in corporate advertising departments. It is not practical to get a great ad or commercial through seven layers of editorial criticism—and it is completely impossible to keep good creative people at top productive levels if their work is to be constantly and repeatedly rehashed.

We are privileged to list among our broadcast clients enlightened people who believe in the theories advanced above. From the sales figures on their products, I'm quite sure that millions of Americans who read magazines and watch television agree, too.
The value of TIME is our use of it. Thus, productivity becomes the significant indication of our TIME's worth.

At WBAL-TV in Baltimore, productivity is our principal orientation. We seek to use our TIME well by employing good creative talent, good judgment and good taste to produce the kind of programs that people watch.

With many award-winning public service features to our credit, and with over 75 live local shows each week, the variety, quality and interest of our regular schedule is not easily matched. Every minute of our day is planned with care and consideration for our public responsibility and executed with the attention of professional excellence. Audience and sales follow naturally this healthy pattern of productivity.

"TIME is a sandpile we run our fingers in," the philosopher says. At WBAL Television 11 in Baltimore, we cup our hands tightly.

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

WBAL-TV BALTIMORE
Nationally represented by Edward Petry & Co., Inc.
Smiles that make you happy!
The pleasure is all yours when you select one of these proven laugh-winners (and big audience-winners!) from CBS Films. This Fall, scheduled to be comedy’s biggest season, is the ideal time to put these guaranteed gloom-chasers to work for you. See how happy you’ll be with...

**The Phil Silvers Show**
Sponsored by Dial, Ronzoni, Coca-Cola, Brylcreem, Studebaker-Packard, others. First in its evening time period in seven-station New York (NSI Jan.-June ’60). Said the American Stores (Acme) ad manager: “Add us to the long list of clients for whom Bilko has done a solid job. We sought the ideal program for a family audience, and found a winner.” (138 half hours)

**Colonel Flack**
Sponsored by Colgate-Palmolive, Kroger, Dow Chemical, Pepsi-Cola, others. First in its evening time periods in Milwaukee, Great Falls, Jackson, others (NSI, Jan.-June ’60). Saluted TV Guide: “...as long on charm as it is short on pretense... one of TV’s pungent delights.” When “Flack” ended in Detroit, the protests made front-page news, and The Detroit News headlined: “Civic, Business Leaders Rally Round Flack.” (39 half hours)

**The Honeymooners**
Sponsored by Anheuser-Busch, Safeway, ProGRESSO, S&W, Canada Dry, Clairol, others. First in its evening time periods in Boston, Albany, Norfolk, others (NSI and ARB, Jan.-June ’60). Said New York’s Daily News: “You would have to go far to find a more amusing foursome...” Said Variety: “…a perfect mating of script and cast.” Sponsor Armour & Co. (Youngstown) reported: “…does a real selling job for all our Armour products.” (39 half hours)

“...the best film programs for all stations”

New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. Canada: S.W. Caldwell Ltd.

**CBS Films**
In Augusta, Georgia

Your product's best friend is

The FRIENDLY Group's WRDW-TV

Newest member of The FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC.

For Rates and Avails:
- IN AUGUSTA: R. E. McColloch, 4-5432
- IN NEW YORK: Lee Gaynor, 7-0306

Represented Nationally by Avery-Knodel, Inc.

I cannot say the crow is white. But needs must call a spade a spade

* Humphrey Gifford
"A Woman's Face is Full of Whims"

You don't have to dig too deep to find out KROC-TV averages over 80% of the Rochester TV audience.

SPOTS NEXT TO 10 PM NEWS: 42¢ PER RATING POINT (APPROX)

KROC-TV CHANNEL 10 ROCHESTER MINNESOTA

Represented by Venard, Rintoul & McConnell

G. David Gentling, gen'l. mgr.

NBC

OPEN MIKE®

Single rate trend

EDITOR: Just a line of appreciation for the splendid way Broadcasting handled the one-rate story in the August 15 issue (pages 27, 114). We not only appreciate the emphasis your magazine gave the subject in the news columns, but thought the editorial equally appropriate.—Eugene Katz, President, The Katz Agency, New York.

EDITOR: We would appreciate permission to reproduce the article, “Now a big push for single rate,” . . . with credit to you, of course. . . . —Flora Love, Secretary-Treasurer, Canadian Assn. of Broadcasters, Ottawa, Canada. [Permission granted.— THE EDITORS.]

No opera at 4 a.m.

EDITOR: That article you ran on page 60 of your issue of August 15, "So you can't get opera at 4 a.m.,” is terrific! If reprints are available, we could use several hundred copies. I would like to supply copies to all the stations we represent for their use in local speech-making, conferences, discussions with local groups and leaders etc.

If reprints are available, please ship them . . . and damn the expense!—Frank E. Pellegrin, Executive Vice President, H-R Television Inc. and H-R Representatives, New York.

[Reprints are available, 5¢ each.—THE EDITORS.]

Waiver of Sec. 315

EDITOR: . . . As you know, the House of Representatives passed S.J. Res. 207 thereby completing congressional approval to an important measure on which the Senate had taken similar action June 27. The effect of this resolution . . . is to waive the onerous equal time requirement of Sec. 315 of the Communications Act insofar as the presidential and vice presidential nominees are concerned during the 1960 campaign. The debates may now go forward.

At long last broadcasters have been given a measure of temporary relief from the veto power of the New Party,

** BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $31.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1725 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

BROADCASTING, August 29, 1960
EDITORIALIZING?
Here Are New Tools For A Bigger Job

Ask any station broadcasting edito-
rialists—and you’ll discover how
highly rewarding this activity can
be! It’s a vital public service; it
improves “station image”; it lifts
program ratings.

Now, with Broadcast Editorial
Reports, this station service can
be expanded to embrace national
and international affairs which are
discussed with concern by lo-
cal audiences all over the country.

For BER provides daily authori-
tative “Opinioncasts”—three min-
utes of background material and
analysis, plus opinion. The ma-
terial can be used as received;
can be revised by station broad-
casters to advance opposing
views. The pertinent information
can be adapted in many ways.

World-Famed Staff

The men who prepare these
“Opinioncasts” include such vet-
eran global newsmen as H. V.
Kaltenborn... Henry Cassidy...
W. W. Chaplin... Leon Dennen...
Eugene Lyons... Louis P.
Lochner... John Luter... Will
Oursler... Ansel Talbert—and
others of the same stature. In ad-
dition, these are experts in other
areas of public interest.

Low, Low Costs

Rates, based on primary cov-
erage, range from $7.00 to $70.00
per week, with service exclusive
to one station in a market. For all
the facts on BER (and sample edi-
torials), contact A. Maxwell Hage,
President and Editor-In-Chief.

BROADCAST EDITORIAL REPORTS
33 East 39th Street, N.Y. 16
MUrray Hill 9-3450

A CALENDAR OF MEETINGS AND EVENTS
IN BROADCASTING AND RELATED FIELDS
(Indicates first or revised listing)

AUGUST

Aug. 29—NAB Radio Code Review Board, NAB
headquarters, Washington, D.C.

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

President Eisenhower will address opening session,
2 p.m., Aug. 29 at Sheraton-Park Hotel.

Aug. 29-Sept. 3—American Assn. for Educa-
tion in Journalism annual convention. The Coun-
cil on Radio and Television Journalism will spon-
sor three broadcasting events; an address on con-
vention and campaign broadcast coverage by
Samuel J. Sharkey, editor of WBC News; a
panel discussion on radio-television education
against the background of the mass communications
approach, and a session on research. Pennsylvania
State U., University Park, Pa.

SEPTEMBER

Sept. 1—Comments due on FCC proposal to add
additional VHF channels to several principal mar-
kets through reduced mileage separations. This is
continuance of June 20 deadline. Reply comments
now due Sept. 16. (Dockets 13340 and 13374.)

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

Sept. 12-15—Premium Advertising Assn. of
America, Hotel Astor, New York.

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

Sept. 12—Hospital Ad Club initial meeting
of 1960-61, 12 noon at Stage 6, Paramount Tele-
vision Productions. Ken Snyder, Neechom, Louis
& Broxby, will be program chairman for demon-
stration-discussion of video tape techniques.

Sept. 13—Premium Advertising Conference,
morning only, in conjunction with four-day New
York Premium Show at Hotel Astor, both
sponsored by Premium Advertising Assn. of America
Inc. Speakers: William P. Dunham, product group
manager, General Foods Corp.; Henry O. Whites-
side, vice president and research director of J.
Walter Thompson Co., Chicago; and Charles M.
Hanna, author-lecturer-economist and manage-
ment consultant.

Sept. 13—Los Angeles Ad Club luncheon at
Hotel Statler. W.D. (Pete) Moore, advertising
manager, Dodge Div., Chrysler Corp., will present
the Dodge Dart advertising story.

Sept. 15—Southern California Broadcasters Assn.
luncheon at Hollywood Knickerbocker.

Region 5 meeting, Tampa Terrace Hotel, Tampa,
Fla.

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

Sept. 15-17—British Columbia Assn. of Broad-
casters annual meeting at Kelowna, B.C.

Sept. 16—Broadcasting Executives Club fall
social, 100 Warrenton St., Boston.

Sept. 16—Florida Assn. of Broadcasters officers
and directors meeting. 5 p.m. at Cherry Plaza
Hotel, Orlando.

Sept. 16-18—UPI Minnesota Broadcasters fall
meeting. Sayville, Long Island.

Sept. 17-20—Louisiana Assn. of Broadcasters
convention. Sheraton-Charles Hotel, New Orleans.

Sept. 18-21—Assn. Canadian Radio Television
Francophone annual meeting, Alpine Inn, Ste.
Marguerite, Que. Among the speakers will be Dr.
Andrew Stewart, chairman of the Board of Broad-
cast Governors, and Murray Brown, CP-PL-AM
FM-TV, president of the Canadian Assn. of Broadcasters.

Sept. 19-20—Radio Advertising Bureau course
(in eight cities) on better radio station manage-
ment. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—Institute of Radio Engineers na-
tional symposium on space electronics and tele-
metry. Shoreham Hotel, Washington.

Sept. 20—Atlanta—Atlantic Assn. of Broadcasters
annual meeting at Amherst, N.S.

Sept. 22—AP Michigan Broadcasters meeting.
St. Clair Inn, St. Clair, Mich.

Sept. 22-23—IIIinois Broadcasters Assn. annual
meeting. Urbana-Lincoln Hotel, Urbana, III.

Sept. 22-24—Advertising Federation of America
Tenth District convention. Little Rock, Ark.

Sept. 22-24—Michigan Assn. of Broadcasters fall

Sept. 23—FCC has scheduled argument on
23 applications for extension of time to con-
struct uhf tv stations, pursuant to hearing order
of June 11. For list of stations see FOR THE
RECORD, Aug. 1 issue.

Sept. 23-24—Institute of Radio Engineers, Pro-
national Group on Clemson, S.C., and sponsors 10th
annual broadcasting symposium. Willard Hotel,
Washington, D.C.

Sept. 26—Hollywood Ad Club luncheon meeting
at Hollywood Roosevelt Hotel. Awards made by
Advertising Assn. of the West (BROADCASTING,
July 4) will be presented to Hollywood winners.

Sept. 26-27—Radio Advertising Bureau course
(in eight cities) on better radio station manage-
ment. Williamsburg Inn, Williamsburg, Va.

Sept. 26-30—Board of Broadcast Governors
calling meeting at Ottawa, Ont., for hearing of station
applications.

Sept. 28—ASSN. of National Advertisers workshop
on advertising management. Ambassador Hotel,
Chicago.

Sept. 28-29—CBS Radio Affiliates Assn. annual
convention. Waldorf-Astoria Hotel, N.Y.

Sept. 29-30—Radio Advertising Bureau course
(in eight cities) on better radio station manage-
ment. Diplomat Hotel, Hollywood, Fla.

annual fall meeting. Stafford Hotel and U. of
Alabama Campus, Tuscaloosa, Ala. Dr. Harry
Harris and FCC Commissioner Richard E. Lee will speak.

Sept. 30—Minnesota Broadcasters Assn. annual
convention meeting. Leamington Hotel, Minne-
apolis.

OCTOBER

Oct. 1-2—Illinois News Broadcasters Assn. fall
meeting, Faust Hotel, Rockford. Tentative pro-
gram plans include session for major state can-
didates in fall elections.

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

Oct. 2-4—Radio Advertising Bureau course
(in eight cities) on better radio station manage-
ment. Terrance Motor Hotel, Austin, Tex.

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

Oct. 4—Los Angeles Ad Club luncheon at Hotel
Statler. Robert Light, president, Southern Cali-
fornia Broadcasters Assn., will address annual
meeting of a Radio Day program.

Oct. 4—Retrial of former FCC Commissioner
Richard A. Mack at Atlantic City, N.J. Attorney
Andrew A. Whiteside, charged with conspiring to rig
the Miami ch. 10 tv grant (first trial ended in a
hung jury).

Oct. 4—NAB Tv Code Review Board meeting,
NAB Headquarters, Washington. Girdle-ira ad-
vancing and theatrical film clips used in tv
promotion are among board programs. Plans
will be drawn for integration of code operations
among Washington, New York and Hollywood
offices.

Oct. 4-5—Advertising Research Foundation an-

Advertisement
Boston, June 10: Station WHDH used the new RCA-4401 Image Orthicon in a highly successful colorcast of a regularly scheduled night baseball game from Fenway Park. No greater lighting was needed than for black-and-white pickup.

For more information about this high-sensitivity image orthicon for low-light-level color telecasting, contact your RCA Broadcast Tube Distributor. *RCA Electron Tube Division, Harrison, N. J.*
SAN
DIEGO
CALIFORNIA

THE 16th
LARGEST
COUNTY...

THE 19th
LARGEST
CITY...

THE
FASTEST-
GROWING
MAJOR
MARKET
IN THE
NATION! *

SERVED
AND
SOLD BY

The San Diego Union | Evening Tribune

"The Ring of Truth" Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA—GREATER LOS ANGELES—SPRINGFIELD, ILLINOIS—AND NORTHERN ILLINOIS. SERVED BY THE COPLEYS WASHINGTON BUREAU AND THE COPLEYS NEWS SERVICE. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

* Census Bureau preliminary report. County population: 1,003,522. City: 547,294. Rate of increase since 1950: 63.7% for the city, 105.1% for the outlying area.

the For America Party, the Mississippi Black and Tan Grand Old Party, the American Third Party, the Christian National Party and the American Party and many other splinter groups and fringe candidates.

Favorable action on this resolution is due, in very considerable measure, to forceful editorial comment of editors who have recognized the dangers inherent in Sec. 315 and who have spoken out against its damaging restrictions.

Although a permanent solution is still to be won, broadcasters now have an opportunity to prove that they are willing and able to discharge their duties in the finest tradition of a truly responsible free press.

We are most grateful for the support of Broadcasting and I would like to thank you for your help.—Frank Stanton, President, CBS Inc.

BOOK REVIEW

"In Reference to Radio," National Assn. of Broadcasters, Washington, D.C., $1.00 (for NAB members only).

An educational packet designed to improve broadcaster relations with librarians, educators and other public groups was published Aug. 17 under direction of John Couric, NAB public relations manager. It contains nine separate publications telling the story of radio. Extensive background material for research is included. The folder can be inscribed with station call letters and name of school or library.

Contents include these NAB publications—Radio USA, Dimensions of Radio, Radio Code of Good Practices, Radio and Television Bibliography, The Sight and Sound of Justice, Code of Conduct for Broadcasting Public Proceedings, Advertising Stopped at 10 O’Clock This Morning, Broadcasting the News and Editorializing on the Air.

"Video Tape Recording" by Julian L. Bernstein, John L. Rider Publisher Inc., N.Y., 268 pp.; $8.95.

The author, an instructor in audio-electrical-video technology at RCA Institutes, N.Y., presents a fine overall survey of a field that is becoming increasingly important to the TV industry.

There is an excellent introductory section dealing with the history of vtr from its most primitive stages to its current "revolutionary" status.

Other chapters review mechanisms of recording, electronics of tape recording, servo and video systems, and machine and tape operations.

For those who are less familiar with scientific jargon, this book will be a pleasant surprise. It abounds with
LOWEST COST PER THOUSAND

FIRST IN BOTH PULSE AND HOOPER

TWICE THE POWER OF ANY STATION IN THE MARKET

WALT TAMPA—ST. PETERSBURG

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WALT—Tampa; WSAI—Cincinnati; WPEN—Philadelphia

Broadcasting, August 29, 1960
BORED... with your advertising results?
More quarter-hour firsts than all other Portland stations combined — 290 out of 300 ... April 1960 PULSE. First All Day in Hooper too ... 35.7 June-July, 1960 Hooper.
Buyers who know the best are snapping it up... Pacific Gas & Electric Co. (through Batten, Barton, Durstine & Osborn) signed the series for San Francisco, Bakersfield, Chico-Redding, San Luis Obispo, Salinas-Monterey, Eureka and Fresno...astute station groups like Triangle and the list of available markets shrinks every day!

Wire today to secure the "best" series - BEST OF THE POST - for your market!

COLORCASTING

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

**NBC-TV**

- **Aug. 29-31, Sept. 1-2, 5-7 (11:11:30 a.m.)** Price is right, part.
- **Aug. 29-31, Sept. 1-2, 5-7 (12:30-1 p.m.)** It Could Be You, part.
- **Aug. 30, Sept. 6 (9:30-10 p.m.)** Arthur Murray Party, P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.
- **Aug. 31, Sept. 7 (8:30-9 p.m.)** Price is Right, Lever through Hykke, Benson & Mather and Spiegel through Norman, Craig & Kummer.
- **Sept. 2 (9:30-10 p.m.)** Masquerade Party, Hazel Bishop through Donahue & Coe, Black Drug through Grey Adv.
- **Sept. 2 (10-11 p.m.)** Moment of Fear, Lever through Sullivan, Stauffer, Colwell & Bayles.
- **Sept. 3 (10-10:30 a.m.)** Howdy Doody Show, Continental Baking, Nabisco through Ted Bates.
- **Sept. 3 (10:30-11 a.m.)** Ruff and Reddy Show, Borden through Benton & Bowles.
- **Sept. 3 (7:30-8:30 p.m.)** Bonanza, RCA through J. Walter Thompson.
- **Sept. 4 (8-9 p.m.)** Music on Ice, sust.
- **Sept. 4 (9-10 p.m.)** The Chevy Mystery Show, Chevrolet through Campbell-Ewald.
- **Sept. 5 (10-11 p.m.)** Murder and the Android, Pures through Edward H. Weiss.

**BEST OF THE POST**

"Control Techniques in Film Processing" Society of Motion Picture and Television Engineers, 55 W. 42nd St., New York 36, 181 pp., $5.00.

A booklet designed to raise the quality level of film processing, has been released by The Society of Motion Picture and Television Engineers.

Each of the 10 chapters was written by a recognized specialist in some phase of the work. Included are discussions of the general principles of process control; mechanical evaluation and control; instruments for photographic control; control strips and sensitometric curves; the chemistry of film processing and economic considerations in establishing a process control system.


The author, managing director of a London film production company, has assembled a dictionary of the working words used in British film and tv studios. The usage followed is essentially British and the American user is likely to find some of the terms have acquired a new meaning on the other side of the Atlantic.

The book will prove useful to filmmakers with occasion to work in Britain or in working with British technicians.

**INDEPENDENT TELEVISION CORPORATION**

488 Madison Avenue - N. Y. 22 - PL 5-2100

**BEST OF THE POST**

PHOTOGRAPHS AND EXPLANATORY DRAWINGS, AND ITS STYLE IS CLEAR AND READABLE. ALL IN ALL, A MUST FOR STATION OWNERS WHO ARE ABOUT TO INVEST IN VTR EQUIPMENT.

**FASTEST SELLING SERIES IN SYNDICATION TODAY!**

**BROADCASTING** (New York) Aug. 29, 1960
AUGMENT YOUR SALES WITH MUSIC FOR MATURE MINDS

WBAL-RADIO, Maryland's only 50,000 watt station, covers a total population of over 2 1/2 million people... each with different likes and dislikes. To reach this massive Maryland market, WBAL-RADIO hits a new note in full range programming—MUSIC FOR MATURE MINDS. No disturbing idle talk. No discordant deviations. Just the big sound of beautiful music... music for people of all ages... music for millions of discriminating Marylanders within the 14,000 square mile area that WBAL-RADIO covers. If you're looking for a captive audience for your client, you can make beautiful music together with WBAL-RADIO. Nationally represented by Daren F. McGavren Co., Inc. Associated with WBAL FM & TV.

WBAL-RADIO, BALTIMORE
Modesto, home of KBEE, is a peach of a farm market. The gross income of the average farm around Modesto is $18,186 — almost 161% higher than the national average." The home county (Stanislaus) is:

first nationally in peach production
second nationally in turkey production
ninth nationally in total farm income

The most effective way to beam your radio message into the prosperous Modesto area is on KBEE, the Beeline station in Modesto.

As a group the Beeline stations cover a market whose retail volume exceeds that of Vermont, Maine, New Hampshire and Rhode Island combined. The five Beeline stations deliver more radio homes here than any combination of competitive stations ... at by far the lowest cost per thousand.

(Nielsen & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA  •  PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE
LID'S OFF FOR AIR CAMPAIGNING

Congress action on Sec. 315 opens way for debates
Greatest mass-influencing effort in history looms
First campaign studies indicate extensive timebuying

Radio and television are shaping up as the dominant vote-influencing weapons of the 1960 political campaign. As a result, it appears from the first documentary evidence of political timebuying that local air campaigning will be more widely used by candidates than had been predicted, it appeared from the first documentary evidence of political timebuying. This local air campaigning promises an important volume of station revenue and may account for 20% to 25% of non-network TV business in active political markets, according to monitoring reports in southern cities by Broadcast Advertiser Reports (see BAR story page 36).

Clearing the Air • Ground rules for network and station operation during the campaign began to emerge last week as the result of two developments:

1. Signing of SJ Res 207, suspending Sec. 315 language for the presidential campaign. President Eisenhower lauded broadcasters for their public service as he affixed his signature to the measure.
2. Progress in attempts by the two parties to work out a schedule for "The Great Debates" between Vice President Nixon and Sen. Kennedy.

At the weekend, hope was voiced that the GOP and Democratic spokesmen could meet with network representatives to resolve most of the problems involved in setting up a schedule of joint debates. This schedule is one of the main factors holding up the purchasing of broadcast time by the advertising agencies for the national parties.

In any event, some of the confusion over what broadcasters can do and can't do during the campaign began to lift as the result of two developments:

Under new rules • The first nationwide broadcast after suspension of the political law's application to the presidential and vice presidential races took place when Vice President Nixon appeared in a video tape interview on the NBC-TV Jack Paar Show Aug. 25. The day before President Eisenhower had passed the joint resolution by voice vote. As in the Senate, the decision in debate that networks and stations will be watched closely during the campaign for any sign of favoritism that might develop.

Nixon vs Paar • The first major broadcast following suspension of the Sec. 315 equal-time requirement for presidential candidates was Vice President Nixon's Thursday night appearance on the Paar show.
AIR CLEARED FOR GREAT DEBATE

The nation's tv and radio networks and their affiliates were ready last week to make their audiences the most politically-informed electorate in history following congressional and presidential approval of a resolution to suspend—for this campaign—the equal time provisions of Sec. 315 for presidential and vice presidential candidates.

The House passed S J Res 207 Aug. 22 by voice vote, with no dissent heard, and the President signed it Wednesday to complete action on

made clear, as did the Senate, that all the networks and all tv and radio stations will be under a congressional microscope from now till election day Nov. 8. The Senate has a special “watchdog” subcommittee looking for any instance of partisanship or favoritism by a broadcaster in presenting candidates. The House Commerce Committee also will keep a sharp lookout for abuses of the new privilege. its chairman, Rep. Oren Harris (D-Ark.), promised last week.

Rep. Harris, who managed the suspension resolution on the House floor, in urging support for the proposal made these points:

- The measure would mean $4 to $5 million in free time divided between the Democratic and Republican party nominees (based on eight hours from each network).
- Its public interest mandate should assure equal time for the nominee of any “substantial newsworthy” third party.
- Congress does not expect the networks to accept commercial sponsorship of programs on which candidates appear that are covered by the new law.

(Mr. Harris said he understood that neither of the two candidates want commercial sponsorship and "therefore, I do not think there will be any effort at all to do that.")

Suspension this year provides no basis for asking outright repeal of Sec. 315 next year. He added, however, that suspension this year will put Congress in position to know better how to legislate for the future.

Questions Raised • Rep. John B. Bennett (R-Mich.) said that while he supports the resolution, he does so with little enthusiasm, feeling it delegates too much authority to the broadcasters.

Rep. John Moss (D-Calf.) said he supports the bill “reluctantly,” and added that while he trusts the networks to be fair to each candidate, he doesn't trust the stations themselves which, he said, can apply the new law in presenting spots on behalf of candidates on the local level. He said he has received a number of complaints concerning abuse of editorializing by licensees and is bothered by the “increasingly partisan operation of some broadcasters.”

Rep. William Avery (R-Kan.) questioned whether the amount of free time contemplated (total 24 hours) might not be more than people would want to see on politics.

“We who are in public life are so

by video tape on the NBC-TV Jack Paar Show. Mr. Nixon gave a preview of the way he will perform in a joint debate. The candidate created an air of relaxed competency as he fended with the m.c. and answered two questions from the Washington studio audience and two from the New York studio (see picture page 31).

While neither major party would divulge details of timebuying plans, one GOP campaign official said, "We're planning lots of spot tv." Similar statements were made informally at Democratic headquarters. (See roundup of time buying strategy, BROADCASTING, Aug. 15).

The networks were getting restive over lack of agreement between the parties on the joint debate schedule. Time is running out, since a lag of 43 to 60 days is involved in notifying sponsors that time will be withheld for political programming.

Both parties are pitching for the 11 p.m.-midnight hour on NBC election eve. One network official said it may be necessary to toss a coin to decide between the two.

One purported time purchase in the negotiating stage is an all-Pennsylvania hookup for a half-hour Kennedy speech slated Sept. 15 in Lancaster, Pa. ABC Invitation • Immediately after the signing of the Sec. 315 resolution, ABC announced it had invited Nixon, Kennedy, Lodge and Johnson to appear on the ABC-TV Campaign Roundup to discuss their views on the issues. The weekly series returns Saturday, Sept. 17 (7:30-8 p.m.).

The invitation was issued by John Daly, ABC vice president in charge of news, special events and public affairs.

If accepted by the candidates the appearances would be in addition to the already proposed Great Debates.

President Eisenhower congratulated networks for the public service they are performing by providing facilities for candidates on an equal-time basis and without cost.

He told his Aug. 24 news conference, after signing the Sec. 315 resolution, "It seems to me over these years the costs of presenting the issues and cases and personalities to the public has gone way up, and if these networks can help out on this equal-time basis, it will be a fine thing." The President's remarks were made in answer to a question asked by Ray Scherer, NBC White House correspondent.

Debate Concepts • As the weekend approached, several points of difference were apparent in the party attitudes
close to this matter we may overly evaluate or estimate how much public interest there is in these political matters."

Rep. William Springer (R-III.) spoke favorably on the measure. Rep. James Roosevelt (D-Calif.) entered a proposal by Richard D. Porter, U. of Southern California, counter-proposing that networks offer to sell time in a debate format to all candidates or adapt the debate structure to the presently-exempted news and panel shows.

Unusual Tactics: SJ Res 207 was passed by the House under the fairly rare suspension of rules procedure reportedly because House Speaker Sam Rayburn (D-Tex.) did not want to risk getting it shelved by the ultra-conservative House Rules Committee, which normally releases bills.

Statements by the networks on sponsorship were entered in the Congressional Record by Rep. Harris. Though CBS repeated its no-sponsorship position on the proposed debates and ABC and NBC left the question of debates sponsorship to the candidates, neither committed itself on programs other than debates on which the candidates might appear. Mutual indicated it would carry all candidates' appearances unsponsored.

SJ Res 207 was proposed by the Senate Commerce Committee after hearings in May on a bill to require the networks to furnish free tv time to candidates. Most witnesses felt this amounted to confiscation and most agreed the networks should be given a chance to make time available to major party candidates for the presidency and vice presidency without being subject to equal time demands from splinter parties.

Hearings have been held on similar or related measures in the House during this Congress and in the House and Senate over several years. President Eisenhower called Sec. 315 "ridiculous" last year after an FCC decision holding that Lar Daly, perennial candidate for high office and thorn in network sides, was entitled to time equal to that of two political opponents who had appeared on newscasts. The presidential expression gave impetus to a bill enacted later in the year to exempt news programs from Sec. 315.

The Democrats want five appearances — two or three debates and two or three news conferences, according to J. Leonard Reinsch, broadcast consultant to Sen. Kennedy.

The GOP was understood to favor a maximum of three broadcasts, with the last one taking place around Oct. 20 or 2½ weeks before the end of the campaign. This baffled some of the Democratic planners, who felt the debate or conference closest to election day would pull the biggest audience.

Democrats felt, too, that Republicans aren't showing the confidence they evidenced a fortnight ago. The Nixon supporters had predicted their candidate would be much more effective than Sen. Kennedy in off-the-cuff, free-swinging oratory.

Lending importance to the joint broadcasts is the widely held belief that enough independent votes may be swung to decide the election outcome.

Herbert Klein, press secretary to Vice President Nixon, was chary about answering questions dealing with the GOP position. He said the GOP prefers not to divulge its stand before an agreement is reached between the parties and the networks.

Political sidelights

- Henry B. Owen, executive vice president of King Broadcasting Co., Seattle, was named Aug. 24 by Sen. Kennedy to head his campaign committee in Washington state. Mr. Owen, 66, is a director of Greater Seattle Inc. and the Central Assn. of Seattle.

- Metropolitan Broadcasting Corp. stations will start an intensive get-out-and-vote campaign after Labor Day, using talks by such celebrities as Francis Cardinal Spellman, Mrs. Eleanor Roosevelt, James A. Farley, Helen Hayes, Al Capp, Milton Caniff, Buddy Hackett and Norman Thomas. Underlying the drive is "the importance of the forthcoming presidential elections to the entire citizenry and the free world." Participating stations will be WTTG (TV) Washington; WNEW-TV New York; KOVR Stockton-Sacramento, Calif., and WTVH (TV) Peoria, Ill.

WHAT NEW LAW MEANS ........... p56
HEAVY TIMEBUYING ALREADY ....p36
Two fast-sold shows prove the drawing power of the new flexible short-segment concept in TV programming.

The score for Almanac . . . 90 stations. The total for Greatest Headlines . . . over 50 stations and still coming! Convincing proof of the tremendous appeal of this short-segment concept for audience, station and sponsor alike! The reason, of course, is its flexibility. A five-minute show slips easily into any time slot. It multiplies exposure and frequency. It allows advertisers to stretch advertising dollars over prime TV times. And the subject matter has high inherent interest and prestige.

And now... another programming innovation from Official...

Sportfolio

Great, dramatic high points in the history of sports . . . brought to the TV screen through newsreel clips. Exciting, fast-moving vehicle for a commercial message . . . tremendous selling appeal for the sponsor who must limit his commercials to seconds but wants an important setting. Goes anywhere . . . for any advertiser! Arrange for a screening—get your order in early, Sportfolio's success is assured!

Official Films, Inc.
25 West 45th St., New York 36, N.Y.
Plaza 7-0100
POLITICS: BONANZA FOR LOCAL TV

Campaign advertising may run to 25% of total advertising

The first documented case histories of 1960 political campaigning on television suggest—without exception—that candidates may rely on grass-roots TV even more heavily than anybody expected.

In the closing days of the campaign, political purchases may account for 20 to 25% of the non-network television business in politically strategic markets.

That was the speculation last week based on TV monitoring reports made in southern cities while last-minute primary campaigning was actually in progress. The "preview" cities were New Orleans, Miami, Little Rock and Nashville, which at the time of the monitoring—by Broadcasting Advertisers Reports—were in the throes of primary electioneering. In the heavily Democratic South, the primaries often are more bitterly contested than the final elections.

Consistent with BAR's records showed that in three and probably all four of these cities the number of political spot announcements during the monitored pre-primary weeks totaled from one-fifth to one-fourth of all local, national and regional spots, aside from substantial numbers of programs ranging from 5 to 60 minutes in length.

By actual count, BAR found that political announcements represented 24.6% of all non-network advertising messages and 41.2% of all local advertising messages in New Orleans television during the monitored week (July 16-22) preceding the voting there.

In Little Rock, which found itself in FCC's hot water when its TV stations substituted local politics for the Republican National Convention on primary eve (Broadcasting, Aug. 1), BAR's figures showed 19.6% of non-network commercials were political during the period of two weeks (July 9-15) before the primary. In Miami the political content was estimated to be at about the same level (week ended April 29). BAR was still analyzing its Nashville tapes last week but first indications were that the political ratio (week ended July 15) was running close to that found in the other markets.

These four are the only cities where BAR's regular monitoring—which includes 76 U.S. markets, plus the networks—has coincided with pre-primary wind-ups. The uniformly heavy political volume found in all four cities led observers to speculate that, despite the relatively small number of cities, they might prove typical of many throughout the U.S. in this fall's campaign.

At All Hours In all four markets the political purchases were scattered

NEW AIR RULES FOR CAMPAIGN

Amended Sec. 315 offers both opportunities and pitfalls

Broadcasters face the 1960 election under a new set of rules. Two major changes have been made in the political broadcasting law (Sec. 315 of the Communications Act) since the last state and nationwide elections.

In many respects the law now is more liberal through (1) exemption of four categories of news shows from equal time demands and (2) exemption of presidential and vice presidential candidates from Sec. 315, signed into law last week.

But, through these same two acts of Congress, new pitfalls have been opened for broadcasters in placing aspirants for public office before the listening and viewing public. And Congress has given repeated and stern warnings that it will be watching the all-powerful electronic media during the fall campaigns.

The FCC, provided by Congress, also is wielding a big stick over the station operator's handling of politicians. The commission already has mailed a lengthy questionnaire to every AM, FM and TV station and network demanding minute accounting of political broadcasts—both those aired and refused (Broadcasting, Aug. 15).

No Ready Answer How can station WOF-AM-TV stay out of trouble during the next two months and still fulfill what the FCC says is its obligation to help inform the electorate? No group is more divided on this question than practicing lawyers before the FCC—and, it might be added, key commission staffers themselves. However, there are certain guides which the WOF manager can follow in making his decisions.

One little-publicized facet of Public Law 86-274, which exempted newscasts, news interviews, news documentaries and on-the-spot coverage of news events from equal time demands, is that it removed the exemption from libel for broadcasters from statements made by candidates on these four categories of broadcasts. In a 5-4 decision a year ago in the WDAY-TV Fargo, N.D., case, the Supreme Court ruled that a station was not liable for broadcast statements made by a candidate because the station was expressly forbidden by Sec. 315, as then written, from censoring the candidate's statement.

News programs no longer fall under Sec. 315. Technically the station can censor statements on such broadcasts by candidates and could be held accountable for libel.

This new law will prove beneficial to broadcasters and the public, however, in permitting stations to cover newsworthy campaign activities of state and local candidates without a stop-watch to make sure equal coverage is given. No longer will a Lar Daly be able to make demands because Mayor Daley attended an official function.

The latest congressional action exempting the presidential campaign from Sec. 315 will prohibit the same Mr. Daly from demanding—and getting—network time as he did on the Jack Paar Show. The new law, SJ, Res 207, was placed on the books for this year only on a trial basis as a compromise.

Exemption from equal time demands was absolutely necessary, the networks successfully argued, if they were to present the "great debates" featuring presidential nominees Richard M. Nixon and John F. Kennedy. Otherwise, they reasoned, the baker's dozen-plus self-styled candidates for President could make legal demands for equal time.

The industry tried twice before (in 1956 and again last year) to get debates exempted from Sec. 315. In fact the 1959 amendment included such an exemption as it passed the Senate but the exemption was deleted by the House.

A Local Problem This same law, while helping the networks, can add to the problems of the individual stations.
throughout the day and night—as early as 7:25 a.m. for one spot and 8 a.m. for an hour-long discussion program, and as late as 12:45 a.m. and later—but the emphasis appeared to center on late afternoon and evening time in most cases.

The totals by market, as compiled from BAR records broke down as follows:

NEW ORLEANS—460 spot announcements plus 45 programs (six five-minutes, 29 quarter-hours, three 20-minutes, seven 30-minutes).

LITTLE ROCK—156 spot announcements plus four programs (two half-hours, two quarter-hours).

MIAMI—499 spots plus 61 programs (53 five-minutes, one quarter-hour, four half-hours, one 35-minutes and two 60-minutes).

NASHVILLE (preliminary count)—107 spots plus seven quarter-hour programs.

Four-city Totals = 1,222 spots plus two one-hour programs, one 35-minute program, 13 half-hours, three 20-minute periods, 39 quarter-hours and 59 five-minute periods.

BAR figures indicated that on WWL-TV New Orleans—which carried substantially more political business than either of the two other stations there—politics accounted for more than half (54.8%) of all local commercial messages aired during the week.

Examination of the BAR report suggests politics may hold several implications for regular national advertisers, none of them necessarily welcome. Triple-spotting was not entirely unheard-of, and when commercialization didn't go that far, the schedules sometimes appeared to be so awash with politics that product messages seemed lost—at least on the logs, although one observer speculated that actually the reverse might be true: "In all politics, a regular commercial might come as a welcome relief to the viewers."

Pre-emptions = In New Orleans a total of 12 hours, 35 minutes of regular programming was pre-empted for politics during the week—9 hours, 30 minutes of network time, 3 hours, 5 minutes of local programming. Virtually all of the network preemptions were in evening hours (ranging between 6:15 and 10 p.m. local time).

CBS-TV’s Douglas Edwards and the News was pre-empted across the board on WWL-TV. (Sponsors: American Home, Philip Morris, Carter Products. The Texan (Brown & Williamson, All-State). Peck’s Bad Girl (sustaining), Reckoning (participating), Invisible Man (sustaining), Video Village (Proc- ter & Gamble) and a quarter-hour of Brighter Day (Lever) also gave way to politics on WWL-TV.

WWVE (TV) pre-empted 15 minutes of ABC-TV’s Music on Ice (sustaining), Producer’s Choice (Bristol-Myers, Reynolds Tobacco), Best of Grouch (J.B. Williams Co., Lever Bros.), Cinammon City (sustaining), Wichita Town (Alberto-Culver), Masquerade Party (Block Drug) and Moment of Fear (participating).

The stations sharing the political bonanza in the other cities were KARK-TV, KATV (TV) and KTHV (TV) in Little Rock, WCXK (TV), WPST-TV and WTVJ (TV) in Miami, and WLAC-TV, WSIX-TV and WSM-TV in Nashville.

For example, Messrs. Kennedy and Nixon will be touring the hinterlands and appearing on television and radio with candidates for governor and Congress. Will the station then have to grant equal time to the state candidate’s opponent? Not if the appearance is strictly "bona fide news coverage." However, one FCC official said last week that if the local candidate discussed "issues" the station then could be liable for equal time demands—even if the appearance was news. This interpretation already has been sharply disputed by others.

Pandora’s Box = In the news exemption to Sec. 315—so eagerly sought by radio-tv—the Congress added a phrase that lawyers predict will lead to an endless stream of litigation. It requires stations "... to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." Many questions already are being asked as to the meaning of this requirement, for instance: What constitutes a reasonable opportunity? Whose conflicting views? How many views? Who can demand time to answer whose views (i.e., a layman vs a candidate)?

Much will hinge on a definition of “reasonable opportunity” and the FCC, as yet, has handed none down. The commission has, however, already slapped the wrists of three tv stations because of their alleged lack of “fairness” in presenting both sides. This came about when the three Little Rock tv stations blacked-out the first night of the Republican convention in favor of state and local vote appeals by Democratic candidates (Broadcasting, Aug. 1).

In addition to the President and Vice President, 33 senators, 437 congressmen, 27 governors and thousands of other state and county officials will be elected Nov. 8. Aspirants for these jobs have recognized that radio and television—particularly the latter—are the primary means for exposing their personal attributes to the voter.

These many politicians will cause the station manager to face new problems and make important decisions almost daily between now and Nov. 8. Each time an office seeker feels he has been wronged, seeds are sown for a protest to the FCC and Congress. And, as the officeholders on Capitol Hill have warned repeatedly during the past 18 months, broadcasting is on trial.

There are the ground rules under which political broadcasting operates (the 1959 amendment appears in italics):

“Sec. 315 (a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunity to all other such candidates for that office in the use of such broadcasting station: Provided, that such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate. “Appearance by a legally qualified candidate on any—” (1) bona fide newscast, (2) bona fide news interview, (3) bona fide documentary (if the appearance of the candidate is inci-
denial to the presentation of the subject or subjects covered by the news documentary), or

“(4) on-the-spot coverage of bona fide news events (including but not limited to political conventions and activities incidental thereto), shall not be deemed to be use of a broadcasting station within the meaning of this subsection. Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance.

“(b) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes.

“(c) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.”

Added Provisions. In addition to the amendment of Sec. 315 (in italics above), the Congress simultaneously adopted the following language as Sec. 2 of Public Law 86-274, Sec. 1 of that law was the amendment to Sec. 315 of the Communications Act. Here is the second part of the Congressional action:

“Sec. 2. (a) The Congress declares its intention to reexamine from time to time the amendment to section 315 (a) of the Communications Act of 1934 made by the first section of this Act, to ascertain whether such amendment has proved to be effective and practicable.

“(b) To assist the Congress in making its reexaminations of such amendment, the Federal Communications Commission shall include in each annual report it makes to Congress a statement setting forth (1) the information and data used by it in determining questions arising from or connected with such amendment, and (2) such recommendations as it deems necessary in the public interest.”

The text of the joint resolution to suspend Sec. 315 for presidential and vice presidential candidates appears on page 32.

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BROADCAST ADVERTISING

SINGLE RATES WINNING ‘POLL’

Respondents to SRA survey running 6-to-1 in favor of concept

Station Representatives Assn.’s endorsement of the single-rate concept for both local and national spot business has brought back a response that is running about 6-to-1 in favor—but reflects some serious concern nevertheless.

Out of approximately 75 stations that had responded to SRA’s letter by late last week—less than two weeks after the letter went out (Broadcasting, Aug. 15)—the formations were shaping up this way.

Pro: 39 said they already were on the one-rate plan, eight others were adopting it or had just done so, and about a dozen others said they were inclined toward it, or agreed with the concept but had some questions or reservations or thought that in some cases practical considerations dictated exceptions.

Con: Six stations flatly rejected the idea, two others said they had tried it but found it didn’t work and two others thought it was not a real solution as far as they were concerned.

Unclassified: The rest were noncommittal, wanted more information or for other reasons were hard to classify as yes or no. With a few notable exceptions, the first returns came from medium and small-market stations, predominantly radio rather than television.

The SRA letter, adopted unanimously by the organization’s 20 member-firms and sent out by Managing Director Lawrence Webb, had gone to all U.S. radio and TV stations, whether represented by SRA members or not. SRA’s position is that separate national and local (or retail and general) rates initably result in discrimination against some advertisers and that the historical reasons for the distinction no longer exist. Stations which for any reason could not now go to a single rate were urged by SRA to take a “transitional” step by rigorously defining and enforcing their separate categories.

Whither Commissions? In their

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Station boxscore on single rates

Here’s the boxscore of station positions on the single-rate question as compiled from letters to SRA:

Recently adopted, or have decided to adopt, a single rate—KYTV Pocatello, Idaho; KAYO Seattle, Wash.; KSOK Arkansas City, Kan.; KPHO Phoenix; WEJL Scranton, Pa.; WKLV Blackstone, Va.; WBNY Buffalo; WDCL Clearwater.


Against single rate (favor separate national and local rates)—KIST Santa Barbara, Calif.; KWKH Shreveport, La.; WJEJ Hagerstown, Md.; KOOK Billings, Mont.; WSTV-AM-TV Steubenville, Ohio.

Think single rate not practical in all situations—KPAY Chico, Calif.; KTFI Twin Falls, Idaho.

Have tried single rate but abandoned it—WMRN Marion, Ohio; KJEO Fresno, Calif.

The other letters out of a total of about 75 received as of last week were noncommittal or took varying positions. Several asked for additional information.
every friday evening at seven

"WHIO-TV REPORTS"

a program deeply concerned with the interests and welfare of its viewers

PROGRAMS TO DATE
Installation of STRATEGIC AIR COMMAND at Wright Patterson Air Force Base
1913 FLOOD and what has been done to prevent another COMMUNITY THEATERS in the area
WHIO-TV SURVEY of programming preference
JUVENILE DELINQUENCY
Difficulties encountered in FINANCING EDUCATIONAL INSTITUTIONS in the expanding population
NEW HORIZONS in MEDICINE—a series on medical research in the Dayton area

PROGRAMS TO COME
(Partial List)
CIVIL DEFENSE—a series on preparation, plans, equipment and training in this area
FBI in Southwestern Ohio; equipment, training, qualifications, operations
WATER POLLUTION, and what is being done to curb it in the Miami Valley
WEATHER FORECASTING, and why the Miami Valley area is one of the most difficult to forecast
MILITARY AVIATION PROGRESS, from old McCook Field to present installations at WPAFB

There's entertainment galore on WHIO-TV. That's as it should be. But there's information, too, that is interesting, dramatic, vital. That's as it must be if WHIO-TV continues its policy of both satisfying and serving its viewers. As it will.

Ask George P. Hollingbery for data on WHIO-TV and its market—third largest in Ohio.

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

WHIO-TV
CBS
Channel 7
Dayton Ohio
Responses, many stations voiced concern over the effect of agency and/or rep commissions—15% each by standard definition—upon their net take from national business. Several pointed out that, with a single rate, these commissions would mean that national sales would actually yield less than local. One broadcaster proposed that the commission system be eliminated outright.

Some said they got around this problem by adding the equivalent of the commissions onto the local rate in setting the charge for national business. This included at least one broadcaster who felt that he was on the one-rate standard nevertheless. Another, explaining that the commission problem was the reason for his two-rate structure, summed it up this way: “Assume our lowest local rate to be $1.15. If we have to deduct a 15% agency commission and a 15% rep commission, this leaves us with a net of about 83 cents. Why bother to sell national at all when our lowest local rate is $1.15?”

Others cited other reasons—and opposite results.

One, on a single rate for the last six years, said: “We have found that by the time we pay our local salesmen their commission on local accounts, plus the cost of writing copy, servicing the account and the other necessary duties, our cost per account was about 19 percent compared with only 15% (commission) for the national account.”

Another single-rate exponent: “We (find) that it costs the station more to put local advertising on the air than it does to pay rep and agency commissions. Therefore it stands to reason that national-regional advertisers should not be penalized and expected to pay the costs arising from local advertising.”

**On The Other Hand** • At the opposite pole was the experience of a station that is sticking to dual rates: “The local merchant never asks for a long listing of affidavits showing the exact times each and every spot was aired and what preceded and what followed it. The local merchant doesn’t demand audience surveys, engineering surveys, coverage maps; nor do we have a list of long-distance phone calls to pay for at the end of each month for our local boys. . . . I want to be paid something for my toil and something extra when it becomes extra toil and expense. You don’t get box seats at balcony prices.”

Stations with separate rates volunteered different ways of handling the sometimes sticky problem of deciding which advertisers are eligible for national and which for local rates.

One said: “We define a local advertiser as one which is locally owned and has only one or two local outlets; a national advertiser is one which may be locally, nationally or regionally owned but which has several coverage-area outlets or a product which is generally available through several stores within or outside of (our coverage area).

Another, who contended the single rate is good in many but not all cases, reported: “We allow any advertiser in the area to use our local retail rate where the announcements are authorized by and billed to a local firm when the address of this store is given in the announcement. . . . We charge the general (national) rate to all companies that are advertising a product or service that can be purchased in any of the various stores and cities of our area.”

SRA’s contention that separate rates are no longer justified did not go unchallenged: “. . . The benefit gained by advertising on our station for a retail outlet diminishes with distance. When a listener 75 miles away hears Chesterfield cigarettes advertised on my station he can go next door and buy a package if he has the inclination. If he hears about a sale at one of our

---

We're ready with the **60-61 Championship**

26 brand-new, full-hour films featuring the world's greatest bowlers

the top-rated sports show in television
local department stores, he has to come 75 miles to make the purchase. Obviously the national advertiser benefits more from the coverage than a local advertiser."

Effect on Revenues - Some single-rate stations thought it resulted in higher revenues, some thought other advantages were more tangible.

One: "Unfortunately, I can't say that the single rate has increased national business for us. It seems to me that while the national agencies—or at least their executives—can talk about the single card and its merits, the time-buyer is concerned only with the numbers... On the other hand, if station management only knew the headaches that are avoided with a single card— it makes running a radio station a pleasure instead of a problem."

Another, after a year with a single rate: "Many other stations have said this is an 'unrealistic' approach, but we don't believe them—and we have the growth to prove it."

Another, after six single-rate years: "You may quote us to any other station that our national business has gone up over 20 percent and [the single rate] also aided us in raising our local rates."

One broadcaster who said he has made plans to go to a single rate: "Only a blind man would not be able to see that this can be and has to be the only answer to the rate problem."

Another sent in a copy of his single-rate card with a note but no philosophy: "This is it," he wrote, "and we don't give a dam (sic) who buys!"

Agencies laud SRA

Officials of two major agencies last week officially commended the single-rate stand taken by Station Representatives Assn. (Broadcasting, Aug. 15; also see page 38). They were Herbert Zeltner, vice president and media director of Lennen & Newell, and Leslie D. Farnath, media vice president of N.W. Ayer & Son, who has been one of the leaders in the continuing movement for more rigid enforcement of equitable rate policies by stations.

Mr. Zeltner said in a letter to SRA members: "Very rarely does an agency send fan mail, but your wisdom, far-sightedness and very real concern for the overall effectiveness of broadcast advertising which was demonstrated by this action certainly calls for a heartfelt thanks from your agency partners."

"As with most other [agencies], we have become increasingly concerned with the 'local-national' rate problem in spot broadcasting and the serious ramifications this question holds in regard to the proper and professional handling of broadcast advertising. We at Lennen & Newell attempt to do everything we can to work for—and insist upon—the use of a single rate for all 'like' advertisers—a rate which reflects an equitable charge for commercial time delivered. By adding your views... to this work, we feel a great step forward has been taken in this area."

Mr. Farnath wrote to SRA Managing Director Lawrence Webb: "I certainly feel [the rate situation] needed some concerted action such as [SRA has taken] which already is producing results. It is also gratifying to note the effort being made to clarify local and retail rate definitions, wherever it is still not possible for a station to adapt the single-rate policy. "There is no question but that your action has really started things moving in the right direction at last."

Wade gets Toni

Wade Adv., Chicago, has recouped part of the estimated $10 million it lost last month when Alberto-Culver moved over to Compton Adv. (AT
LONG ISLAND IS A MAJOR MARKET!

WHLI
THE VOICE OF LONG ISLAND
THE GREATER LONG ISLAND MARKET
(Nassau-Suffolk)

MORE DRUGS ARE SOLD ON LONG ISLAND THAN IN ATLANTA, AKRON AND ALBUQUERQUE...

$72,043,000
(Sales Mgt.)

DOMINATES THE MAJOR LONG ISLAND MARKET
(Nassau-Suffolk)


In a further realignment of products, also indicated by the Gillette division at that time, the $750,000 Pink Panter Shampoo account shifts from Clinton E. Frank to North.

A new public affairs sponsor for tv shows

The gradual trend toward sponsorship of quality public service shows, sparked by the experience of Bell & Howell, gained momentum last week.

A relatively unknown manufacturer, American Photocopy Equipment Co., bought alternate weeks of NBC-TV’s Huntley Reports (starting Sept. 25), plus a two-part news and public affairs series on CBS-owned WBBM-TV Chicago.

Total “show costs”: about $530,000. The business was placed through Irving Rosenbloom & Assoc., Chicago agency.

The company (makers of photocopy, binding, laminating equipment) maintains national distribution, but heretofore has been active only in magazine and direct mail media. Its regular national advertising budget runs about $1.3 million, supplemented by a “test fund” for experimental purposes. This past spring it invaded broadcast media for the first time, buying WBBM-TV’s primary election documentary, Beat the Drums.

The Huntley buy carries an option for cancellation after the fourth week and alone represents a half-million-dollar investment.

Why did American Photocopy get into public affairs tv? David L. Elias, vice president, copy chief and account executive at the Rosenbloom agency, says to reach “quality audiences” and to obtain “leads on a quality basis with quality programs through low-pitch commercials.” If they bring desired results—in terms of “image” as well as leads—the company hopes to expand its use of television from the test-fund stage, he added.

Business briefly

Time sales

Playing offense • Gillette Safety Razor Co., via Maxon Inc., Detroit, kicked off a $4.9 million 10-week campaign last Saturday (Aug. 27) to introduce a new product, Right Guard power-spray deodorant for men, as well as three other Gillette products. The sales drive will be incorporated into Gillette’s sponsorship of the World Series on NBC-TV and NBC Radio, five weeks of major league baseball on ABC-TV, NCAA football games on ABC-TV, Saturday Night Boxing on ABC-TV, radio dj. programs in over 100 U.S. markets and starting Sept. 1 a tv spot campaign for Right Guard for four weeks in the top 25 markets.

Daytime debut • Coast Fisheries Div., Quaker Oats Co., Chicago, will use six CBS-TV daytime programs, along with other media, to introduce nationally its new meat-flavored Puss ’n Boots brand cat food. Tv commercials in the $500,000 introductory campaign will feature the new brand through October, after which they will be integrated until next June with commercials for established Puss ’n Boots products, single biggest tv user at Quaker Oats.

Agency: Lynn Baker Inc., N.Y.

Temple’ buyers • Beech-Nut Life Savers Inc., Canajoharie, N.Y., and Radio Corp of America have signed for two-thirds sponsorship in NBC-TV’s The Shirley Temple Show, new colorcast series beginning Sept. 18 (Sun. 7-8 p.m. NYT). Frank Baum’s “The Land of Oz” will be the premiere feature. Agencies: Young & Rubicam for Beech-Nut and J. Walter Thompson for RCA.

Belafonte specials • Revlon Inc., N.Y., will sponsor two hour-long specials starring Harry Belafonte during the coming season on CBS-TV. Norman Jewison, who directed the special Tonight With Belafonte last December, marking the singer’s tv debut as star of his own show, will direct the first Revlon special on Nov. 13 (10-11 p.m. EST). The second is scheduled for next spring. Revlon’s agency: Grey Adv.
On August 4, 1960, KHQ-TV—Spokane's first television station—began full power operation from its new antenna atop Tower Mountain.

This most modern of RCA installations beams the channel 6 signal—stronger than ever—from a point 2,150 feet above average terrain, 4,549 feet above sea level.

For viewers—and for advertisers—here's what KHQ-TV now offers:

. . . . . . Service to 20% more TV Homes
. . . . . . Improved signal for 30% of current Inland Empire TV Homes
. . . . . . "City Grade" Area doubled—from 1,260 to 2,900 square miles
. . . . . . Greatest U.S. coverage of any Spokane station.

Note:
Above performance figures based on estimates by George C. Davis, Consulting Engineer, Washington, D.C., and H. C. Boway, Consulting Engineer, Spokane, Wash.
TV AMATEUR SHOW SELLS CARS

‘Dragnet’ actor sponsors himself on tv

When a successful actor is also a successful businessman, that’s unusual. When, as the businessman, he sponsors himself as a tv performer, that’s rare. And when, the day after the opening broadcast, his business does three times its normal volume, that’s news.

The program is the Ben Alexander Show, broadcast on KTVU(TV) Oakland-San Francisco Fridays at 7-8 p.m. It features the actor best known as Frank Smith of Dragnet as m.c. of an amateur show whose sponsor is Ben Alexander’s San Francisco Ford agency, out in the Portreo district. To be strictly accurate, the Ford agency sponsors half the program; the other half is sustaining.

Before the show went on the air (April 29), a normal Saturday volume for Ben Alexander Ford was four or five cars, his agency, L. C. Cole Co., San Francisco, reports. On April 30, the day after the initial broadcast, the agency sold 14 cars. Business was good throughout the week and peaked again on May 7, the day after the second show. This pattern has continued, with a minimum of 10 cars being sold each Saturday and a peak of 19 on June 4.

Incidentally, on that day, nine of the cars Ben Alexander Ford sold were new, ten used, and the nine new cars were more than the combined sales of two “auto row” dealers.

Against Trend • Katherine Doyle Spann, vice president of L. C. Cole Co., reports that without exception purchasers said they came to Ben Alexander Ford because of the KTVU show. And they bought despite the fact that at the time general automobile business was slow. In a letter to the station, Mrs. Spann wrote: “To us, this points up once again the tremendous potential salesmanship to a local show. The audience is intensely loyal. Viewers pay attention to every word; there’s no mental tune-out when the sponsor’s message appears. And when they listen to a good sales story, they buy and continue to buy.”

They buy and they write to vote for their favorite performers on the show (winners return at the end of three months for “quarterfinals”). More than 10,000 letters were received in three days after the July 29 broadcast. There’s also a three-week waiting list for studio audience tickets.

What is it that takes the Ben Alexander Show out of the usual “local amateur show” class and makes it something special for both its audience and sponsor?

According to KTVU, the answer is Ben Alexander off camera as well as on. He first meets the talent of the program (which previously has been auditioned, screened and booked by the show’s production unit). Three hours before air time he interviews them in preparation for the on-air interview and, if he spots something that his 30 years in show business tells him is wrong, he takes the situation into his own hands and tries to correct it.

Artists’ Touch • For instance (to a teenage dancer): “No, no, no. This won’t do at all. I was told you were going to dance to a big band record. You’re the opening act. The nice little lady playing the piano won’t do. You’ll have to use the record.” (She did and she won the show that evening.)

For instance (to a mother whose 10-year-old daughter was dressed in furs): “She’s not going to sing ‘A Good Man Is Hard To Find’ on this show! If she can’t sing anything else, let her grow up first, then come back.” (The little girl changed her tune and while she didn’t win top honors, the mail was complimentary.)

KTVU stages the show in its largest studio and Director Gene Hays works with “three cameras, two audio booms and crossed fingers,” he says, because when you’re working with non-pros anything can happen, although with Ben Alexander’s coaching most shows go off smoothly. And if they don’t, no one seems to mind, least of all the audience.

Agency Ap’ments

- Russ-Bo Sportswear Mfg., Co., Washington, D.C., appoints Larrabee Assoc., that city. Russ-Bo, a national advertiser, manufactures Crystal Collins skating wear, Betty-Bo gym suits, bowling attire, dancing leotards and costumes and Skate Queen attire.
- Houston Chemical Corp., which recently acquired Peak and Nor’way anti-freeze brands when it purchased anti-freeze and automotive chemical marketing operations of Commercial Solvents Corp., names Fuller & Smith & Ross Inc., N.Y. Spot radio and spot tv will be used in a few scattered markets during the advertiser’s fall drive for Peak.
- The National-LP Gas Council, Chicago, appoints Campbell-Mithun, Chicago, to handle its account, with an estimated promotional budget of nearly $500,000. Council has used radio advertising.
- Flotill Products, Stockton, Calif., appoints Cohen & Aleshire, N.Y., to handle all Tilleie Lewis low-calorie foods and several specialty foods marketed under the Flotill label. Agency, which has started a complete re-design of packages, is drawing plans for national advertising on the leading items.
CAN POLITICIANS AFFORD TO BE HONEST?

A question of singular pertinence in an election year, recently debated, openly and boldly, by a panel of distinguished guests on Channel 2. The conversation provided the sort of local programming Chicagoans look for, and have come to expect, on CBS Owned WBBM-TV...vital, perceptive, provocative.

People who value their time find more worth watching on WBBM-TV. That's why time is so valuable on WBBM-TV, Chicago's favorite television station for 61 consecutive Nielsen reports (total week).

WBBM-TV, CHANNEL 2 IN CHICAGO - CBS OWNED
PROGRAMMING

THERE'S LIFE IN LIVE DRAMA STILL

'New blood' transfusion will help program form to hold its own

Whether live television drama in the sixties will ever regain the volume it attained in the fifties remains to be seen, but at the outset of 1960-61, there's life yet in the form and new blood coming in. Significant new items on this season's network playbill:

- Shirley Temple, the high-budget anthology being color recorded for Sundays at 7 p.m. by NBC-TV on the West Coast.
- Family Classics, six two-night book dramatizations by Talent Assoc., New York, to run 12 hours on CBS-TV.
- A strong possibility of four or more dramas for ABC-TV produced by Fred Coe and directed by Arthur Penn.
- The weekly Witness series, 7:30-8:30 p.m. Thursdays on CBS-TV, an improvisational format presenting a famous historical rogue each week before a court-like board of inquiry. This also is by Talent Assoc.
- Family Classics, six two-night book dramatizations by Talent Assoc., New York, to run 12 hours on CBS-TV.
- A strong possibility of four or more dramas for ABC-TV produced by Fred Coe and directed by Arthur Penn.
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Indications are that this year's drama scale may balance last year's in terms of nighttime and Sunday hours. In ABC's case, the record could double.

Highlights of the comparative picture at each of the television networks, with a resume of the planned productions, looks like this at the present time:

On ABC-TV: Two 90-minute plays in the tri-network series of Special Tonight series sponsored by General Time and General Mills were on ABC-TV—"Ninotchka" and "The Citadel." Now the network has been in negotiation with Mr. Coe and Mr. Penn, who directed for him on the old NBC-TV Philco-Goodyear Television Playhouse and later CBS-TV's Playhouse 90. While ABC last week was not yet ready to announce an official agreement, there appeared to be a definite deal in negotiation for live or taped television dramas.

CBS-TV: Playhouse 90's sun seems to have sunk in the West where it originated, but there is compensating CBS activity in the East. The sturdy U.S. Steel Hour and Armstrong Circle Theatre go on alternating in the old Wednesday night hour at 10, virtually alone among the literally-live dramatic shows every week. Talent Assoc., which produces Armstrong Circle Theatre (the Steel Hour is by Theatre Guild), also hopes to get Witness on a truly live basis after the first few weeks of taping. DuPont Show of the Month, also by Talent Assoc., for CBS-TV, forgoes tape except on holidays and rare occasions.

Witness and Family Classics will be filling a gap left by Playhouse 90, which finished last season on a floating schedule and was not taken up again by the sponsors. CBS talked tentatively about staging four Playhouse 90 dramas this year, but these plans remain in limbo, presumably awaiting a sign of sponsor interest. Another quartet of plays, dramatizations of Ernest Hemingway works, and three of the Special Tonight series add to the drama deficit being made up. Witness, Family Classics and scattered others buttressing the new drama schedule. Witness bows Sept. 29 for R.J. Reynolds and Helene Curtis with an extemporized probe of Lucky Luciano. Actors, both in the rogue role and on the board of inquiry, will be intensively briefed but denied formal scripts. Family Classics goes on Oct. 28 and 29, Friday and Saturday, 7:30-8:30 p.m. EDT, with a mixed live and tape presentation. Because of the consecutive-night presentation, the producers will tape the first half of each show, completing preliminary work on the second half the day after. Part I goes on the air to be ready for a live conclusion. The first story is "The Three Musketeers," to be introduced by Joan Fontaine, hostess for the six shows, who also signed to star in one of them. Breck sponsors half of each program.

Occasional dramatic entries on CBS-TV next season will include a 90-minute comedy starring Jackie Gleason neither sold nor scheduled but at rehearsal stage. Ingrid Bergman in "Four and Twenty Hours in a Woman's Life" is down for sometime after the first of the year. If producer Leland Hayward's negotiations succeed for TV rights to "A Thurber Carnival," now on the stage, this would be a late-season show.

For the Sunday afternoons Robert Herridge will produce and Gore Vidal will write Monograph, four 60-minute programs planned for after Jan. 1 and to include some drama. The Sunday- noon CBS Television Workshop returns for its second weekly season Oct. 2 with an original 90-minute play, after which it reverts to a regular 55-minute format.

NBC-TV: Between the regular and special schedules, NBC stands to equal or better last year's dramatic track record. Thirty-nine dramatized stories in the Shirley Temple Show will exceed the number of plays included in last year's 18 on the air which also included variety and musicals in its hour. Shirley Temple will add star duties to hosting for some of her plays, including the premiere on Sunday, Sept. 18 (7-8 p.m.), "The Land of Oz," based on the Frank Baum book series will be sponsored by RCA, Beech-Nut Life Savers and Breck. Executive producer is William H. Brown Jr.

Sunday Showcase is gone from the NBC schedule but there's another hour set aside now on Tuesdays 9-10 p.m. for both dramatic and other forms. Three plays that Robert Alan Arthur is doing for Purex probably will go in this spot, the first in October. The Dow Hour of Great Mysteries, back for nine shows, starts in the Tuesday time Sept. 27. The Dow show is produced by Robert Saudek Assoc. Other live (tape)

Inauguration timing: Equitable's Our American Heritage, one of several dramatic-special series on NBC-TV this season, has an early start on the season. "The Magnificent Dude," about Teddy Roosevelt (played by George Peppard, here in a scene with daughter Alice, played by Joanne Linville) has been taped for broadcast Friday, Jan. 12, 9-10 p.m. Heritage starts Friday, Oct. 21, with a story about Alexander Hamilton. Many of NBC's plays will be programmed in the Tuesday 9 p.m. and Friday 10 p.m. hours.

BROADCASTING, August 29, 1960
Trend: Same kind of programs, but less spectacular

There is no evidence of any shift in tv programming for the 1960-61 season, David Levy, vice president in charge of programs and talent for NBC-TV, said Thursday (Aug. 25) in Hollywood. The volume of westerns is off, he said, but this decline is made up for by an increase in action-adventure shows. There are also more situation comedies slated for fall, chiefly at CBS-TV, he noted, but overall the programming will be about as it has been.

One change, Mr. Levy reported, is a decrease in specials, at least so far as NBC-TV is concerned. “We will probably do about 100 specials this season,” he stated. “About half as many as last year, when we probably did too many.” Specials have their place in the tv program field, he said, breaking into routine program schedules and arousing viewer interest. Specials are good for seasonal advertisers, like Hallmark, who must advertise in a different way than the company whose product is in daily use, like Bufferin, he noted, adding, “You don’t get a greeting card every day, though you may get a headache.”

Among the specials NBC-TV plans for the coming year is a series of dramatic shows to be accommodated primarily between the Tuesday time and the Friday 9 p.m. hour that alternates with Bell Telephone Hour of Equitable’s Our American Heritage by Milberg Productions and perhaps some of eight David Selznick movie scripts for which NBC-TV has acquired tv adaptation rights.

Hallmark Hall of Fame is back with its six shows by George Schaefer’s Compass Productions, but the first one that strictly fits the live-drama definition this year is “Time Remembered” Feb. 7. Preceding that will be a taped Play With Music based on “Shangri-La” Monday, Oct. 24, the filmed “Mackbeth” Sunday, Nov. 20, and an opera, “Golden Child,” Friday, Dec. 16. Saudek’s Omnibus doubtless will include some drama in its program load when it returns to NBC after a season’s absence. The show will do 13 hours on Sundays 5-6 p.m., beginning Nov. 13.

NBC-Jerry Lewis split

NBC confirmed reports last week that the network and comedian Jerry Lewis have agreed to terminate their five-year contract. The pact still had one year to run. Mr. Lewis originally had planned to star in six NBC-TV telecasts this season, but now plans to concentrate on his work in the motion picture field and in independent television ventures.

ABC-TV yields ax on ‘Dick Clark Show’

ABC-TV’s Dick Clark Show (Sat., 7:30 p.m.) will be dropped on Sept. 10. ABC-TV spokesmen noted that American Bandstand, another program featuring Mr. Clark (Mon.-Fri., 4:50 p.m.) will continue on the network. They explained that the Dick Clark Show was scheduled a half hour earlier (7-7:30 p.m.) to make room for a new program The Roaring 20’s, which bows on the network on Oct. 15. They added an insufficient number of affiliates indicated they could clear time to carry Dick Clark Show in the new time period. The decision then was made to discontinue the program.

Beechnut-Lifesaver Inc., which is sponsoring the Saturday program, will shift part of its investment to Mr. Clark’s daily program. NBC-TV, meanwhile, announced last week Beechnut-Lifesaver has bought into sponsorship of its Shirley Temple Show. (See Business Briefly, page 42).

‘Oscar’ broadcast up for network grabs

Academy of Motion Picture Arts and Sciences hopes this evening (Aug. 29) to award the broadcast rights to the 1961 “Oscar” awards ceremonies to either ABC or NBC. Last week the bids of these two networks, along with that of CBS, were rejected by the Academy’s awards negotiating committee, and ABC and NBC were invited to submit more detailed proposals to the committee for consideration at its meeting at 7:30 tonight. CBS, whose bid was described by B. B. Kahane, academy president, as “substantially lower” than those of the other networks, was not invited to enter another proposal. The academy board, scheduled to meet at 9 p.m., will consider and probably act on the recommendation of the negotiating committee. For the past two years the motion picture industry has sponsored its own award ceremony broadcasts on radio and tv. Previously, the Oscar broadcasts were made under commercial sponsorship, the method to which they will return, starting with 1961. Heretofore, NBC’s radio and television networks have carried the Oscar award broadcasts.
TIME INC.'S PROGRAM PLANS

Include opening of New York news bureau

Time Inc., owner and operator of four tv and radio stations, has disclosed plans to expand its news and programming activities.

The publishing company has placed Time magazine's general manager, Frederick S. Gilbert, in that post with the broadcasting division to direct and coordinate the expansion under the supervision of Weston C. Pullen Jr., Time Inc.'s vice president responsible for broadcasting and real estate operations (see Week's Headliner, page 10).

In today's (Aug. 29) announcement, Mr. Pullen revealed:

- Continuation of experiments using a new candid motion picture technique for tv. The new photographic approach was devised and directed by Bob Drew, former Life editor, who has produced two full-hour films, "On the Pole," dealing with the Indianapolis 500-mile race, and "Primary," a story of the Kennedy-Humphrey primary fight in Wisconsin, as well as several shorter news features.
- A plan to use in future tv programming footage selected from the more than 10 million feet of documentary film from the "March of Time" film library. Work here is being conducted by a team of film editors under the supervision of Time Inc.'s veteran Morrie Roizman.
- The opening within the next few months of a New York broadcast news bureau that will join and parallel its Washington broadcast news bureau (which now operates under the direction of John W. Roberts) in conjunction with the Time-Life Washington news bureau. The New York unit would service—does the Washington operation—Time Inc. stations with daily and weekly special news roundups and feature reports.

Mr. Pullen noted that Manfred Gottfried, former managing editor of Time and chief of foreign correspondents for the parent company, will continue to consult with the broadcasting division. Andrew J. Murtha continues as business manager of the division with Ole G. Morby, coordinator of broadcasting operations, reporting to Mr. Gilbert.

Time Inc. stations are KLZ-AM-TV Denver; WTCN-AM-TV Minneapolis; WFBJ-AM-FM-TV Indianapolis; and WOOD-AM-TV Grand Rapids, Mich.

Warner Bros. seeks injunction dismissal

Warner Bros. Inc. last Tuesday (Aug. 24) asked the U.S. District Court of the Southern District of New York to dismiss an American Federation of Musicians petition for injunctions that would bar the motion picture company from releasing its post-'48 feature films to television.

AFM's complaint was filed in court two weeks ago (Broadcasting, Aug. 22). It alleged that under terms of a contract signed with major studios, including Warner Bros., the AFM's consent was required before films could be exhibited on tv. The complaint noted that Warner Bros. has entered into an agreement with Creative Telefilm & Artists Ltd. to lease 122 features to tv, and said AFM efforts to negotiate with Warner Bros. had been ignored.

Warner Bros. claimed in its answer that its contract with the AFM expired in 1958 and is no longer binding. The company pointed out that motion picture musicians now are represented by the Musicians Guild of America. The company charged also that AFM's action was "political" in nature, stating that a National Labor Relations Board election among Hollywood musicians is scheduled in Hollywood Sept. 7-8, at which time they will vote for either AFM or MGA. AFM's position is that the contract covered performance of musicians through 1958 and is still in effect. The spokes- man indicated that the union will press for some form of payment to musicians in films made between 1948 and 1958 and subsequently released to tv.

The court reserved decision on Warner Bros.' action and scheduled another hearing for tomorrow (Aug. 30).

AFM last week served notice that the union will exercise "full legal rights" against sellers and/or purchasers of the '48 features until the union vote for the new contracts. The union will move promptly again, to make sure that all parties who choose not to consult the union before entering sales contracts.

Desilu sustains loss

Desilu Productions sustained a net loss of $201,387 for the 13 weeks ended July 30, first quarter of the company's fiscal year, President Desi Arnaz announced Friday (Aug. 26) in an interim report to stockholders. The loss was absorbed in the five-month strike of the Screen Writers Guild, which delayed the start of production for this fall. First quarter of Desilu's last fiscal year showed a profit of $265,050, Mr. Arnaz reported. With the report went quarterly dividend checks of 15 cents per share to common stockholders. No dividends were paid on the Class B common stock held by Lucille Ball Arnaz and Mr. Arnaz.

A simplified vtr editing system

A simplified method of picture and sound editing of video tapes has been developed by Loren L. Ryder, president of Ryder Sound Services, Hollywood. Mr. Ryder has invented a new device known as a re-synchronizer. He describes it as being connected to the techniques of television and of motion picture film.

After the sound and sync information have been recorded on the tv tape in the usual manner along with the picture information, Mr. Ryder outlines the editing procedure as follows:

"The first step is to transfer the sound onto ¼-inch audio tape and simultaneously record audio identification and code numbers (like edge numbers) on both the cue track of the video tape and the edges of the ½-inch audio tape. Also simultaneously a 60-cycle synchronizing signal is recorded on the edges of the ¼-inch audio tape.

"The second step is to edit the video tape using present procedures, except that the picture can be cut without allowing for the 914-inch advance of sound with respect to picture. The edited picture may include vtr inserts and may be timed for narration or other sound changes.

"The third step is to match the code numbered ¼-inch audio tape to the code numbers of the vtr tape.

This may include sound changes and additions as described later.

"The fourth step is the synchronizing of music and sound effects on additional ¼-inch audio tapes.

"The fifth step is the transfer of audio from the ¼-inch tape to the video tape as a replacement of the original audio signal." This is accomplished through use of the re-synchronizer, which mounts on the side of the ¼-inch audio tape recorder and changes the relative position of the picture with respect to the audio signal by increasing or decreasing the loop of tape between the audio reproduce head and the synchronizing reproduce head.
All going home to the same woman

She's the suburban woman — the most influential buyer in America. And who's getting home to her? All four stations of THE HERALD TRIBUNE SUBURBAN RADIO NETWORK with their network staff, editorial knowledge and skill. Four stimulating, aware radio stations that have the power to reach the woman whose world is on power-steered wheels, whose life is in motion from supermarket, to cookout, to school meeting, to commuter express. Your commercials can put her finger on the starter for immediate buying because THE HERALD TRIBUNE SUBURBAN RADIO NETWORK reflects her community in the entertainment and the advertising it carries. THE HERALD TRIBUNE SUBURBAN RADIO NETWORK offers unique powerful suburban coverage because it communicates directly and without waste to the land of the commuter family—and specifically to the woman who does 66½ % of the buying. It's time you were getting home to the suburban woman!

Herald Tribune
SUBURBAN RADIO NETWORK

595 MADISON AVENUE, NEW YORK, N. Y. • Represented nationally by THE BOLLING CO., 217 Park Avenue, New York, N. Y.

WGHQ / WVLP
Hudson Valley / Westchester
WVOX / WFYI
Westchester / Long Island
Stage 6 goes vtr — Hollywood's first major studio to be devoted exclusively to the production of video tapes for television is now ready to offer its facilities to outside producers and packagers. It's the mammoth Stage 6 of Paramount Television Productions, located adjacent to PTP's KTLA (TV) Los Angeles. PTP is a wholly-owned subsidiary of Paramount Pictures Corp.

Boasting 16,000 sq. ft. of unobstructed floor space, Stage 6 has been completely remodeled and equipped at a cost of more than $400,000 as an exclusive TV tape production center. Stage 6's show business background goes back to the filming of the first talking motion picture, "The Jazz Singer," and last year the studio made its TV tape debut with the recording on vtr of the Bolshoi Ballet.

James A. Schulke, vice president in charge of PTP, said Paramount believes that during the 1960s TV tape will revolutionize TV production techniques in Hollywood. He predicted that vtr will become the most widely used method of recording TV programs and commercials, heretofore the chief domain of film.

Latest Equipment — Stage 6 has been equipped with English-made Marconi Mark IV 4½-inch TV cameras, which were given a thorough workout in the field this summer during on-location taping of The Wrangler, a vtr western which has been produced by PTP for use on NBC-TV as a summer replacement for Ford Motor Co.'s Tennessee Ernie Ford Show.

Stage 6 also features a precise electronic vtr editing machine, the TV-ola (see picture below), developed by PTP Chief Engineer John Silva to enable producers to have the same frame-by-frame editing with tape that they have enjoyed with film. Converting vtr impulses to frozen pictures, the TV-ola allows the producer, director or editor to study up to 90 individual frames of the three-second segment of tape in which the editing point is contained.

When the precise moment of the cut is selected, the TV-ola automatically marks the tape for editing. Vtr editing time is cut to a minute or less.

Sight & Sound — Stage 6 also features an RCA TS-40 transistorized switcher, capable of handling 12 camera outputs, as well as an RCA transistorized special effects amplifier, providing over 150 various effects. Other gear includes the latest Ampex video tape recorders and an eight-track audio tape recorder designed and built for PTP by Ampex. The custom-built audio console can mix feeds from 24 microphones and accommodate complex scoring and dubbing assignments.

For location work, Paramount has built a mobile TV tape recording unit, a Ford cab-over-tractor drawing a specially-built 26-ft. studio van. Its equipment complement includes an Ampex vtr unit plus four Marconi Mark IV's or six RCA TK-11's, as well as a video-audio control room.

Tinker to Evers
(but never to chance)...

It really looked this time like an HR&P man (as they say in the bleachers) was swinging for a strikeout.

The New York agency had vetoed one of his stations, mainly because the client — out on the West Coast — had heard “unfavorable reports from the field.”

Undaunted, our New York man asked our San Francisco office to make a full presentation on the client’s home grounds. “I’m sold,” said the client, “but my broker in the Northeast isn’t. Sell him and I’ll go along.” So now our Boston office went to bat. “Sounds fine with me,” agreed the broker, “but you better cover my distributor in the station’s city.” Well, the station itself fielded that one with neat dispatch and — as a result of this quadruple play — we came up with the order.

Some people might call it a lot of time, expense and transcontinental shenanigans to make one not-very-big sale for a single station. But HR&P men think differently.

They’re out to sell spot television — sometimes in small lots, sometimes in big pieces — sometimes for one station, sometimes for a hundred.

The moral is this: HR&P men are picked for resourcefulness, which directly rewards the stations who have picked us. But it goes further. Since we concern ourselves with only one medium, there are no limiting factors to keep us from the creation of new business for the whole spot TV industry. Uniquely, we can afford to be doubly creative that way.
It's jazz—all jazz—and it pays

All-jazz programming—15 to 19 hours a day of it—is paying off at KJAZ-FM Berkeley, Calif., which has just celebrated its first anniversary and Pat Henry, owner-general manager, is planning better quarters and improved technical facilities.

On the theory "you can't fool those jazz listeners out there," Mr. Henry requires that all announcers—and there are 16 of them—have a knowledge of jazz and know the desires of the San Francisco Bay Area fans. The area is a jazz center and is called the birthplace of the West Coast type of modern music.

KJAZ-FM celebrated its anniversary Aug. 1. "In the black" and getting occasional complaints from listeners who say it has too many commercials. "I guess that's a sign of prosperity in this business," Mr. Henry observed.

There's a unique format at KJAZ-FM. "Our announcers have complete freedom in programming their shows," said Judson Snyder, program director. "Included on our staff are such diversified talents as a bank executive, law student, junior high school vice principal, psychology teacher, music teacher (serious) and volunteers."

The volunteers, Mr. Snyder explained, work parttime and get 50% commission for the time they sell.

"They all have one thing in common," he added—a knowledge and a deep understanding of jazz. That's the key to the station's success. "The announcers can do a lot more than just read the data from the album liner notes; they know the stories behind the data. Each of the 16 brings a different approach to his jazz show and what it should sound like to Bay Area jazz fans."

National accounts at KJAZ-FM include Coca Cola, Sears, Trader Vic's foods, Simca autos and Lufthansa airline. Local sponsors include quality restaurants and music shops, with no discount houses admitted to the list.

"We avoid the hard sell," Mr. Snyder said. "We cross out adjectives all day long from advertising copy, most of which is written at the station. KJAZ-FM doesn't sound like an am station."

Mr. Snyder said the station's 1 kw transmitter puts a signal far out into the Bay Area, with occasional shadow spots in deep valleys, with regular audience reports from Monterey and Carmel.

Program up-grading seen from pay tv

Whatever the eventual effect of pay tv on free tv, its immediate effect will be an appreciable improvement in the quality of commercial tv programming, starting right now.

That's the opinion of Bruce Eells, executive vice president of the new Television Artists & Producers Corp., organized to "embrace all phases of production, packaging and financing of filmed video shows," for the world market.

"Up to as recently as three years ago, television didn't need quality programming. Its novelty and its convenience were enough to keep the public at home and their tv sets turned on, hour after hour, night after night.

"The result was—and is—that the majority of programs on television are less than mediocre both in entertainment value and in sales results. With television out of the novelty stage and with the great improvement in the entertainment value of theatrical movies, this is no longer good enough. It's not good enough for the viewing public. And it's not good enough for the advertiser who plunks down $5 million for time and talent for a season's run of the average half-hour program."

Actually, Mr. Eells said, the advertiser's investment in a new tv series is $15 million rather than $5 million because "what he wants is the kind of a show that will go on attracting an audience and selling his product for at least three years. If he guesses wrong and the show he sponsors is a turkey, he has to start all over again and the starting up costs of a tv program, like any new venture, are always greater than the cost of continuing a good program whose past success adds momentum to its progress the second and third years. The audience knows it, likes it and tunes it in. The dealers, knowing that the program advertising the products they have for sale is a winner, are enthusiastic and by their enthusiasm do a better sales job themselves and so help to make the show produce the maximum sales return for the sponsor."

What does it take to get more of these better, successful programs on tv? The kind of professional program builders that made the movies great, avers Mr. Eells. And what does it take to get these master producers away from theatrical films and into television? The promise of pay tv which, a few years hence, will offer the greatest financial rewards ever known in the entire history of the entertainment business, he declares. And they're going to get into television now, to get prepared to reap the harvest of pay tv when it arrives, he firmly believes.

Judge orders payment to musicians from AFM

Hollywood musicians who agreed to drop their litigation against the trust fund policies of the American Federation of Musicians in exchange for a cash settlement of $3.5 million from the AFM (Broadcasting, April 11) have moved a step nearer collection. Judge Harold W. Schweitzer of Los Angeles Superior Court has authorized payment of about $1 million to some 2,400 musicians who had been employed at the major motion picture studios.

Specifically, Judge Schweitzer approved a plan where payments made by the movie companies into the Music Performance Trust Funds in exchange for the rights to release theatrical pictures for use on tv would be released by Samuel Rosenbaum, trustee of the funds, to the Citizens Bank of Los Angeles as receiver. Similar approval is expected shortly for transfer of money now in the trust funds to individual musicians employed in the making of tv films, phonograph records and radio transcriptions. In each case, the Hollywood musicians asserted that the AFM had wrongly required the employers to pay wage increases or royalty fees into the trust funds instead of to the musicians doing the work.

Full palette

NBC-TV's peacock will be working overtime on Nov. 11, which the network has designated "Color TV Day—U.S.A." No less than nine hours of that Friday's programming will be colorcast, far in excess of any previous one-day color total, a network spokesman said. NBC-TV's entire daytime schedule from 6 a.m. to 5 p.m. (EST) will be in color, with the exception of two filmed series—Make Room for Daddy and Loretta Young Theatre. Nighttime color shows scheduled are Texaco Huntley-Brinkley Report (6:45-7) and The Bell Telephone Hour (9-10).
Variety says:

**WOR-Radio is “Air Magic”**

With this phrase, a Variety columnist sums up a professional appraisal of WOR-Radio programming...

---

**WOR has some of the best programs that can be heard.”**

**NEWS:** On the hour, at WOR there is 15 minutes of well selected and well delivered news.

**GALEN DRAKE:** At 9:15, Galen Drake talks amusingly and sometimes philosophically. He is not record-breaking, but he is intelligent, and you may even learn things, and I don’t believe you’ll be bored.

**MARTHA DEANE—“Best woman’s program on the air.”** Following Galen Drake, after the 15 minutes of news, is the best woman’s program on the air – Martha Deane. The name, Martha Deane, is a studio name and the present Martha Deane has used it for 19 years. Her name is Marian Young Taylor – Mrs. William Boling Taylor, and she is the mother of 16-year-old twins, whom she talks about just enough to make her listeners interested in them. Martha Deane is the best commentator and interviewer on the air. She gave the best reports of Princess Margaret wedding, even reporting the lack of smiles on the face of the Queen. She has just been asked to cover both political conventions. Her daily interviews cover writers of new books, politicians, world travellers – practically everyone in the public eye, and a lot of people who never become famous, but have something to talk about. Outside of her commercials — and she does these sensibly — she lets her guests do the talking, and she knows how to get them to say important and worthwhile things, too.

**THE FITZGERALDS—“Provocative and interesting couple.”**... the Fitzgeralds, a provocative and interesting couple, whom I’m sure you know. They are talky, amusing and, best of all, alive! No repeated repeats for the Fitzgeralds, an ingratiating couple, who really seem to like people as well as animals.

**CARLTON FREDERICKS—“Only intelligent nutrition and food program on TV or radio.”** Following the Fitzgeralds is the only intelligent nutrition and food program on television or radio! This, in itself, is unbelievable. In a world where food and health are the most talked about subjects, outside of politics in season, the subject of good foods is seemingly purposely shunned by television and radio programming. Good programs may be considered—but they never reach the consumer. Just bits and pieces, firmly tied to commercials—and usually foods that lack both nutrition and flavor, are ever discussed — except on this one program. Carlton Fredericks, on his 45-minute program, from 1:15 to 2, really talks on nutrition, health and food. Dr. Fredericks (he is a Ph. D.) may annoy you occasionally. You may not always agree with him. But on the whole, he is sound, sensible and certainly instructive. You actually may learn what to eat, how to conserve your health, and how to get more out of living by listening. I can’t promise quite so much of any other program, tv or radio.

Last year, more advertisers used WOR than any other radio station.

Use WOR “Air Magic” for your product. It WORks!

**WOR-Radio 710 fm 98.7**

An RKO General Station
Green cheese? # Using live television cameras plus telescopes and other technical equipment, WDAY-TV Fargo, N.D., gave viewers an intimate glimpse into the mysteries of the moon. The program, sponsored by a local hobby shop, was titled Moon Spectacular. It was televised from 11 p.m. to 11:20. WDAY-TV's weatherman Dewey Bergquist is in charge of the project and has announced plans for live shots of balloons, satellites, eclipses and planets. He said "It's educational—it sells—and it attracts a big late evening audience."

Eight stations to air 'Post' films in color

When Independent Television Corp. took over the filming of the Best of the Post from the production hands of the Saturday Evening Post and decided to continue to film and print in color, ITC knew it was taking a chance.

As of last week, ITC felt it had been "vindicated" by the subsequent actions of several major stations, according to Walter Kingsley, ITC president. Each of these stations—eight in all—will telecast the series in color this fall. The stations: WGN-TV Chicago, KRCA (TV) Los Angeles, WFIL-TV Philadelphia, KFSD-TV San Diego, WLWT (TV) Cincinnati, KING-TV Seattle, WNHC-TV New Haven and KGW-TV Portland, Ore.

Colorcasting of syndicated film, aside from cartoons, is unusual.

In addition, it's expected still other markets will have the series aired in color. ITC, Mr. Kingsley explained, has placed considerable investment (an average production cost per program of more than $40,000) in the series. Color added to this initial cost.

Already In Color # ITC had its decision to make when it took over production from the Post. (ITC now is developing the series in conjunction with the magazine but handles distribution.) Some of the anthology films (based on Post stories) already had been color photographed. ITC then decided to complete as many of the remaining 26 films in color as possible. Of the 26 now in the can, 90% are available for telecasting in color.

For the color prints, stations spend above the card rate. "At the time we felt we should continue to film and print in color, we were advised that the spotty economy in syndication then current dictated against," Mr. Kingsley said in an interview last week. "We went against the advice."

The Best of the Post is now in close to 80 markets, and will be on some 100 stations this fall. "Station management is supporting ITC in taking chances," Mr. Kingsley noted, and this shows the tv industry in his opinion is ready "to ask for something extra, for something more important."

Tv income boosts Paramount earnings

Television income continues to brighten the books of Paramount Pictures Corp. As announced in the motion picture studio's six-month report, installments on sale of the Paramount pre-1948 film library accounted for $1.955 million, or $1.17 per share of an estimated $3.732 million or $2.23 per share in consolidated earnings in 1960.

Second quarter consolidated earnings amounted to $2.033 million or $1.22 per share, of which $1.201 million or 72 cents a share represented installments on sale to tv of the film library. MCA distributes the film library to tv stations. Paramount noted that in overall terms, the first six months of 1960 fell sharply in earnings in comparison to the similar period of 1959. The $5.26 million earned in 1959's first half had been boosted by a special income of $2.767 million from the January 1959 sale of Paramount's holding in Metropolitan Broadcasting Corp.

CBS-owned stations get new 'Dimension'

CBS owned radio stations last week were preparing for the premiere Sept. 5 of a new program service, "Dimension," which will be employed to "differentiate CBS-owned radio stations from other outlets."

A first script series, Wonder of Words, was sent last week to augment an initial shipment of recorded material already in the hands of the seven stations. Words will employ local radio personalities in a commentary on fascinating aspects of words and grammatical usages in the English language. The "Dimension" project is made up of nine other series: American Landscape, This Is Our Heritage, The Year 2,000, This Is My Profession, stories told by Bennett Cerf, personality sketches by Dorothy Kilgallen, a series on the teenager world, a Hometown series and another on The Most Influential Person in My Life. Producer of "Dimension" is Allen Ludden, director of program services for the owned outlets.

General Artists sold to Centlivre brewers

General Artists Corp., New York, one of the three large talent agencies operating in television, motion pictures and the theater, is being sold to Centlivre Brewing Corp., Fort Wayne, Ind., a company with diversified interests, for an estimated $2 million.

Lawrence W. Kanaga, president of General Artists, announced that an agreement was reached with Herbert J. Siegel, a Philadelphia financier, who heads a group that controls Centlivre. He added that Mr. Siegel and his associates have agreed to purchase the outstanding stock of General Artists and to accelerate planned expansion in the entertainment field, including the eventualty of pay tv. He said that operation of GAC would continue

54 (PROGRAMMING)
With the farm issue up for grabs in the coming election, and with both the Democrats and the Republicans going all out for the all-important farm vote, millions of listeners all over Hometown and Rural America will be tuned in with new intensity to Keystone stations.

Never before has this vast radio audience been such a prime market for Keystone advertisers . . . and never before has this audience had such a powerful purchasing potential.

And here's your tip: No matter who wins the election—you can win in Keystone markets. Call Keystone right now and jump on the band-wagon! This is THE TIME to sell YOUR campaign to all or part of Hometown and Rural America. They'll be listening!
under its present management.

Among the artists handled by the company are Perry Como, Nat “King” Cole, Pat Boone, Patti Page, Andy Williams, Paul Anka, Milton Berle and Tony Bennett.

### Film sales

“Pete Smith Specialties” (MGM-TV)

Sold to WNBN (TV) Chicago; WLAC-TV Nashville; WGR-TV Buffalo; KONO-TV San Antonio; WKJG-TV Fort Wayne; KSLA-TV Shreveport, La.; WCAB-TV Savannah, and WPST-TV Miami.

“Hearst Metrotone News Services”

*Telenews Daily Newsfilm* sold to KOVR (TV) Sacramento-Stockton; KCPX-TV Salt Lake City; WFAA-TV Dallas; KLFY-TV Lafayette, and Recife TV, Rio and TV Exelsior, Sao Paulo, both Brazil. *This Week in Sports*, sold to KFBC-TV Cheyenne; KTRK-TV Houston; ZBM-TV Bermuda, and to National Assoc. of Insurance Agents for Memphis, Chattanooga, Johnson City and Knoxville, all Tennessee.

*Weekly News Review* was bought by KFBC-TV Cheyenne and KTVQ (TV) Ottumwa, Iowa.

“Sherlock Holmes Features” (UA)

Sold to WBNR-TV Columbus, Ohio; WEAU-TV Eau Clair, Wis.; KXGO-TV Fargo, N.D.; KGMB-TV Honolulu; WNEW-TV New York; WTVH (TV) Peoria, Ill.; WSLA-TV Selma, Ala.; KSLA-TV Shreveport, La.; WICS (TV) Springfield, Ill.; and KJXJ-TV Valley City, N.D.

“Golf Tip of the Day” (Heritage Productions)

Sold to WGN-TV Chicago; WHDH-TV Boston; WMAR-TV Baltimore; WKRC-TV Cincinnati; KPRC-TV Houston; CLW- TV Windsor-Detroit; KPLR-TV St. Louis.

Now in 20 markets.

“Dr. Hudson's Secret Journal” (MCA-TV)

Sold to WBNR-TV Chicago; WLAC-TV Nashville; WGR-TV Buffalo; KONO-TV San Antonio; WKJG-TV Fort Wayne; KSLA-TV Shreveport, La.; WCAB-TV Savannah, and WPST-TV Miami.

“Case of the Dangerous Robin” (Ziv-UA)

Sold to Chicago & Suburban Retail Selling Assoc. for WNBN (TV) Chicago; Lincoln Income Life Insurance Co. for WLEX-TV Lexington, Ky.; 7-Up Bottlers, WDSU-TV New Orleans; Des Moines Savings and Loan Assoc., KRNT-TV Des Moines; Safeway Stores, KOB-TV Albuquerque; Ira Young Auto Co., KCEN-TV Temple-Waco, Tex., and Maston Motors for Fort Wayne. Brown & Williamson has bought four markets. Also sold to WJBF (TV) Augusta, Ga.; WMT-TV Cedar Rapids; WOA-TV San Antonio; WRGB (TV) Albany-Schenectady; WVNE-TV Norwich; KVNO-TV Tulsa, and WLBT (TV) Jackson, Miss.

Now in 126 markets.

“Lock Up” (Ziv-UA)

Sold to McKenzie's Pastry Shoppes for WWL-TV New Orleans.

Now in 174 markets.

“337 Warner Bros. Cartoons” (UA)

Sold to KOMU-TV Co. Lumbia, Mo.; WHIO-TV Dayton; WJTV (TV) Jackson, Miss.; WGEM-TV Quincy, Ill. Renewed by WAPB-TV Baton Rouge; WSFA-TV Montgomery, Ala.; KMTV (TV) Omaha; and KRON-TV San Francisco.

“Flight” (California National Productions)

Sold to KMSP-TV Minneapolis; WKBV-TV Youngstown, Ohio; KGLO-
THE

"BOX OFFICE 26"

26 superb feature films
from United Artists,
all from the new era
of motion pictures.

Now in over 200 markets.

"Greatest Headlines of the Century"

Sold to KGLO-TV Mason City, Iowa; WMTV (TV) Madison, Wis.; KHQA-TV Hannibal, Mo.; KEYC-TV Mankato, Minn., and WLWD-TV Dayton, Ohio.

Now in 40 markets.

Independent Television Corp. announces the following sales:

-Tugboat Annie, sold to WGAN-TV Portland, Me. and KATV (TV) Ketchikan, Alaska; Ranger of the Jungle, sold to WISC-TV Madison and KOB-TV Albuquerque; Hawkeye and The Last of the Mohicans, to KOB-TV Albuquerque; Sergeant Preston of the Yukon, to WKBN-TV Youngstown and WTV (TV) Jackson, Miss. and The Action Theatre Package, to WABC-TV New York.

Program notes

Two new series □ Official Films, N.Y., announces two new series available for distribution. Sportfolio, a one-minute sports show which features 260 films of great sports events, will be ready for October delivery. Official's second new property, Spunky and Tadpole, is a group of 150 cartoons in color and black and white.

Victory over discrimination □ WRGB (TV) Schenectady, N.Y., has produced a series of three programs concerning discrimination in New York State called With Liberty and Justice. The programs dealt with background, housing and housing problems involved in anti-discrimination. They were seen in succeeding weeks during the past month. WRGB's Sunnie Jennings was the producer and several eminent theorists on the subject made up the panels, including New York Gov. Nelson Rockefeller.

Editors' status □ Producer Wilbur Stark has announced a new policy of giving film editors on his tv series and motion pictures, screen credit as "creative film editor" plus part ownership of the properties. First to receive this benefit is John Woodcock, editor of The Brothers Brannagan, which makes its debut this fall in syndication for CBS-TV Films. Mr. Stark said he hopes the move will lure the best film editors to his company. He said film editors are perhaps even more important than directors.

Creating a stir □ KDKA-TV Pittsburgh offers for free syndication to all U.S. tv stations for public service use, a 30-minute documentary called "Prison Riot Report—1960." A group of 11 prison officials who attended the initial screening pronounced it "outstanding," according to the station. WYAL-TV Lancaster, Pa., has already taken advantage of the offer and presented the program Sunday, July 31. KDKA-TV reports that it plans two similar programs dealing with penal institutions for women and juveniles.

'Bloopy' underway □ Jules Power Productions Inc., N.Y., has completed the first three episodes of a new slapstick comedy film series, Bloopy and the Colonel, which has a production schedule calling for 104 6-to-10-minute episodes in the first year and an equal number the second year. Episodes are designed to fit into a half-hour network program or as syndicated film in local children's programming, the company reports. Starring Joe Ross and Bobby Gibbons in the lead roles, Bloopy and the Colonel is called "new in every respect." Mr. Power, who produced Watch Mr. Wizard on NBC-TV as well as local live children's shows in several cities, says his new series achieves the "broadest sort of visual comedy without resorting to kicks in the pants, bops on the head, or other questionable comic devices."

Scholarly series □ From Sept. 19 through May 27, 1961, WOOD-TV Grand Rapids, Mich., will present an educational series Monday through Friday called Ten O'Clock Scholar. Cooperating on the project and providing speakers are: Central Michigan College; Olivet College; Michigan State U.; Hope College; Calvin College; Aquinas College; U. of Michigan and Grand Rapids Junior College. Subjects for the first 13 weeks of the series include speech, conversational Spanish, government and consumer economics. Under consideration for upcoming segments are child care, music appreciation, great works, the modern novel and art in the home.

Migrant documentary □ Production crews from KING-TV Seattle, KGTV Portland and KREM-TV Spokane (Crown stations) are at work preparing a documentary concerning migrant workers. The program, according to Bob Schuman, KING-TV's director of special features, will relate the story and problems of the "latter-day Oakies" upon whom the region's agricultural industry is frequently dependent for survival. The project will be telecast by all three stations. Some film sequences have already been shot in the lower Rio Grande Valley of Texas, home of many of the migrants.

Film library □ Seeking material for its two-hour special Hollywood and the Movies, Wolper-Sterling Productions has made an arrangement for exclusive use of the Greston Enterprises film library, which includes "The Great Train Robbery," "The Eagle," starring Rudolph Valentino, "Intolerance," The Black Pirate," with Douglas Fairbanks, the original "Hunchback of Notre Dame," with Lon Chaney, "Birth of a Nation" and other old-time greats. Wolper-Sterling is also asking anyone owning films dealing with the early days of movie-making to get in touch with Jack Haley Jr., producer, at 9119 Sunset Blvd., Hollywood.

Religious film □ "Our Lady's Shrine," filmed by Norwood Studios and sponsored by the National Council of Catholic Men, is available for local tv use anywhere in the U.S. free of charge. The half-hour 16mm color film covers the history, construction and dedication services of the National Shrine in Washington, D.C. For further information write National Council of Catholic Men, Radio-Tv Film Dept., 50 East 42nd St., New York 17.

For copies, write...

Broadcasts of an analysis of the nuclear arms race produced 18,000 requests in 90 days for copies of the text, according to William N. Plymat, president of World Peace Broadcasting Foundation, Des Moines, Iowa. Radio stations in a number of markets have carried tapes of an address by Dr. Jerome D. Frank, Johns Hopkins U. The tapes are available in 29 and 44-minute versions. The foundation was formed "to educate masses on world peace problems," according to Mr. Plymat, who is president of Preferred Risk Mutual Insurance Co., Des Moines. Its goal is peaceful solution to world problems. Dr. Cecil Hinshaw, American Friends Service, is vice president. Foundation headquarters is at 6000 Grand Ave., Des Moines. Among stations that have carried the public service program are WDAY Kansas City; WCAU Philadelphia; WBZ Boston, KOA Denver, WHO Des Moines, WBZ Cleveland and KVOO Tulsa, Okla.
All you have to do is cross Nielsen audience numbers with rate card dollars and you'll come up with the smart money radio buy for Cincinnati—50,000 watt WCKY.

Straight rate or package, day or night, programs or announcements, you'll find that WCKY packs a drawer-full of listeners at an efficiency rate that drives cost-per-customer right in the bottom drawer.

For Cincinnati or for the Ohio River Tri-State Valley, the numbers tell the story—WCKY is some buy...the buy. Check it out with Tom Welstead in New York or with AM Radio Sales everywhere else.

WCKY | 50,000W | CINCINNATI
GOVERNMENT

SENATE OKAYS REvised PAYOLA BILL
Eliminates license suspensions from House passed version

The Senate last week approved the payola bill ($1898) with its own amendments eliminating proposed broadcast license suspensions and modifying a proposed provision to give the FCC power to impose $1,000-a-day forfeitures on misbehaving broadcasters.

Before approving the bill by voice vote, the Senate voted down a proposal by Sen. William Proxmire (D-Wis.) to reinstate the license suspensions section passed by the House (Broadcasting, July 4).

Chairman John O. Pastore (D-R.I.) of the Senate Communications Subcommittee, who managed S 1898 on the Senate floor, said he had assurances from House leaders the Senate amendments would be accepted.

Sen. Proxmire in offering his amendment from the floor, put the license suspension provision back in the bill.

--- Sen. Pastore also explained—to Sen. Clair Engle (D-Calif.)—that the Hollywood motion picture industry has no cause to become alarmed at the "free plug" proscriptions of the revamped Sec. 317. "I would hope the FCC doesn't use the new law to harass anyone," Sen. Pastore said. He added he hoped the FCC could hold informal conferences with interested parties to work out problems involving specific groups. "I would hope the FCC will be reasonable" (in administering the new section), he said.

Sen. Engle said Hollywood is concerned that networks, before airing a motion picture, may require the producer to guarantee the absence of payola and free plug practices in the film's production.

Sen. Andrew Schoeppel (R-Kan.) praised the bill and the broadcast industry's participation in drafting it. "I think the industry has shown a pretty decent attitude," he said.

Others who spoke favorably on the bill, as amended by the Senate, included Sens. Kenneth Keating (R-N.Y.) and Gordon Allott (R-Colo.).

Sen. Proxmire, in introducing his congressional ownership amendment, said FCC Chairman Frederick W. Ford told him that while congressional stockholdings of an applicant under present law would be considered in favor of the applicant if the holding were substantial, the holdings by five congressmen in the Capital Cities TV Corp. awards are not substantial enough to be considered.

Agreement — Sen. Pastore said he agreed with Sen. Proxmire that congressional stockholdings should not be a factor in FCC grants, but asked him to withdraw the amendment, assuring Sen. Proxmire he would hold hearings on the question next year. Sen. Proxmire and co-sponsors of the amendment, Sens. Joseph Clark (D-Pa.) and Ernest Gruening (D-Alaska), agreed to this.

Introducing his network regulation amendment, Sen. Proxmire made a lengthy statement charging the networks with a low level of taste in programming and with excessive exposure of crime and violence shows. The FCC itself has recommended network regulation, he said.

Sen. Pastore said that to tell networks what to program gets into government censorship of programming and also runs into the question of viewer preference. Those who like symphony music can't order the networks not to play boogie woogie, he said. He noted the FCC made a study of network programming, but made no report; that it stated it had no objection to network regulation only after the House Legislative Oversight Subcommittee's payola hearings were completed.

The Rhode Islander noted Chairman Oren Harris (D-Ark.) of the House Commerce Committee has said he will hold hearings next year on network regulation. "If the House doesn't, I will," he promised.

Duty to the Public — Sen. Proxmire said he felt it was Congress' duty to look after the public interest where network programming is concerned.

In urging adoption of his amendment to reinstate the suspension section, Sen. Proxmire said this sanction had been said the Senate modifications place the licensee in position to "get away with murder." Sen. Proxmire also offered two other floor amendments, but withdrew them "reluctantly" after being assured by Sen. Pastore that their merits would be aired next year, either in the Senate or the House.

The two Proxmire proposals withdrawn would (1) prohibit the FCC from considering as a favorable factor in an application the fact a member of Congress is a stockholder in the applicant; (2) provide for FCC regulation of the networks.
Can you guess this one?

Put the sound effects together—and come up with a famous tune.

1. Sound effect: Big Ben chimes
2. Sound effect: Cow mooing
3. Sound effect: Wind blowing

Answer—“Londonderry Air”. And to you, the important thing is what happened on the air.

This was the first in our recent series of “Sound Charades”. We thought, “Ha, ha, they'll be weeks figuring it out.” Did we ever get fooled! We started the one above at 6 A.M. Each time it was broadcast, five people were given a chance to phone in the correct answer for prize money. Each time a charade was guessed, we changed to a new one.

Would you believe it—by noon, the same day, we had 4 winners. By 6 P.M. we had 8. 23 days and $3,200 later, we concluded that our audience was bright and we were broke!

These are the kind of people we offer you as an audience—people who can grasp a selling message, and who know a good thing when they hear it.

WWDC

... the station that keeps people in mind
WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR
could make known their primary objection to it: namely, that license suspension would deprive the public of service where other sanctions would not.

Before the Senate rejected the amendment over Sen. Proxmire's lone vote, Sen. Pastore grimly promised he would ask that the bill be recommitted if the Proxmire amendment were accepted.

Besides eliminating the suspension section, the bill as approved by the Senate Thursday would modify the forfeiture section to provide:

Failure to operate as set forth in license must be "willful or repeated" rather than "negligent or intentional" as approved by the House; licensee is protected by one-year statute of limitations and a maximum forfeiture of $10,000; licensee must be notified of specific violations and given opportunity to answer before imposition of forfeiture; pendency of a forfeiture at any stage up to final determination by courts may not be used by the FCC to prejudice the licensee's rights in other FCC proceedings (though facts on which a forfeiture is based, going to the fitness of licensee, could be used—the licensee having the right to cross-examine and offer his own evidence); forfeiture cases which reached the court for collection would be "new" trials on their merits.

The Senate amendments also changed language of the bill to make it clear that sanctions for refusing to obey a cease and desist order could be applied only after such order had become final.

New translator forms available from FCC

The FCC has announced that copies of its revised form 346, for applications for authority to construct or make changes in TV translator stations are now available. Applicants for either uhf or vhf translators may obtain the new forms at the Commission's Washington office or any of its field offices.

Meanwhile, FCC representatives are in the second week of their Western tour to explain what steps are necessary to make previously termed illegal vhf operations lawful. The group consists of Dee Pincock of the general counsel's office and Mac Parker from Washington.

This week's schedule:
Great Falls, Mont.—DeMolay Youth Center on Aug. 29 at 11 a.m.; Wenatchee, Wash.—Regional Library on Aug. 30 at 11:30 a.m.; Salt Lake City—State Capitol, Governor's Board Room on Sept. 1 at 9 a.m.; Redmond, Ore.—Westminster Hall on Sept. 1 at 1 p.m.; Pocatello, Idaho—City Hall on Sept. 2 at 11 a.m.; Grand Junction, Colo.—KREX-TV auditorium on Sept. 2 at 1 p.m.

Vhf translators were authorized July 28 by the FCC which also provided for recognition of those stations built illegally (BROADCASTING, Aug. 1).

MORE MIAMI TIME

FCC extends deadlines in Miami, Boston cases

The FCC, acting last week to maintain the status quo in the Miami and Boston ex parte cases while it mulled petitions for stays and reconsideration by various parties, granted a postponement of the effective date of its Miami ch. 10 order.

It agreed to a two-week extension of the deadline which it originally gave National Airlines to take its ch. 10 WPST-TV Miami off the air.

Instead of Sept. 15 as the deadline, it set Sept. 30 as the new last day.

The commission also continued, from Sept. 12 to Sept. 27, the deadline date when new briefs are to be filed in the reopened Boston ch. 5 case.

The FCC, which technically has been in recess during the month of August, acted through a board, comprising Commissioner Robert E. Lee. The full commission is due to hold its first meeting after the summer recess on Wednesday, Aug. 31.

Last month the FCC issued its highly controversial final order in the Miami ch. 10 case. It voided its 1957 grant to National Airlines, found all applicants except L. B. Wilson Inc. tainted with the ex parte brush, and issued a permit for ch. 10 to the Wilson firm. It ordered National Airlines to cease operating by Sept. 15.

In the Boston case, the Commission voided the 1957 grant to WHDH Inc. (Boston Herald-Traveller), but gave it permission to continue operating on ch. 9 there under temporary authority while it reconsidered the merits of all the four Boston applicants.

Last week also saw L. B. Wilson file an opposition to the National Airlines request to the commission for a stay of its July 14 order pending the outcome of its court appeal.

Wilson, the only one of the four Miami ch. 10 applicants found untainted in the rehearing, told the FCC that the National Airlines' request should be denied because it showed no basis for granting a stay. The commission, in its July 14 order, granted the ch. 10 facility to Wilson.

Wilson also emphasized that, acting on the Commission's grant, it had obligated itself to spend $500,000 on equipment and construction—with some of the equipment already enroute to Mi-
These NEW AM Radio Transmitters Speak with Continental Authority!

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

Continental Electronics Manufacturing Company
4212 S. Buckner Blvd. • Dallas, Texas
SUBSIDIARY OF LING-TECMO ELECTRONICS, INC.

designers and builders of the world’s most powerful radio transmitters
How Lee forced ceiling on commercials

Quietly, almost secretly, a revolution has been in the making at the FCC in its regulation of advertising volume on radio and television.

Not by fiat but by indirection, the FCC has set the ceiling on commercials at 1,500 spots a week for stations operating 18 hours a day seven days a week.

More and more broadcasters who apply for license renewal or for approval of a station sale have been getting letters from the FCC asking

“how come?” if the application forms showed an average weekly spot volume exceeding 1,500.

A few years ago this didn’t happen with regularity. The FCC did not seem interested in “counting spots” to this degree. But then Commissioner Robert E. Lee got interested in over-commercialization and began dividing the total hours of station operation per week by the total number of commercial spots per week to come up with an average number of commercial spots per hour. If this hourly average hit above 13 or 14, broadcasters got a letter.

A year or two ago, there was an upsurge of such official “inquiries.”

It raised havoc with what was supposed to be an almost pro-forma clerical task of filling in Question 12 of Part IV of the FCC’s forms for renewals and for transfers.

Spot data are based on a composite week, issued by the FCC each year to its licensees.

Listener’s Complaint ■ It all began seven years ago, in 1953, when Commissioner Lee was the freshman member of the FCC. This is how he explains it:

While driving to work each day, and again home at night, Mr. Lee began listening almost regularly to one of the independent radio station’s in Washington. The more he listened, the more incensed he got.

Spots were virtually continuous, he says, and, to add to his objections, the station was filled with bait and switch ads.

The day of reckoning came in 1955. The station’s license was up for renewal, and a sitting member of the FCC, for one of the few times in commission history, had a first hand, personal knowledge of the station’s programming practices.

Mr. Lee spoke up on the subject that midweek at the regular FCC meeting. No one was interested.

But the ex-FBI agent and Capitol Hill investigator is not one to be discouraged by lack of initial attention to his point of view (he’s for uhf for television, and makes no bones he’s in favor of letting pay tv be tried out).

As the months went by, he became known within the private ranks of FCC commissioners and the staff executives who sat in on meetings regularly as the one who consistently kept bringing up questions of over-commercialization whenever the spot totals seemed too high.

In the Majority ■ Soon he had an ally. Then he had two. About two years ago Mr. Lee found himself with a majority of the commission behind him.

So far has this attitude been taken over by the FCC as a whole that it is part of the policy statement on programming issued by the commission last July:

“With respect to advertising material, the licensee has the additional responsibility to take all reasonable measures to eliminate [false and misleading advertising] and to avoid abuses with respect to the total amount of time devoted to advertising continuity as well as the frequency with which regular programs are interrupted for advertising messages.”

Thus came the time when hardly a session of the commission went by without one or two letters going out asking a broadcaster to justify what

ami. Wilson said that it had already paid out over $100,000 on these contracts.

WPST-TV Value Set at $6 Million ■ In its pleading, Wilson said that it had attempted to acquire or lease the WPST-TV ch. 10 facilities, but that National Airlines claimed they were worth five times their book value—“or $6 million.”

The Miami ch. 10 station, Wilson said, had, as of Aug. 5, discontinued three hours of morning programs per day of its schedule and had laid off 19 employees.

Wilson also filed with the appellate court a notice that it will intervene as a party in the review of the FCC’s July 14 decision as requested by National Airlines.

On Friday, the appeals court granted the FCC an extra week, until Aug. 29, to respond to National Airlines’ petition for review. It also denied a request by National for early argument on its motion attacking the FCC’s July 14 order or, in the alternative, for a stay. National Airlines’ request and the commission’s request were both filed before the FCC changed the deadline to Sept. 30.

The commission’s Office of General Counsel filed an opposition to the request by North Dade Video Inc. for reconsideration by the FCC of its July 14 order. The FCC staff said that the commission was correct in finding that North Dade had hired Washington attorney Robert F. Jones, former FCC member and former U.S. congressman from Ohio, to influence the FCC through Hill contacts.

The FCC general counsel’s office also referred to the Elzey Roberts petition as a matter for policy consideration by the commission. Mr. Roberts, former St. Louis broadcaster, had asked that the commission withdraw its ch. 10 grant to Wilson and throw the uhf facility open to new applicants (Broadcasting, Aug. 22).

Asks for Trusteeship in Boston ■ Greater Boston Television Corp., one of the Boston applicants, asked that Boston Herald-Traveler’s ch. 5 WHDH-TV be placed under a trustee pending the outcome of the re-evaluation of all
the commission termed an "excessive" number of spots.
Nothing drastic ever took place. No station lost its license. No station was ever "cited" for a hearing on this point.
Each of the stations tolled by the FCC responded with alacrity to the inquiry. In many instances the composite week was blamed; it gave an atypical volume of spots per hour, broadcasters said.
Where the broadcaster acknowledged the correctness of his count and questioned the FCC's verdict of over-commercialization, two steps were taken:
Either the commissioner engaged the alleged culprit in lengthy correspondence until he took the hint and buckled under to the threat of possible unpleasantness, or, as in most cases, the suspect fell in with the FCC's viewpoint without a struggle.
Today it is rare that a broadcast application for renewal or transfer—the forms required for each of these processes is similar—is held up for inspection because of the spot count.
The broadcasters and their lawyers have learned what the FCC's limits are.
Just how did Commissioner Lee arrive at his magic number? Simple, says the Chicago-born commissioner with the rebel-sounding name: From the NAB code.
The TV code recommends a limit of one minute of commercial for each five minutes of programs—or three one-minute spots for each quarter hour.
Using this as the base for his calculation, Commissioner Lee comes up with 12 spots per hour, a figure he says was set by the industry itself.

Greater Boston said the FCC should approve the trustee making payments to WHDH based on a fair return on its capital investment—the fair return to be fixed by the commission—and for WHDH to meet debt payments if necessary.
Both Greater Boston, and Massachusetts Bay Broadcasters Inc. filed opposition to the petition for stay filed by WHDH Inc. two weeks ago.
In its July 14 order the commission voided its 1957 grant to WHDH-Boston Herald-Traveler, but said WHDH-TV could continue operating under temporary authority pending the outcome of new proceedings among the four applicants as to who should be given the channel. WHDH not only asked for a stay of this order, but also asked the FCC to reconsider its July 14 judgment (Broadcasting, Aug. 15).

More time for AFCCE in tv 'drop-in' study

The Assn. of Federal Communications Consulting Engineers last week asked for a fourth extension of the deadline for comments on FCC rulemaking to "drop-in" additional VHF channels in selected cities through reduced mileage separations. The engineers asked for a delay of 30 days beyond the present Sept. 1 deadline.
In preparing their comments, members of the association have produced results differing as much as 7.5 db in the permissible effective radiated power, the petition said. "The difference is obviously of such magnitude that a substantial part of work done earlier will have to be completely revised," AFCCE said. The differences were caused, it was pointed out, because of deviations in the lowest set of propagation curves.
Consideration should be given to revising the high-band VHF propagation curves to more accurately depict expected coverage, the engineers said. The latest extension in the rulemaking was granted so that interested parties could make use of revised curves after it was discovered that the first proposed curves were inaccurate (Broadcasting, May 9, 1960).
In comments filed last week, both KCEN-TV Temple-Waco, Tex., and the National Grange were against the commission's proposal to provide more VHF TV stations through reduced mileage separations. KCEN-TV said the investments of thousands of dollars by existing licensees under current rules should be protected, while the grange argued that a reduction in mileage separations "would result in the impairment and destruction of existing TV service to vast numbers of people, especially those living in rural areas."

New support seen for daytime power boosts

The count last week was four in favor and one against the FCC's proposed rulemaking to permit existing Class IV AM stations to boost daytime power up to 1 kw regardless of the extent of interference caused by the increase (Broadcasting, August 1).
Four stations, WMRF Lewiston, WHUM Reading, both Pennsylvania; WJER Dover-New Philadelphia, Ohio, and WNBZ Saranac Lake, N.Y., stated that the commission's proposal would greatly expedite the processing of a backlog of 400 applications for power boosts now pending. The stations also stated that such rulemaking would bring additional radio service to more of the public without the expense and lengthy process of a hearing procedure.
One station, WARD Sonora, Tex., claimed that the proposal is "unjust, unfair and inequitable." WARD, an applicant for a station on 1240 kc, stated that existing Class IV stations in the Sonora area have applied for power increases and that, under the proposed rulemaking, those stations can protest a grant to WARD but WARD cannot protest their power increases.
Power increases by Class IV stations have always caused automatic hearings. The new ruling, if adopted, would relax requirements to eliminate the need for hearings. The relaxation of the rule would apply only to existing Class IV stations, however, and applicants for new stations would follow the present rule. Comments on the proposal are due Sept. 1.

Senate group defers FCC appearance

The FCC won't be called up for hearing in the Senate Commerce Committee's plans to investigate "regulatory lag" of government agencies until well into the first session of the 87th Congress next year, and possibly the year after, according to a high committee source.
Committee Chairman Warren G. Magnuson (D-Wash.) who announced he'd make the study during the FCC appropriations hearings in May (Broadcasting, May 30) as a long-range "Hoover Commission"-type undertaking, said that the General Accounting Office soon will initiate things with a "pilot study" of biggest and oldest regulatory agency, the Interstate Commerce Commission. Committee staffers will interview people at the FCC and other agencies and the GAO report on ICC will be applied, where possible, to other agencies before they're called up for hearing, the spokesman said.

BROADCASTING, August 29, 1960
OPERATOR PERMITS FOR REDS?

Could 'wreak havoc,' Lee tells House

A House Un-American Activities Committee hearing on proposed legislation to prohibit the licensing of radio operators who have communist backgrounds brought the admission by FCC and industry witnesses that our Conelrad communications system could be jeopardized by covert disloyal acts.

The hearing last week on HR 12852, a bill introduced by Rep. Francis E. Walter (D-Pa.), committee chairman, featured testimony by FCC Commissioner Robert E. Lee, and Joseph F. Keating, vice president of programs and operations for Mutual.

Rep. Walter's bill, introduced June 28, would prohibit issuance of a radio operator's license to any individual who willfully 'fails or refuses to answer certain questions relating to communist activities when summoned to appear before federal agencies.' The bill provides for revocation of a license which may have been issued to any individual upon disclosure of communist activities.

Rep. Walter, in an introductory statement, said the bill was "designed to cope with communist infiltration in the field of radio communications."

Rep. Walter made it clear that last June's U.S. Court of Appeals majority decision in the Morton Borrow case, which upheld the right of the FCC to ask the holder of a broadcast license whether or not he has ever been a communist (Broadcasting, July 4) was only a step in the right direction. "It appears," he said, "that in addition to the law as pronounced in the Borrow case, legislation is needed in this field."

Mr. Borrow appealed to the court when his first class operator's license renewal was disapproved by the commission in December, 1959. Mr. Borrow refused to answer two questions and asked for a hearing which was granted. After revocation of his first class permit, he appealed to the court. (He has currently appealed its decision to the Supreme Court).

'Encouraging Trend' = "While the majority opinion of the court of appeals in this case reveals an encouraging trend toward a recognition of the facts as to the nature of the communist conspiracy and the threat which communists pose in such vital areas as radio communications, the Borrow case does not deal with holders of operators' licenses as distinct from applicants," Rep. Walter said.

Commissioner Lee, who is FCC Defense Commissioner, testified that a communist radio operator could "wreak havoc" on the Conelrad system in a time of national peril. The commissioner explained that "a station which remained on the air under attack conditions could provide navigational aid to approaching aircraft." He said that "a classified study" is now underway which could "control this particular sort of thing in the future," but renders Conelrad vulnerable to sabotage today.

Under questioning by Richard Arens, committee counsel, Mr. Lee said he was "presently apprehensive" over attempts by the communists to penetrate the communications facilities of the U.S. He said that if the committee was "thinking in terms of security of communications, you must remember that the common carrier [systems] do a lot of highly classified work and they do a lot of switching in connection with their entire communications system that might make it desirable [to enact covering legislation] and there might be a way to extend this to our [Communications] Act."

The commissioner, who is a former FBI investigator, said "I would just point out that Sec. 219 of the Communications Act . . . looked like an appropriate place. I am not even endorsing this, but I am just giving you a suggestion."

The commission is "entitled to inquire into anything that feel is pertinent;" Commissioner Lee told the committee, "and if a man declines to answer those questions, he can be denied a license."

Under the decision in the Borrow case, if a person says he has been a communist but nevertheless wants his license, the FCC "hasn't the power to deny the request," the commissioner asserted. But, he said, in "such a case we would set him for a hearing and would have to make a public interest finding that being a member of the Communist Party was not in the public interest and deny him on public interest grounds."

No Power = The law says that if an applicant lies but another witness testifies that the applicant is a communist, the commission does not have the power to deny the license, Mr. Lee testified.

The commissioner said he thought the Walter bill would be a "useful tool." He said that if no witnesses "come forth" to testify that an applicant is a communist, the FCC has "no recourse" but to grant a license. Mr. Lee said he "has no reservations about the bill" but was speaking personally since the FCC is on vacation and the bill has not as yet come before the commission.

Asked by Chairman Walter as to the number of known communists now holding radio operators' licenses, Commissioner Lee said "we don't really know how many communists have infiltrated the communications industry." He said that the commission received reports on communist activities from other federal agencies. The Borrow case, "if it stands up [under a future Supreme Court decision] gives us the implicit authority that your bill would make explicit," Mr. Lee stated.

The commissioner brought with him an impressive array of FCC personnel

REP. WALTER

'Legislation is needed'
Baton Rouge, La. is the 4th market in the Gulf South!

* We're not being cagey—it's a known fact—Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South—an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list.

ABC

WBRZ Channel 2

NBC
including Edgar Holtz, associate general counsel; Charles R. Escola, assistant general counsel; Kenneth W. Miller, U.S. supervisor of Conelrad, Office of the Chief Engineer, and Frank M. Kratochvil, assistant chief of the Field Engineering Bureau.

Mutual received a large pat on the back from Chairman Walter during Mr. Keating’s testimony. The network vice president, in a prepared statement, said that MBS considers informing the public of the “nature and objectives of communism” a part of a network’s fundamental obligation. Rep. Walter replied that “it is indeed unfortunate that other media of information have not taken the same position that your company has.” Mr. Keating emphasized that “only a few people could play havoc with our Conelrad system, even though the vast majority of radio personnel and technicians were completely cooperative.” He said that Mutual would favorably consider the bill.

Other witnesses fared poorly before the committee. Among four licensed radio operators who took the Fifth Amendment when asked if they belonged to the Communist Party was David J. Gould, studio-audio engineer with NBC. Mr. Gould said that he refused to answer the question on advice of counsel and that all questions answered during his turn on the stand had been given to him by his counsel. Chairman Walter told Mr. Gould that his lawyer supplied advice which ‘will cause you some trouble.’

Tv findings filed for ch. 8 High Point

Overlap and concentration of Jefferson Standard Broadcasting Co. stations should be “weighed comparatively” but are not prevalent to a degree that “compels disqualification,” FCC’s Broadcast Bureau said a fortnight ago in proposed findings in the contest for ch. 8 High Point-Greensboro, N.C. The bureau said further that Jefferson and Tri-cities Broadcasting Co. are not the “same applicant” because of the interests in both of Ralph Price.

Mr. Price owns 25% of Tri-cities and 7% of Jefferson. His Jefferson interests would be placed in an “irrevocable” voting trust if the ch. 8 grant goes to Tri-cities. Jefferson Standard owns WBT-WBT (TV) Charlotte, N.C., WBTW (TV) Florence, S.C., and 17% of WFMY-TV Greensboro, which would be sold if the applicant is successful in its bid for ch. 8.

Other applicants are High Point TV Co. and Southern Broadcasting Inc., both seeking a station for High Point. All four applicants put forth their own arguments designed to show the superiority of each.

Mary Jane’s first

Mary Jane Morris, former FCC secretary, last week filed her first pleading with the commission as a private attorney. Now practicing law with her brother in Grand Rapids, Mich., Miss Morris urged the FCC to accept N of 3 outstanding alternatives for adding an additional vhf channel to Grand Rapids-Kalamazoo. Allocation of ch. 13, to Grand Rapids as proposed, is a “simple solution” to the problem and could be accomplished at once without waiting for an overall interim policy, she said.

Miss Morris resigned as commission secretary last April.

Hoffa loses round one

Teamster President James R. Hoffa has lost the first round in his $2½ million libel suit against Jack Paar, Robert F. Kennedy and NBC-TV. U.S. District Judge Theodore Levin, in Detroit, quashed the summons on Messrs. Paar and Kennedy because they had been improperly served outside the state of Michigan, where the suit was instituted.

Judge Levin ordered a hearing Sept. 19 on a motion by NBC to quash the summonses received by the network. The suit grew out of a July 22 appearance by Mr. Kennedy, brother of the Democratic nominee for President, on the Jack Paar Show. The case against Messrs. Paar and Kennedy still is before the court but the practice in the past has been to dismiss a case if proper service is not made within a reasonable time.

Amendment okayed

The House Commerce Committee last week reported favorably an amendment of the Communications Act which would bring it up to date. It approved a bill (S-1740), already passed by the Senate, which would forbid common carriers to discriminate in charges or services furnished for chain broadcasting or radio communication of any kind.

Specifically, the provision is now contained in Sec. 202 (b) of the Act, but it refers only to the use of common carrier “wires” for this purpose. The amendment would substitute “communication facilities”—thus encompassing within its terms microwave relays as well as cables used by common carriers.

There is no record that common carriers have attempted to charge premium fees for the use of radio relays.
Two Knoxville am's feuding over calls

WATE Knoxville, Tenn., does not like the plan of a new neighboring am station to use the call letters WROL, the call of WATE for many years. WATE has asked the FCC to rescind the assignment of WROL call letters to WFCT Inc., which has received a grant for a new station on 1490 kc in Fountain City, Tenn.

Fountain City adjoins Knoxville, which is moving to annex that suburb, and use of the WROL call there would cause confusion to the public and the post office and result in a "distinct disservice," WATE post cause confusion to the public and the

which	tain for the WATE has asked the

station to use the WROL call when the WROL was purchased by WPIT Inc. (Friendly Group) which purchased all of the am and tv as-

sets excluding the physical assets of the

am station.

WRDW was subsequently sold in June to Radio Augusta Inc. which has retained the old call letters. The tv station contended in its petition to the

commission that it purchased the right to the am call when it purchased the assets of the two stations. It further stated that the am station receives the benefit and attention of advertising and good will fostered by the tv station.

Broadcast Bureau seeks hearing shift

The FCC Broadcast Bureau has asked the commission to shift the site of Gila Broadcasting Co.'s license renewal hearings from Washington to Phoenix —to begin Sept. 19.

The bureau said that it intends to call at least six witnesses, all of whom live in Arizona and will introduce books and records of two Arizona corpora-

tions. The bureau also noted that the five

Gila stations—KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW and

KWJB-FM both Globe—were all Arizona stations.

The main issue of the hearing is whether management contracts between Gila and Radio Assoc. Inc. resulted in relinquishment of control without com-

mission approval. Also, whether Louis F. Long, Gila principal stockholder, acquired and disposed of his stock without FCC consent.

FTC warns about 'guarantee'

If an advertiser can't explain what he means by his guarantee in a 10second or 1-minute spot, don't use the word.

This is the latest word from the Federal Trade Commission, which has issued a statement that this is an opinion of its staff in answer to inquiries from advertisers.

The same finding holds for advertising space limitations, the FTC said.

This opinion came as a result of protests by advertisers that 10-second spot radio or tv commercials do not offer enough time to qualify the dramatic claims of "guaranteed," the FTC said.

Failure to fully explain the terms of the guarantee "is an invitation to adversary action by the FTC."

The commission said it recognized that disclosing all the facts about a guarantee within a limited time poses a problem to writers of radio and tv commercials. "But a guarantee is such a compelling sales point that, whether it be in inches of newprint or the average commercial's 10-to60-second time span, if space does not permit disclosure of a guaran-

tee's terms and conditions, the guar-

antee may not be mentioned in the ad," John R. Helm, director of the FTC's Bureau of Consultation, de-

clared.

Recommended reading, according to the FTC: The commission's "Guide Against Deceptive Advertising of Guarantees."

TV Augusta, Ga., asked the commission to issue a cease and desist order to WRDW Augusta, an am station.

WRDW-TV stated that until Feb. 4, 1960, both stations were owned by Southeastern Newspapers. Since that date, however, the tv station has been owned by WPIT Inc. (Friendly Group) which purchased all of the am and tv as-

sets excluding the physical assets of the

am station.

IN PERSON

In Person gives sponsors the oppor-
tunity to put their best foot forward with millions of interested listeners. This entertaining new program presents all kinds of people in the news—in person. Well-known fig-

ures and unknowns, cosmic and comic personalities, people from all walks of life. CBS Newsman

Ron Cochran keeps things moving with precision and wit. In all radio, In Person is the kind of company you keep

ONLY ON CBS RADIO
Forward and up for N.Y. uhf study

The FCC's New York uhf study took a "great leap forward" last week as its most vexing problem—the antenna placement on top of the Empire State Building—came under industry advisory study, following a meeting between FCC officials and Empire State Building executives.

A commission spokesman said that the antenna problem "is now more or less solved." He said that the New York meeting held August 19 produced "excellent results" and that "we now know an antenna can and will be placed" on top of the world's tallest building.

The news was heralded as a key step in setting up the commission project. There had been some serious doubts that an antenna could be placed on the building without causing interference with the signals of other stations sharing the tower. The meeting in New York attended by FCC Commissioner Robert E. Lee, and members of the chief engineer's staff indicated the feasibility of locating the antenna there without causing interference or overwhelming technical problems.

The commission spokesman said that the industry advisory group would probably meet Sept. 2 to decide on the kind of antenna to be used. He said that letters have been sent to industry members asking advise on the technical factors inherent in deciding on antenna make. The letter mentioned certain antennas and asked for opinions of them.

Meeting at the summit At the site of their future antenna location on top of the Empire State Building, FCC and Empire State officials discuss means of installation. The meeting produced a commission affirmation that the antenna "could and would" be installed there and that technical difficulties could be solved. (L to r) Sidney Lines, chairman of FCC transmitting subcommittee; Arnold Scriveth, FCC project engineer; Ralph Renton, FCC vice chief of engineering; FCC Commissioner Robert E. Lee and John F. Garrey, vice president of the Empire State Building.

Government briefs

Three 'r's' Communications lawyers are going back to school—not to study law, but engineering. A 24-week course has been established by Capitol Radio Engineering Institute, Washington, D.C., for lawyers specializing in radio law. The course, under the sponsorship of the Federal Communications Bar Assn., is open to FCBA members, FCC personnel and the Assn. of Federal Communications Consulting Engineers and their staffs. It will cover subjects ranging from classical theory (electron, proton, neutron) to engineering aspects of international broadcast agreements.

It consists of weekly two-hour sessions. Tuition is $75, which includes reference material and supplies. The first session is Sept. 20 at 7 p.m. If enough applications are received, a second session will start on Sept. 22. The classes will be held at CREI in Washington.

No more time The FCC has turned down a petition filed by KFSD-TV San Diego, Calif., for more time to file comments and replies in the commission's tv rulemaking proceeding for Bakersfield, Calif. (Broadcasting, June 27). The commission's proposal, which would make Bakersfield an all-uhf market, is a companion piece to a rulemaking adopted last month making Fresno, Calif., all uhf. KFSD-TV had sought a 20-day extension of time from Sept. 6 to Sept. 26 for comments and from Sept. 21 to Oct. 12 for reply comments in the proceeding.

Tax deduction The House last week passed a bill (HR 12536) that would allow a manufacturer to deduct up to 5% from his sales price of products subject to federal manufacturers excise tax for local advertising on tv, radio and in newspapers when the manufacturer pays for such advertising (Broadcasting, June 20). The Senate Finance Committee reported an identical bill to the Senate floor last week.

USIA money The Senate and House last week agreed on an appropriation of $119.35 million for the U.S. Information Agency, parent agency of the Voice of America, for fiscal 1961. The amount, a compromise between those formerly approved by the two bodies, was $2.36 million more than that approved by the House and $2 million less than that approved by the Senate.

KRLA delay An FCC hearing on the license renewal application of KRLA Pasadena, Calif., scheduled to begin in that city Sept. 26, has been postponed to Oct. 31. The Broadcast Bureau asked for the postponement because of vacations and the press of other business. Chief Hearing Examiner James D. Cunningham, who will sit for the hearing and grant the postponement, will be in Los Angeles for further hearings in the FCC's programming inquiry beginning Oct. 10 (Broadcasting, Aug. 15).
Says Maury Ferguson of Maury Ferguson Associates, agency for Fred Jones Ford, Oklahoma City, "With taped commercials, I can make my pitch at off-periods and get top quality with least effort... and you can't beat RCA TV Tape for picture quality."

SALES ARE UP AT KWTV...

since they installed RCA TV Tape Equipment

"We're glad we waited for RCA," says Edgar T. Bell, General Manager of KWTV, and well-known pioneer in the Broadcast Industry. "The use of RCA TV Tape has up-graded our station's entire production because it affords the best opportunity for talent and crew to view their work critically and to improve it. Sales are up... the equipment is booked solid... and advertisers are pleased with the superb quality they are getting in their Tape commercials."

Says Mr. Bell: "In tape recording, the quality of the picture is all important... and we wanted to make sure that KWTV taping facilities provided all the clarity, sharpness and realism of 'live' production. Being fully RCA-equipped, we felt confident that RCA would offer superior features in its machine... and we weren't disappointed. In fact, our first RCA Recorder proved so popular with advertisers that we have had to install a second."

This is the kind of acclaim RCA TV Tape has been getting in the ever-growing number of stations where it has been installed. Station managers find that once advertisers have seen results, they become enthusiastic Tape users. They find a convenience in operation that is unparalleled, and service after the sale of a kind that only RCA with its broad background in television can perform.

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

Get the facts on TV Tape! Check with Edgar Bell and other proud new owners... see your RCA representative. He can show you how to profit most with this advanced new equipment.
ITP growth noted in latest report

International Television Programs, New York, which distributes Ziv-UA programming abroad, has released a report covering the price structure, advertising and sales methods, tv commercial practices and other topics concerned with the marketing of film programs in foreign countries.

Edward J. Stern, president of ITP, issued the report on the seventh anniversary of the founding of the company. He noted that ITP has grown from a company employing two staffers and selling five programs to one engaging 306 persons, including those used for dubbing and sub-titling, and selling 36 properties.

The report stated that orders for tv programs sold abroad are through foreign branches of a company or its agency, though preliminary screenings often are held in the U.S., resulting in recommendations. Most foreign branches have almost complete autonomy in the selection of programs, though this varies from company to company, Mr. Stern said.

The report makes the point that prices of film tv shows, in terms of actual dollars, are lower in foreign markets than in the U.S., resulting in a satisfactory cost-per-thousand buy. Mr. Stern estimated that the annual budget for an advertiser sponsoring a program in one of the larger Latin American markets would amount to less than $35,000.

Companies listed as active by ITP in tv advertising abroad are American Airlines, Borden, General Motors, Crosley, Emerson, Ford, Richard Hudnut, Sears Roebuck, Standard Brands, Max Factor, Corning Glass, Hazel Bishop, Pepsi-Cola, Goodrich Tire, Liggett & Myers, Procter & Gamble, Nestle, General Tire, Westinghouse, Philco, RCA, Sherwin-Williams Paints, National Biscuit Co., and Chase Manhattan Bank.

CBC tv applications

Canadian Broadcasting Corp. has filed applications with the Dept. of Transport and the Board of Broadcast Governors at Ottawa, for six more television stations to round out its national coverage. The six stations are for smaller communities at Cranbrook, B.C., Camrose, Alta.; Flin Flon and The Pas in Manitoba; and Dryden and Sioux Lookout in northwestern Ontario. No date has been set for the hearings.

CFCN-TV Calgary plans September start

CFCN-TV Calgary, Alta., new ch. 4 station, is expected on the air during the latter part of September. It will be the first of the second stations licensed in major Canadian cities this year to go on the air. CFCN-TV will start initially from temporary quarters, programming from 5 p.m. to midnight, with live news, sports and weather telecasts either from the temporary quarters or a mobile unit during the initial period. By the first of the year the station's new headquarters are expected to be ready and programs will start at noon. Station is represented by Television Representatives Ltd., Toronto, Ont.

CFCN-TV is the only second station which will compete with another privately-owned tv station, CHCT-TV Calgary. In all other cases the first station in the city was either a Canadian Broadcasting Corp. station or an independent station with CBC obtaining the second license.

BBG hearings

Public hearings will be held Sept. 1-2 by the Board of Broadcast Governors at Ottawa, Ont., regarding the establishment of television networks in Canada. Oral representation will be heard by the BBG from those who submitted written briefs by August 15.

Known to be applying for network operations are a group of newly licensed tv stations led by CFTO-TV Toronto, Ont., owned by the Toronto Telegram, evening daily, and a group headed by Spence Caldwell, Toronto advertising agency executive and film distributor.

Meetings will be held in the court room of the Board of Transport Commissioners in the Union Station Bldg. at Ottawa.

Abroad in brief

CBC's Olympic coverage - Canadian Broadcasting Corp. is airing more than 17 hours about the 1960 Summer Olympics from Rome, Italy, on its radio and television networks, from Aug. 25 to Sept. 11. Direct reports are being heard nightly, except Sunday, from Aug. 25 to end of games, on both CBC Trans-Canada and Dominion networks. CBC-TV is carrying a half-hour summary six nights weekly through CBS-TV. CBC has sent two of its own staff reporters to Rome, Thom Benson and Ward Cornell, for the Trans-Canada network quarter-hour broadcasts, and is using Montreal freelance reporters Doug Smith and Russ Taylor, for the half-hour Dominion network reports. CBS video
tape is being flown by jet daily from Rome to Idlewild, New York, and sent by microwave from there to CBC at Toronto.

Agency appointment • Shell Oil Co. of Canada, Toronto, Ont., appoints Ogilvy, Benson & Mather to handle all its advertising effective Jan. 1, 1961. J. Walter Thompson Co., Toronto, has handled account for about 25 years. Ogilvy, Benson & Mather to handle all agency, is opening a Toronto office with A.G. Kershaw, MacLaren Adv. Ltd., Toronto, as manager.

Rogers' will • J. Elsworth Rogers, former president of CFRB Toronto, who died earlier this year, left an estate of $1,994,703, according to the probate of the will announced at Toronto on August 19. The estate was mostly in stocks and bonds. Succession duties are expected to account for about $775,000. His widow is to receive the income from one-half of the residue, and the remainder is being divided equally between two children.

New office • James Lovick & Co. Ltd., Toronto, Ont., has opened its tenth Canadian office at Halifax, N.S., with Walter L. Browne as manager. Company started in Vancouver, moved eastward and now has offices across Canada from Pacific to Atlantic, and is one of the few Canadian advertising agencies with an office in New York.

Freedom crusade • The Inter-American Press Assn., N.Y., and the Inter-American Assn. of Broadcasters, Montevideo, Uruguay, last week joined forces to campaign for freedom of expression in Cuba. The groups plan to enlist the support of the press and radio of all American countries to restore freedom of expression in Cuba.

CBC relay stations

To improve radio reception on a national basis in geographically isolated sections of Canada, the Canadian Broadcasting Corp. is constructing two low powered relay stations at Wedgeport, N.S., and Hinton, Alta. They are 40 w stations, similar to 73 other relay transmitters the CBC now has in operation.

CBC has application for four more low power relay transmitters with the Board of Broadcast Governors at St. Fintan's, Nfld.; Senneterre, Que.; Red Lake and Bancroft in Ontario. It plans to file applications for seven more stations in the mountainous area of British Columbia and an eighth at Haliburton, Ont. CBC engineers are studying 19 other locations for low power relay transmitters, and are investigating methods of improving radio coverage in the province of Alberta.

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REPRESENTATIVES: EVERETT MCKINNEY, INC.
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ABC Radio is Going to Cost More

Rate hike effective with new program schedule in October

ABC Radio has prepared a new rate card to go with the new programming image it displayed to its affiliates last week.

Network rate increases ranging in some cases up to 75% are slated to go into effect Oct. 1. They will be partially balanced off by a new discount structure designed to encourage volume orders. The new card also is premised on 100% station clearance, as opposed to 75% under the current card. Advertisers will be rebated on a pro rata basis for any stations not carrying their orders.

Showpiece • The rate changes coincide with the Oct. 3 start of Flair, the 55-minute afternoon strip which is the showpiece of “the new ABC Radio” (Broadcasting, June 6 et seq.). Flair and other elements of the new programming, aimed basically at the young-housewife audience, are being outlined to ABC Radio affiliates in a series of regional meetings that started last week. Robert R. Pauley, vice president in charge of ABC Radio, heads the network delegation at the meetings.

ABC officials said affiliates were “enthusiastic” about both Flair and the other plans, including additional emphasis on news, public affairs and sports, greater use of the Breakfast Club to showcase new talent, local selling in sustaining network news shows preceding the hour, and cancellation of four commercial religious programs to open up more local programming time on Sunday afternoons.

In the new rate card, the 60-second charge in Breakfast Club goes from $1,100 gross for time and $300 for talent, to $1,300 for time and $300 for talent. In news and sports programs, five-minute segments (allowing 1:15 minutes for commercials) go from $800 plus $200 to $1,100 plus $200; 60-second announcements go from $550 plus $200 to $1,000 plus $200, and 30-second announcements go from $350 plus $150 to $600 plus $100. Co-sponsorships (alternating 60’s and 30’s) go from $650 plus $100 to $730 plus $100. In Flair, 60 seconds are $1,100 plus $300 and 30 seconds are $660 plus $150. These figures are gross. minimum-buy rates—before discounts.

A new discount—based on weekly dollar volume—is being added to the current frequency discount. The new dollar-volume discounts range from 3% for expenditures of $2,000 a week to 20% for $17,000 or more per week.

The current 10-second announcement (at $205 plus $50 for talent) is deleted in the new rate set-up.

“Flair” • Officials said the approximately 50 affiliates at the opening regional meeting, Monday in New York, not only hailed Flair and the new network program, but indicated in many cases that they hoped to produce local versions of the show. It consists of short features (none more than 90 seconds long) with name personalities, interspersed by popular recordings. Actor-comic Dick Van Dyke is host and the features include such personalities as New York Restauranter Toots Shor on table manners, Audrey Meadows with beauty tips, Gussie Moran on the women’s view of sports, Hans Conried, Jean Carroll, Yul Brynner, Steve Lawrence, Boris Karloff and ABC newsmen in light reports from Paris, Cairo, London, Tokyo and Hollywood.

The program—described as “the one route out of straight music and news”—will be fed to the network at 1:15 p.m. and 2:25 p.m. Monday through Friday and stations may carry it whole.

### West Coast Features:

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Profitable fulltime 1 kw in one of California’s fastest growing medium-size markets. Number one ratings. Good proven management available. Terms subject to negotiations.

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**WASHINGTON**


**$400,000**

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### Changing Hands

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

- **KXOX** St. Louis: Sold by Elzey Roberts Jr. and C.L. Thomas to Todd Storz for $1.5 million cash.handled direct. KXOX Broadcasting Inc. will be liquidated and Storz purchases all assets, including real estate. KXOX operates on 630 kc with 5 kw. Other Storz stations are WHB Kansas City; WTIW New Orleans; WDGY Minneapolis-St. Paul; WQAM Miami and KOMA Oklahoma City.

- **KTKT** Tucson, Ariz.: Sold by Copper State Broadcasting Co. to Leland Bisbee Broadcasting Co. (KRUX

BROADCASTING, August 29, 1960
Phoenix, Ariz.) for $400,000. Announcement of purchase was made by George P. Lasty, vice president-general manager of Bisbee organization, who also said KTFT personnel and format would remain unchanged. Sellers include Art Lister, radio personality, John Gudell, tv producer and Tom Wallace, veteran broadcaster. KTFT operates on 990 kc with 10 kw day-time but holds cp for 10 kw day, 1 kw night unlimited.

- KBUS Amarillo, Tex.: Sold by David R. Worley and Gerald H. Sanders, to Radio KBUS Inc. for $250,000. Purchaser is G.E. Miller & Co., real estate investments and financing, headed by Giles E. Miller. The Miller firm owns KOKO Austin, Tex., and has option for 50% interest in KINT El Paso, Tex. Mr. Worley owns 50% of KSEL Lubbock, Tex., has application pending before FCC to increase his holdings to 72.5%. He also owns 98% of KLEA Lovington, N.M. Mr. Sanders owns 10% of KSEL Lubbock. KBUS operates on 1010 kc with 5 kw day-time and 500 w night.

- KFLW Klamath Falls, Ore.: Sold by Joseph Carroll and associates to David and Betty Snow, Madera, Calif., for total consideration of $103,000. KFLW is 250 w CBS affiliate on 1450 kc. Sale was handled by Hamilton, Landis & Assoc.

- WEKR Fayetteville, Tenn.: 50% interest sold by estate of John R. Crowder to James Porter Clark, present 50% owner, for $52,500. WEKR is 250 w on 1240 kc. Broker was Paul H. Chapman Co.
TelePrompTer buys another catv system

Purchase of a community antenna system in Eugene, Ore., by TelePrompTer Corp. (CLOSED CIRCUIT, Aug. 15) for $384,000 plus an undisclosed number of TelePrompTer shares, was announced last week.

The Eugene Cable Company, founded in 1955 by William D. Elkins and Ray F. Siegenthaler, serves nearly 5,000 subscribers with tv signals from KOIN-TV, KGW-TV and KPTV (TV) Portland, Ore.; KOAC-TV Corvallis, and the local KVAL-TV Eugene.

Messrs. Elkins and Siegenthaler will continue to manage the system, Irving B. Kahn, president of TelePrompTer, said.

The Eugene system is the fifth such acquisition by the Kahn organization. It already owns antenna companies in Silver City and Farmington, New Mexico; Rawlins, Wyo., and Liberal, Kan., serving in all 8,000 people.

The company is preparing to begin test installations of its key tv system of pay tv in its Liberal, Kan., system.

Broker in the Eugene purchase was Blackburn & Co.

ABA meeting to view Canon 35 pros & cons

Relations of the legal profession and broadcasting will be discussed at a series of meetings and panels to be held this week during the Aug. 29-Sept. 2 convention of the American Bar Assn., in Washington. Over 12,000 are expected to attend.

The ABA's anti-broadcast Canon 35, barring cameras and microphones from courtrooms, will be considered at the meeting of the association's ruling body, the House of Delegates. An ABA committee headed by Whitney North Seymour, president-elect of the association, will report on efforts to obtain foundation financing for a preliminary study to determine whether reliable factual data can be compiled on the question, "Do photographing and broadcasting affect fair trial?"

The committee has been in existence 15 months, holding consultations with the six national organizations representing broadcasting and the press. There is no indication any progress has been made in securing an angle for the preliminary study.

At an Aug. 31 meeting of the ABA insurance, negligence and compensation law section, Linton Godown, Chicago handwriting and documentary specialist, will demonstrate use of closed-circuit tv in the courtroom so juries can see evidence and exhibits while listening to testimony by witnesses.

Closeups on the Linton plan is based on the idea that closeups of such exhibits as documents, photos or x-rays, for example, would aid judges and juries. Under present procedure, such exhibits are usually not seen by judges and juries until a later time.

Use of closed-circuit tv or video tape in legal proceeding has been advocated by the ABA's committee on continuing education of the bar. The committee noted the facility is being used increasingly by leading universities and public schools "to provide large numbers of students with high-quality instruction," and doctors have a closed circuit radio service available at $10 a month. This service, the committee report said, brings three separate 15-minute medical news and information programs six days a week, 12 hours a day. Medical news, clinical sessions, panel discussions, case histories and professional developments are supplemented by music.

A panel discussion on ethics of lawyer appearances on tv programs was scheduled at an Aug. 27 session, under sponsorship of the National Conference of Bar Presidents. Panels including Grant B. Cooper, Los Angeles County Bar Assn. and Herman F. Selvin, past president of that group. The topic has been an exciting one in that city, where efforts have been made to keep lawyers off-the-air because of purported self-promotion aspects. Another Aug. 27 panel dealt with proposals to revise the copyright laws. Among panelists was Vincent T. Wasilewski, NAB vice president.

A panel discussion on "Crime Portrayal in Public Section" is slated Aug. 30 before the criminal law section. Charles H. Tower, also a NAB vice president, will appear on this panel along with Charles Sutton, Los Angeles Times, and Charles Fletcher-Cooke, London, member of Parliament.

Raymond Burr, star of the Perry Mason tv series, will speak Aug. 27 at the annual banquet of the Judge Advocate Assn.

Religious stations form own network

Eight religious radio stations have banded together to form the Western Inspirational Network. At a meeting in Los Angeles with discussion groups, panels and workshops, representatives of the stations drafted and adopted a constitution, explored the possibility of program exchanges and discussed administrative, programming and technical problems common to their operations. Participating stations were: KBBI Los Angeles, KCFI Spokane, KEAR San Francisco, KEBR Sacramento, KGDN and KGFH (FM) Seattle, KHOF Los Angeles, and KGVM Belgrade, Montana. A network member, but not represented at the meeting, is KWIL Albany, Ore. Dick Palmquist of KEAR was elected president. Larry Gordon of KWIL was elected vice president. Jean Carpenter of KHOF was chosen secretary and Bob Ball of KGDN-KGFH, treasurer.

Manager sues KRLA

Edwin V. Schulz, general manager of KRLA Pasadena (Los Angeles) from Aug. 1, 1959 to Feb. 15, 1960, has filed suit for $105,000 against Eleven Ten Broadcasting Corp., licensee of KRLA, in U.S. District Court, Southern District of California. He alleges that the company breached a five-year written employment contract with him last.
New portable audio amplifier—only 19½ lbs!

Carrying handle functions as base to position unit for most convenient operating angle.

Completely transistorized—not a tube in the circuit.

The first time you lift it you'll be thankful for transistors—because it is 100% transistorization that makes this lightweight reliable design possible.

General Electric's new Type BA-26-A has built-in studio quality. Designed for AM-FM-TV and recording use, this portable amplifier provides console quality for remote broadcasts such as sports events, concerts and spot news. Besides the customary microphone inputs, this portable amplifier features a high-level input for tape or transcription.

Here is the first portable audio amplifier containing its own regulated self-contained power supply with a range of 95 to 135 volts a-c. Provision for battery operation is also included. A laminated plastic front panel preserves permanent markings and allows space for other information to be added and erased without damaging the surface.

For complete specifications on the latest in General Electric's new line of Transistorized Audio equipment, write Technical Products Operation, Communication Products Department, Section 4890, General Electric Company, Lynchburg, Virginia.
February, when it still had 4½ years to run. Mr. Schultz is suing for $100,000 in unpaid salary and $5,000 compensatory damages. He also asks for an accounting and 1% of the station’s net income during the term of this contract.

NAFI offers stock; tells tv profit, loss

NAFI Corp., Oakland, Calif., last week made its second public stock offering in six months (Broadcasting, March 28). The diversified corporation, which engages in textile specialty, oil and gas, and boat-manufacturing operations as well as broadcasting, filed a registration statement with the Securities & Exchange Commission to sell $7.5 million in 20-year debentures to help finance its recent purchase of Chris-Craft Corp. (boat manufacturer, particularly pleasure crafts).

NAFI operates KPTV (TV) Portland, Ore.; KCOP (TV) Los Angeles; KFJZ-TV Fort Worth, Tex., and KXYZ Houston. In the statement the company reports that for the year ended June 30, 1960, KPTV showed a net profit of $238,332 before deduction of $123,933 for amortization of intangibles. KCOP, which has never shown a normal profit according to the statement, showed a loss of approximately $30,000 for the four-month period ended June 30, 1960.

Amortization of intangibles for that period would have been about $107,000. The prospectus lists several reasons for KCOP’s losses, among them loss taken on the production and distribution of tv programs in joint ventures. KCOP this month dispersed its distribution business and has announced that it now plans to produce programs for its own use only.

Two etv stations form own network

A new tv network connecting California’s two non-commercial educational tv stations, KQED (TV) San Francisco and KVIE (TV) Sacramento will go into operation following the completion of a two-way microwave relay unit atop Mount Diablo and special installations at the two stations. The target date is Oct. 15. Construction is being financed by a special grant from the Ford Foundation’s Fund for Adult Education.

The permanent connection will enable the two stations to share classroom instructional programming during school hours, and other programming in the afternoons and evenings. If other non-commercial educational tv stations start operations in California, they too will be hooked into the California Community Television Network, according to current plans.

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■ Media reports

Turned down ■ Technicians of WPTV (TV) West Palm Beach, Fla., voted 10-2 against International Brotherhood of Electrical Workers as bargaining agent, according to election results certified to National Labor Relations Board.

Getting set ■ L.B. Wilson Inc., new licensee of ch. 10 Miami, has leased an entire building, at 2133 N.W. 11th Ave. for station studios (At Deadline, Aug. 15). The building, formerly occupied by Soudac Productions Inc., is a two-story split-level structure, 80 feet by 100 feet. There is substantial room for a microwave tower to operate between the building and transmitter at Hallandale, Fla., 20 miles north. There are also spacious studio accommodations and a large parking area. Wilson expects to begin operations on or about Sept. 15.

Fm at Riverside ■ WRVR (FM) New York, new 20 kw station to be operated by The Riverside Church, plans to start broadcasting early next year, it was reported last week. A station spokesman said programming will be devoted to community service, including Spanish shows, rather than religious programs. Located in the church, at Riverside Drive and 120th St., the station will be on the air (at 106.7 megacycles) seven or eight hours daily, covering even and nighttime periods.

Improved signal ■ WOR New York has started operating from a newly-developed 50 kw transmitter, which was constructed and installed by Continental Electronics Corp. at WOR’s former transmitter site in Carteret, N.J. The new signal’s quality is said to incorporate advancements made in Continental’s recent experimental two-million-watt transmitter for the U.S. Navy and is described by WOR as “New York’s high fidelity voice.”

D.C. office for NAEB

The National Assn. of Educational Broadcasters opens an office in Washington, D.C., on Thursday (Sept. 1), with William G. Harley, its president-elect, heading up a staff in the DuPont Circle Bldg. Plans were announced last week at association headquarters in Urbana, Ill., by Dr. Harry J. Skornia, now NAEB president.

Mr. Harley is on leave of absence from his duties as program director of WHA-TV Madison, U. of Wisconsin station. Dr. Skornia resigns as president Nov. 1 to devote full time to teaching radio-tv at the U. of Illinois’ college of journalism and communications.
Stereophonic multiplexing broadcasting should become an operating reality for FM stations early in 1961, Harold L. Kassens, chief of the aural existing facilities branch, broadcast facilities division of the FCC, said Wednesday in Los Angeles.

Answering a question during a panel discussion of stereo multiplexing at the Western Electronics Show & Convention held Tuesday-Friday (Aug. 23-26) in the Los Angeles Memorial Sports Arena, Mr. Kassens said that the FCC deadline for comments on its proposed rulemaking is Oct. 29. The commission, he said, anticipates making its decision on FM stereo multiplex standards before the end of the year. This would enable broadcasters to begin operating under the standards early next year.

preceding the question-and-answer session, the technical requirements for FM stereo multiplexing were outlined in a paper prepared by W. J. Farber of Hazeltine Research Corp. It was read by George Gieseke. Mr. Farber, secretary of panel I of the National Stereophonic Radio Committee, said that NSRC took up the problem of broadcast transmission and reception of a two-channel stereo signal after the commercial success of such stereo reproduction system had shown that "the second audio channel of the stereophonic system adds sufficient depth and illusion to produce highly desirable results."

Mr. Farber noted that all of the systems proposed for stereo multiplexing use a combination of left and right signals to modulate the main FM carrier but proposed "many" methods of subcarrier modulation, including "FM, AM, AM suppressed-carrier and AM single-sideband techniques." His committee is not recommending any preferred method of modulation, he said, as "each system must be considered as a whole." But he pointed out that whatever system is adopted, the FCC, will have to modify its rules for Subsidiary Communications Authority (SCA).

Representatives of various manufacturers described the systems devised by their companies: William H. Baubien, General Electric Co.; Carl Ellers, Zenith; Murray G. Crosby, Crosby-Teletrons Corp.; Harold N. Parker, Calbest Engineering & Electronics; and William S. Halstead, Multiplex Development System.

A Prose Walker, manager of the NAB engineering department, described field tests of the various proposed stereo multiplex systems made in the Pennsylvania hills near Uniontown, using signals of KDKA-FM Pittsburgh. Mr. Walker played part of the tape prepared for the field tests by Bell Telephone Labs and portions of a record of the reception of the broadcast of that tape by one of the proposed systems, but he declined to say which one. He also avoided reporting any of the findings of the tests, which he said encompassed about 3,500 technical measurements but said that the EMI system, brought from England and not reported on at Wescon was not ruled out from consideration.

The field test group, NSRC panel 5, will present its report to the FCC on Oct. 28, Mr. Walker said.

Big Group # Largest business or professional gathering to be held in Los Angeles this year, Wescon registration topped the 15,000 mark by 4 p.m. of the opening day. It was expected to pass 35,000 by the end of its four-day stay in the sports arena.
hibited at the Future Engineers Show at Wescon. They received scholarships ranging from $1,000 down to $200. Exhibits of 25 other young scientists earned for their creators $25 Defense Bonds.

Wescon, sponsored annually by the Los Angeles and San Francisco sections (comprising the 7th region) of the Institute of Radio Engineers and the Western Electronic Mfrs. Assn. is held each August, alternately in Los Angeles and San Francisco. Last year's Wescon in the Cow Palace in San Francisco, had an attendance of 31,300.

### Technical topics

**Direction finder** National Bureau of Standards has developed a special antenna which can pinpoint instantly the direction from which vhf forward scatter radio signals arrives. It can be adapted also for use in other ionospheric phenomena. The antenna scans a 42 degree azimuthal arc, with electric or mechanical moving parts. The new antenna is being used at NBS' Boulder Lab, aimed at the NBS field station in Havana, Ill. This is 800 miles. The Boulder antenna comprises a row of seven, five-element Yagi antennas. This is being increased to 25 to permit a beam width of 1.5 degrees.

**Moving day** MacKenzie Electronics Inc. moved Aug. 15 from its old quarters at 145 W. Hazel St., Inglewood, Calif. to 1025 N. McCadden Place, Hollywood. New telephone is Hollywood 3-5186.

**Louder, please** An automatic limiting amplifier capable of raising average radio broadcast program audibility has been developed by the Collins Radio Co., Cedar Rapids Div. Called the 26J-1 Auto-Level Limiting amplifier, the unit, Collins said, can extend coverage area of stations and produces automatic fades in addition to boosting average and low level program portions. The unit allows limiting action up to 30 db without noticeable effect other than bringing up the average listening level of the program, the company reported. Additional information can be obtained by writing to Collins' Cedar Rapids division.

**Microwave signal source** The solid-state tunnel diode, one of the newest devices in electronics, has been adapted for producing microwave signals in a new, tunable tunnel-diode oscillator developed by engineers of the RCA Electron Tube Div. The diode, a semiconductor device, is combined with a microwave circuit to provide a new type of tunable signal-source component that can be designed to meet needs of radar, telemetry and satellite systems. The oscillator, which is now available on a sampling basis, is designated the RCA Developmental Type SS-100 and comes in a package approximately 6 by 3 by 5 inches in size, exclusive of tuning dial and connectors, and less than one pound in weight. Tunnel diodes for the application were developed through joint

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### Tv follows Echo I's progress

Television viewers across the nation "tracked" the communications satellite Echo I on their tv screens as the 10-story high balloon entered its third week in 1,000-mile-high orbit.

Aside from the millions who saw the satellite with the naked eye, tv stations fed pictures of the glowing orb as it swung across the skies. In two instances tracking was videotaped and played back to televiewers on 11 p.m. news shows:

On the third day of its transit, Echo was captured on tv by WROC-TV Rochester, N.Y. (see picture). Station technicians recorded on tape the path of Echo I over that city at 10 p.m., using a field camera equipped with the new RCA 4401, super-sensitive image orthicon camera tube.

The recording was broadcast to area viewers on WROC-TV's 11th Hour News program. It was also fed to the NBC-TV network during the Hunley-Brinkley News show.

The next night, Aug. 16, cameramen of WSYR-TV Syracuse, N.Y., shot the orbit on tape as it swung over the central New York area at 9:40 p.m. The tape was broadcast to Syracuse viewers on the station’s Late Nite News at 11 p.m. the same evening.

Meanwhile, the National Aeronautics and Space Administration reported the successful trans-Atlantic relaying of a radio signal via the satellite. This took place Aug. 17 when a coded radio signal was transmitted by the Bell Labs installation at Holmdel, N.J., and received in France. News of the transoceanic feat was made public by NASA last week.

On August 23, Bell Labs. bounced the first trans-Atlantic "radio program" from Echo I. This comprised voice messages describing the experiment and a recording of "America the Beautiful." The program was successfully picked up by an experimental station in England.

**Critical Phase Approaching** Echo I entered a second critical period last week when for the first time it passed behind the earth's shadow into darkness that is calculated to drop its temperature to minus 80°F. It went through its first serious problem the first week of orbit when it passed unscathed through a shower of micrometeorites. Scientists figure that the sublimating gasses which keep the satellite in its spherical shape in sunlight (at 240°F.) may solidify when the balloon becomes cold. This would result in a serious collapse of the sphere which may or may not right itself when the balloon comes into sunlight again, it was pointed out.

The aluminized communications ball went into its first period of darkness last Wednesday. This lasted for two minutes. This sunless period will increase each pass from now on until December, NASA explained, when the darkness will cover some 30 minutes out of each 118-minute transit around the globe. For the following three months the periods of darkness will diminish.

Should the balloon become permanently misshapen, its value as a radio "mirror" may be seriously affected, it was pointed out.

New record cutter II A portable disc recording and playback system, which can cut 6-inch to 13¼-inch master records instantaneously, has been introduced by the Rek-O-Kut Co., Corona, N.Y., manufacturer of high fidelity equipment. The unit, called the Imperial II, will cut master records at 33⅓ and 78 r.p.m. and comes with idler and adapter for 45 r.p.m. recording. Retail price: approximately $700.

GE expansion II A $2.8 million expansion program has been announced by General Electric's receiving tube department. Irvine D. Daniels, manager of the department, said the expansion would include a new warehouse building and a new cafeteria building to be constructed on G.E.'s 95-acre site near Owensboro, Ky. In addition, alterations will be made in the main Owensboro plant. G.E.'s receiving tube department employs about 7,600 people in seven cities.

TALK MERGER
3M may acquire drug firm Warner-Lambert

Minnesota Mining & Mfg. Co., already a giant in magnetic tapes, home recording systems and network ownership, may move into the proprietary pharmaceuticals field merging with a top broadcast advertiser.

That prospect was held out last week in a joint announcement of merger negotiations involving 3M and Warner-Lambert Pharmaceutical Co. Last year the two companies had a combined sales volume of nearly $700 million and earnings of nearly $80 million.

William L. McKnight and Elmer H. Bobst, board chairmen of 3M and Warner-Lambert, respectively, stressed that further discussions and subsequent approval by their boards and stockholders would be necessary "before any combination can be reached." An exchange of stock would be involved.

Though Warner-Lambert had only one-third of sales volume and one-fourth of net income of 3M last year, the company is a $30 million advertiser, with perhaps $13 million in broadcast media ($10.6 million in spot, $2.3 million in network). 3M had worldwide volume of $500 million and net income of $63.5 million in 1959, compared with $190 million and $16.4 million for W-L.

Warner-Lambert's diversification extends to proprietary medicines (Listerine Antiseptic, Bromo-Seltzer, Super Ana-Lister, Sloan's liniment, etc.), prescriptions, pharmaceuticals and cosmetics and toiletries (Richard Hudnut, DuBarry and Sportman lines). 3M recently acquired the Revere Camera Co. for $20 million, entering the home tape recorder field, and the Mutual radio network for $1.3 million (Broadcasting, July 25, April 25).

Under tentative plans outlined last week, some phases of 3M research would be applied through chemical developments to medicine and pharmacy. W-L places research and marketing stress on the development and promotion of ethical and proprietary pharmaceuticals. Both companies are worldwide in production and distribution. Warner-Lambert would retain its own identity, and operating autonomy.

3M would issue a half share of its common stock, plus one share of special Class "A" voting stock for each share of W-L common stock. The purpose of the Class "A" stock would be to pay the W-L stockholder a dividend return from the combined company equal to what he probably would have received in 1960. Annual dividend on Class "A" will be $1.35 per share or, if the dividend paid on 3M common is reduced, a proportionate reduction. Class "A" would be convertible at any time into three-fifths of one 3M common share.

Warner-Lambert currently has about 5.26 million common shares outstanding and if all proposed Class "A" shares were converted, total number of 3M common would be approximately 5.78 million. 3M common has been trading at $70-75 in recent weeks.

Reeves income up

Reeves Broadcast & Development Corp., Danbury, Conn., has reported a 15% increase in sales during the first half of 1960. Net sales totaled $2,894,000 compared with $2,498,000 in the same period of 1959. According to Hazard E. Reeves, president, the company realized special credits after taxes of $972,000 from the sale of 350,000 shares of Soundcraft's 453.-441 share-holding in Cinerama Inc. The company also had a $19,000 profit on its sales volume as opposed to a $21,000 loss during the first six months of last year. Mr. Reeves said that June sales at the magnetic and recording products plant in Danbury were the highest in the company's history and he expects a continued climb in sales and operation profits during the last half of 1960. The company has also announced that two of its subsidiaries, Reeves Products Inc. and Reeves Sound Studios Inc., both located in New York, have been merged under the name of Reeves Sound Studios Inc. and will operate as a division of Reeves Broadcasting & Development Corp.
FANFARE

Mall in Miami

With city and county authorities cooperating, five blocks of Flagler St., Miami’s main downtown shopping thoroughfare, were blocked off on Aug. 15 for a “Sale-A-Thon.” The move tested a scheme to develop a mall in the center of the city. All promotion of the “Sale-A-Thon” was done on radio.

Murray Woroner, manager of WAME Miami, conceived the promotion and in league with executives of WGBS and WQAM, worked out the over-all approach. The streets were roped off at 9 a.m. Soft-drink booths were set up with drinks going at half-price. (One stand reportedly sold 4,900 drinks in 12 hours.) Model shows, and auctions of merchandise were held during the day with dances in the evening until 9 p.m. when the stores closed. Extensive spot schedules were run on the three stations as well as some spots on Miami’s Spanish-language WMIB announcing the bargains of that day, the events and the idea of a permanent mall. More than 200,000 people jammed the area. Over 25 retail stores enthusiastically praised the successful promotion and the Downtown Business Council presented Mr. Woroner with a citation.

A ‘cool’ promotion

For the second year, KXOK St. Louis, Mo., has staged a “cool” promotion in the form of a 20-ton pyramid of ice that finally melted after five days. Listeners were invited to submit guesses as to the exact moment the ice would completely melt. The task was complicated by the alternate 300 lb. blocks of ice with cans of 7-Up frozen in.

The station reported that over 5,000 listeners sent in entries, trying to guess the exact moment (day, hour, minute) when the ice would melt.

C. L. Thomas, vice president of KXOK and Jack Elliott, program director, described the final moments of the iceberg from the site—the front lawn of the station.

KIRO’s ‘derelict’

On Aug. 31, Jim French, air personality of KIRO Seattle, will be cast adrift upon a sea of troubles. Although his small pleasure craft will be equipped with all safety equipment, Mr. French will not use power once he is cast adrift in Puget Sound to simulate actual boating conditions after power failure and the importance of proper equipment. He will broadcast part of his adventures from the “derelict” and release bottles with messages submitted by listeners. The first bottle recovered and the one turned in within 30 days at the place farthest from Seattle will win prizes for the message-writers. In addition listeners are competing for prizes to the one who can estimate most closely the amount of time elapsed from casting off until Mr. French comes to shore and the place he’ll land.

RAB’s ‘comebacks’

There is no need for a radio sales- man to turn heel or offer agreement the next time a prospect frowns and says, for example, “We don’t need to advertise—everybody in town knows us. Why should we waste the money?” Radio Advertising Bureau has instituted in its “Local Radio Salesman” newsletter a conversational “stopper service” designed to erase frowns with pleased expressions. To answer the question, RAB suggests (after taking a poll of objections and comebacks among member stations) that the salesman reply with a gambit: Everybody knows Kennedy and Nixon, too, but they’re both advertising and campaigning in all 50 states. The reason? Competition. As long as you don’t have a monopoly on every customer in town, you need to advertise.”

Future newsletter editions will answer such negative attitudes as: “My budget’s already spent;” “We’re doing all the business we want right now;” and “I tried radio five years ago.”

No help for burglars

KELP El Paso, Tex., has provided listeners with an anti-burglar plan which it claims will give listeners peace of mind while vacationing. Vacationers are reminded to inform the police they will be out of town and to stop milk and newspaper deliveries—then, instead of leaving the lights on (the old-fashioned way, according to KELP), leave the radio going, tuned to KELP, naturally, since that is the only fulltime outlet in the area. Each week the station pays the listener who wanders farthest afield, giving him a check for $9.20 (KELP operates on 920 kc). This more than pays for the electricity, the station says.
For the curious

People are curious about tv. Acting on this premise, WCBS-TV New York is promoting viewership with a new Sunday half-hour, This Is WCBS-TV.

Personalities from the regular show lineup take viewers on a behind-the-scenes tour each Sunday afternoon (4:45-5:30 p.m. EDT), introducing people who put shows on the air and showing how they do it. Frank J. Shakespeare Jr., vice president and general manager of WCBS-TV, explained it as "our own people-to-people program" when he appeared on the first one Aug. 21. Others on the debut were weather reporter Carol Reed, who was hostess; Herb Gardner at the Videotape Center showing how tv tape works; Hunt Rylander, chief effects director, who showed how to turn a studio into a Hawaiian scene with wind, surf, beach and mountains; and John Pokorski of the CBS sport department, who showed how problems of the winter Olympic coverage were handled.

Other installments of This Is WCBS-TV will include visits with administrative and production personnel, tours of the film department, program department and other points. Robert Goodman is director and John Mose-dale writer of the show, produced by WCBS-TV's public affairs department.

Matching funds

Joining in the campaign to raise $156,000 by public subscription for the San Francisco Actors' Workshop (which must be raised by Labor Day or a similar sum from the Ford Foundation will be forfeited), KGO-TV San Francisco presented an all-star benefit broadcast last Saturday (Aug. 27) at 11 p.m.-midnight. Vivien Leigh, Bob Newhart, the Gateway Singers. Ronnie Schell, Mabel Mercer, George Cerruti and his orchestra, Vernon Alley were among those agreeing to appear by early last week. Mayor George Christopher and other civic leaders were also scheduled to appear on the broadcast, during which telephone pledges were to be solicited from the viewing public.

Drumbeats

Bells are ringing. WIND Chicago launched its extensive, annual "back to school" campaign Aug. 21 with a hearty schedule of spot announcements, a contest and other activities beamed at teenagers. The campaign, built around the slogan, "start school, when school starts," was announced by Ralph L. Atlass, vice president in charge of the Westinghouse Broadcasting Co. station. The drive was officially kicked off with an air editorial by Gordon Davis.

Monkey mike

A historic WGN Chicago microphone, used originally in exclusive station coverage of the Scopes evolution (monkey) trial in 1925, will be part of an exhibit commemorating the 40th anniversary of radio broadcasting. A request came from the Couseley Collections, New York, for display by the Dry Dock Savings Bank and other financial institutions from mid-August to Jan. 1. Historic relics supplied by other pioneer radio stations will also be exhibited. The microphone was lent in 1955 to the producers of "Inherit the Wind," a play based on the Scopes trial, for its Broadway and Chicago runs.

WIND general manager, and keynoted with a proclamation by Chicago Mayor Richard J. Daley. Recorded announcements by entertainment, business and civic leaders are being supplemented with live spots by station's staff members. The contest will run through Aug. 31, with first prize of $500, and the campaign through Sept. 4.

Keeping posted. The Saturday Evening Post launched in its Aug. 27 issue the first of a series of audience-promotion advertisements backing up Independent Television Corp.'s new general drama series, Best of the Post. It was estimated that the first ad, which was a double page, Select-A-Market regional ad, will be read by over 13 million readers representing 54.28% of the total circulation and including almost all of the states east of the Mississippi River as well as Canada and the Post's entire foreign circulation. ITC reports that the series has been purchased for 71 markets during the first three weeks of selling.

Radio binge. Crediting radio for past merchandising success, Floyd Bennett's newest discount chain store in Patchogue, Long Island, will be promoted and advertised during the period from Aug. 29 till Sept. 3 on 10 New York area radio stations. Participating in a spree of over 49 hours of remote broadcast time during the grand opening celebration will be: WABC, WINS and WMCA, all New York; WPAC and WALK, both Patchogue: WGBB Freeport; WGSN Huntington; WBAB and WGLI, both Babylon, and WBIC Islip.

Heartbeat of the Corn Country. A special 26-page supplement was published Aug. 12 by the Shenandoah (Iowa) Evening Sentinel, saluting the 35th anniversary of May Broadcasting Co.'s KMA there. The supplement paid tribute to the late Earl May, station founder; his son, Edward, now president of May Broadcasting Co. (owned by May Seed & Nursery Co.): Owen Saddler, executive vice president and general manager of May, and other station executives and personnel. Additionally, several advertisers took space to salute the station, which was founded on Aug. 12, 1925, and now operates with 5 kw on 960 kc. May Broadcasting also owns and operates KMTV (TV) Omaha (75%) and owns 48.86% of KFAB Omaha. The station celebrated its anniversary with festivities of its own.

To the future. Celebrating its 40th anniversary next month, KNX Los Angeles will not look back to September 1920, when Fred Christian built a 1-watt transmitter, installed it in a back bedroom of his Hollywood home and began broadcasting recorded music. Instead, 50 kw KNX is preparing a 40-year look into the future, to the year 2,000, with some 50 vignettes, based on the best opinions of leaders in science, literature and the arts, to be broadcast during the week of Sept. 19-24, as Fred Ruegg, CBS Radio vice...
If there's one thing better than a good old promotion, it might be an old promotion multiplied a dozen-fold. At least that's one moral to be drawn from the experience of KDKA-AM-FM-TV Pittsburgh this year after the annual baseball game between the broadcasting staff and a newspaper-recruited team.

For the contest this year the Westinghouse Broadcasting Co. stations in Pittsburgh got 12 area publishers to cooperate an 11-paper expansion of the old plan. The players got pie in the face, but the promoters got a four-week ride in the local papers and space in as many major out-of-town newspapers, KDKA-TV reported last week when the clipping was done.

The game was played Aug. 9 to a crowd of 26,000 immediately preceding a Pittsburgh Pirates-Chicago Cubs contest at Forbes Field. Opposing the radio-tv personalities was a team of 10 to 16-year olds selected in contests the previous four weeks by area papers. (In past years the KDKA players challenged the editorial staff of a single newspaper.)

Inducements offered the youngsters were autographed baseballs from the Pirates, a chance to meet the stars in the Pirates' dressing room and dinner with parents, newspaper sponsors and the opposing team before the game.

Once on the field, the "Junior All-Stars" brought out a bag of tricks KDKA says were copied from the scripts of previous contests in the annual series: custard pies, seltzer water and white-painted peaches aimed at the opponents.

The score was disputed, but um-pire Nellie King, former Pirate pitcher, called it in favor of the juniors 2-1. It was a 30-minute match.

**Pie in his eye** = One reason for KDKA's defeat by youngsters was the pie the opposition pitched at pitcher Carl Ide, KDKA-TV newscaster. Another was a playing style demonstrated by radio disc jockey Clarke Race, shown at left sitting down on the second-base job.

**Prize Wagon Party**

Prizes for viewers mount with avalanche fury in the Prize Wagon Party promotion of KLFY-TV Lafayette, La.

Thirty-six prizes are given away each week with a grand prize donated at the end of the 13-week cycle—a Volkswagen station wagon.

Customers register their names and addresses in prize boxes placed in stores of 35 local merchants. Each Friday the boxes are collected and at 10:05 p.m. each Friday night a drawing is held on the air. The winner from each box is awarded his choice of a portable stereo phonograph or a gas light, for example. Prizes are rotated each week. After the 35 names are drawn and winners announced, all the names from the boxes, including winners, go into a giant drum. The winner of this drawing gets his choice of a 23-inch console tv set, a washer-dryer, a two-ton air conditioner or a 25-horsepower outboard motor. An even larger drum accommodates all names submitted during the 13-week period; one of them is chosen for the Volkswagen. KLFY-TV reports big listener excitement.
Saul M. Brown, president and owner of Sterling Adv., N.Y., joins Kastor Hilton Chesley Clifford & Atherton, that city, as senior vp and member of plans board, effective Sept. 1. Mr. Brown will supervise accounts formerly serviced by Sterling, as well as other Kastor Hilton clients in fashion and textile industries. Beryl Seidenberg, chief radio-television buyer at KHCC&G, elected vp.

Edward A. Gumpert, vp and chairman of marketing plans board at Geyer, Morey, Madden & Ballard, N.Y., elected member of board of directors.

Thomas J. Maloney, formerly of Brown & Butcher, N.Y., joins Hicks & Greist, that city, as director, stockholder and chairman of executive committee.

G. Gregory Sherry promoted from vp to executive vp at Grant Adv., Inc., Chicago, and continues as account supervisor.

Harry Bressler, previously vp and creative supervisor at Ted Bates & Co., N.Y., joins Leo Burnett Co. as vp and tv copy director in television commercial department. Previously he was with Doherty, Clifford, Steers and Shenfield and McCann-Erickson, both N.Y. Scott Young, formerly head of video tape recording operations at WBBM-TV Chicago, to Burnett as broadcast program supervisor.

John Mitchell Sanchez, formerly of Mogul, Williams & Saylor, N.Y., joins Weiss & Geller, that city, as vp and director of art.

Pierre Garai, Thomas Batman and William Casey join Ogilvy, Benson & Mather, N.Y., as copy supervisors. Mr. Garai formerly was copywriter with J. Walter Thompson and Ted Bates, N.Y., and Needham, Louis & Brody, Chicago. Mr. Batman comes from C.J. LaRoche, N.Y., where he was creative director. Previously he had been with Cunningham & Walsh as creative director on all Texaco copy; copy supervisor on Esso research at McCann-Erickson, N.Y., and creative director at M-E, Chicago. Mr. Casey had been a copywriter and art director on White Owl Cigars, as well as member of special projects group at Young & Rubicam, N.Y.

Dennis Clark, formerly of Wade Adv., Chicago, joins Kenyon & Eckhardt, Los Angeles, as account executive on Max Factor. Michael Ben-Dror, account executive on Max Factor, promoted to senior account executive.

Elisabeth Harris, formerly supervisor of audience measurement division at NBC-TV, joins Kenyon & Eckhardt, N.Y., as senior media research analyst.

Richard L. Ide, formerly with Cunningham & Walsh, N.Y., joins Allston, Smith & Somple, Greenwich, Conn., as account executive and assistant to president.

Allen Tolchard, formerly copy supervisor at Morse International, N.Y., joins Maxon, Inc., that city, as senior copywriter and acting supervisor of copy department.

Graham Hay, timebuyer, at Compton Adv., N.Y., promoted to head timebuyer. Mr. Hay joined agency as assistant buyer in 1952 and year later was advanced to timebuyer. As head timebuyer he succeeds Robert Liddel who was promoted to associate media position. (Week's Headliner, Aug. 15).

Rudy H. Behlmer, formerly West Coast director of tv and radio for Grant Adv., L. A., named executive producer in charge of all live and videotape programmed commercial production and development for KCOP (TV) Los Angeles, Mary Warren, Program director and administrative head of program department, assumes added responsibility for coordinating film purchasing and program office procedures at KPTV (TV) Portland, Ore., and KFJZ-TV Fort Worth, all NAFI Corp. stations.

Joseph W. Durber, formerly new products brand manager at Colgate-Palmolive Co., N.Y., joins Best Foods, division of Corn Products Sales Co., that city, as product manager.

Edward J. Montagne rejoins William Esty Co.'s Hollywood office as program consultant. Mr. Montagne, with Esty from 1950-1954, formerly was producer at CBS-TV.


Robert G. Stake, formerly with H.E.
Westmoreland, Duluth, Minn., advertising and pr firm, joins McCutcheon & Patton Adv., Phoenix, Ariz., as account executive.

William J. Gillian, vp and director of marketing at Ketchum, MacLeod & Grove, Pittsburgh, appointed director of advertising service.

Mrs. Frances Banister joins Tracy-Locke Co., Dallas, as associate media director in budgets and plans division. Mrs. Patsy Lytel named associate media director of contract division.

Hamilton Howard, formerly with Allen & Reynolds, Omaha, Neb., advertising agency, to Wright, Campbell & Suit, Chicago, as creative director.

John E. Lyng, formerly pr director of Smith, Hegal & Knudsen, N.Y., joins Ellington & Co., that city, as assistant pr director.

Veri Servi joins pr staff of Kennedy/Walker, Beverly Hills, Calif.

Dick Doty named pr director of Miller, Bacon, Avrutis & Simons, Miami advertising agency.

**The Media**

Edwin Moss Williams appointed vp in charge of station relations for WCRO Johnstown, Pa. Mr. Williams formerly was vp of United Press (now UPI). He also was information consultant to Economic Cooperation Administration.

Les Leslie, formerly program director of KVEC San Luis Obispo, to KNEZ Lompoc as general manager, succeeding Tom Wallace Jr. who becomes general manager of KGEE Bakersfield, all California.

Dave Wagenvoord named general manager of WWOM New Orleans. Ken Karlton, formerly announcer at WTIX, that city, named program director at WWOM.

Patrick B. Raymond, account executive at KCMJ Palm Springs, Calif., promoted to general manager.

William E. Nichols appointed station manager of KYA-AM-FM San Francisco. He formerly was general manager of KFRC, that city. He also was general sales manager of KFRC. Previously, he was with KROY Sacramento, Calif.

Frank Telford, director of program development for NBC-TV's west coast division, named to head new program development committee. Others on committee are: Lillie Messinger, program and talent development executive; Fenton Cee, director of film production; and Jack Emanuel, executive story editor.

Roy E. Nilson, operations manager of WLCY Tampa-St. Petersburg, assumes additional position as operations manager of WQTY (formerly WTTT) Jacksonville, Fla. Both are Raabill stations. Dick Allen named program coordinator of WLCY. An earlier item (Broadcasting, Aug. 22) was not clear in its identification of Mr. Nilson's position.

Sidney S. Spaner appointed sales manager of KRAK Stockton, Calif. Formerly, he was sales manager of National Adv. Productions, San Francisco theater promotion and advertising firm.

David J. Blackstead appointed operations manager of KXJF (TV) Valley City and KXGO-TV Fargo, both North Dakota. Other changes: James R. McGuire, commercial manager; Norman H. Larson, production manager; William D. Brouse, promotion and merchandising manager, all for KXJF and KXGO-TV. Clyde Olsen appointed sales manager for KXGO Radio.


Edward D. Taddei, formerly owner-president of WHCT (TV) Hartford, Conn., appointed general manager in operational realignment following purchase of station by RKO General to conduct three year $10 million subscription tv test (Broadcasting, April 4). C. Donald Woodman Jr. continues as film manager and Lilian Hackman, formerly with WEAT-TV West Palm Beach, Fla., becomes controller.

Adam Waran appointed sales manager of Cameron Broadcasting Co. which operates KDES Palm Springs, Calif.

Ralph Hess Jr. appointed sales manager of WDVA Danville, Va. He was promotion manager and account executive at WDVA from 1953-1959.

Mel Gaumer, announcer and account executive at KOOL-AM-FM Phoenix, Ariz., promoted to program director. He has been in broadcasting since 1936.

Parker R. Daggett, formerly general sales manager of WRIT Milwaukee, to KBOX Dallas as general manager. Both are Balaban stations. Before joining WRIT, Mr. Daggett was sales manager for Miller Brewing Co.

Walter P. Baker, formerly of WLOF-TV Orlando, Fla., joins WTVH (TV) Peoria, Ill., as program and production director.

Jim Backlin, special services director at KFYR-TV Bismarck, N.D., named program director of KFYR, succeeding Stanley Wilson.

Jim O'Neill joins KSTN Stockton, Calif., as program director. Paul Gregory becomes news editor and Jerry Teal air personality.

Joe Grady, formerly tv producer and air personality in Philadelphia area, rejoins WHAT, that city, as operations manager. He had been at WHAT in 1936, his first year in broadcasting, as part-time announcer.

Armand A. Lartigue, assistant to business manager of WCBS-TV New York, named business manager.

John J. McCrory, account executive with CBS Tv Spot Sales, Chicago, transfers to New York office.
Realignment at CBS News

CBS News has realigned its operations, with changes in three executive posts. In the change-over, Sam Zelman, a general news executive, has been named director of TV news, replacing Malcolm Johnson, who has been appointed coordinator of election coverage. Bill Crawford has been named managing editor, succeeding James Burke, who has been moved into a news editor’s classification and Frank Donghi has been succeeded as assignments editor by Ralph Pasman. Mr. Donghi has been named as assignment expediter. In the realignment, under Mr. Zelman’s direction, Mr. Pasman will be in charge of collecting the news and Mr. Crawford in preparing it for use on the air. Previously, Mr. Burke had responsibility for both collecting and preparing the news with Mr. Donghi serving as his assistant in charge of assigning coverage.

Richard A. O’Leary, assistant sales manager at KABC-TV Los Angeles, promoted to sales manager, effective Sept. 1. He succeeds Elton H. Rule, now general manager of KABC-TV (Broadcasting, Aug. 8).

Jack M. Duffield, local salesman at KTTV (TV) Los Angeles, appointed to national sales staff, specializing in servicing advertisers and agencies in New York area.

Dean J. Poucher joins sales staff of WIS-TV Columbia, S.C. He previously was with WTAN Clearwater, Fla.

George W. (Woody) Sloan Jr. joins sales staff of WTIC-TV Hartford, Conn. He had been with sales staff of Ziv-United Artists.

Donald M. Hine named director of programming and public affairs for Transcontinental Television Corp. (WROC-FM-TV Rochester, WGR-AM-FM-TV Buffalo, both New York; WNEP-TV Scranton-Wilkes-Barre, Pa.; KFMB-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif.; WDAF-AM-FM-TV Kansas City). Mr. Hine previously was program manager of KNXT (TV) and CBS-TV Pacific Network.

Dean B. Shaw joins WKYN San Juan, Puerto Rico, as production manager. William L. Shaw named chief announcer.

George M. (Buddy) Rutledge appointed sports director of WAPI Birmingham, Ala. He will handle play-by-play of Auburn Tigers football games.

John Begue, in various programming and sales positions with WICS-TV Springfield, promoted to station manager of WICD-TV Danville, both Illinois. Facilities are owned by Plains Television Corp. Mr. Begue, veteran of 18 years in broadcasting, has been with WICS-TV since it came on air in 1953.

Gordon French, national sales representative of KNXT (TV) Los Angeles, and Robert S. Cochran, sales service manager, appointed to account executive. Robert L. Nelson, assistant director of research and sales promotion, appointed sales research manager for station and CBS-TV Pacific Network. Ron Gleason, formerly assistant sales promotion manager at KCBS San Francisco, joins KNXT-CTPN research and sales promotion department as assistant to Mr. Nelson.

Bill Daniels, Denver, and Fred Stevenson, Fayetteville, Ark., named members at large of executive committee of National Community Television Assn. Appointments were made by NCTA President Sandford Randolph, Clarksburg, W. Va. NCTA executive committee comprises officers and two members at large named by president.

Olin Morris, formerly of WATE (TV) Knoxville, Tenn., joins WPTA (TV) Fort Wayne, Ind., as news director.

Dick Stambaugh, formerly air personality at WBIL Leesburg, Va., to WLCY St. Petersburg, Fla., as news director and air personality.

Bill Finley, formerly with WPCA-TV Philadelphia, to WDAS-FM. there.

Donald Macfarlane, salesman at WVIP Mt. Kisco, N.Y., named sales manager.

Milton Komito, formerly general manager of WATP-AM-TV Parkersburg, W. Va., to WCKR-AM-TV Miami as general sales manager. Previously, he was program manager for WAKR-TV Akron, and in sales at WHIZ-TV Zanesville, both Ohio.

Thomas Holquist, news director of KBUR Burlington, Iowa, assumes additional duties as sales representative. Richard Pratz joins KBUR’s news staff.

Bernie Herman joins WFBM Indianapolis as air personality. He formerly was at WIRE, that city.

Neil Horrigan joins WDRC Hartford, Conn., as account executive.

Programming

Andrew M. Griffin, member of sales staff of Bill Burrud Productions. Hollywood, appointed vp in charge of sales of Wilcon Corp., new subsidiary formed to coordinate local sales and sponsors with production of new daytime Bill Burrud Show. Gene McCabe is Wil-
NEWEST IN A COMPLETE LINE OF RCA TRANSISTORIZED AMPLIFIERS

TYPE BA-34A

10-WATT MONITOR AMPLIFIER

requires only half the space—30% of power

Here's a compact monitor amplifier with overall performance equal to earlier models, twice the size. Full 10 watts output with excellent frequency response and very low distortion. High-gain permits operating from output of low-level microphones. Plug-in mounting. Standard input and output terminations.


RADIO CORPORATION of AMERICA

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jon's vp for production; Sally Sedgwick is secretary-treasurer. Wiljon will operate for both sponsor and/or agency without fee by helping to produce commercials and promotional campaigns as new approach.

William J. McCauley, formerly NBC TeleSales special projects coordinator, named sales account executive at Videotape Center, N.Y.

Phil Conway, with MCA-TV's Cleveland office, transfers to N.Y. as account executive for New York and New England.

Kenneth Daniels, formerly of Warner Bros. tv commercial sales, joins MGM-TV commercial and industrial film department, as west coast sales representative.

Frank Beatty named Miami newspapers bureau manager for United Press International, filling vacancy created by death of Mike Ackerman earlier this month.

Robert D. Graff, formerly producer of Wisdom series and specials, NBC-TV, appointed executive producer of ABC-TV's Winston Churchill series (Churchill Memoirs), which debuts Nov. 27. (Sun., 10:30-11 p.m.). He replaces Edgar Peterson, who resigned last week to undertake independent project.

Michael H. Franklin resigns as executive director of Writers Guild of America West, but continues in post until successor is named.

Equipment & Eng'ring

Frederic H.C. Wise, treasurer of Birmingham Sound Reproducers (USA) Ltd., College Point, N.Y., elected chairman. Donald G. Clarke named president.

Donald W. Gunn, vp—sales for Sylvania Electronic Tubes Div., N.Y., named regional vp of Sylvania Electric Products Corp.

Seymour Mintz appointed vp and general sales manager of Capehart Corp., Richmond Hills, N.Y. He formerly was president of manufacturing division of CBS.

Maury I. Marks, formerly senior electronic engineer at International Resistance Co., Philadelphia, joins Hill Electronics, Mechanicburg, Pa., as senior systems engineer.

Thomas J. Kelley promoted to assistant director of International services for Raytheon Co., Waltham, Mass. For past six years, he has been in various management capacities for Raytheon’s International activities.

Kenneth E. Glover joins Raytheon’s Commercial Apparatus and Systems Division as manager of new business development.

RCA Victor Distributing Corp. announces realignment of executive personnel involving the following transfers: A.D. Keyes, manager in Wichita, Kan., to merchandising manager in Chicago, reporting to J.A. Curl, vp in charge of branch; W.J. Walsh, from manager of marketing development and sales services in Chicago general office to Wichita manager; E.E. Hart, from vp of Kansas City branch to Davenport, Iowa, in similar capacity; L.A. Baumgartner, from vp in Davenport to Buffalo in similar capacity, and A. W. Sayers, vp in Buffalo to Kansas City in similar capacity. The changes are effective Sept. 1.

Other changes: Emmett B. Dunn named director of budgets and planning and C. Wesley Michaels appointed manager of planning and market research for RCA's industrial electronics products.

RCA changes

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Other changes: Emmett B. Dunn named director of budgets and planning and C. Wesley Michaels appointed manager of planning and market research for RCA's industrial electronics products.

Jess E. Dines, formerly of Thomas Electronics, Passaic, N.J., joins Foto-Video Electronics, Los Angeles, as manager of west coast engineering office.

Fred H. Nolle joins Page Communications, Washington, D.C., as assistant director of telecommunications. Robert I. Barry named assistant director of construction and installation for technical documentation.

Leroy Friedman, formerly manager of technical operations at Columbia records, N.Y., named director of national manufacturing and engineering quality control; Robert McColgin, formerly director of national quality control, becomes manager of manufacturing and engineering services.

John J. Paris, formerly of WTVW (TV) Evansville, Ind., named promotion manager of Columbia Record Distributors Inc., Cincinnati branch.

Joseph G. Poppe appointed district manager of distributor sales for CBS Electronics, Danvers, Mass., and will headquarter in Detroit.

Lawrence T. Lopino, previously department head of corporate accounting at Motorola-Chicago Co., appointed comptroller. He has been with Motorola since 1953.

Allied fields

Paul E. Menne, formerly vp of client services at Communications Counselors, N.Y. (pr affiliate of Mc-
Deaths

George C. Wiswell, 66, chairman of board of Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, died Aug. 21 following long illness. CWSC&M merged with Grant Adv., N.Y. last week (BROADCASTING, Aug. 22).

Glen R. Glenn, 52, president of Glen Glenn Sound Equipment Co., Hollywood, was killed Aug. 21 in auto accident in New Brunswick, Canada.

William E. Richardson, 84, vp and co-founder of Henry Quednav Adv., Tampa, Fla., died Aug. 21 in Glen Ridge, N.J.

Travis Wells Jr., 56, advertising consultant for Roosevelt Hotel, N.Y., and specialist in copywriting, radio production and direction, died Aug. 22 of heart attack in N.Y.

Carlton R. Moore, veteran enter- tainer with WEEI Boston, died Aug. 18 following short illness. He had been in radio for 22 years and before that he was song pluggor for Waterson, Berlin & Snyder, Boston.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

August 18 through August 24. Includes data on new stations, changes in existing stations, ownership changes, hearings cases, rules & standards changes and routine roundup.

Abbreviations:

New TV Stations

APPLICATION


Existing TV Stations

ACTION BY FCC

*KETC (TV) St. Louis, Mo.—Waived for station operating on channel 11. Present location is Evansville Ill., and trans. and ant. located at distance of approximately 165 miles or more from trans. site herein specified. Ann. Aug. 23.

New Am Stations

APPLICATIONS


Boardman, Ohio—Louis W. Skelley. 1570 kw. 1 kw D. Post office address 3808 Chaucer Lane, Austintown, Ohio. Estimated construction cost $60,000, revenue $75,000. Applicant is licensee of WWOW Connex, Ohio. Ann. Aug. 17.

Gaffney, S.C.—E. Raymond Parker. 1500 kw. 1 kw D. 260 w. critical hours. Post office address 1010 S. Petty St. Estimated construction cost $40,000; first year operating cost $30,000; revenue $36,000. Applicant is in salesmen. Ann. Aug. 17.


Existing Am Stations

APPLICATIONS

KNOT Madera, Calif.—Cp to increase power from 500 w to 1 kw, change from em- ploying DA-D to non-directional and make changes in trans. (1250 kc). Ann. Aug. 17.

WTVB Coldwater, Mich.—Cp to increase nighttime power from 500 w to 1 kw (1590 kc). Ann. Aug. 17.

KWSU Rosholt, S.D.—Cp to increase day- time power from 250 w to 1 kw and install new trans. (1720 kc). Ann. Aug. 17.

KBRK Baker, Ore.—Cp to increase day- time power from 250 w to 1 kw and install new trans. (1490 kc). Ann. Aug. 17.


New FM Stations

APPLICATIONS

Tucson, Ariz.—E. Edward Jacobson. 96.1 mc. 25 kw. P.O. address 8807 Meadow Ave., Los Angeles 36, Calif. Estimated construction cost $30,000. First year operating cost $29,000, revenue $36,000. Applicant is licensee of KJLM-FM San Diego and KGLA-FM Los Angeles, both Calif., Aug. 22.

Twin Falls, Idaho—Radio Sales Corp. 52.3 mc, 3.3 kw. P.O. address P.O. Box 311, Twin Falls. Estimated construction cost $14,012, first year operating cost $14,400, revenue $18,000. Principals include D. Spencer Grow and W. L. Grow, 5%, Janice Burden, 50%. Mr. & Mrs. Grow own 75% of KEYX Grand Junction, Colo., and 100% of KEYV Provo, Utah. Ann. Aug. 17.


Ownership Changes

APPLICATIONS


KGHF Pueblo, Colo.—Seeks assignment of license from Gifford Phillips to KGHF Inc. for $35,000. KGHF Inc. is owned by James D. Russell, president. TV Colorado Inc. is licensee of KKTU (TV) Colorado Springs, Colo. KGHF Pueblo, Colo. Ann. Aug. 22.


KBEU-FM Shreveport, La.—Seeks transfer of control of Good Music Inc. Crawford Godfrey and Alvin Childs, equal partners, to Msrs. Godfrey and Childs, 37½ each, and Joe Monroe, 25%, for

EDWIN TORNBERG
& COMPANY, INC.

NEGOTIATIONS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

EVALUATIONS

FINANCIAL ADVISERS
Investigate the auto jockey for partial or full automation

EXCLUSIVE FEATURES

1. Automatic AUDIO cueing of announce-
ments (no signal contacts on tape)

2. Automatic AUDIO cueing of records
(Backed up for perfect cue)

3. Absolutely guaranteed less death air than competition

4. No tones are used—announcements can be coded on any tape recorder

5. Costs less—does more

6. Price includes delivery and 3 day in-
stallation and instruction by factory rep-
resentative

7. Independent use of tapes and changers

AMPEX ® CONCERTONE ® RUST REMOTE
CONTROL available on lease—case
histories available

Call—Write—wire
Shaler-Atken Communications
305 Harrison St.—Toft, California
Tel: RO 5-4086

$9,000. Mr. Monroe is manager of KBCL, Anac-
turn, Wash.

WABC Chicago, Ill.—Seeks transfer of
control of Regional Bestg. Co. from John S.
Beiley, 36%, David H. Weis, 34%, Richard
Hayes, Catherine Hayes, Tomney and Rich-
ard P. Helseth, 8%, etc., to Com-
monwealth Bestg. Corp. for $250,000. Pur-
chasers are Paul J. Eppes, Lazer Emanuel
and Blake Walliser, 20.4% each, and oth-
ers. Helseth has no interest in the
Christmas tree business. Beiley has an
interest in WOR Douglass Co. 15%, Anac-
turn, Mich., transfer (
WJBX-AM-FM Jackson, Miss. — Seeks transfer
of control of Lamar Life Insurance Co.,
Kimberly-Clark Corp. Life Insurance Co., Wil-
son, 55.5%, to John D. and Clinton W. Murch-
john, 16.7%. Applicants, Murch-
John hold percentages in Life Com-
panies Inc., and Wilson in Life Com-
panies Inc., and in WABC-AM-FM,
and have 1/3 interest in WLEW Bad-
Ax, Mich., transfer.

WOH-AM-AM-FM Greenfield, Mass.—Seeks invalidatory transfer of control of Haligs
Bestg. Corp. from John W. Haligs Sr., de-
ceased. to Franklin County Trust Co., execu-
tories of estate. Anac-
turn, Mass., transfer. Anac-
turn, Mass., transfer.

WMN North Adams, Mass.—Seeks transfer
of control of Northern Berkshire Bestg.
Co. from James G. Keyworth, Robert Hard-
mann, 36.7% each, James Hardman and
Hardman, 12.3% each, to Robert Hard-
mann 73%. Messrs. James Hardman and
Crippen, 12.3%, for $19,900. Aug. 18.

WOWE Allegan, Mich. — Seeks transfer of
control of Allegan County Bestg. Inc. from
Keith and Joanne Weldy, Lewis K. Grob,
Gorber C. Swogger, Maurice L. Weldy, and
Albert Vandenbosch, all 20%. to Albert F.
Wismar and Harmon L. Stevens, equal part-
ners, for approximately $46,650 including
the corporate liabilities. Purchasers are li-
terest owners of WILS-TV Port Huron, licensee
of WLAV-AM-AM-FM Grand Rapids,
and each have 1/3 interest in WLEW Bad-
Ax, Mich., transfer.

WJX-AM-AM-FM Jackson, Miss. — Seeks tran-
sfer of control of Lamar Life Insurance Co.,
Kimberly-Clark Corp. Life Insurance Co., Wil-
son, 55.5%, to John D. and Clinton W. Murch-
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john hold percentages in Life Com-
panies Inc., and Wilson in Life Com-
panies Inc., and in WABC-AM-FM,
and have 1/3 interest in WLEW Bad-
Ax, Mich., transfer.
BROADCAST ACTIONS
by Broadcast Bureau

Summary of August 24

BROADCASTING August 24

ON AIR

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
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<tbody>
<tr>
<td>Lic</td>
<td>Cops</td>
<td>완</td>
</tr>
<tr>
<td>Lic</td>
<td>3,455</td>
<td>714</td>
</tr>
<tr>
<td>Cops</td>
<td>36</td>
<td>32</td>
</tr>
<tr>
<td>Cp on air (new stations)</td>
<td>115</td>
<td>196</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>3,603</td>
<td>942</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>503</td>
<td>78</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
<td>204</td>
<td>36</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>797</td>
<td>108</td>
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<tr>
<td>Applications for major changes (in hearing)</td>
<td>582</td>
<td>74</td>
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<tr>
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<td>277</td>
<td>10</td>
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<tr>
<td>Licenses deleted</td>
<td>859</td>
<td>39</td>
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<tr>
<td>Cps deleted</td>
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SUMMARY OF COMMERCIAL BROADCASTING

As reported by FCC through June 30, 1960

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<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,455</td>
<td>714</td>
<td>4711</td>
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<tr>
<td>CPs on air (new stations)</td>
<td>36</td>
<td>32</td>
<td>68</td>
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<tr>
<td>CPs not on air (new stations)</td>
<td>115</td>
<td>196</td>
<td>76</td>
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<tr>
<td>Total authorized stations</td>
<td>3,603</td>
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<td>102</td>
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<td>582</td>
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<td>277</td>
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<td>Cps deleted</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, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

COMMERCIAL STATION BOXSCORE

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America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by our 37 years of reputable brokerage.

David Jaret Corp.
150 Montague Street
Brooklyn 1, N.Y.
Ulster 2-5600

92 (FOR THE RECORD)

BROADCASTING, August 29, 1960
appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WNOE New Orleans, La.—Granted license covering installation of new trans. for auxiliary purposes only; without prejudice to which, owner may at any time make appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

KTEM Temple, Tex.—Granted license covering changes in ant. and ground systems and remote control location; remote control permitted; without prejudice to whatsoever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WKOP-FM Binghamton, N. Y.—Granted license covering change in frequency, ERP, ant. height, ant. system and installation new ant. and trans.

WFHR Wisconsin Rapids, Wis.—Granted cp to make changes in daytime system.

KPFN (FM) San Francisco, Calif.—Granted mod. of cp to increase ERP to 48 kw; and make changes in daytime operation.

WNW Defiance, Ohio.—Granted mod. of cp to change type trans.

WMUR-FM Fremont, Calif.—Granted extension of completion date to Dec. 1.

WFJY Hollywood, Fla.—Assigned license to Helen W. King.

WFAN-TV Lafayette, Ind.—Granted license covering changes in tower; ERP via 186 kw. aur. 196 kw. ant. 660 ft.

WHUM Reading, Pa.—Granted license to use old ant. as aux.

KXOA Sacramento, Calif.—Granted license to use old main trans. as auxiliary daytime trans.

WMBM South Miami, Fla.—Granted license covering change in frequency, increase in power, change ant.-trans., studio and control locations installation of DA-8 new trans. in ground system, hours of operation and studio location; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

WFYI Fayetteville, Tenn.—Granted cp to install new main trans. (main trans. location) as aux. trans.

WLHG Lowell, Mass.—Granted cp to move old trans. (main trans. location) to be used as aux. trans.

KACE-FM Riverside, Calif.—Granted cp to increase ERP to 1 kw and install new trans.; ant. 60 ft.

KSPR (FM) San Francisco, Calif.—Granted mod. of cp to increase ERP to 44 kw.

WPBL Greenville, Mich.—Granted license for am station and specify studio location same as trans. site.

KHFM (FM) Albuquerque, N.M.—Granted cp to increase ERP to 3.3kw, install new trans. and new ant. and make changes in ant. system: ant. 20 ft.

WKYN Rio Piedras, P.R.—Granted cp to install new trans. (main trans. location) as aux. trans.

KBRZ Freeport, Tex.—Granted cp to install new trans. and change studio location: remote control permitted.

KTXX San Angelo, Tex.—Granted cp to install new trans.

KORK Las Vegas, Nev.—Granted cp to install new trans.

KWAV Sitka, Alaska.—Granted cp to install new trans.

KOLL (FM) Kansas City, Mo.—Granted mod. of cp to change type trans. and new ant.

WABX Kissimmee, Fla.—Granted mod. of cp to change type trans.; condition.

WODI Vinton, Va.—Granted mod. of cp to change type trans. and studio location.

KZON Tolleson, Ariz.—Granted mod. of cp to change ant. trans. and main studio location: conditions.

Following stations were granted extensions of completion dates as shown: WKBK Manchester, N.H. to Oct. 1, and KOL-FM Seattle, Wash. to Feb. 28, 1961.

PETITION FOR RULEMAKING

KKBK Susanneville, Calif.; KVIP-TV Redding, Calif.—Requests amendment of rules so as to assign ch. 5 to Susanneville, Calif., and 6 to presently assigned ch. 6 in Alturas, Calif. Ann. Ass. 194.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian and Mexican broadcast stations modifying appendix containing assignments of Canadian and Mexican broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

580 Kc
XEFI Chihuahua, Chihuahua—5 kw D, 0.25 kw N, ND, unil. (Change in classification of daytime operation.)

610 Kc
XEEF Fresnillo, Zacatecas—0.25 kw D, 0.15 kw N, ND, unil. (PO: 660kc 0.25 kw ND D II.)

720 Kc
XEOO Tepec, Nayarit—1 kw D, 0.25 kw N, ND, unil.

810 Kc
XEIC Ciudad Obregon, Sonora—5 kw D, 0.5 kw ND, D. (Increase in power—PO: 0.5 kw.)

870 Kc
XEEV San Cristobal, las—1 kw ND, D. (Increase in power—PO: 0.5 kw.)

970 Kc
XENK Ensenada, Baja, Calif.—0.5 kw D, 0.2 kw N, ND, unil. (PO: 0.5 kw ND D III.)

XEMP Tepic, Tapalhuca—1 kw D/0.1kw N ND, unil. (Change location from Villahermosa, Tabasco.)

990 Kc
XENZ Ensenada, Baja, Calif.—0.5 kw D, 0.2 kw N, ND, unil. (PO: 0.5 kw ND D II.)

1170 Kc
XEGY Cabo San Lucas, Sonora—0.25 kw D, ND, D. (Change in location from Nogales, Sonora.)

1270 Kc
XEOH Hermosillo, Hidalgo—1 kw D/0.1 kw N, ND, unil.

1340 Kc
XEHM Merida, Yucatan—1 kw D/0.5 kw N, ND, unil. (PO: 0.5 kw ND unil.)

1430 Kc
XEOZ Jalapa, Veracruz—0.25 kw ND, D. (Change in call letters from XEFA.)

1460 Kc
XESZ Ciudad Camargo, Tamaulipas—0.25 kw D/0.25 kw D, 0.25 kw N, ND, unil. (Change in call letters from XEXC.)

1490 Kc
XEWI Ciudad Miguel Aleman, Tamaulipas—0.25 kw D, 0.15 kw N, ND, unil. (Change in call letters from XEHR.)

1490 Kc
XEOL Ciudad del Carmen, Campeche—0.25 kw ND, D. (Change in call letters from XEU.)

1580 Kc
XEXU Campeche, Campeche—0.25 kw D, 0.15 kw N, ND, unil. (Change from Progreso, Yucatan and decrease night power.)

1580 Kc
XEMF Regina, Saskatchewan—1 kw, D1, unil. (PO: 1430 kc 1 kw, D1-II.)

1430 Kc
CKFH Toronto, Ontario—16 kw D, 5 kw N, D, unil. (PO: 1430 kc 1 kw, D1-II.)

Collins Automatic Tape Control is the perfect answer to automatic programming. Just insert the tape cartridge, push one button, and you're certain of reliable performance.

More than 500 radio stations own the network-approved, internationally - used Collins Automatic Tape Control.

COLLINS RADIO COMPANY · CEDAR RAPIDS, IOWA · DALLAS, TEXAS · BURBANK, CALIFORNIA

syllable-separating start and stop time of less than 0.1 second 7.5 inch/second tape speed frequency response ±2 db, 50-12,000 cps less than 0.5% rms wow and flutter * programming segments from 16 seconds to 31 minutes * remote control available. For more information contact your Collins sales engineer or write direct.
Help Wanted—Management

Mid-south chain—4 top rated stations—has opening for station manager with potential—30-40—married. Guaranteed—moving expenses—rapid advancement for producer. Area applicants favored. Send resume, photo first letter. Box 481B, BROADCASTING.

California station with terrific advertiser acceptance needs sales manager to improve current $125,000 per year billing. Station is in medium market on low frequency covering a vast area with tremendous new potential. This sales manager must be self-starter, responsible. Send sales production and record. Must be creative. Experience able to work well with staff. Ideal working conditions. Send complete resume Box 787B, BROADCASTING.

Wanted: Sales manager, $600 guaranty plus commission, Rocky Mountain, 5,000 watt station. Send complete resume Box 793B, BROADCASTING.

Unusual opportunity in top fifty am-am-tv market for promotion-marketing manager. Mature man with proven background of audience-winning, sales-developing ideas will find secure future with generous benefits. Send complete resume and recent photo to Box 804B, BROADCASTING.

Ohio single station market daytimer needs station manager experienced in full operations of small market station. Box 812B, BROADCASTING.

Are you ready to step up in sales work? Here's a chance in a community. Texas. Box 763B, BROADCASTING.

Big money for hard hitting experienced closer. Opportunities in top market Florida station. Guaranteed salary to start, plus commissions, incentives and bonus plans. Our salesmen are highest paid in the city. Market prosperous, competition keen, rewards high for aggressive competition. Living conditions unrivaled anywhere in Florida. Tell why you should be our man. Send resume and picture first letter. Box 946B, BROADCASTING.

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

Sales

Need expert salesman/saleslady for our coast-to-coast sales organization. Excellent experience and ability required. Send full details to: Box 820B, BROADCASTING.

Steady, dependable announce-saleman wanted for important station. Excellent earnings for hard worker with references. Please forward qualifications and audition to Ed Damron, Manager, WSSC, Sumter, S.C.

Representative wanted in your territory. From your desk you can earn a substantial addition to your present income. Contacts with clients! Write for particulars. Reply VVK-office Vienna 66, P.O.B. 128, Austria.

Step up! Midwest jobs waiting. Write Walk- in- or Employment office, 7th St., Mpls. 2, Minn. for free application.

Announcers

Negro announcer. Must be experienced and rockin' personality for major market station. Good experience and tape. Box 851B, BROADCASTING.

Negro announcer with 1st ticket and strong air personality for established major market station. Good experience and tape. Box 862B, BROADCASTING.

In central Florida—dj for modern pop music format—one of chain of stations. Excellent job opening. Good salary. Good air personality. Send complete resume and audio check first letter. Box 744B, BROADCASTING.

Opportunity! Learn tv while you do radio on top-rated Midwest music and news station. Only bright, fast paced djs’ send tape and picture to Box 756B, BROADCASTING.

Wanted—experienced announcer with deep, resonant voice for metropolitan Good Music operation. Start $100 per week, replies confidential, reference letter first letter to Box 808B, BROADCASTING.

Adult programming requires adult talent. We have an unmet need in a southern metropolitan market for an experienced, well-qualified airman. Preferably with first phone. Send tape, details to Box 820B, BROADCASTING.


Wanted for Woodstock, Illinois. Send complete resume. Box 781B, BROADCASTING.

Immediate opening, alloys, combo dj, WRAY, Anna, Illinois, Don Michiel, Manager.

We have so much personality on the air now but would like to brighten up the station and must compound situation by one more addition. Excellent working conditions and one of the new ultra modern plant. City of 13,000 near Indianapolis. Send resume, tape, contact Wally Bruner, General Manager, W1RE, Brazil, Ind.

Immediate opening, sales, Announcer-engineer. Permanent position. Call Ed Hurdley, 1600, Nebraska City, Nebraska.
Help Wanted—(Cont’d)

Announcers

Many immediate job openings for good announcers throughout the S.E. Free to come in for interview at 10:00 A.M. on weekdays. Call 458 Peacock Street, Atlanta, Ga.

Step up to Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 1, Minn. for free applications.

Technical

Excellent opportunity for combination chief engineer-announcer. In Southeaster Station. Outstanding salary and benefits. Send resume and picture to Box 494E, BROADCASTING.

Southern metropolitan adult station needs engineer with announcing ability. 5 kw directional operation. Excellent living conditions for the right man. Send resume, references and photograph to Box 671B, BROADCASTING.

Chief engineer—combination chief engineer-announcer. Must be able to handle both engineering and announcing duties. Virginia 1060 watt independent needs permanent, reliable engineer-announcer. Good salary and benefits. Send resume and picture to Box 671B, BROADCASTING.

Production-Programming, Others

Have an immediate opening for experienced production-programmer to build local and regional feature program concept. Write or call Jim Pryor, KCJB, Minot, N. Dak.

Want to live and work in radio or television in the growing southern state of Oregon? Oregon’s Transmitter operators, production, writer, and sales agents needed. Box 72E, Klamath Falls, Oregon.

Fast-growing, 20-man, 4A agency in the growing southern city of Grand Rapids, Michigan. Many local and regional opportunities. Are you young, ambitious, full of ideas, and have radio-tv experience? Please send resume and picture, and we will be happy to talk with you. If you are really keen, we feel confident you will be a valuable asset to our growing agency.


RADIO

Situations Wanted—Management

Top man—top references. Excellent character, A.B. degree. Will invest 12 years solid radio knowledge. P.D.-sales-N.D. Guaranteed to increase station income and profits. Step up today! Please apply at Box 757B, BROADCASTING.

Manager available immediately. 30 years—15 in all phases broadcasting—metropolitan, small market operator, currently living in a new location. Let’s get together. Box 757B, BROADCASTING.


Desire relocate more healthily. Consider any management, sales, program opening. Twelve year experience in all phases radio. Box 801B, BROADCASTING.

Former station owner seeks connection as manager small market station or news director—director larger stations. Outanding record, best references. Consider investment. Box 804B, BROADCASTING.

Managor: Securely employed general/sales manager. Profitable operation, eight station market. I’m seeking increased profits! I’ll take care of you’re problem, you’re ratings. Box 806B, BROADCASTING.


General manager/sales manager for small or medium market station. Fifteen years in management. New market, new ownership, new opportunities. Send resume, references and qualifications to Box 848B, BROADCASTING.

Two men team will solve your sick station troubles. 17 years experience, especially good in copy, programming, sales, and management. Want per cent lease with option to buy. Box 849B, BROADCASTING.

Ten years experience in announcing, selling, engineering, Presently manager in small market. First phone: 36. Family. Up. $100. Box 846B, BROADCASTING.

General manager/sales manager for small or medium market station. Fifteen years in management. New market, new ownership, new opportunities. Send resume, references and qualifications to Box 848B, BROADCASTING.

Profts down? I’ll up them by improving programming, producing, sales. Medium-large market, not only if you want results. Box 867B, BROADCASTING.

Experienced, adult, family radio man. Thoroughly familiar with all phases. Fifteen years in business; eight years successful management. Have first phone. Five future men: present or west. Box 848B, BROADCASTING.

Medium market owners: As manager, will produce top hard hitting sales. Let’s share the increased profits! Box 886B, BROADCASTING.


Situations Wanted—(Cont’d)

Management

Twenty years in broadcasting, 12 years in management, sales management, ownership. From small market to large metro politan market. Through college, broadcasting experience, program, engineering, accounting. For persons interested in growing employment. Box 875B, BROADCASTING.

Manager, 15 years experience, strong on sales, first class ticks. Married, steady, references. Box 886B, BROADCASTING.

My best salesman desires a management position in either radio or television. He is currently in a good situation. For details contact 895B, BROADCASTING.

Experienced manager. Ten years present situation, superb. Severing 10 to 15 years radio. Box 899B, BROADCASTING.

Manager, program director. 13-years—all phases radio-tv. West or southwest desired. Box 902B, BROADCASTING.

Have your share of audience but not your share of sales? I’ll take care of problem as sales manager. Large-medium markets. Free growing organization. Box 866B, BROADCASTING.

General manager, skilled, capable, 30 years experience. Aggressive sales, economical operation, public relations and promotion. Am-fm-tv and ownership. Age 62. Frank O. Myers. P.O. Box 823, Fort Worth, Texas.

Sales

After 3½ successful years with present employer, sales manager desires change. Southwest preferred. Station management experience. Box 892B, BROADCASTING.

Executive-performer-writer re-entering tv and radio. 497 rating in top 50 markets. Extremely successful sales manager. West preferred. Write 896B, BROADCASTING.

Anouncers

Anuncios

Step up to Midwest jobs waiting. Write Walker Employment Service, 83 So. 7th St., Mpls. 1, Minn. for free applications.

Local newsmen—gather and announce 250 full-time newswoman. New York State. Box 786B, BROADCASTING.

Wanted, experienced continuity writer for good music station in metropolitan southwest city. Can send full details first letter to Box 811B, BROADCASTING.

Experienced farm director—to deliver agriculture story, rich farm market. Regional station. Contact Jim Pryor, KCJB, Minot, N. Dak.


Commercial copy writer or copywriter/announcer. Male. Needs established Model station in excellent radio market. WLAC, LaGrange, Georgia.

Local news director—August opening at day time station in established, well-established station. Send resume and references to Box 493E, BROADCASTING.

Help Wanted—(Cont’d)

24 college grad . . . radio-tv. Box 694B, BROADCASTING.

Bright personality available September 15. 4 years experience. Excellent DJ, but sincere. 26, 3 years experience, 1st phone, married, reliable, personable. Will become major talent in right spot. Prefer west coast. Box 763B, BROADCASTING.

Announcer, college graduate desires start in radio. Strong on news, commercials, dj. Tape on request. Box 776B, BROADCASTING.

Five kw experience with fifty kw voice and style, educated and intelligent, vet. 28, best references, travel anywhere including overseas. Box 809B, BROADCASTING.


Staff, experienced all phases, 20, married, veteran, references. Employed. Minimum 90 days’ experience. Box 812B, BROADCASTING.

5 years fast paced, friendly, morning man. Top ratings. Real air salesman. Can operate one-man show. Box 819B, BROADCASTING.


BROADCASTING, August 29, 1960 95
Situations Wanted—(Cont’d)

**Announcers**

Lively dj! Friendly (not frantic) for young adult music. Versatile, tight board, production direction. Prefer large midwest. Interested? Box 821B, BROADCASTING.

First phone dj, veteran, married, reliable, 31 years old, presently employed. Prefer Pacific coast location, want to settle. Book 830B, BROADCASTING.

Major markets seeking personalities, attention: Not a top 40 T & M man but a personality, experienced, radio included. Three markets over 300,000 in background, seek a veteran in top forty markets. Have desire to swing . . . if you need references then you need money. Currently number one ratings. Box 833B, BROADCASTING.

Personality dj wants to locate in midwest or southern college town. Top thirty market experience, top rated. Salary secondary. Box 838B, BROADCASTING.

Announcer, excellent mature voice (AB degree-Speech), first phone. Strong on news, commercials, weather. Capable of good, sane dj show. 3 years experience. Electronics background at preference (Korean). Box is sold, BROADCASTING.

May I swing for you? Ready to jump to mid-large market. Personality, tight programming commercials, should deliver. Start fall with me, instead of pulling up roots of the tree.

Experienced dj desires location in midwest in personality or top forty station. Available immediately. Box 844B, BROADCASTING.

Talented adult announcer, 36, excellently trained by broadcasting school, has everything: distinguishing appearance, professional authoritative delivery, and good. College grad, comparable, determined. Interested radio and/or tv staff, newsroom, commercials, news, stage and radio acting. Box 846B, BROADCASTING.

Young announcer—Young, experienced, late night dj work—Jazz oriented. Vet. Box 850B, BROADCASTING.

Fifteen years experience announcer, disc jockey, production, and sales. Very dependable, married. $150 weekly minimum. Box 851B, BROADCASTING.

Permanent position sought by mid-west am tv-opportunity for highly qualified, capable, and experienced announcer. Agreement terminates in September. Box 853B, BROADCASTING.

My husband's doing well in N.Y. as a dj; he makes people happy. On tv or radio, his commercial readings compel people to buy. Before radio, he taught music production. Because of our child's health, we must leave N.Y. to a year-round milder climate. So—if you want a man who is loved and believed by people,—hire my husband. I'll send you a tape. You'll thank me for it. Sincerely Renee. Box 856B, BROADCASTING.

Available young, ambitious, experienced dj. Prefer east coast but will consider west coast. Pleasant voice not afraid to work. Box 859B, BROADCASTING.

Aggressive colorful play-by-play announcer available immediately for sports position in midwest. Box 845B, BROADCASTING.

Announcer, experienced—Young ambitious. Vet. ans into subdivision school graduate. Box 851B, BROADCASTING.

Swinging 4-1 program director employed in top ten market top co. No money but good years experience. Good references can move today. Tape and resume. Can program top 40 station from top to bottom. Box 854B, BROADCASTING.


Situations Wanted—(Cont’d)

**Announcers**

Turntable me-Gilib adlib over year experience. Seeks metropolitan location. Box 863B, BROADCASTING.

Sports job desired. Excel in play-by-play basketball. Am working in large market, five years experience; will consider other. Box 870B, BROADCASTING.

Smooth nighttime professional desres permanent job with 50 kw station in large market. Salary: $175.00. Box 871B, BROADCASTING.

Announcer-copwriter. Experienced adman, seeks top market Master's degree: Broadcasting. Seek opportunity with large market station. Box 883B, BROADCASTING.

Basic working newsmen, Perform all functions: writing, editing, beeper, tape inter. Request. You'll work with mobile studio. Box 884B, BROADCASTING.

Fill newscaster shift now—directorship later. Do some staff. Box 877B, BROADCASTING.

Announcer—Young man, vet., single. Excellent radio training background. Best references. Desires experience. Box 885B, BROADCASTING.


Young, married, 1 year tv: Announce, camera, audio, Id, month to 64 at 3 kw, Ist ticket, trade school, singing radio and/or tv. Box 901B, BROADCASTING.

Young talented announcer-dj-copwriter. Experienced 14 years experience, very strong on the air personality, plus good salesmanship. Ambitious. Hardworking. I could go on and on, but it's costing me too many words. Have voice, will travel. Contact Larry Belter, 1745 S. 46th St., Philadelphia, Pa., 19138.

Professional negro dj—announcer available. Excellent news-programming. Fast board, national acceptance NYC, Phila., S.F. 15 years daily experience. Young, now on west coast, desires to relocate. Call or write Leffroy Chambers, 9524 East 14th Street, Oakland, California, 94612.

Relocate in midwest: Experienced: Field combination announcer, production, sales, good voice—want larger market. Any type market. References furnished. Douglas Gruber, 85, Columbus, Indiana. Box 868B, BROADCASTING.


Good "album music" dj looking for medium or big market, four years experience. 26, veteran, married, excellent audition tape available. Gene Klemick, Murray 2-7807, 125 W. Fifth, Ottumwa, Iowa.

If you want top coverage and have a heavy play-by-play schedule, I'm your man. Seven years experience. Bob Mann, P.O. Box 1695, Galesburg, Illinois.

For professionally trained announcers, writers, newsmen, newsmasters and disc jockeys. Contact: The National Academy of Broadcasting, 3338-16th St., N.W., Washington, D.C.

Dj's experienced. Good ad lb personalities. Past board. Good sell. Contact New York School of Radio & Speech, 180 West 33rd Street, New York City.

Announcer, 1st phone, available immediately, no experience. Salary: $50, no car. B.F. 7-6721 After hours, E. Plassel, 1205 N. Parkside, Chicago.

Technical

Engineer-announcer. 5 years experience in all phases of maintenance and programming. Box 740B, BROADCASTING.

Chief engineer available. September 15th. Twenty years experience in radio and tv. Box 745B, BROADCASTING.

Experienced: Sat. eng-announcer. Desire change. Box 750B, BROADCASTING.

**Engineer.** Currently employed at format operation; desires to advance to your midnight position. Have serviced several midwest, am, fm, maintenance, construction. Family ties. Box 864B, BROADCASTING.

Maintenance engineer. Three years experience. Sober, steady, available immediately. Box 865B, BROADCASTING.

Floridian wants permanent position in station. Announces, produces, news, from major S.C. market. First phone with chief's request. Desires engineer-low directional. Box 881B, BROADCASTING.

1st class ticket holder for 8 years, broadcast school. Experienced. Desires position as chief or assistant's chief's job. Box 885B, BROADCASTING.

Engineer, announcer seeks New York or New England position, 3 years experience, lst phone. Box 865B, BROADCASTING.

**Production—Programming, Others**

Take a giant step in ratings and income! I know a program director who can put your station at the top of the timebuyer's list. His 15 year background in modern format radio is solid. He has N.A.C. and rep's acknowledge his creative programming and production work. Presently employed, this man will move fast in a challenge market . . . the tougher the better. For the best investment in personality you ever make, write Box 857B, BROADCASTING.

Newscaster trainee, fulltime with opportunity to prepare and air news. Former suburban metropolitan news announcer. Good news delivery. Eight years advertising metropolitan experience, two years college. Desire return to radio and/or tv. $85 minimum. Box 738B, BROADCASTING.

Sports director at kilowatt regional wants announcer. Must be experienced in play-by-play. Will make your sports program authoritative. Can supplement sports with news and sales—on both. Apply—radio, or TV. Hard worker who will take a genuine interest in your station. Graduate Brown University. Box 742B, BROADCASTING.

TV-radio sports director . . . 10 years experience, play-by-play, continuously plus solid background-news, sales, and executive experience. Prepared for responsible position in larger market. College education, 53 family. Tape and pictorial audition available. Experienced. Excellent salary and income! Box 743B, BROADCASTING.

22 year old woman with B.S. in tv, movies and radio is looking for work in N.Y.C. Desires to do both dj and writing. Available now. Box 817B, BROADCASTING.

Radio newscaster. Presently employed at large city station. Background includes sales, reruns, studio and production experience. Mature, family man. Metropolitan areas only. Box 843B, BROADCASTING.

Young man looking for start in radio or tv. Grad of SHU-'54, but lack experience. Prefer New England area. Box 843B, BROADCASTING.

Million market program assistant wants programming authority in good market. Box 858B, BROADCASTING.

Realistic wants quality news coverage? Here's your program director for all phases radio tv currently employed major market. Box 860B, BROADCASTING.

Radio news director seeks metropolitan spot in northeast. At present in suburban area for 6 years, well, and newspaper experience. English degree. Box 903B, BROADCASTING.

**TELEVISION**

Help Wanted—Sales

Salesman—for station in medium size market. Mid-Atlantic area. Must be energetic, dependable, preferably married; with experience in either sales or radio sales. Excellent opportunity for right man. Box 868B, BROADCASTING.

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BROADCASTING, August 29, 1960
HELP WANTED—(Cont'd)

**Sales**

Major market midwest television station desires account executive to take top billing list sales position in profits. Excellent opportunity. Pleasant conditions. Outstanding potential. $12,000 the first year. Box 799B, BROADCASTING.

Top salesman for top station in southeast. First 50 market, channel 2. CBS affiliate now has opening for sales manager. Must have years of experience. Must be aggressive, local-regional sales executive. Must have the ability to withstand rigid investigation. Immediate opening. Staff position available which must include picture, billings history and salary requirements to Dick Holloway, Sales Manager, WFMY-TV, Greensboro, N.C.

**Technical**

Technical supervisor—Experienced maintenance GE transmitter and studio equipment. Northwest location. Salary $6,000-$10,000 annually. Box 725B, BROADCASTING.

Go west, young man. Established western vhf-TV broadcaster needs sharp maintenance man capable of progressing to chief engineer. Write stating age, training, experience. Box 814B, BROADCASTING.

Colorado network station needs two am-fm studio transmitter engineers immediately. Experience and college training in studio maintenance. Must have experience with DuMont equipment. Air mail resume.

First class engineer for maintenance in control room. Experience with tv studio and transmitter equipment desirable. Prefer statesman engineer. Box 801B, BROADCASTING.

Assistant to chief wanted, KCTV, San Antonio. Must be class watching, good maintenance. Must have experience with DuMont equipment. Air mail resume.

First class engineer for tv master control operation. Experience preferred but will consider graduate of technical high school. Contact E. N. Tink, Dir. of Eng., KWWL-TV, Waterloo, Iowa.

Northeast vhf station seeks experienced, versatile opportunities and benefits. Air mail resume, references and salary requirements to Chief Engineer, WEML-TV, Durham, N. H.

Transmitter man wanted for mountain-top installation with quarters if desired. Write C.E., WPTZ, Plattsburgh, N.Y.

Experienced studio technicians with technical training, 1st FCC required. Salary range $1,850-$2,525. 767 E. Museum Drive, Chicago 37.

First class engineers for studio and transmitter operators, engineering technician, etc., helpful, must be college graduates. Box 775B, BROADCASTING.

Production-Programming, Others

Artist for Illinois tv station. Must be able to spell. Can't be too temperamental. Have your own designs. If you're a beginner you must be able to take criticism. Include your fringe abilities. Box 765B, BROADCASTING.

Art director. Southeastern capital city vhf station seeks a creative individual to assume responsibility for all art work, scenic design and other photographic needs. Must be creative and ambitious. Attractive compensation and pleasant working conditions at multiple ownership interests. Please submit samples of your tv art work to Box 765B, BROADCASTING.

Traffic manager for one of the south's top television stations must be alert, accurate and quick with details and a competent typist. Must be able to type 60 words per minute. All replies will be held confidential and will be returned if requested. Box 802B, BROADCASTING.

Traffic girl wanted for outstanding midwest television station. Some experience helpful. Under college training in traffic. Excellent working conditions, employee benefits. State salary expectations and full details in letter to Box 940B, BROADCASTING.

HELP WANTED—(Cont’d)

**Production-Programming, Others**

Motion picture cameraman-editor; should have experience filming news and documentaries. Must be creative. Color film experience. Large midwest television station. Box 882B, BROADCASTING.

TV news personality with ability to write, produce, produce live studio interviews major market. Box 880B, BROADCASTING.

Help wanted: New Florida television station serving Fort Pierce-Vero Beach area now operating. Minority employer. First day October First. WTVI, Fort Pierce, Florida.

Three directors for Detroit educational tv station. $6,540; one year contract only; director-designate producer; director-station broadcasts 39 live weekly programs plus special sports, documentaries, drama programs. No classroom teaching involved. Write W. T. Rabe, 3800 Puritan, Detroit 21, Mich.

TELEVISION

**Situations Wanted—Announcers**

Six-year major market radio veteran seeking position as air personality, one end dj with wide personal appearance background. Minimum. Box 755B, BROADCASTING.

Experienced tv commercial announcer that can sell for good base plus decent talent scale. Ten years experience, age 24, married. Film clip and resume upon request. Prefer east or south stations. Considered. Box 888B, BROADCASTING.

Top radio man wants opening in television. Experienced recently. Possible personal audition. Box 833B, BROADCASTING.

College graduate, 5 years experience radio-television, desires job as combination sportscaster and disk jockey. Will relocate. Separately. Top references, taxes upon request. Box 947B, BROADCASTING.

Technical

Tech school grad, 1st phone, vet. 1 year experience, wants permanent position, studio engineer preferred. Box 737B, BROADCASTING.

Available September 15th. Nine years of tv studio operation plus many years in radio and first phone license. Box 747B, BROADCASTING.

TV studio technician, first phone, three years experience, references. Box 810B, BROADCASTING.

1st phone, 8 years experience am-tv all phases. 4 years tv studio, video, maintenance, construction and remotes. Box 832B, BROADCASTING.

Engineer: Presently employed in southwest. Want to relocate as close to New York City as possible. Box 802B, BROADCASTING.

Production-Programming, Others

' Remember the man!' Experienced tv and radio announcer. BA degree radio-television speech, married, vet., versatile, top references; not a floater; just looking for a responsible and potentially lucrative position in a progressive, public relations company. Prefer Michigan. Ohio. N.Y. area. Salary immediately employed. Box 816B, BROADCASTING.

To alert production managers only: Versa-club. Clip of this ad to the top of all ads that will lead to directing. Presently employed by top station in market where well-rounded experience includes camera, lighting, film, projection, studio, some switching. First class photo, accurate, versatile, background. capable, conscientious, and a corner advertisement. References box 850B, BROADCASTING.

Program director/prod. mfr./oper. mgr. Top flight director. B.A., family, mature and experienced at creating market anywhere. 8 years tv. Box 857B, BROADCASTING.

Radio news director now seeks television slot. Lenses and/or on-camera, English degree. Several radio and film experience. Northeast. Box 904B, BROADCASTING.

Situations Wanted—Announcers

Creative producer-director, desires creative production manager, 6 years experience. Excellent references. Box 895B, BROADCASTING.

Program directing professional fully equipped with outstanding rating history, top salary. Complete resume. Excellent references and an effective record in public service, budgeting, automation. Longevity and permanence as prime reward for making a station better. Box 878B, BROADCASTING.

FOR SALE

**Equipment**


(1) RA-1000 broadcaster transmitter now in operation. 680 khz. (1) Calls frequency monitor. (1) Gates modulation monitor. (1) RCA program amplifier. (1) Jack cabinet. (2) Gates CB-11, 16, the best live spot cabinets, with pre amps, G.E. Pick-up arms on top line. (1) Complete approved News-Carke type phase monitor for two tower array. (2) Self-supporting 34 ft. Lehigh Radio Towers, complete with lights, towers, and beacons. (1) RCA-20 Jack patch panel and terminal block. (1) Raytheon built Phasor, two year, in excellent condition. Now in New York. (1) 24 kw day-night switch. Radio Station KIDD, Box 1070, Monte- ray, California.

Two complete DuMont Flying Spot Scanner systems. First system has two DuMont 18 mm projectors, two Swindler Suplee slide projectors, plus opencircuit talent monitor, $31,500. In daily operation until last week. Excellent condition. Price $4,200 firm. Second system is all color and consists of 19 mm DuMont projectors, one color modified. Two color DuMont slide projectors. Original cost $32,100. Price $5,500 firm. Wiltin camera. 20,000 foot reel, renovated Homer Lane, KOLL-TV, Phoenix, Arizona.


RCA, BTP-3B fm transmitter-3kw. General Electric type, three-speakers and modulation monitor. Both set up for 99.3 mhz. Previously used for station Lewis Dicksinckews, KWPT, Wichita Falls, Texas.

BTP-3B RCA 1kw fm transmitter currently in use. Excellent condition. Includes all accessories. Available October 15. This transmitter uses cheapest finals. Best offer close to $3000 for Chicago. Contact Lee Vihon, WFMQ, Ft. 8-7638.

Guye tower—heavy duty Utility type 260 with 42 lighting. 150' standing—40' grounded. Available immediately. Radio Station WOKJ, P.O. Box 2667, Jackson, Mississippi. Telephone FL 4-4656.

For Sale: Federal 192A 3,000-watt fm transmitter and station monitor equipped by higher power equipment.$2,500.00. WXQT AM-FM, Palm Beach, Florida.

W.E. control board $200; CB-11 turntables with RCA transcer, and cabinets $100 ea.; Penton tape magazine repeater with SAC, $200; Gates turntable with SAC $100 ea. D-4605 Terre Haute, Ind. or Box 423.

Will buy or trade used tape and disc recording equipment—Amplex, Concertone, Magnecord, Presto, etc. Audio equipment for sale: Boyston Studio, 125 Pennsylvania, Tuckahoe, N.Y.


Tv video monitors. 8 Mc. metal cabinets. Various types of 1930's thru 1940's $100. thru 20" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.
FOR SALE

Equipment—(Cont'd)

Auricon 16mm sound PRO 200 CMTI movie camera with Berndt-Bach factory third lens, current conversion complete with NR-34 Auricon amplifier. Auricon E-6 microphone and color Aviationux ICM F-14 W.A. lens, Schneider-Xenon 25MM F-1.5 lens, Wol- lenkamp RAPSTR F-2.8 lens, and many other accessories. Also 1000 feet of B sound color 100 Tunsteng Anasco film. Equipment has been used only studio condition. Recently completely overhauled by Camera Equipment Co. of N.Y.C., and in perfect condition. Better than $3000.00 value. Phone 261-1360, returning to residency training. Asking $1000.00 for quick sale.

Add: 2916 Delmar, St. Louis, Missouri.

WANTED TO BUY

Stations

Responsible individual, twenty years broadcast management wants thousand watt day-timer, 50,000+100,000 population primary market, less population if single station market. Jackson, Miss. to Seattle, Kansas City, to Portland, North Carolina to Florida, principal. Box 7018B, BROADCASTING.

Would like to buy radio station directly from owner. Cash pay $50-80 thousand down. Please give full particulars. Box 792B, BROADCASTING.

Investment whole or partial ownership 250 kw day-timer. Population over 15,000. No brokers. Box 833B, BROADCASTING.

Equipment

FM: Cash for transmitter monitor, antenna, etc. Also interested in purchase of operating stations. Box 745B, BROADCASTING.

Microphones desperately needed by new station. You specify if 18% tax deductible. Box 763B, BROADCASTING.

Wanted—7000 MC microwave link—Write Box 838B, BROADCASTING.

RCA I-10 used camera head only, any condition, with or without viewfinder, or complete RCA used camera chain. Reply to Will C. Grove, General Manager, KBBC-TV, 2923 E. Lincolnway, Cheyenne, Wyoming.

Anything in broadcasting field from a tube to a rover sold or bought. Electroline, 505 Fifth Avenue, N.Y.C.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for free 60-page brochure. Grantham School of Electronics, 3132 Gillham Road, Kansas City 7, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, workable, and the works. Elkina School of Broadcasting, 2003 Inwood Road, Dallas 35, Texas.

Since 1946, the original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting August 31, October 26, 1960, January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1156 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guarantee instruction. Elkina Radio License School of Atlanta, 1130 Spring St., N.W. Atlanta, Georgia.


BUSINESS OPPORTUNITIES

Spots—recorded—25 (1 mln) tapes $35. Musical background add $5. Tapes included.

Box 800B, BROADCASTING.

1 station in Rocky Mountain seeks additional investment. Complete automation makes this a most profitable operation. Write Box 800B, BROADCASTING.

MISCELLANEOUS

Comedy for deejays—"Deejay Manual", a complete gagfile containing bits, adlib, gimmicks, Mores, etc. $5.00—Show Bill, Comedy Service (Dept DJ-2), 65 Parkway Ct., Brooklyn 35, New York.

Help Wanted—Management

CALIFORNIA STATION

With terrific advertiser acceptance needs sales manager to improve current $185,000 per year billing. Station is in medium market on low frequency covering vast San Joaquin Valley with tremendous new potential. This sales manager must be experienced self-starter with good sales production and stable record. Must be creative sales manager able to work with staff. Ideal working conditions and top salary to right man. Interview required. Write Box 781B, BROADCASTING.

CALIFORNIA 5,000 WATT STATION

In medium market needs capable and aggressive sales minded manager. Take full charge. Must have proven record of producing and developing stable situation where enlarged responsibilities provide larger income. Must be on the street salesman able to handle salesmen and staff. Salary plus percentage of profit. Ideal climate, ideal working conditions. Interview required.

Write Box 781B, BROADCASTING.

ANNOUNCERS

MORNIG MAN

We need a comic who can swing with a #1 Top 40. No news. Just be funny for $7500 per annum.

Box 893B, BROADCASTING

RECORD EMCEE

Outstanding opportunity for creative and mature personality capable of handling both record show and announce staff assignments. Excellent salary and staff benefits, with one of nation's prestige stations.

Send tape, resume and photo to:

Program Manager

WWJ-Radio

Detroit 21, Michigan

Help Wanted—Announcers

Technical

ENGINEERS

Experienced in detailing and layout of studio and transmitter audio facilities, including familiarity with audio switching equipment. Degree desirable but not essential.

Permanent position with a leading con- sulting engineering firm in Washington, D. C.

Send resume to:

J. F. Galus, Personnel Manager

Page Communications Engineers, Inc.

A Subsidiary of Northrop Corporation

2001 Wisconsin Avenue, N.W.

Washington, D. C.

or call

Federal 7-7600

PRODUCTION-PROGRAMMING, OTHERS

PROMOTION MANAGER

One of America's best known group station operations has an opening for an ex- perienced television station promotion man- ager. Position is located in one of the nation's top markets. The man we seek must be able to handle his own depart- ment. Should know audience, sales and community promotion. State qualifications and salary requirements in initial letter. This is a top job in a top company. We will pay moving expense for the right man.

Write

Box 884B, BROADCASTING

WFR BALTIMORE

Wants Radio Newsman

Must be mature and experienced with ability to rewrite, dig up stories and voice them with authority. Opportunity to join an outstanding radio news team. Send full resume, photograph and audition to:

R. B. Jones, Jr.

WFR

13 East 20th Street

Baltimore 18, Maryland

TELEVISION

Help Wanted—Announcers

COMM'L ANNCR-SPORTS-NEWSCASTER

WANTED SEPT. 1

Major market VHF has opening for a top man. High base, plus guaranteed talent. Man short an experience, but long on versatility and ability will be considered.

Send resume and SOF, or recent tape and pic. OR CALL TODAY.

WXEX-TV

Mr. Robert Grossman

Petersburg, Va.

RE 3-7875
STATIONS FOR SALE

PACIFIC COAST

5 KW fulltime station. Number one in market. Ocean is minutes away. Attractive city—growing area. Un-developed potential. 7½ year pay-out after taxes. $350,000 price with terms.

HOWARD S. FRAZIER, INC.
1726 Wisconsin Ave., N. W.
Washington, D. C.
Licensed Brokers

FOR SALE

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.

FOR SALE BY OWNER

1 KW DAYTIMER

Single station north Georgia market. $75,000—29% down. Ideal operation for owner-manager.

Box 7048, BROADCASTING.

CALIFORNIA FULLTIME

Located in one of the state's better metropolitan area markets. Ideal low cost setup for owner-manager. Total price $195,000 with terms available.

Box 8628, BROADCASTING.

Best little station in Alabama. 69M—without real estate 58M

Gene Newman,
WHRT,
Hartselle, Alabama

La. Single 250-w 107M terms
Tenn. Single Daytimer 62M cash
N. Y. Single Daytimer 105M cash
Cal. Single 250w 68M 15 dn.
Ga. Single 250w 84M 29%
Ga. Single Daytimer 50M terms
Miss. Single 250w 39M 15 dn.

cal. Metro Local 175M 29%
Fla. Large Regional 165M cash
Tex. Large 1kw-D 225M 29%
Mid Atl Major Fulltime 330M 25%
And Others

PAUL M.
CHAPMAN COMPANY INCORPORATED
MEDIA BROKERS

Atlanta Indianapolis Los Angeles
Nashville New York San Antonio
San Francisco Seattle Troy, 0.

Please Address:
1182 W. Peachtree, Atlanta 9, Ga.

BROADCASTING, August 29, 1960

“The Robert Herridge Theater” is an unusual half-hour television series offering special treatments of dramas, jazz and ballet. Produced for CBS Films Inc. by Mr. Herridge, all 26 shows have been recorded exclusively on “SCOTCH” BRAND Video Tape.

Why video tape? Because it reproduced the “live” feeling of the original performances, eliminated fluffs, cut production costs sharply and made schedules more flexible. People throughout the television industry are turning to video tape for incomparable fidelity, speed and economy in recording TV specials, location and commercial programming.

Order your copy of “The Show Is On Video Tape,” booklet of three television case studies in planning and production of a network commercial, a drama program and a local “spectacular.” Send 25¢ in coin to cover mailing and handling to 3M Co., Box 3500, St. Paul 6, Minnesota.

OUR RESPECTS TO . . .

Gordon Barton McLendon

Staid San Franciscans, whose hills had felt tremors before, shuddered when word went around in the spring of 1959, "McLendon's coming." And when Gordon McLendon put his newly acquired KABL (formerly KROW) on the air with 36 continuous hours of a single rock-and-roll number, "The Gila Monster," lovers of the arts set about battenning down the cultural hatches against this invasion from Texas.

Having duly upset the Bay Area, Gordon did a fast shift from "The Gila Monster" to serious music. The residents sighed with relief but wondered how long this long-haired concept would last in a city that had an anomalous reputation as a musical center and as a burial ground for good-music radio stations.

San Franciscans were dubious but they failed to equate Gordon's flair for exotic shocks against his serious devotion to a fast-growing list of successful commercial enterprises. Though off-beat and wild in his attention-getting gimmicks, he's actually a busy, bustling and dynamic broadcaster, movie producer and syndicator with nationwide interests.

Heading the list are McLendon Corp., with seven radio stations; McLendon Radio Pictures, a mushrooming production firm that has done several features, and McLendon Radio Jingles, producing McLendon-written musical commercials and jingles for national advertisers and radio stations—over a score of corporations in all.

This commercial fireball is just entering the middle-age bracket. Born June 8, 1921 in Paris, Tex., he still hasn't reached his peak, though constantly hopping around the country looking after his interests and planning ways to broaden his sphere of influence.

Pleaser = Often called a formula broadcaster, Gordon's only fixed formula is to give people what they want to hear. In Dallas his KLIF prospered with music, news and sports—lots of each presented in flamboyant depth. Yet in San Francisco he programs good music, a format that's also working out on WYSL, his Buffalo station.

The Bay Area venture gave Gordon a chance to tinker with some ideas he'd hatched years ago. He never had been able to figure why serious music had to be presented "with the personality of a dental drill." The KABL answer: "Excitement and delicious anticipation instead of dignity and deficits." KABL's shirt is absolutely bereft of stuffiness. It salutes other stations in the market and recommends some of their programs. It ran commercials for a giant-squid fighting contest; offered 10 cents for best letters on the moon's backside; had a lion-washing exhibition; ran a non-existent candidate for public office and had the electorate and politicians half crazy; offered a listener a ballet in his backyard and even gave a weekend title to a surplus battleship. Once in Dallas he gave away $50,000 in prize money—a burst of largesse that gave his controller a financial fit.

These helped lift KABL into the black. "They fit the old concept of serious music like socks on a rooster," he recalled, "but they worked."

Gordon got into radio by worshipping as a boy at the Ted Husing shrine. Though an outstanding scholar (head of his class at Kemper Military School and editor of the Yale Literary Magazine), he caught the radio itch listening to the Husing play-by-play sports accounts. His break came during World War II when he was in naval intelligence as Japanese language officer. This gave him a chance to work up his own program for Armed Forces Radio Service. Calling himself Lowell Gram Kaltenheater, he spoofed commentators of that era.

After the war he entered commercial broadcasting with KNET Palestine, Tex., but sold it to start KLIF Dallas. Networks of the era caught his fancy and he conceived his first nationwide venture—a cooperative network paying affiliates a fixed monthly fee. It took money to get Liberty Broadcasting System in orbit, a detail that was handled through his family and friends. Liberty—and Death ♦ Liberty grew into the largest of all networks—458 stations—between 1948 and 1952. He conceived the game-of-the-day idea for baseball and his facile tongue became familiar to sports fans everywhere. Then he started a game-of-the-week for football. But Liberty ran into trouble, especially when organized baseball refused to give further game rights.

Liberty won a tidy sum, incidentally, in a later law suit against baseball.

"I had about every experience a network operator can have," Gordon recalled. The lessons were bitter, but this 30-year-old operator rode it out, contemplated the details of what had happened, and started over again. His radio empire began to expand. Now the rollcall includes KLIF, KABL and WYSL; KILT Houston; KTSK San Antonio; KEEL Shreveport, La., and WAKY Louisville.

Gordon's foray into the motion picture field has caught Hollywood's attention. Last year he bought a 400-acre half-finished stone stockade on a north Texas reservoir, turning it into a combined production unit, living facility, farm and ranch.

The elder McLendon, Barton, has a chain of movie houses, oil and real estate interests. Gordon entered movies by writing and producing national promotion campaigns for pictures. The list is now over 100. This fall his studio may be the site for six episodes of Have Gun, Will Travel and a movie he wrote, "Tom Sawyer's Treasure."

Gordon married Gay Noe, daughter of ex-Gov. James A. Noe, Louisiana broadcaster. They have four children ranging from 8 to 16.

Back at the Ranch ♦ His hobbies include the studio-ranch with a herd of white-face cattle and a dozen horses, all with plenty of pedigree; several dogs of less formal origin; a temperamental ringtail monkey and a tropical bird that has the run of the living area. There's no more ardent radio fan. Assigned speech time, he'll come up with a topic like "Will Radio Kill Television?" He gets a bang out of talking about his interest-building tricks—the Girl Friday at KABL who razzes the station on the air, for example. He expects his newsmen to be on the job, calling Moscow, tracking tornadoes and keeping on top of all that's happening.

He believes ardently in editorializing and is credited with such firsts as production intros to newscasts; wide use of mobile news units and rating-based pay for disc jockeys.
EDITORIALS

The road to repeal

THIS YEAR, for the first time in any national election campaign, broadcasting has the authority to function more like an instrument of journalism than like a soap box.

The 1959 amendment of the political broadcasting law and last week's suspension of its equal time rule as it applies to presidential and vice presidential candidates have given broadcasters a degree of editorial license they never had before. These improvements in the law must be regarded as distinct achievements of those earnest broadcasters who aspire to the status of a journalistic force and are willing to accept the responsibilities of that status.

But the new freedom is by no means absolute.

Indeed the law in its present state has created some new problems. Take the "fairness" standard that was written into the 1959 amendment, for example.

In that amendment the Congress exempted newscasts, news interviews, news documentaries and on-the-spot coverage of news events from the principal restrictions of Section 315, but in the next breath it added that broadcasters must "afford reasonable opportunity for the discussions of conflicting views on issues of public importance."

The interpretation of that sentence will depend largely upon the mood of the FCC. It will be surprising if many disgruntled partisans do not complain that stations are denying them a right to express their views. Stations must be prepared to defend themselves against a constant deluge of such complaints between now and the election.

There would also seem to be new libel dangers created by the changes in the law. In June 1959 the Supreme Court ruled that because broadcasters were explicitly forbidden by Section 315 to censor any candidate's speech they were immune from libel actions.

This immunity would appear to be removed from the types of news programs listed in the amendment that the Congress passed a few months after the Supreme Court decision. The news programs were exempted not only from the equal time requirement of Section 315 but also from the anti-censorship provision. The law of averages suggests the probability that some candidates will say something in the next two months that will lead to a libel action. If he has said it on a news type of show, the station may find itself a party to the suit.

Yet libel is not to be desired—if the risk flows from the right to edit. The full right to edit political broadcasts is what broadcasters must seek. They cannot get it until Section 315 is repealed.

No more v channels

THE television allocations problem is more serious than ever. In formally rejecting proposals of the FCC for expansion of the vhf band, the military has forced tv to find its solution within the bounds of the 12 vhf and 70 uhf channels now available for domestic tv service.

The military's answer, relayed through the Office of Civil Defense Mobilization, was apparent months ago. In anticipation of this, steps already had been taken to beef up uhf testing as the possible long-range answer.

The OCDM veto seems indisputable. The FCC cannot question its reasonableness when the argument is that to turn over any of its vhf space now reserved for military use would weaken our national defense "by an unacceptable degree." We doubt whether Congress would even, under prevailing cold-war conditions.

The FCC is confronted with its most challenging allocations dilemma. Need exists for additional tv stations in a number of under-served markets. Uhf to date has not proved itself in predominantly vhf markets. Three-network service is demanded in virtually all of the top 150 markets. The dozen vhf channels available cannot accommodate all these under current engineering standards.

The FCC has pending an "interim" plan for vhf drop-ins in critical markets which would be in derogation of existing mileage separations. But with the rejection of the proposals to expand the vhf band, the "interim" plan becomes moot. There is no longer an "interim" unless it be the ultimate extended use of uhf on a market-by-market basis of deintermixiture, or a wholesale shift to uhf nationally. Neither alternative is within target range.

Vastly greater importance is now attached to the FCC's $2-million uhf experiment in New York, authorized this year by Congress. If uhf station clusters can cover the greater metropolitan area with its shadows, canyons and skyscrapers, uhf probably will work anywhere. But this is by no means certain and it will entail at least a two-year test.

Impetus also should be given the proposal of Morgan Murphy's WEAU-TV Eau Claire, Wis., that the duopoly rule be waived to allow joint operation of uhf and vhf as a means of providing all-network service in that existing one-station market. This experiment, if authorized, along with the New York test, should encourage manufacturers to accelerate production and improvement of all-channel receivers.

Now that the last glimmer for vhf expansion is gone, broadcasters along with the FCC should concentrate on solution of their No. 1 facilities problem. We still feel there should be better management of the spectrum as between government and non-government users, as proposed in pending legislation. This legislation should be pursued at the next session.

The government's rejection of the vhf expansion, of course, is a bitter, but not unexpected, disappointment. Looked at another way, it is a victory. Three years ago the military openly implied that it would need more vhf space, presumably to be wrested from tv and fm. Channels 2 to 6 were in jeopardy. Because of the backfire, Congress and the White House intervened. The military last year finally said it had no designs on space used by broadcasters. So, at worst, the line was held.
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