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BORED...
with your Advertising Results?

Try KISN
with 35.7%
of the Audience in
GREATER PORTLAND*

More ¼ hour firsts than all other Portland Stations combined!
290 out of 300 — April, 1960, PULSE

*JUNE-JULY, 1960, HOOPER
For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at Cedar 2-7777.

National Rep., George P. Hollingbery Company

reaching a market that's reaching new importance!
All day — Every day
YOU’VE GOT HER EARS through “Balanced Programming”!

WCBM Radio is the housewives’ favorite listening habit in Baltimore. With WCBM’s “Balanced Programming” they enjoy good music...comedy and drama... keep current with world events...learn what’s new and where to buy it! The ratings prove our point... you reach adult buyers—all day, every day—on WCBM in Baltimore!

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

PETERS, GRIFFIN, WOODWARD, inc., Exclusive National Representatives
Reach MORE with Channel FOUR

KRLD-TV covers 58 Texas and Oklahoma counties with a spending potential of $4.8 billion and $3.6 billion in retail sales.

Channel 4 places your message in more TV Homes in the vast Dallas-Ft. Worth Market area than any other station.

*SRDS Consumer Market Data, July, 1960
†Nielsen Television Audiences, July 24, 1960

represented nationally by the Branham Company

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.
Fifth network • Los Angeles group will soon announce formation of new radio network, Republic Broadcasting System, to provide 24-hour news, music and sports service nationwide at no cost to stations. Affiliates will be asked to guarantee clearance of at least four hours of network service per day. They'll get 90 seconds in each quarter-hour for local sale. Network will get its revenue from national spots in program segments.

New network will be headed by Dave Cornelius, who's been program director and newsmen on Southern California stations. One backer is Joe Kirkwood, Jr., Hollywood actor who plays Joe Paolooka role. RBS will be budgeted at $5 million—$2.5 million for lines, $1 million for staff, $1.5 million for administration and promotion. Los Angeles will be origination point.

Post-'48 prices • Distributors of major studio post-'48 movies are trying strenuously to make network deals. They usually are asking networks to pick 26 features before quoting prices. But one index to price structure is that one major distributor of post-'48 movies gave networks right to pick 26 features from its supply and quoted $200,000 per picture, or total price of $5.2 million, for single network presentation.

Nielsen deal • That "irreconcilable conflict" between NBS-CBS and Nielsen over rates for renewal of Nielsen tv rating service (CLOSED CIRCUIT, July 18) has been resolved—and in usual way: by compromise. Both CBS and NBC had wanted rates no higher than those charged ABC, but ABC's contract by its own terms assures ABC of price advantages. In coming to terms, Nielsen yielded some and so did CBS and NBC, apparently with no party getting all it had wanted. New agreements have no terminal dates but are subject to cancellation by either side on approximately one year's notice.

Biggest immediate effect of CBS and NBC signing with Nielsen is decision of American Research Bureau to shelve its plans for daily Arbitron national ratings reports. This even though its overnight nationals during political conventions generally impressed networks with their apparent accuracy as well as obvious speed. But without network support, ARB says it will forget daily nationals at least for year, will continue its seven-city daily reports (to which networks do subscribe) and will do national ratings about seven times per year.

Aiming for depth • The Pulse Inc.'s monthly tv network rating reports on Top 20 shows are headed for oblivion, but "biographical" audience surveys are planned as replacement. Change will take place around end of year. New studies will measure viewing and buying habits of viewers, will examine makeup of audience in terms of job, income, rent expenditure, etc.

Debate flareback • Chagrined Democrats, who wanted Nixon-Kennedy tv debates to run right up to election, lost out in negotiations with GOP but they're promising high-level repercussions. They say many legislators voted for Sec. 315 suspension in anticipation of debate schedule that would include final campaign days. GOP, they argue, refused to allow any debate after Oct. 21. As result several legislators plan to attack GOP attitude on ground they were deceived and would not have gone along with Sec. 315 suspension.

While agreement reached with Nixon and Kennedy groups on Great Debates (story page 44) precludes sponsorship by any organization for this series, it was tacitly understood at last Wednesday's meeting that this would not be construed as policy which would preclude sponsorship of public service or news interview programs, whatever their nature. Non-sponsorship provision, it was agreed, applies only to face-to-face presidential and vice presidential debates for this election. Carrying ballot clarification with NBC, through Vice President William R. McAndrew. It's understood NBC already has aligned series of seven one-hour programs Saturday evenings, beginning Sept. 17, for use of candidates themselves, to be handled by Huntley-Brinkley team on depth-interview basis.

Still hung up • Congressional approval last week of omnibus bill (S 1389) doesn't necessarily mean automatic renewal of some 600 temporary licenses issued by FCC since its rigid interpretation last March of sponsor identification provision on payola. Most stations will get renewals where violations were unintentional. But in more extreme cases of under-table payments and of station payola, as opposed to failure to identify recordings, FCC may take its time and even conduct further inquiries.

TIO campaign • Television Information Office is preparing full-page ads, its first, to run next month in four magazines (Atlantic, Harper's Saturday Review, Reporter) that appeal to opinion leaders. Ads will call attention to Nixon-Kennedy tv debates — and to television industry's initiative in making them possible.

Pay tv problems • With FCC formally reconvened, one of first orders of business will be what to do about application of General Teleradio for pay tv experiment in Hartford via its recently acquired WHCT-TV (ch. 18). Teleradio wants an on-banc hearing to expedite action while opposition, including Theatre Owners of America, has pitched for routine hearing before examiner, to be followed by proposed findings and oral arguments — process that could take two or three years.

Skiatron pay tv is being talked up again by Matty Fox, New York promoter, recently emboiled in SEC proceedings. He was in Texas last week trying to raise funds for proposed wire pay tv installations in Los Angeles and San Francisco. Mentioned in Houston was figure of $10 million, of which $8.5 million purportedly had been raised. There's talk of IBM and AT&T cooperation in project. Before wire pay tv can be introduced, California public service commission must approve it. Past pleas to commission have failed.

Holes in dike • Two soft spots in new NAB Radio Code structure — lack of restraint on participating commercial spots and weak rules governing station promotions and contests — are permitting flagrant violations of good broadcasting, according to one prestige station. Code should be amended to halt gross overcommercialism, station contends. First roll-call of code enrollees under new pay-as-you-go plan shows one-seventh of radio stations have joined (story page 68).

Broadcasters only • Print newsmen, through press associations, are trying to horn in on Great Debate series but so far have gotten nowhere. Network position is that their own news staffs are competent to handle interviews with presidential and vice presidential candidates and that since networks are donating their time, print newsmen organizations have no basis on which to intercede. Moreover, they point out that precedent is being created by hooking up of networks for head-to-head debate series, which heretofore has been done only for President's appearances.
The only economically sound way that wages can be increased is through increased productivity.

There are several ways to increase productivity. One is by the installation of new, more efficient machines, which management is free to do whenever it is economically possible.

However, when improved machines are introduced, the employee has the responsibility to use the new equipment to its best advantage. If this is done, the employee may then deserve a share, certainly not all, of the results of the increased productivity.

Why a share? Because it should be remembered that without shareholders' investment of their money to buy the new machines, the employee would not even have the opportunity to earn a share of the benefits. Shareholders, too, earn their share.

Republic Steel uses improved equipment to increase efficiency

Wherever and whenever possible, the installation of new, improved machines to help increase the efficiency of employees, is a basic policy of Republic Steel.

One evidence of this is the present use of the most highly efficient machines available to produce the many types and sizes of Republic ELECTRUNITE Tubing. This amazingly versatile product—the steel tube—is the strongest structural form, per pound, that man can build.

As boiler tubes and hydraulic fluid line tubing, this electrically welded steel tubing is used to withstand internal pressure. For mechanical applications, millions and millions of feet go into everything from furniture to automobile drive shafts and rear axle housings. It is easily shaped—expanded, reduced, turned, flared, flattened, flanged, depressed, and specially formed in innumerable ways for practically endless uses.

As raceways for electrical wiring, it is vital to the building industry.

Republic Steel is one of the world's largest suppliers of electrically welded steel tubing.
WEEK IN BRIEF

How radio boosts sales for Seven-Up • What does a regional advertiser do to make a significant sales impact with a budget that obviously couldn’t spread effectively across all media? Dominance in a single medium—radio—has been the successful strategy for the Seven-Up Bottling Co. of Los Angeles. Food marketing expert Norton W. Mogge, president, Atherton Mogge Privett Inc., Los Angeles, relates the details in this week’s Monday Memo. Page 20.

Networks plan ahead • A full year ahead of the 1961-62 season finds networks, producers and some agencies deep in the process of planning its prime-time programming. Page 27.

Rundown on casualties • Only 15 network shows new in the 1959-60 season will find their way back this fall, according to a McCann-Erickson summary. Page 28.

Cranberry comeback trail • The U.S. cranberry grower is depending on a $1 million tv campaign to recapture his primary market (more than half of cranberry sales are made in the holiday periods). Page 30.

KYA tests commercial upgrading • Bartell’s San Francisco station will take on the role of a test station for the radio industry, starting with adoption of a 16-point commercial policy including a single rate. Page 34.

Now for action • Labor Day’s here and the “Great Debates” schedule has been arranged; so the two major parties are getting down to serious campaigning. Timebuying plans and network schedules will soon take shape. Page 44.

The successful ‘egghead’ • Robert Saudek, who has proved that cultural programming with entertainment values can be profitable, is preparing for the busiest season of his career, with 33 hour-long or 90-minute network productions on the drawing board. Page 54.

Tv’s revenues and profits at new high • Television’s financial data for 1959 released by the FCC; total revenues reach a new high of $1.1 billion—up 13% over 1958. Profits, before federal tax, also move up—$222.3 million, a 29.3% boost over the previous year. Page 60.

Canon 35 ignored • American Bar Assn. fails to do anything about its anti-broadcast rule at its annual convention but gives gavel awards to four tv and two radio stations for promoting understanding of law and justice. Page 66.

The adult audience • A new RAB study claims that radio surpasses tv in reaching the daytime adult audience, which the bureau characterizes as the “important” audience for most advertisers. Page 72.

Nine-tenths have tv • A U.S. Census Bureau sample survey shows 46.5 million homes have more than one tv set. Saturation of 88% is 2% above the tv home saturation of a year ago. Multi-set tv homes are increasing too. Page 74.

Legislative success • 86th Congress had progressive second session with enactment of payola bill, Sec. 315 suspension and NARBA ratification. Page 76.

Watchdog money denied • Senate refuses to okay $150,000 for sub-committee to monitor political broadcasts in last official business of 86th Congress. Page 78.

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BROADCASTING, September 5, 1960
New census facts credit Omaha and Lincoln with over one-third of Nebraska's total wealth and population. In Omaha, KMTV leads day and night. In Lincoln, KMTV has four times the quarter hour dominance of the other Omaha stations combined. Therefore, KMTV is the only station which delivers over one-third of Nebraska, plus 73 counties outside the Omaha-Lincoln metro areas. A MARKET IS PEOPLE, and KMTV reaches MORE PEOPLE with MORE MONEY than any other station in the state. Check Rorabaugh. Check Nielsen. Check ARB. Then call Petry for a two-market buy at a one-market price...

KMTV 3: EXCLUSIVE NBC FOR OMAHA-LINCOLN!
Senate group plans political monitoring

Senate Watchdog Subcommittee won't discard idea of monitoring political broadcasts on TV and radio stations—even though Senate last week (page 78) failed to approve $150,000 asked for that purpose—if Joe Bailey Humphrey, majority counsel, has his way.

Mr. Humphrey said Friday he plans to ask politically-interested contacts throughout country to make audio tapes, on non-paid basis, of political broadcasts where they suspect station bias and furnish them to subcommittee. He said he hoped he and Walter Boehm, minority counsel, could solicit volunteer monitors on bipartisan basis, though he thought each counsel could work faster getting monitors from members of own party.

Mr. Humphrey said he hasn't submitted plan yet to subcommittee members and no date has been set for meeting, but he feels they'll approve it as being in keeping with mandate of resolution creating subcommittee and setting out its functions.

He said he believes enough volunteers from both parties will participate so that there'll be average of half-dozen for each state, with concentration in centers of population. They'll be persons with "trained ear" in political field, he said. He thought plan would furnish "adequate" and "reliable" information for Senate unit.

Commenting on argument by Sen. Everett Dirkson (R-Ill.) that such monitoring activity by congressional committee would be necessarily partisan, Mr. Bailey said tapes would be adequately documented and that such "demonstrable" evidence speaks for itself.

He emphasized that monitoring plan would not be "entrapment," but record of "what actually happens" on stations during election campaign.

RCA elects Watts


Rotation plan set for election debates

CBS will handle pool coverage of first Nixon-Kennedy joint radio-tv appearance (see page 44), NBC the second and ABC one or two others (two if Oct. 8 date, now tentative, becomes firm), according to network sources who said rotation system was determined by lot Friday afternoon (Sept. 2).

Plans for eight-hour-long political specials, tentatively titled The Campaign & the Candidates, to be sponsored by Longines-Wittnauer Watch Co. and presented on NBC-TV Saturdays at 9:30 p.m. NYT starting Sept. 17 are being announced today (Sept. 5) by William R. McAndrew, vp in charge of NBC News.

Film group named


Cities over 25,000

List of 673 cities of 25,000 or more inhabitants, based on preliminary 1960 census count, was made available Sept. 2 by U. S. Census Bureau. In 1950 there were 483 cities in this size group, according to bureau, increase of 190 during decade. Five cities that dropped out of 25,000-and-over group were La Grange, Ga.; Morgantown, W. Va.; New Kensington, Pa.; Washington, Pa., and Winona, Minn. (Full population data on cities over 50,000 appeared in Broadcasting June 27 and Aug. 8.)

King, Bicks to get recess appointments

White House said Friday President intends to make new recess appointments of Charles H. King to FCC and Robert A. Bicks as assistant attorney general in charge of Justice Dept. antitrust division within 30-day time limit after Senate's adjournment.

Senate failed to confirm two nominations made earlier in year when it recessed in July for political conventions. Though Senate passed resolution before convention recess giving all nominations status quo until it reconvened Aug. 15, there was legal question on whether resolution took precedence over statute letting nominations expire after 30 days of recess and also question of whether Messrs. King and Bicks could be paid.

President accordingly made recess appointments and sent renominations to Senate last Wednesday, day before adjournment. Since Senate also failed to act on new nominations, President will give them new recess appointments and they'll have to be sworn in again.

Also failing confirmation by Senate was nomination of Federal Trade Commission Chairman Earl W. Kintner to new term. Mr. Kintner's present term does not expire until Sept. 26 and President can give him recess appointment to serve through next session of Congress unless successor is nominated and confirmed. King and Kintner nominations failed to clear Senate Commerce Committee and Bicks nomination never got out of Judiciary Committee.

Radio-tv convention coverage defended

Some newspapers "made much" of completeness of their coverage of national political conventions, yet denounced tv-radio broadcasters for "doing what they do—and better," Samuel Sharkey, NBC news editor, said in talk to Asso. for Education in Journalism meeting at Pennsylvania State U.

Mr. Sharkey said newspaper editors and tv-radio columns have been "unstinting in attacks on broadcasting for devoting as many as 60 hours to the two conventions. Is it too much to ask the press and the public to put up with the open functioning of the Democratic process for 0.7% of one year in every four?" he asked.

He charged newspapers with criticiz-
Kauai meet

Shirt-sleeve sessions—literally—are on tap this week for CBS-TV Affiliates Board and key executives of network. They're holding their annual late-summer session Wednesday and Thursday at Kauai Surf Hotel, Kauai, Island, Hawaii. One business item will be to elect new chairman to succeed William B. Quar ton of WMT-TV Cedar Rapids, Iowa, whose term expires this year. Network delegation is expected to be led by President James T. Aubrey Jr.

ing broadcasting for product mentions and describing them as plugola; yet, he said, newspapers give columns of plugola for cameras, foods, fashions, etc., and call it "editorial support."

Charge that tv-radio, newspapers and other educational processes yield to "mass opinion" was made by Ralph McGill, publisher of Atlanta Constitution (WSB-AM-TV). "Mass opinion wants Gunsmoke instead of political conventions, Wagon Train instead of a program on the Congo," he said.

Criticism that tv has greater effect on youngsters than have parents, religious and ethical advisors and teachers was challenged by David Manning White of Boston U. "We are going to use the technical advancements in communications to enrich the cultural life of the majority of our people," he said.

Applications filed for vhf boosters

First applications for vhf television repeaters reached FCC last week and were announced Friday. Of first 11 applications, one group of four was for New Castle, Wyo., to pick up and rebroadcast on vhf channel signals of KFBC-TV Cheyenne and KTWO-TV Casper, both Wyoming; KOTA-TV Rapid City, S.D., and KDUH-TV Hayden Springs, Neb.

Other seven applications represented single channel pickups for: Trail City- Glencross-Timber Lake-Firesteel, S.D., to relay KFYR-TV Bismarck, N.D.; Claremont, N.H., to relay WMUR-TV Manchester, N.H.; Ouray, Colo., to relay KREX-TV Grand Junction, Colo.; Union County, N.M., to relay KGNCTV Amarillo, Tex.; Eagle Butte, S.D., to relay KPLO-TV Reliance, S.D.; Loma, Mont., to relay KFBB-TV Great Falls, Mont., and Afton, Wyo. (relay station not identified).

FCC authorized low-powered, vhf repeaters at end of July following several years of controversy (Broadcasting, Aug. 1).

Scott, Sugg slated for NBC board

Election of Walter D. Scott, NBC-TV executive vice president, and P. A. Sugg, executive vice president for owned stations and spot sales, to NBC board of directors is expected to be announced this week. Mr. Scott, who joined NBC sales department in 1938, was named eastern sales manager in 1949, national sales manager, radio, in 1951. He became administrative sales manager, radio and television, in 1952; vice president and national sales manager, television, 1955; vice president, television network sales, 1958, and executive vice president in February 1959. Mr. Sugg joined company as vice president, owned stations and spot sales, in 1958, and became executive vice president five months later.

TVB expansion plan

Television Bureau of Advertising plans to expand and expedite flow of sales aids and other services to members. William B. Colvin, who resigned as station relations director about two years ago and is now advertising and sales promotion manager of Westinghouse's WBJ-TV Boston, reportedly is slated to return to bureau for important role in this enlarged member-service program.

100 radio stations file power comments

Almost 100 local radio stations have filed comments with FCC on proposal to permit existing Class IV radio stations to raise power from present 250 kw limitation up to 1 kw. All urged commission to enact rule so that pending 400-odd applications for this power boost may be granted.

Earlier in week more than 25 comments were filed (see page 81), and on Friday, almost 70 additional documents were reported in.

Proposal, issued August 2, would permit power boosts without hearing regardless of interference caused by increase. New ruling would apply solely to existing local stations; applicants for new Class IV outlets would have to follow present rule which requires hearing where interference is involved.

Only two comments opposed proposed ruling. These were by J. Q. Rountree, Austin, Tex., consulting engineer, and Ward Broadcasting Co., applicant for Class IV am at Sonora, Tex.

Deadline for comments was Sept. 1; for replies it is Sept. 15.

Business briefly

Massey looking ■ Massey Ferguson Inc. (U. S. Industrial Div., Toronto, farm machinery), which past year-and-half spent estimated $3 million in radio- tv, is losing its Jubilee USA on ABC-TV Saturday evenings for 1960-61 season because of network's newly-acquired Gillette fight series. Company, which had been gratified with Red Foley Show, is shopping elsewhere and is understood close to completing details for new farm tv property on another network. Agency: Needham, Louis & Brorby.

Agency named ■ Remington Rand System Inc. (office equipment), New York, names Guild, Bascom & Bonfigli, New York, as agency, effective immediately. Account formerly was at Gardner Adv., New York, and billing has been about $500,000. Media for accounts are to be evaluated and plans will be announced shortly.

Lark series ■ Studebaker-Packard Corp., South Bend, Ind., has bought Wilbur and Mr. Ed, half-hour comedy show about married couple and their "talking" horse as exclusive property for sponsorship by Studebaker-Lark dealers in more than 120 markets, starting in January. Agency, D'Arcy Adv., St. Louis.

Media matching

What's good about tv rating data if figures can't be compared with competitive media? Station competitors WJXT (TV) and WFGA-TV, both Jacksonville, Fla., will know in next two weeks how they stack up against newspaper readership figures in that city. Stations commissioned business research firm of Daniel Starch & Staff, New York, for readership study of Jacksonville Times-Union Journal. Local paper is not included in Starch's sporadic surveys of seven newspapers in four cities, it's reported.
By Any Yardstick

THE BIG ONE

Takes the Measure

ARB
PULSE
NIELSEN
TRENDEX

WKRG-TV

CHANNEL 5  MOBILE, ALA.

Call Avery-Knodel, Representative
or C. P. Persons, Jr., General Manager
The new Broadcast House is now nearly half again as large: 40,000 sq. ft. There are two large, identical studios fully equipped with the latest video switching and transistor audio facilities. Two RCA video tape machines increase the flexibility of WJXT in producing commercial messages and local programming. From rear screen projectors to a synchronized teleprompter system to a complete kitchen . . . there's more to Florida and more to WJXT than ever before!
There's WJXT in Jacksonville, with greatly expanded facilities to put you in the swim of a booming market!
The building is completely new—but the overwhelming lead in coverage is an old story. WJXT reaches 65 vs only 39 counties in the Northeast Florida-South Georgia region . . . and goes on to capture thundering rating leads every month.

WJXT
JACKSONVILLE, FLORIDA
Represented by CBS Television Spot Sales
Operated by The Washington Post Broadcast Division
WJXT Channel 4, Jacksonville, Florida
WTOP Radio, Washington, D. C.
WTOP-TV Channel 9, Washington, D. C.

WJXT newsroom matches CBS coverage with thorough local reporting.
Two RCA video tape machines offer facilities for recording or playback.
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 bought for all of their markets including Philadelphia, New Haven-Hartford, Altoona-Johnstown, etc., and Crosley Broadcasting for Cincinnati, Columbus and Atlanta... and the list of available markets shrinks every day!

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

FASTEST SELLING SERIES IN SYNDICATION TODAY!

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS


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

Sept. 12—Hollywood Ad Club initial meeting of 1960-61, 12 noon at Stage 6, Paramount Television Productions. Ken Snyder, Needham, Louis & Brorby, will be program chairman for demonstration-discussion of video tape techniques.


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—Sigma Delta Chi Chicago Headline Club chapter dinner opening 1960-61 season, Henri's Restaurant (Merchandise Mart), Chicago. Panel with leading local newsmen will discuss "At What Point Does Coverage Effect the Story?" Speakers: Bernard Eismann, CBS-Chicago; Bill Conway, AP; Murray Gart, Time Chicago bureau, and Donald Janson, New York Times Chicago correspondent.


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

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

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

Sept. 16—Broadcasting Executives Club fall social. 100 Warren Street, 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. Sawtooth Lodge, Tofte, Minn.

Sept. 18-20—Louisiana Assn. of Broadcasters convention, Sheraton-Charlies Hotel, New Orleans.


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

Sept. 20-21—Atlantic Assn. of Broadcasters annual meeting at Amherst, Mass.


Sept. 22-23—Illinois Broadcasters Assn. annual meeting, Urbana-Lincoln Hotel, Urbana, Ill.


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


Sept. 28—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. 28—First of the series of "Great Debates" on television between Sen. John F. Kennedy, Democratic candidate, and Vice President Richard M. Nixon, Republican candidate. 9:30 p.m. EDT. See story on this issue.


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

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


Sept. 30—Minnesota Broadcasters Assn. annual convention meeting, zazum Hotel, Minneapolis.

OCTOBER

Oct. 1-2—Illinois News Broadcasters Assn. fall meeting. Faust Hotel Inn, Rockford. Tentative program plans include session for major state candidates in fall elections.

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

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Ashland, Oreg.

Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Inn, Utica, N.Y.

Oct. 4—Los Angeles Ad Club luncheon at Hotel Statler, Robert Light, president, Southern California Broadcasters Assn., will be chairman of a Radio Day program.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).


Oct. 4-5—Advertising Research Foundation annual convention. The Queen Elizabeth, Montreal, Quebec, Canada.

Oct. 6—NAB Broadcast Engineering Committee Conference meeting. NAB headquarters, Washington, D.C.

Oct. 6-7—Radio Advertising Bureau course (in...
Lobster Thermidor and Baked Alaska are fun to eat sometimes... but you wouldn't want to live on them. The thing that puts roses in the cheeks of the TV sponsor is that all-important three minutes of tape or film that carries the product sell.... Here at Ayer we know that the sponsor's bread and butter is our bread and butter. We try to make every commercial so flavorful, so packed with imagination and persuasion, that the most jaded audience palate will respond. N. W. AYER & SON, INC.
**WLW RADIO TOTAL AUDIENCE**
Number of Radio Homes Reached Per Broadcast. Average 1/4 Hour Per 3-Hour Day Part—6 AM to 6 PM

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**HERE’S PROOF—**

**WLW radio again lengthens**

*according to April / May Nielsen 1960*

WLW Radio now commands almost 6 times the *total* daytime audience as its nearest competitor... and 40% of the *metropolitan* Cincinnati daytime audience!

WLW Radio has increased its *total* daytime audience 12% in 3 months... 52% in one year! And has increased its *metropolitan* daytime audience 14% in 3 months... 29% in one year!

These WLW spectacular audience ratings are due to two important factors:

**WLW RADIO METROPOLITAN CINCINNATI AUDIENCE**
Number of Radio Homes Reached Per Broadcast. Average 1/4 Hour Per 3-Hour Day Part—6 AM to 6 PM

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1st place lead in Cincinnati

1. The WLW World's-Highest-Fidelity AM Transmission—developed exclusively by Crosley Broadcasting engineers.

2. The WLW programming—a concept of programming with broad audience appeal, especially in music, news and information.

So when buying Radio time, take one look at these audience charts here . . . and you'll see why you should call your WLW Representative!

The Big WLW radio world
with audience among top 10 in America
and first in Cincinnati

World's Highest Fidelity
Radio Station 38th year on the air

Crosley Broadcasting Corporation, a division of Arco
eight cities) on better radio station management. Ricky's Studio 105, Palo 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. Sheraton-Park Hotel, Washington, D.C.


Oct. 23-26—Central Canada Broadcasters Assn. annual meeting, Montreal, Que.


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

NOVEMBER

Nov. 3—Ohio Assn. of Broadcasters fall convention. Columbus Athletic Club, Columbus, Ohio.

Nov. 5-6—Missouri Broadcasters Assn., Lennox Hotel, St. Louis.


Nov. 14-16—Broadcasters' Promotion Assn., annual convention. Sheraton Charles Hotel, New Orleans. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Among topics on agenda: color tv, budgets, merchandising, FCC and other probes, audience surveys and the role of video tape, graphic arts and news in promotion.

Nov. 16-18—Television Bureau of Advertising annual meeting, Waldorf-Astoria, New York.

Nov. 25-27—National Assn. of Television & Radio Farm Directors annual meeting, Conrad Hilton Hotel, Chicago.


Nov. 30-Dec. 3—Sigma Delta Chi national convention, Biltmore Hotel, New York. Schedule calls for registration and opening night buffet, convention sessions through annual evening banquet Dec. 2, closing morning meeting and afternoon visit to United Nations Dec. 3, and post-convention activity of SDX executive council Dec. 4.

JANUARY 1961


Jan. 21-22—Ninth annual Retail Advertising Conference, Palmer House, Chicago.

FEBRUARY

Feb. 3-5—Winter Military Electronics convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Register exhibits with Arthur N. Curtiss, IRE 4-Ohio Post, 1435 S. La Cienega Blvd., Los Angeles 35, Calif. Convention will be held In Biltmore Hotel, that city.

Feb. 22-23—Sixth annual Conference of Presidents of State Broadcasters Assns. Shoreham Hotel, Washington, D.C.

APRIL

April 6-8—Montana Broadcasters Assn. annual meeting. Billings, Mont.

April 26-29—Institute for Education by Radio-TV, Deshler-Hilton Hotel, Columbus, Ohio.

AWRT Conferences


Sept. 23-25—AWRT southwest area conference. Sylvia 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, Coronado, 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. 27-28—Fontonelle, Omaha, Neb.


Nov. 21-22—Edgewater Beach, Chicago.

Nov. 28-29—Biltmore Hotel, New York.

BROADCASTING, September 5, 1960
The Stars Shine Brightest On
WPEN
The Feature Station Of The Nation

These—and many more—are all 5 minute feature programs. WPEN continues to provide leadership in programming ... just as we have always provided leadership in sales results.

We Were First To Introduce These Features — Another Reason Why
WPEN MAKES THINGS HAPPEN in PHILADELPHIA

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WPEN - Philadelphia; WSAI - Cincinnati; WALT - Tampa
How radio boosts sales for Seven-Up

All advertising media are good. I say that quite often and I firmly believe it, although I sometimes have trouble convincing media people that I do, especially when I’ve just rejected a proposal that a particular medium is just what the doctor ordered for each and every one of our agency’s accounts.

But, while all media are good, how good they are for an individual product or service depends on how carefully they are selected to do the job the advertiser wants done and how effectively they are used. Buy them all and you scatter your advertiser wants done and how effectively they are used. Buy them all and you scatter your shots too widely to ever create a strong selling impression anywhere.

Be Dominant = That’s true even for most national advertisers and it’s doubly true for the regional advertiser with a comparatively modest budget. For him, the best strategy is to be big and dominant in one medium and to let the others go by the boards.

Take one of our clients, the Seven-Up Bottling Co. of Los Angeles. In its market area, Los Angeles and Orange counties in Southern California, surveys show Seven-Up the beverage found in most homes. Distribution is excellent. A hard-hitting driver-sales force covers the trade most effectively from one end of the territory to the other.

At the national level, Seven-Up is advertised by the parent company (headquartered in St. Louis) with outdoor posters, television (mostly participations in well known national shows), magazines and certain other special publications. All of this advertising has a heavy circulation in the Southern California area.

Spots and Sports = For the local effort, Seven-Up Bottling Co. of Los Angeles concentrates on radio, mostly 10-second and 30-second spots, but with some programs, chiefly special sports events. Seven-Up Bottling has sponsored the Rams-Redskins Times charity football game in August of each year, as well as the All-Star Pro Bowl game in January, also a charity event, on Los Angeles radio stations.

These radio sportscasts tie in with another sports activity of the company, the Seven-Up Youth Foundation, which provides uniforms and equipment for boys’ junior baseball teams. More than 650 teams of the Little League, Pony League, Babe Ruth and Park & Recreation circuits benefit from this program. And the youth foundation work has led to more radio for Seven-Up in local broadcasts of Little League games.

But chiefly, Seven-Up goes in for spots, some as long as 60-seconds, but the trend is strongly to 10-second commercials. These are placed by our media director, Jane Leider, on leading Los Angeles area radio stations in conjunction with news and weather reports, sports commentaries (Bob Kelley’s Parade of Sports has carried Seven-Up spots since 1957) and programs of various kinds, including John McShane’s after-midnight On Til Dawn show.

In the last year radio spots have been used on a greater scale than previously. Again, it is our aim to dominate with many short messages. The number of spots now runs, on the average, between 150 and 300 a week. Add sports programs, new broadcasts and time signals and it is easy to see that radio is the dominant medium in the Seven-Up plan of advertising.

Agency veteran “Nort” Mogge is known as a food marketing specialist. For 13 years he has been president of Atherton Mogge Privett Inc. and its predecessor, Mogge-Privett Inc. Before that he spent 13 years with J. Walter Thompson Co. in Seattle and Los Angeles, first having worked for four years with Lord & Thomas in San Francisco. After graduation from Michigan State U., Mr. Mogge worked for Sunkist Growers, Northwestern Fruit Exchange, Meredith Pub. Co. and California Prune Industry before entering agency field.

Good Neighbor Policy = Dominance is not the only advantage radio has to offer. Radio is a personal medium, an all-the-time medium. It goes with the listener from room to room at home and away from home in the car, at the beach and practically every place else. And it gives the advertiser a chance not merely to be a fellow traveler but a friendly, helpful companion. To a product like Seven-Up, whose consuming public includes virtually every individual of all ages, both sexes and every size and shape, this is a great advantage.

During the late night hours, Seven-Up has been encouraging wakeful listeners to John McShane to pay back a helpful neighbor by nominating him—or more probably her—as “Neighbor of the Month.” Every month since March, a hi-fi set has been sent to some good Samaritan because of a letter about his good deeds sent to John McShane. Each month the writer of the winning letter also has received a hi-fi set. The five Good Neighbor runners-up (the five letter writers) were each presented with five cases of Seven-Up each month.

Get Out & Vote = After six months the Good Neighbor mail is starting to slack off, so we’re switching to another tack and launching a “Be sure to vote” drive. Radio permits a sponsor like Seven-Up to show good citizenship as well as neighborliness in a way that people appreciate and at a cost such an advertiser can afford.

I wish I had some glowing tale of how a single radio announcement or program sold a million cases of Seven-Up overnight. But I haven’t. We don’t go in for radio specials that would make it possible to segregate sales produced by radio from those of other media used to advertise this bottled beverage, whose packaging does not lend itself to box-top offers.

What we have done, as I hope I’ve made plain by now, is to use radio to remind people as many times a day as the budget will permit that Seven-Up is a good soft drink and that if they try it they’ll probably like it.

We in the agency, as in top management of the Seven-Up Bottling Co. of Los Angeles, believe that the policy of making radio the dominant medium for Seven-Up has achieved the desired results. And the year-by-year increase in Seven-Up sales in Los Angeles and Orange counties since we began majoring in radio is pretty convincing evidence that we’re right.
Time is the universal property. Man shares it alike with the animate and the inanimate. It is a dimension in which he participates only, and the measure of his effectiveness is history.

As a medium of communication, that portion of Time which we share most immediately with our community is of particular import to us. From Baltimore, WBAL-TV shares daily in the Time of some 2,570,500 men, women and children who constitute the Maryland Market. From Baltimore, WBAL-TV participates in the same Time dimension as nearly 700,000 television households that exist at this Time within our coverage area. From Baltimore, WBAL-TV makes it possible for more members of our community to experience more in, of and from Time, more immediately, with more people, than any other medium of communication.

"Time is my estate..." the philosopher says. It is yours, too, and ours. In Baltimore, you can participate in Time wisely through the facilities of WBAL Television 11. The history of our sales success is the measure of our effectiveness.

WBAL-TV BALTIMORE
Nationally represented by Edward Petry & Co., Inc.
MICHIGAN'S
UPPER PENINSULA
IS EASILY AVAILABLE
NOW

The New $100,000,000
BIG-MAC Bridge
carries thousands to the U. P. daily!

Paul Bunyan Television
WPBN-TV WТОМ-TV
Traverse City Cheboygan

One Rate Card
Covers 25 Northern Michigan Counties
INCLUDING a big chunk of the U. P.
and parts of Canada

Offering the Only Principal
City Grade and Grade A
coverage to Traverse City,
Cheboygan, and much of Resort-Rich
Northern Michigan

Reach the MOST homes with PBN*
7000 MORE Homes Reached Than Sta. B.
(M-F, Noon-6 PM)
1900 MORE Homes Reached Than Sta. B.
(M-F, & PM-Mid.)
2800 MORE Homes Reached Than Sta. B.
(Sat. 6-10 PM)
1900 MORE Homes Reached Than Sta. B.
(Sun. 6 PM-Mid.)

* ARB (March, 1960)

OPEN MIKE®

Magnet of attention
EDITOR: Thanks for sending me those extra reprints of the article in BROADCASTING of July 25 on which I have had a lot of embarrassingly flattering comments [OUR RESPECTS TO, page 97].—Leo Burnett, Leo Burnett Co., Chicago.

No opera at 4 a.m.
EDITOR: If possible, would you please send me 20 reprints of your article reporting on my study of the Los Angeles broadcast schedules? The article ["So you can't get opera at 4 a.m."] appears on page 60 of your issue of Aug. 15...

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

End of the 'soaps'
EDITOR: Your article ("Era ends as soaps leave radio," page 27, Aug. 22) re the photo at the bottom of the page which shows Frank and Anne Hummert. Isn't one of the "unidentified" men (second from left) actually Karl Swenson who in those hey days of the soaps played Lord Henry Brenthrop on Our Gal Sunday (CBS) and the title role on Lorenzo Jones (NBC) and has since left the radio circles of New York to appear in the movies out here in Hollywood?

I enjoyed that story very much and recall nearly all of those 45 or so soap operas that were on the air back in 1940. I think it should be mentioned also that Chicago was the "soap opera city," in that the majority of the daytime serials originated from the windy city.—Doug Cramer, Cramer Productions, Los Angeles.

Yearbook helps to sell
EDITOR... Your Yearbook is an excellent ready reference of... stations... Our Engineering Dept. wears thin the copy we normally get each year and I am hoping to get an additional copy of the Yearbook for use in the Sales Dept.—W. H. Jaeger, Bird Electronic Corp., Cleveland.

[The new Yearbook number will be published later this month and will be available at $4 per copy.—THE EDITORS.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 50¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington, D.C. On changes, please include both old and new addresses.
NOW AVAILABLE FOR REGIONAL AND LOCAL SPONSORSHIP

The hard-hitting, no-punches-pulled story of a police undercover agent who walks the TIGHTROPE between life and death!

Right off a successful run on the CBS-TV Network, TIGHTROPE is ready to win its biggest audiences yet!

During its network run, against one of television's top-ten programs, TIGHTROPE boosted its time period share of audience 45.4%—going from a 26.4% share in September to a first-place 38.4% in May.*

Now, this exciting series is ready to put your station up in front of its competitors!

TIGHTROPE

Starring MIKE CONNORS
the most appealing new male personality in years

37 half-hour films available immediately.
For details, contact

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK - DETROIT - CHICAGO - HOUSTON - HOLLYWOOD - ATLANTA - TORONTO

BROADCASTING, September 5, 1960

* Source: Nielsen Television Index, October 1 (September 29, 1959 telecast) and June 1 (May 31, 1960 telecast)
Ever Have The Feeling That Someone Is WATCHING You?

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

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

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

*ARB Report, March 1960
Rochester Metropolitan Area.

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BROADCASTING

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Renewed by THE QUAKER OATS COMPANY
IN 20 WESTERN MARKETS!

THE Award THEATRE
TV'S FINEST STAR-STUDDED HALF-HOUR DRAMAS

JUST OFF THE NBC NETWORK...NOW AVAILABLE FOR LOCAL AND REGIONAL SPONSORSHIP

For the second straight year, The Quaker Oats Company has bought the re-runs of this outstanding series in 20 Western markets. THE AWARD THEATRE was originally presented on the NBC network as the Emmy Award winning "Alcoa-Goodyear Theatre."

Impressively produced and brilliantly acted by all-star casts ...THE AWARD THEATRE gives advertisers the opportunity to present their sales messages in an atmosphere of prestige and quality. THE AWARD THEATRE belongs in your sponsorship plans!

FOR DETAILS ABOUT ALL 78 HALF HOURS, CONTACT

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK • DETROIT • CHICAGO • DALLAS • HOLLYWOOD • ATLANTA • TORONTO

BROADCASTING, September 5, 1960
We are Pleased
to Announce that

WSJS Radio & Television
WINSTON-SALEM / GREENSBORO

Are Now Represented Nationally
by

PETERS, GRIFFIN, WOODWARD, INC.

Triangle Broadcasting Corporation

President
NOW SHAPING UP: 1961-62 SEASON

1960-61 schedules haven’t begun but TV networks are already blocking out shows to be seen a year from now

The first important network decisions and plans for 1961-62 programming are under way a full year ahead of the season’s start, promising some—but no major—changes in regularly scheduled TV program fare a year from now.

Networks and producers, and in some cases the major agencies, are already engaged in the preliminary process of screening properties and ideas and earmarking those that appear to hold promise.

Each of the networks is planning far in advance of the point reached at this time a year ago. All are working hard on 1961-62 planning, even though the 1960-61 season has not yet begun.

The main impetus for this stepped-up planning is the increasing competition among the networks for the most desirable production talent and ideas available. Into this scramble has been injected the rising trend toward more pilot financing by the networks. This pressure has served to activate program executives’ travel to and from Los Angeles, heart of TV film making.

Major production companies—including such firms as Screen Gems, Four Star Television, Metro-Goldwyn-Mayer, MCA-Revue, Desilu, Ziv-United Artists TV, Warner Bros. and 20th Century Fox, which together are responsible for most TV film packaging—are reported to be in the active stage in preparing material for the 1961-62 season.

Finished Pilots: Some pilots already have been made. Four Star has a pilot on a new series, The Freshman, that stars Gertrude Berg. Screen Gems has completed a pilot on Trouble at his Heels, featuring Robert Sterling, and has several series in the works, as has Four Star.

An executive for one of the major TV film houses, who only last week returned to New York after a lengthy stay in Hollywood, reported that “network teams” were scouting all producers, learning what production talent is available and what is exclusively tied to individual companies. This information is necessary to network decisions on pilot financing.

Most executives agree that the buying season for 1961-62 will lag behind program preparation. But product should be well worked out—and in many cases with a working agreement among network, producer and advertiser—once the buying season does begin.

A cross-section of major agencies was checked by Broadcasting last week on the status of 1961-62 season planning. These included J. Walter Thompson, Young & Rubicam, McCann-Erickson, N.W. Ayer, Grey Adv. and Cunningham & Walsh.

The agency consensus: For the 1961-62 season, programming will be assembled much earlier than ever before. Some of the agencies appeared to be closer to working deals than were others. The agencies agreed, however, that clients cannot buy this early, that most do not buy from scripts, and a few agency executives felt emphatically that the buying season will continue to fall within the “normal” February-April period.

More of Same: On the whole, program planners among the networks, agencies and production firms do not anticipate a radical shift in program popularity in 1960-61. Here’s how prevailing opinion runs among the program experts:

There’ll be a reversal in position of action-adventure to westerns. Action-adventure shows should take the lead, with westerns showing a slight decline but

The busy program chiefs of television networks

ABC-TV’s Moore

NBC-TV’s Levy (center)
(With Tom McDermott [l] and Dick Powell of Four Star)

CBS-TV’s Katz
What holdovers from this year to next?

How many of the programs in the television networks' upcoming fall nighttime schedule will be around a year from now? If the past year's experience is any clue, about 40% won't be. And about 60% of this fall's 46 new series will not see a second season.

The relationship of survivors to castles is the subject of an internal study by McCann-Erickson's M-E Productions, made available to Broadcasting last week.

Fifteen new programs — programs that were new last season — are being held over. Of these, nine appear in a Top 40 ratings list based on Nielsen reports for the period June 6-Aug. 7 (McCann-Erickson says the summer months' viewing statistics usually average out proportionately to about what they are during the January-February period of more intensive viewing).

Twelve shows that were new in 1959-60 made this Top 40 list. Of these, three that will not be renewed — Mr. Lucky and Tightrope on CBS and Alaskans on ABC — are felt to have benefited from strong time periods to which they did not bring enough audience appeal of their own. The only other Top 40 show not renewed, the veteran Father Knows Best, was dropped because star Robert Young left the program.

The 15 new-in-1959 programs renewed for this fall are the nine in the June-July Top 40 — Untouchables, Detectives, Twilight Zone, Hennessey, June Allyson Show, Rebel, Adventures in Paradise, Dobie Gillis and Dennis the Menace, listing in order of June-July ratings — and Hawaiian Eye, Deputy, Bonanza, Laramie, Riverboat and Take a Good Look.

Other renewals for 1960-61 include 21 oldtimers in the Top 40 list and 25 other programs which were off the air for the summer — including Jack Benny, Red Skelton, Garry Moore, Perry Como and Dinah Shore — or for other reasons did not make that Top 40. In all, 61 programs were renewed, 41 were dropped.

It was pointed out that 1959-60's "new" programs fared slightly better than new programs in prior years. The 15 that survived from 1959-60 to 1960-61 compared with 12 new entries held over the year before and 10 the year before that. Of the top-rated 36 shows renewed this fall, 21 have been on the air at least three seasons.

firmly in second place. Situation comedy ought to run a very strong third but the point is being reached where only the very strong shows in this category will make it.

This is the way some of the leading network, agency and production officials capsuled their views:

At ABC-TV — Current planning has an estimated 16 shows in various forms of development, some 10 of these to be carried through to pilot and 6 or 7 of the 16 expected to obtain a berth in the 1961-62 schedule.

Thomas W. Moore, vice president in charge of tv network programming and talent, compares advance planning to the staging of a bomb run — modifications in the plan are made while the attack is in progress. At present, the network is "talking to everybody in the business.; some commitments already have been made and in general pilots should be turned out earlier than in past experience.

ABC-TV expects some "turnover"; in Warner Bros. shows by 1961-62 and already is in agreement with the studio on "program developments." There are also commitments on pilots with Desilu Productions, Metro-Goldwyn-Mayer, 20th Century Fox and Four Star Television, and the network expects a few more this month. ABC-TV anticipates a programming commitment with Walt Disney Productions, indicating that the Disney-NBC-TV talks will not entail exclusivity. From experience, it's assumed three-fourths of the pilots committed will be given a production go-ahead.

It's too early, in Mr. Moore's opinion, to detect absolute 1961-62 trends in program types, though some new straws in the wind include consideration of cartoon series of the calibre of Flintstones (Screen Gems' entry on ABC-TV next season) and possible concentration on the one-hour situation comedy. He sees no radical changes, noting that program trends are gradual. "Creativity is a slow process, one that takes time."

ABC-TV officially announced last winter that it is developing a tv series — a half-hour weekly program with a working title of The Great Barnum.

At CBS-TV — It is estimated that a third of the 25 projects CBS has in various stages of development for the 1961-62 season will be committed for pilot production. The projected programs fall in a broad range of types, the weeding-out process to take place as the upcoming 1960-61 season gets underway and trends are analyzed.

The projects—in outline or script form—include both hour-long and half-hour formats, according to Oscar Katz, CBS-TV's programming vice president. Staff and outside producers are at work on outlines, the network retaining the right to go to script or to drop the project.

CBS-TV already has "assembled" material with Screen Gems, Metro-Goldwyn-Mayer and Four Star Television. Commented Mr. Katz: network program executives have been traveling coast-to-coast "for months."

At NBC-TV — David Levy, vice president in charge of programs and talent, estimated NBC-TV has about 10-12 properties "going into script" for the 1961-62 season. Half of these may be brought along to pilot stage.

As yet none is being produced, but NBC-TV has several properties for which pilots were made in the 1960-61 season and are available for 61-62. Among them: Three Wishes, a half-hour comedy (Diane Jergens, Gustavo Rojo and Wallace Ford are the stars; Robert Welch is the producer and Andrew McCullough directed the pilot); The Avenger, a half-hour western (starring Vic Morrow and developed by Frank Telford, an NBC program development executive); The Blue and the Gray, a Civil War piece of an hour length and starring Darryl Hickman and Dick Davalos (also Mr. Telford's development); One Happy Family, a situation comedy; Port of Entry, an action-adventure series, and Barbarians, a period adventure of an hour's length.

The network also has announced a few properties for '61-62. Among them: six classics (four already announced are "Camille," "Nana," "Jane Eyre" and "Intermezzo") which will be 90 to 120 minute dramatic colorcasts; New York Ledger, an hour-long drama series created by NBC's Ross Donaldson (creative services) and Panama, also an hour-long action-adventure series filmed in color in Central America and the Caribbean. There's been a report of a pending Walt Disney deal with NBC to take effect in the '61-62 season.

Mr. Levy said that it had become a "tortuous path" in programming with decisions which formerly were made four or five months before the season's start now being made some nine months in advance. But it's become necessary, he thought, to gain "more time" and thus enhance quality.

The NBC-TV program chief believes that the networks must break from the pattern of action-adventure and even situation comedy to a degree, and he expects this trend will have begun by 1961-62. This is the area of "credibility" toward, which, he said, the networks have been reaching. Mr. Levy

THE 1961-62 SEASON

BROADCASTING, September 5, 1960
"LITTLE PEOPLE" ARE WATCHING!

Talk about reaching influencers! Every weekday, thousands of brand-conscious kids come to attention for WHO-TV's popular children's shows.

At mid-day the "Cartoon Town" segment (12:10 p.m.-12:40 p.m.) of Family Theatre sets the pace with No. 1 position in both homes reached and metropolitan ratings (see ARB below). And in the afternoon, the cartoon and comedy segment (4 p.m.-4:45 p.m.) of Early Show is tops in all departments.

Announcements in these popular WHO-TV shows are available at a phenomenally low cost per thousand!

WHO-TV's excellent station-time "program mix" attracts every segment of the Central Iowa audience morning, afternoon and night. One of America's greatest film libraries helps get the job done!

Whether you want little people, big people or both, WHO-TV reaches them all in Central Iowa. Ask your PGW Colonel for specifics!

*MG M Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.

ARB SURVEY
Des Moines Television Audience • June, 1960

<table>
<thead>
<tr>
<th>SHARE OF AUDIENCE — MONDAY-FRIDAY (AVERAGE PER QUARTER HOUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:10 p.m.-12:40 p.m.</td>
</tr>
<tr>
<td>Total Homes</td>
</tr>
<tr>
<td>WHO-TV</td>
</tr>
<tr>
<td>Station B</td>
</tr>
<tr>
<td>Station C</td>
</tr>
</tbody>
</table>

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport.

Peters, Griffin, Woodward, Inc., National Representatives
said Outlaws, a new entry on NBC-TV in the upcoming season, was "rooted in credibility." He thought westerns would continue as a staple form. There's room, he added, for shows which do not "look artificial with synthetic people" but deal with real people.

At Screen Gems • William Dozier, vice president in charge of west coast activities, Screen Gems, said: "We do not plan to submit our pilots earlier for the '61-'62 season than we have done in the past. It so happens, however, that we are producing pilots early. The reason is that we have these projects ready and so we go ahead with them. For instance, we have just completed a pilot of a new series, Trouble at His Heels, starring Robert Sterling."

Mr. Dozier indicated that pilots will be submitted, as is usual at Screen Gems, during October, November and December. He reported that SG executives have had some discussions with agency and network officials about the '61-'62 season.

Screen Gems has about 15 or 20 program series in various stages of development. At this point, Mr. Dozier said, one series already has been sold but he would not reveal the buyer.

Mr. Dozier indicated he does not believe in the early showing of pilots. He observed: "You can be too early with a pilot and when it's around a while, its value is diminished."

With respect to programming trends, Mr. Dozier would say only that there would be "fewer westerns" in 1961-62. He would not elaborate on other areas. It is known that Screen Gems has several adventure series under consideration, including two with the working titles of Tangiers and Macao.

At Four Star • Thomas J. McDermott, executive vice president of Four Star Television, reported his company already is developing 10-12 series for the '61-'62 season and that in time probably would add three or four more. But pilots will not be made of all.

Asked if he'd be showing the Gert-rude Berg pilot which he acknowledged that Four Star had completed, Mr. McDermott said the firm probably would hold off until the end of February in most cases in which a pilot has been filmed early.

Mr. McDermott, who formerly was a Benton & Bowles executive, emphasized the buying season can be advanced only so far. "Few sponsors can make deals when the product is not there to see."

It also is difficult for advertisers to commit monies a year in advance of the new fiscal period. He thought the buying season as usual would come after Jan. 1, the bulk of it in March, April and May.

Preliminary talks are now under way for new programming in the 1961-62 season among networks, agencies and producers, Mr. McDermott noted, with the aim two-fold: to become as knowledgeable as fast as possible and to get a "first crack"—an option or an understanding.

The Network Power • The networks

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**BROADCAST ADVERTISING**

**CRANBERRY HOPES PINNED TO TV**

**Aim of a record budget: to wipe out '59 cancer-scare setback**

The cranberry industry has picked television for the top role in its effort to reinstate cranberries as popular dinner fare during the Thanksgiving-Christmas period.

An estimated 60% of the season's crop is sold in the October-December period. In these three months this year, Ocean Spray Cranberries Inc. will spend an estimated $1 million in a record TV push. The sum represents two-thirds of the approximate total advertising BBDO, New York, will bill on Ocean Spray in the cranberry season.

Television plans encompass:

- A spot campaign that will run in flights in the nation's top 50 markets.
- An "experimental" special hour it will sponsor on NBC-TV: "Story of a Family" in the 7:30-8:30 p.m. period on Nov. 17 in the pre-Thanksgiving week.

The cranberry growers' campaign will put TV to a unique test because that medium has been selected to carry the brunt of advertising designed to re-capture the product's primary market.

At one time, Ocean Spray, assured of its sales niche at Thanksgiving time, had advertised to broaden the purchase of canned sauce the year round. But this was before the fall of 1959, when in the middle of the peak selling season a government report nipped potential sales in the bud.

Wiped Clean • That report cited laboratory tests indicating a weed killer used by some growers was a possible source of cancer in rats. Result was circulation of the report in the nation's news media serving to wipe cranberries off dinner plates as restaurants deleted the food from menus and stores took cans off shelves.

Ocean Spray is a marketing organization that represents 75% of the U.S. growers who make up an estimated $40 million a year business. This year cranberry bogs are expected to bring in a bumper crop. Advertising funds are pinned to an arbitrary assessment on each barrel depending on anticipated sales.

But the record outlay this season includes additional monies placed in the coffers because of the unusual circumstances in a life-and-death struggle of an industry.

The comeback trail was staked out first in print advertising in the spring when a less ambitious four-week spring campaign touted the food as a dinner product at this time. From this nibble at public attitudes has come the big TV bite for the fall.

An unusual history of advertising precedes the TV plunge. Ocean Spray in the 1958-59 season had been in the top 30 markets via spot television before the debacle of 1959. (The return to the grower fell from $11-12 to $7-8 per barrel, with the government forced to buttress the cranberry farmer with an estimated $10 million in grants-in-aid).

The cooperative also had enjoyed a short-lived cranberry juice radio regional test designed to implant a new cranberry product on grocers' shelves and in the home. This was tested even further in television, the company then adopting a premise that TV would appear to be the cheapest, most effective and long lasting medium.

TV Roots • The tentative conclusion received permanently when the cranberry people and the agency in looking at past sales found that it was precisely in the top 30 markets in which cranberries were advertised on television in 1958-59 that sales stood up the best in the ugly period last year. This underscored the "lastings" or "carry over" effects of TV.

Cranberry advertising by Ocean Spray traditionally follows a two-ply approach: foremost the promotion of cranberry sauce as a desirable food, and secondly Ocean Spray as a brand.

The media planning considers spot TV as the basic advertising vehicle backed by some print. The advertising is in two parts and there will be a set of commercials for each: (1) the sales of fresh cranberries, (2) of canned sauces.

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30 BROADCASTING, September 5, 1960
continue to dominate the program field. This is mainly because of the networks' financing role. The hour-long program, especially, is in the domain of the network. But many agencies now are searching diligently for new program ideas or properties for 1961-62, mostly in the half-hour form. There's a tendency for advertisers to seek an early first option on sponsorship of a show irrespective of licensing. Some agencies, however, manage to achieve the same thing through a mutual understanding with the network and the producer.

There's undercurrent talk in agency ranks of a building trend by advertisers to finance pilots not for the control or ownership of the program but for that "first option" on the series. (Should they decline the option, losses seldom are more than nominal and often fully recouped in the sales of the program to some other advertiser or to a network.)

There were some hints of speedy action by agencies on behalf of clients to wrap up properties well in advance of the general timetable. There were these comments:

Said one executive: "We are more than several months ahead in our program planning. We will see our first pilots within the next 10 days, and expect to have seen most before Jan. 1."

Another agency executive: "Our thinking on programs began before buying ended on the other (1960-61) season. We have seen 50-60 scripts for '61-62, the bulk from producers. We are at least one or two months ahead of last year's pace."

Another agencyman said: "I've seen 12 series, six in detailed synopses with another three or four episodes outlined; another six had scripts for about two episodes."

Two Big Buyers = N.W. Ayer and McCann-Erickson reported they have read dozens of scripts. C. Terence Clyne of McCann-Erickson noted his agency had "ideas" which amounted to perhaps a half-dozen projects of interest for '61-62, predicted a return to more live drama and musicals, less violence and more dramatic formats within filmed series and a decline in situation comedy output (after the 1960-61 season he thought the number would be cut in half).

Mr. Clyne expected to see a half-dozen pilots before the first of the year and thought the pre-seasonal activity would reach a peak in March or April.

Tom Calhoun, who heads program production at N.W. Ayer, said his department had read nearly 50 scripts or synopses and by the time Warren Warner of his unit arrives in Hollywood early this month to discuss some of the more promising ones with producers, he will have studied nearly 100. Mr. Calhoun, and Joe Rines of his department, only last week returned from a trip abroad where they boned up on what's available abroad. His prognostication: pilot films will reach the market as early as November 1960 whereas in the past "it has been early February."

Fresh cranberries have never been advertised before. It'll be done this year because of the unusual drive for turnover, because of a bumper crop and a short season.

Test Panel = BBDO has been test paneling three different commercials for canned sauce. It's expected one of these commercials will be selected as the heavy campaigner. The three: a commercial concerned with the historical background of cranberry eating, another pointing up the product's eating as all-American, and a third (and probably the commercial to be used) which musically associates the product with freshness and wholesomeness. All advertising will make use of the Good Housekeeping seal, to emphasize in general that the product is wholesome.

In the NBC-TV special—it's to be produced and directed by Joseph Krumgold under the supervision of Irving F. Giffen, executive producer, creative projects for NBC news and public affairs—Ocean Spray plans for an association with a program that's new and different to TV. The show is designed to make use of a "reporting" technique to tell a story of a typical American family through periods of both trouble and fortune. Actress Jane Wyatt has been signed as narrator for the series that also will touch on Thanksgiving as a family festival.

In that program, Ocean Spray intends to place 2 5-minute commercials and a pair of one-minute messages, the former commercials with "low-key sell". (Among the plans: a commercial that will use still pictures of lithographs and prints of the Thanksgiving holiday.).
**BUYERS AT THE TV NETWORKS**

Data released last week by Television Bureau of Advertising

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

<table>
<thead>
<tr>
<th>June 1960</th>
<th>2nd Quarter</th>
<th>Jan.-June 1960</th>
<th>Jan.-June 1969</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Agriculture &amp; farming</strong></td>
<td>$21,611</td>
<td>$642,468</td>
<td>$1,209,095</td>
</tr>
<tr>
<td><strong>Apparel, footwear &amp; accessories</strong></td>
<td>710,217</td>
<td>2,916,782</td>
<td>4,223,212</td>
</tr>
<tr>
<td><strong>Automotive, automotive accessories &amp; equipment</strong></td>
<td>3,532,204</td>
<td>13,115,209</td>
<td>26,790,359</td>
</tr>
<tr>
<td><strong>Beer, wine</strong></td>
<td>708,742</td>
<td>1,802,858</td>
<td>4,030,024</td>
</tr>
<tr>
<td><strong>Baking materials, equipment &amp; fixtures</strong></td>
<td>207,531</td>
<td>886,589</td>
<td>1,396,132</td>
</tr>
<tr>
<td><strong>Confectionery &amp; soft drinks</strong></td>
<td>1,078,640</td>
<td>3,539,503</td>
<td>8,267,804</td>
</tr>
<tr>
<td><strong>Consumer services</strong></td>
<td>120,110</td>
<td>781,241</td>
<td>2,032,807</td>
</tr>
<tr>
<td><strong>Drugs &amp; remedies</strong></td>
<td>5,704,787</td>
<td>18,130,660</td>
<td>41,587,332</td>
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<tr>
<td><strong>Entertainment &amp; amusement</strong></td>
<td>—</td>
<td>143,517</td>
<td>143,517</td>
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<tr>
<td><strong>Food &amp; food products</strong></td>
<td>8,963,886</td>
<td>27,343,787</td>
<td>57,392,516</td>
</tr>
<tr>
<td><strong>Freight, industrial &amp; agricultural development</strong></td>
<td>—</td>
<td>54,290</td>
<td>247,530</td>
</tr>
<tr>
<td><strong>Gasoline lubricants &amp; other fuels</strong></td>
<td>1,155,251</td>
<td>3,501,299</td>
<td>7,485,827</td>
</tr>
<tr>
<td><strong>Horticulture</strong></td>
<td>—</td>
<td>273,353</td>
<td>371,250</td>
</tr>
<tr>
<td><strong>Household equipment &amp; supplies</strong></td>
<td>2,928,078</td>
<td>8,147,313</td>
<td>14,049,990</td>
</tr>
<tr>
<td><strong>Household furnishings &amp; textiles</strong></td>
<td>353,785</td>
<td>1,312,400</td>
<td>3,320,265</td>
</tr>
<tr>
<td><strong>Industrial materials</strong></td>
<td>1,356,307</td>
<td>4,772,253</td>
<td>10,597,195</td>
</tr>
<tr>
<td><strong>Insurance</strong></td>
<td>680,773</td>
<td>2,826,960</td>
<td>5,584,611</td>
</tr>
<tr>
<td><strong>Jewelry, optical goods &amp; cameras</strong></td>
<td>915,311</td>
<td>3,553,025</td>
<td>5,992,767</td>
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<tr>
<td><strong>Office equipment, stationery &amp; supplies</strong></td>
<td>—</td>
<td>1,028,103</td>
<td>1,754,100</td>
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<tr>
<td><strong>Publishing &amp; media</strong></td>
<td>15,940</td>
<td>36,590</td>
<td>42,964</td>
</tr>
<tr>
<td><strong>Radio, tv sets, phonographs, musical instruments, accessories</strong></td>
<td>289,471</td>
<td>1,069,408</td>
<td>2,118,308</td>
</tr>
<tr>
<td><strong>Retail or direct mail advertising</strong></td>
<td>—</td>
<td>36,792</td>
<td>36,792</td>
</tr>
<tr>
<td><strong>Smoking materials</strong></td>
<td>6,650,538</td>
<td>19,546,630</td>
<td>39,401,889</td>
</tr>
<tr>
<td><strong>Soaps, cleaners &amp; polishes</strong></td>
<td>5,768,418</td>
<td>27,622,311</td>
<td>55,483,883</td>
</tr>
<tr>
<td><strong>Sporting goods &amp; toys</strong></td>
<td>149,192</td>
<td>701,657</td>
<td>1,311,932</td>
</tr>
<tr>
<td><strong>Toiletries &amp; toilet goods</strong></td>
<td>10,469,953</td>
<td>28,039,751</td>
<td>56,099,021</td>
</tr>
<tr>
<td><strong>Travel &amp; hotels &amp; resorts</strong></td>
<td>79,191</td>
<td>765,152</td>
<td>765,152</td>
</tr>
<tr>
<td><strong>Miscellaneous</strong></td>
<td>578,109</td>
<td>1,805,731</td>
<td>4,245,145</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$52,912,130</td>
<td>$104,335,671</td>
<td>$336,235,352</td>
</tr>
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</table>

**ESTIMATED EXPENDITURES**
**TOP 15 NETWORK COMPANY ADVERTISERS**

<table>
<thead>
<tr>
<th>June 1960</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$4,715,527</td>
</tr>
<tr>
<td>2. American Home Products</td>
<td>2,832,114</td>
</tr>
<tr>
<td>3. Lever Bros.</td>
<td>2,443,877</td>
</tr>
<tr>
<td>4. Colgate-Palmolive</td>
<td>2,040,601</td>
</tr>
<tr>
<td>5. General Foods</td>
<td>1,692,611</td>
</tr>
<tr>
<td>6. R. J. Reynolds Tobacco</td>
<td>1,463,970</td>
</tr>
<tr>
<td>7. Gillette</td>
<td>1,208,707</td>
</tr>
<tr>
<td>8. Philip Morris</td>
<td>1,206,467</td>
</tr>
<tr>
<td>9. General Motors</td>
<td>1,197,923</td>
</tr>
<tr>
<td>10. Sterling Drug</td>
<td>1,107,441</td>
</tr>
<tr>
<td>11. Texaco</td>
<td>1,017,080</td>
</tr>
<tr>
<td>12. Brown &amp; Williamson</td>
<td>1,013,124</td>
</tr>
<tr>
<td>13. National Biscuit</td>
<td>949,743</td>
</tr>
<tr>
<td>14. American Tobacco</td>
<td>927,775</td>
</tr>
<tr>
<td>15. National Dairy Products</td>
<td>897,589</td>
</tr>
</tbody>
</table>

**ESTIMATED EXPENDITURES**
**TOP 25 NETWORK COMPANY ADVERTISERS**

<table>
<thead>
<tr>
<th>Second Quarter 1960</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$12,506,267</td>
</tr>
<tr>
<td>2. American Home Products</td>
<td>8,365,411</td>
</tr>
<tr>
<td>3. Lever Bros.</td>
<td>6,840,605</td>
</tr>
<tr>
<td>4. Colgate-Palmolive</td>
<td>5,856,924</td>
</tr>
<tr>
<td>5. General Foods</td>
<td>5,153,500</td>
</tr>
<tr>
<td>6. R. J. Reynolds Tobacco</td>
<td>5,190,899</td>
</tr>
<tr>
<td>7. Sterling Drug</td>
<td>3,957,891</td>
</tr>
<tr>
<td>8. Philip Morris</td>
<td>3,301,998</td>
</tr>
<tr>
<td>9. Gillette</td>
<td>3,163,387</td>
</tr>
<tr>
<td>10. Texaco</td>
<td>3,066,100</td>
</tr>
<tr>
<td>11. Brown &amp; Motor</td>
<td>2,916,946</td>
</tr>
<tr>
<td>12. Brown &amp; Williamson</td>
<td>2,842,789</td>
</tr>
<tr>
<td>13. General Mills</td>
<td>2,773,835</td>
</tr>
<tr>
<td>14. American Tobacco</td>
<td>2,733,461</td>
</tr>
<tr>
<td>15. National Biscuit</td>
<td>2,656,916</td>
</tr>
<tr>
<td>16. Liggett &amp; Myers Tobacco</td>
<td>2,644,903</td>
</tr>
<tr>
<td>17. Bristol-Myers</td>
<td>2,376,510</td>
</tr>
<tr>
<td>18. Chrysler</td>
<td>2,341,180</td>
</tr>
<tr>
<td>20. Miles Labs.</td>
<td>2,165,031</td>
</tr>
<tr>
<td>21. S. C. Johnson &amp; Son</td>
<td>2,155,441</td>
</tr>
<tr>
<td>22. Alberto-Culver</td>
<td>2,087,789</td>
</tr>
<tr>
<td>23. Bayuk Cigars</td>
<td>1,884,072</td>
</tr>
</tbody>
</table>

**Agent's Appointments**

- Campbell Soup Co., Camden, N.J., appoints Leo Burnett Co., to handle advertising for its Swanson frozen foods and heat-processed products (about $1.5 million billings), terminating its relationship with Tatham-Laird. Burnett already handles Campbell's tomato juice, frozen soups and Franco-American products. (Other Campbell agencies remain unchanged: BBDO for heat-processed soups; Needham, Louis & Brorby for pork & beans and V-8 Cocktail vegetable juices.)

- Sweet-Orr & Co., N.Y. (Work clothes, industrial uniforms and boys' pants), by mutual agreement has terminated relationship with Kastor Hilton Cheley & Adkison Inc., N.Y., effective Sept. 1. Move was taken to allow agent to solicit competitive account, which had not been named as of Canada this fall.

- H.F. Ritchie Co., a subsidiary of the Beecham Group Ltd., of England, appoints Kenyon & Eckhardt, N.Y., to handle marketing of Macleans toothpaste in the U.S.

- General Foods Ltd names Young & Rubicam Inc., Toronto, for Canadian advertising of Gaines Gravy Train dog food, which will be introduced in Canada this fall.

- Wilson Sporting Goods Co., Chicago, appoints Campbell-Mithun, that city, to handle its advertising effective Nov. 1. Roche, Rickard & Cleary, which handled account, will continue to service Wilson's Idol dog food, Wilson's B-V and other products. Campbell-Mithun was also named to handle Wilson hams, bacon, sausage, canned meats, Menupak and portion-controlled meat products.

- Veri-Kleen Products, Garden Grove, Calif., has appointed Adams & Keyes, Los Angeles, as agency for the company's line of carpet cleaners, spot removers and other household products. A Southern California tv campaign is planned for fall.

- Admiral Corp., Chicago, appoints Henri, Hurst & McDonald, that city, to handle its commercial electronics account. Agency already handles the company's consumer and international advertising.

- Four more Pepsi-Cola bottling companies have named BBDO as their agency. This makes a total of 16 bottlers announced as having appointed BBDO after the initial Pepsi-Cola Co. switch from Kenyon & Eckhardt to BBDO. The four companies are located in Atlantic City, Jamestown (N.Y.), Hickory (N.C.) and Wilmington, Del.
Heart of WSOC-TV's merchandising set-up is a display arrangement with 113 super markets of three key chains in the Carolinas. Other potent sales stimulators round out a support program of tremendous worth to advertisers. To sell big in America's 25th largest television homes market, use Charlotte's big new picture...use WSOC-TV.

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

BROADCASTING, September 5, 1960
CAN RADIO MAKE PURITY PAY?

KYA volunteers as laboratory for survival test of ethics

KYA San Francisco is offering itself to the radio business as a test vehicle for a number of commercial practices advocated by industry leaders and/or critics. Effective Sept. 15, that Bartell Group station will institute a new 16-point policy designed to try in everyday practice points covering such things as a single rate, elimination of multiple spotting and an end to barter, per inquiry and percentage business.

The new policy, guaranteed at the outset to last at least six months, is the brainchild of Mort Wagner, executive vice president of the Bartell Group and general manager of KYA. It carries the blessing of Bartell management as an experiment but not endorsement as a recommended policy for either other Bartell stations or other broadcasters.

Besides adopting the initial 16-point policy, KYA is trying to set up a panel of industry leaders who would analyze commercial practices and recommend adoption of other ideas. Any new idea so recommended would be guaranteed a trial of at least 120 days on the station, with a full report on the test made available to other stations. KYA plans a report on the effectiveness of its 16-point plan after six months, which it will distribute to all radio stations.

The experiment is restricted only to commercial or administrative practices, and will not involve programming. KYA is primarily a news and popular music station.

These are the 16 points going into effect Sept. 15:

1. One rate card effective no later than Dec. 15, 1960. Prior to that date a 20% deduction of Card #8 will be allowed Bay Area retail businesses with three or fewer outlets. This is in line with the recent Station Representative Assn.'s stand for a single rate (BROADCASTING, Aug. 15), except that in the interim period before the single rate goes into effect KYA will allow discounts to firms with three or fewer outlets.

2. One sales message between musical selections.

3. A maximum of 18 commercial units per hour, consisting of 14 minutes, two 10-second spots and two 20- or 30-second spots.

4. Twenty-minute protection and a maximum two sponsorships per hour for the same advertiser, unless all parties are notified and approve to the contrary. Mr. Wagner feels that two commercials per hour are enough for an advertiser to achieve saturation, and that any more than that is trying to the listener. Exceptions to this policy might be made during certain seasons—the car buying season in the fall, for example—if all advertisers concurred in the exceptions.

5. Time signals and temperature reports under 10 seconds in length and newscasts under 4½ minutes are not available for sale. Tackling a commercial mention onto the simple announcement of the time is an imbalance of the commercial over the service provided, Mr. Wagner feels.

6. All announcements may be fixed at the outset within a half hour. If fixed, lessons' notice of change will be given if involving a plan, and one week's notice if a category purchase (A, A, etc.). If notice to move is given, the client has 24 hours, if under a plan, and 48 hours otherwise to firm his position and pay accordingly. Mr. Wagner says this policy will combat the growing inability of advertisers to buy any but run-off-schedule positions, and still allow "plan" purchases. Under the policy, an advertiser who buys one spot in A time with another spot to go in A time if available, or to be moved into B time if not available, would be given definite positions within a half hour period. If another advertiser came along and offered to pay the full rate for the A time, the first advertiser would have 24 hours to decide either to drop to the B time or pay the full rate and retain the A position.

7. No per inquiry, percentage or barter business will be accepted, nor will orders be accepted for resale purposes.

8. No continuity designed to elicit a "call right now" response will be permitted without special approval. Approval also will be necessary to include phone numbers in continuity and to include addresses if the clients ask for an immediate "write now" response. KYA's address may never be used. All these points are being adopted to discourage "pitch" advertising.

9. KYA reserves the right to approve and/or request a change of continuity at any time.

10. Commercials may not exceed one minute, or be less than 10 seconds in length.

11. All national business emanating outside the San Francisco area must be placed through both agency and national representative. This does not mean that an agency cannot actually place the business directly with the station, but that even if it does the rep will still get his commission.

12. Any addition to schedules during the protection period will carry the current rather than the protected rate.

### ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week August 25-31 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thur., Aug 25</td>
<td>Untouchables (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>18.1</td>
</tr>
<tr>
<td>Fri., Aug 26</td>
<td>Untouchables (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>20.2</td>
</tr>
<tr>
<td>Sat., Aug 27</td>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
<td>21.7</td>
</tr>
<tr>
<td>Sun., Aug 28</td>
<td>What's My Line (10:30 p.m.)</td>
<td>CBS-TV</td>
<td>21.8</td>
</tr>
<tr>
<td>Mon., Aug 29</td>
<td>New Comedy Show (10 p.m.)</td>
<td>CBS-TV</td>
<td>17.6</td>
</tr>
<tr>
<td>Tue., Aug 30</td>
<td>Comedy Spot (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>17.5</td>
</tr>
<tr>
<td>Wed., Aug 31</td>
<td>Wagon Train (7:30 p.m.)</td>
<td>NBC-TV</td>
<td>16.7</td>
</tr>
</tbody>
</table>

Copyright 1960 American Research Bureau

MORT WAGNER
Bold venturer
A far cry from the miner’s mule of the ’80s, this new mammoth ore truck performs Herculean tasks in Anaconda’s Berkeley Pit at Butte, Montana. Still in the experimental stage, the gigantic vehicle hauls ore up-grade out of the pit, 75 or more tons at a time. Designed to replace Diesel trucks with less than half the capacity, it operates electrically on special trolley wires and each of its four outsized wheels can deliver 400 horsepower, a total of 1600 horsepower—making it the most powerful truck in the world. Without a load, it can leave its trolley wires and operate on 350 horsepower supplied by its own Diesel generator.

Huge as it is, Anaconda’s new truck is in proportion with the vast Butte operation. One of the richest mineral areas ever discovered, Butte has supplied industry with more than three billion dollars in mineral wealth. Up to 1959, more than 7 million tons of copper had been mined at “the richest hill on earth”—which has also been a bountiful source of zinc, manganese, lead, silver and gold.

Current production at Butte continues to set king-sized standards, and the new king-sized ore truck is part of a system which moves more than 28,000 tons of ore a day at the Berkeley Pit. This is just one reason why the Company’s ore production is consistently on the increase. Not only with new and highly efficient equipment, but through continuing exploration and constant development of new copper sources, such as the new El Salvador Mine recently opened in Chile, Anaconda meets the growing needs of industry for more and better products in the entire nonferrous metal field.
AIR EXPRESS...  
FIRST ON, FIRST OFF  
...FIRST CHOICE  
NATIONWIDE!

AIR EXPRESS goes where the jets go. It has ever since the first commercial jetliner roared skyward. But 600 mph speed is just one more reason progressive businesses hail AIR EXPRESS as America's modern way of doing business; there are others: Like the sure knowledge that AIR EXPRESS gets first priority treatment on all 35 of the nation's scheduled airlines. It's always first on, first off—with new loading systems tailored to the jet age, and kid-glove handling every mile of the way.
Other reasons? Dependable overnight delivery to more than 20,000 communities. Prompt pickup and delivery service by the AIR EXPRESS fleet of trucks—many radio dispatched for maximum speed. Immediate confirmation of delivery, too, via the giant AIR EXPRESS-operated teletype network. And, in some areas, helicopter service links small airfields with major terminals. That's why, more than ever, it pays to think fast, think AIR EXPRESS first. One phone call is all it takes to enlist the skills of thousands of AIR EXPRESS specialists—and speed your product FIRST TO MARKET...FIRST TO SELL!

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY  
GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES
except where the station has accepted an annual blanket order. KYA regards extension of schedules as actually new business, and will insist on treating it so during protection periods.

13. Sound effects will not be accepted in live announcements. KYA is taking this step to insure quality of its commercials. It feels that if sound effects are to be integrated properly, without danger of slips, the commercials should be planned and produced on tape in advance.

14. Newscasts and announcement purchases may not be combined frequency discounts. This practice, fairly common in the industry, prevents an advertiser from getting a more favorable rate for the high-priced newscast purchase by buying a number of lower-priced regular spots.

15. KYA has AFTRA and IBEW contracts and will assess production costs accordingly.

16. Live copy may not exceed 135 words for a 1-minute commercial, 60 words for a 30-second commercial, 40 words for a 20-second commercial and 15 words for a 10-second commercial.

In addition to the 16 enumerated policies, the station notes that all programming must conform to laws of the U.S. and California, regulations of the FCC and Federal Trade Commission and the Radio Code of the NAB. KYA also reserves the customary right to preempt any advertiser's programming for important public messages or announcements, or if it is determined the best interest of the public is not being served.

Mr. Wagner notes that KYA does not decry any policies which run contrary to the ones it is adopting for the experiment, but simply wants to give new policies a chance for a practical test. Whether or not any of the 16 points will be maintained at KYA beyond the six-month test period will depend on “acceptance,” Mr. Wagner says. If they prove economically sound, they'll stay. If they don't, KYA says it won't be because they weren't given a chance.

**KM&G opens Houston office for Gulf Oil**

Ketchum, MacLeod & Grove, Pittsburgh, last Thursday (Sept. 1) opened a new office in Houston to continue advertising and related service to Gulf Oil Corp. which is moving its marketing operations to the Texas city. Last year Gulf Oil spent more than $2.6 million in radio-tv spot and network television.

George Ketchum, agency president, also announced that executives transferring from Pittsburgh to Houston are Donald A. Colvin, who will head advertising operations; Stanley Kail, advertising account executive; H. Dale Henderson, who will be in charge of public relations activity in Houston, and W. Kerr Wilson, public relations account executive.

The Houston operation—at 1205 Holman Ave.—is the third new office open by KM&G in the past four years. Others are in New York and Washington. The 37-year-old agency also reported that its 1959 billings in all media were $29.9 million.

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**Steel scenes**

Two new U. S. Steel Corp. institutional TV commercials will make their premiere on the *U. S. Steel Hour* (CBS-TV) in September, one on the use of steel in school construction (Sept. 7) and the other on specially designed pipe for aqueducts in supplying communities with water (Sept. 21). Both commercials have this in common: they run 2½ minutes long, were filmed outdoors by Transfilm-Carvelia via agency BBDO. The school message (picture at right) tells viewers, “More and more schools like these are being built. They are practical and efficient, as well as beautiful.” The commercial will be placed on the season opener *U. S. Steel Hour* (CBS-TV) on Sept. 7, an institutional message by the steel company that salutes school openings while pointing out the use of steel in school construction. In the second institutional commercial, (picture at left) a crane lowers aqueduct pipe in place (in pipe trench). The commercial explains that the pipe is specially designed and of high strength weighing over eight tons. When the pipe is cement mortar-lined and coated, the sectional weight is increased to some 21 tons, it is further explained.

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**Business briefly**

Alpha and Omega • ABC-TV last week announced sponsorships of pre-game and post-game shows to be seen this fall with telecasts of NCAA football. General Mills Inc. (Knox Reeves) and Bristol-Myers Co. (Doherty, Clifford, Steers & Shenfield), starting Sept. 17, will sponsor *College Football Scoreboard*, which will be presented immediately following conclusion of each Saturday afternoon game. Sports broadcasters Jim Simpson and Bob Wolff, both of Washington, D. C., will give summaries of college football games with scores and highlights. Union Carbide (William Esty) and Willard Storage Battery (Meldrum & Fewsmit), starting Sept. 24, will back *College Football Time*, a series of 12 football features immediately preceding NCAA telecasts. Sports broadcaster Chris Schenkel will m. c. the 15-minute programs, on 11 Saturdays, Sept. 24- Dec. 3 and on Thursday Nov. 24.

**Throws to Rizzuto** • Mennen Co. (men’s grooming toiletries and baby care products), Morristown, N. J., purchased sponsorship of CBS Radio’s *Sports Time* with Phil Rizzuto (Mon-Sat. 6:55-7 p.m. EDT) for 65 weeks beginning today (Sept. 5). The long-term buy is a key play in Mennen’s extensive advertising and promotion plans involving the former New York Yankee shortstop. Agency: Warwick & Legler, N. Y.

**This week** • Miles Labs (for Alka Seltzer and other products), Elkhart, Ind.,
WRBL-TV says:

"I'll climb a BRAND NEW TOWER to bring WRBL-TV more coverage!"

WRBL-TV will soon beam to its prime Southeastern market from a new tower more than twice its current height above average terrain. At the same time WRBL-TV will switch from channel 4 to channel 3*. The combination of the new tower and new channel will boost WRBL-TV's total Grade B audience to more than 193,895 television homes in 55 counties of Georgia and Alabama! And when you consider that the Columbus Metropolitan Area alone is Georgia's second largest market with the highest per family income in the state, it's easy to see why Columbus and WRBL-TV are "sound buys" in the marketing plans of more and more top companies!

Call Hollingbery for choice availabilities.

*Target date is September 15, 1960

1293' above average terrain
Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

MULTI-CITY TV MARKET

In addition to being the first choice of viewers in these three metropolitan markets, WGAL-TV is the number one station in Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

WGAL-TV

Channel 8

Lancaster, Pa. • NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

BROADCASTING, September 5, 1960
is buying a schedule of one-minute spot announcements in about 90 key markets starting this week. Agency Wade Adv. Inc., Chicago.

Keep it green = Prior Products Corp., N.Y., will use eight-second animated comic strips created by Animated Productions Inc., N.Y., to boost national introduction this month of its new product "Instant Tint-A-Green Lawn Treatment." No agency has yet been named to handle placement of the tv spot campaign, but it's reported that by the end of September, virtually all U.S. cities will have had two or three exposures to the print product that turns brown grass green. Spot radio is also being considered for broadcast share of $100,- 000 ad budget total.


Network bow = American Photocopy Equipment Co., Evanston, Ill., will start its first network tv program sponsorship Sept. 25 as co-sponsor (with Kemper Grain Insurance) of NBC-TV's Chief Huntey Reporting (Sun. 5:30-6 p.m. EDT). Agency: Irving J. Rosenbloom & Assoc., Chicago.


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**PULSE**

**TOP 20 NETWORK PROGRAMS (TV report for May 31-June 15)**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Day &amp; Time</th>
<th>% Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Wagon Train</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>17.3</td>
</tr>
<tr>
<td>2.</td>
<td>My Line</td>
<td>CBS</td>
<td>Fri.</td>
<td>17.0</td>
</tr>
<tr>
<td>3.</td>
<td>Have Gun, Will Travel</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>16.0</td>
</tr>
<tr>
<td>4.</td>
<td>Armstrong Circle Theater</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>15.7</td>
</tr>
<tr>
<td>5.</td>
<td>My Line</td>
<td>CBS</td>
<td>Fri.</td>
<td>15.3</td>
</tr>
<tr>
<td>6.</td>
<td>My Line</td>
<td>CBS</td>
<td>Fri.</td>
<td>15.0</td>
</tr>
<tr>
<td>7.</td>
<td>Have Gun, Will Travel</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>14.9</td>
</tr>
<tr>
<td>9.</td>
<td>My Line</td>
<td>CBS</td>
<td>Fri.</td>
<td>14.2</td>
</tr>
<tr>
<td>10.</td>
<td>Have Gun, Will Travel</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>14.0</td>
</tr>
</tbody>
</table>

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**NIELSEN**

**TOP 10 NETWORK PROGRAMS (Tv report for 2 weeks ending Aug. 7)**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Day &amp; Time</th>
<th>% Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Wagon Train</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>25.5</td>
</tr>
<tr>
<td>2.</td>
<td>Armstrong Circle Theater</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>25.4</td>
</tr>
<tr>
<td>3.</td>
<td>Miss Universe (CBS 190)</td>
<td>CBS</td>
<td>8:30-9 p.m.</td>
<td>23.9</td>
</tr>
<tr>
<td>4.</td>
<td>My Line</td>
<td>CBS</td>
<td>Fri.</td>
<td>23.3</td>
</tr>
<tr>
<td>5.</td>
<td>Miss America (CBS 190)</td>
<td>CBS</td>
<td>8:30-9 p.m.</td>
<td>23.0</td>
</tr>
<tr>
<td>6.</td>
<td>Happy</td>
<td>CBS</td>
<td>Fri.</td>
<td>22.9</td>
</tr>
<tr>
<td>7.</td>
<td>My Line</td>
<td>CBS</td>
<td>Fri.</td>
<td>22.7</td>
</tr>
<tr>
<td>8.</td>
<td>Armstrong Circle Theater</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>22.6</td>
</tr>
<tr>
<td>9.</td>
<td>My Line</td>
<td>CBS</td>
<td>Fri.</td>
<td>22.4</td>
</tr>
<tr>
<td>10.</td>
<td>My Line</td>
<td>CBS</td>
<td>Fri.</td>
<td>22.3</td>
</tr>
</tbody>
</table>

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**VIDEODEX**

**Top 10 Network Programs July 5-11, 1960**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Day &amp; Time</th>
<th>% Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gunsmoke</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>28.7</td>
</tr>
<tr>
<td>2.</td>
<td>Ed Sullivan</td>
<td>CBS</td>
<td>Sat.</td>
<td>26.1</td>
</tr>
<tr>
<td>3.</td>
<td>Untouchables</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>25.7</td>
</tr>
<tr>
<td>4.</td>
<td>Have Gun, Will Travel</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>25.7</td>
</tr>
<tr>
<td>5.</td>
<td>Armstrong Circle Theater</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>25.5</td>
</tr>
<tr>
<td>6.</td>
<td>Miss Universe</td>
<td>CBS</td>
<td>8:30-9 p.m.</td>
<td>24.6</td>
</tr>
<tr>
<td>7.</td>
<td>Alfred Hitchcock</td>
<td>CBS</td>
<td>Wed.</td>
<td>24.1</td>
</tr>
<tr>
<td>8.</td>
<td>Perry Mason</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>23.9</td>
</tr>
<tr>
<td>9.</td>
<td>Comedy Spot</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>23.8</td>
</tr>
<tr>
<td>10.</td>
<td>Armstrong Circle Theater</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>23.8</td>
</tr>
</tbody>
</table>

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**BACKGROUND:** The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

**Armstrong Circle Theatre (CBS 134):** Armstrong Cork (BBDO), Wed. 10:11 p.m. alt. weeks.

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**AVG. AUDIENCE**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Day &amp; Time</th>
<th>% Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Have Gun, Will Travel</td>
<td>CBS</td>
<td>Mon.-Thurs.</td>
<td>11.2</td>
</tr>
</tbody>
</table>

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**CALIFORNIA**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Network</th>
<th>Programming</th>
<th>Day &amp; Time</th>
<th>% Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>CBS 162</td>
<td>Carter, Ted</td>
<td>Wed.</td>
<td>23.1</td>
</tr>
<tr>
<td>2.</td>
<td>CBS 160</td>
<td>Carter, Ted</td>
<td>Wed.</td>
<td>22.9</td>
</tr>
<tr>
<td>3.</td>
<td>CBS 158</td>
<td>Carter, Ted</td>
<td>Wed.</td>
<td>22.8</td>
</tr>
<tr>
<td>4.</td>
<td>CBS 156</td>
<td>Carter, Ted</td>
<td>Wed.</td>
<td>22.7</td>
</tr>
<tr>
<td>5.</td>
<td>CBS 154</td>
<td>Carter, Ted</td>
<td>Wed.</td>
<td>22.6</td>
</tr>
</tbody>
</table>

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**BROADCASTING,** September 5, 1960

(BROADCAST ADVERTISING) 41
who?
what?
where?
when?
why?
and how!
You should buy 20-second announcements and IDs on the five CBS Owned television stations during the prime evening hours because you’ll reach 31% more homes than with the same schedule on the second (Network B) stations... 34% more than on the third (Network C) stations.

No question about it. Call CBS Television Spot Sales.
DEBATES SET; TIMEBUYING BEGINS

Campaign buying will be built around four free network hours

Purchases of political radio and tv time, stalled by pre-Labor Day uncertainty, will get under way this week at Democratic and GOP campaign headquarters in Washington.

Two factors that had delayed planning are now out of the way.

First, a schedule of "Great Debates" between Nixon and Kennedy has been agreed on by the parties and networks.

Second, formal opening of intensive mass-influencing efforts had awaited passing of Labor Day.

Timebuying officials at Democratic headquarters (Guild, Bascom & Bonfigli) and at the GOP Washington offices (Campaign Assoc.) had long since completed preliminary strategy and had been sitting on their hands awaiting the debate schedule announced Aug. 31.

Now the professional agency executives can get on with their booking, with the slide rules and charts due for a heavy workout.

**GOP Strategy** - Republicans will start working on a schedule of nighttime half-hours of paid network time. This slate will speed up as the campaign progresses. Buying of five-minute day and night segments at the tail-end of network features will speed up but the plans for spot tv are still uncertain. Democratic officials were reluctant to discuss specifics, insisting they couldn't set up definite buys until the debate schedule was settled.

A tipoff on the heat of the campaign planning came Sept. 1 when Herb Klein, Vice President Nixon's news secretary, announced the GOP candidate would leave his hospital bed Sept. 12 to visit four widely-separated cities in one day, and then continue to travel 9,000 miles through 14 states coast-to-coast before Sept. 17, end of the first campaign week.

The jet schedule includes Baltimore, Indianapolis, Dallas and San Francisco the first day. The Sept. 14 itinerary, for example, will start at Milwaukee and move to Atlantic City, N.J., Roanoke, Va., and Omaha, Neb. The GOP will send an advance crew to all cities to help radio and tv stations arrange coverage, if they desire. When the GOP candidate visited Atlanta Aug. 26, for example, a WLWA (TV) pooled pickup was made available to a special network that was said to have reached a heavy percentage of the state's radio and tv homes.

Similarly Democratic headquarters is working on arrangements for Sen. Jack Kennedy and his teammate, Sen. Lyndon Johnson.

At the moment there is no central source of information on time buys by the numerous local and special groups supporting the separate presidential candidates.

**The Debates** - An important feature of the Great Debate schedule is that it will include only two face-to-face debates, judging by planning at the weekend. These will take place in Chicago, Sept. 26, and New York, Oct. 21.

Question was raised over the fact the Oct. 21 debate will occur two weeks before election day. Democrats had indicated they would accept dates closer to the election. Informal Republican comment suggested the party planners wanted to use broadcast time during the final fortnight under their own rules. The GOP appeared to be placing importance on an election eve broadcast by President Eisenhower.

An Oct. 13 Nixon-Kennedy appearance will be of a panel nature, with possible use of a split screen. Oct. 8 is tentatively the fourth date for a debate-panel broadcast. Here an important factor is ABC-TV's commitment to the Washington - Stanford football game, starting at 4:45 p.m., New York time. It was anticipated an effort would be made to advance game time for a Nixon-Kennedy panel.

All joint appearances of the candidates will be radio-tv simulcasts on all three tv and all four radio networks. Pooling arrangements will be worked out as well as production plans, probably by drawing lots. Networks have informally indicated willingness to permit feeds to non-affiliate stations at normal pickup points.

**The Price of Service** - What will all this cost the networks? It was anybody's guess at the time the schedule was approved. One guess was $1.5 million. CBS tentatively placed an estimate of $450,000 on its out-of-pocket loss in time and pre-emptions. ABC gave a figure of $625,000. NBC hadn't supplied a figure by Sept. 1.

An important phase of the debates is the non-sponsorship angle. The networks agreed not to sell the time to advertisers but they made it quite clear this is only an exception. They insist on the right to make public-service programs available to sponsors.

The debate programs will run without interruption, even for station breaks. Hence there will be no opportunity, under the agreed-upon format, for affiliates to sell time between the start and windup of the programs.

**Special Coverage** - Network planning for separate campaign features is making some progress. NBC-TV is scheduling eight special Huntley-Brinkley reports on Saturdays, 9:30-10:30 p.m. These definitely will be sponsored. NBC-TV and Longines-Wittnauer Watch Co. were putting final touches, it was reported, on plans for the series.
BEAMED TO BUYERS!

People buy what they see, and they see it on KTBS-TV in Shreveport. What these people see are pictures of the finest quality. What they hear are sounds of truest tone. What's more, close-up of KTBS-TV power reveals a big broad coverage over four states (1,361,300 people and still growing) that brings sales (they spent $1,337,264,000* in 1959). No wonder time buyers look to KTBS-TV where people buy. It's the bright spot for spots in the Southwest.

*Sales Management, July 10, 1960

KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA

E. Newton Wray, Pres. & Gen. Mgr. Represented by THE KATZ AGENCY, INC.
starting Sept. 17 and continuing through Nov. 5.

Four would be moderated by the Huntley-Brinkley team and four by Frank McGee, NBC newsman. The first and final episodes, moderated by Mr. McGee, would offer reviews of the campaigns to date and use live, tape, and film reports. Huntley-Brinkley would put the spotlight on views and activities of the candidates. Longines-Wittnauer's agency is Victor A. Bennett Co., New York.

Westinghouse Electric Corp., as part of its big convention-election package on CBS-TV, will sponsor nine half-hour campaign reports titled Presidential Countdown. These will feature CBS newsmen with Walter Cronkite in charge. The first eight will be Mondays, 10:30-11 p.m., starting Sept. 12. The last will occur Friday, Nov. 4, 9:30-10 p.m. Travelers Insurance is sponsoring an entertainment series, Actuality Revue, of prior presidential campaigns. This feature is slated Oct. 24, 8:30-9:30 p.m.

ABC-TV is scheduling eight Campaign Roundup programs. Candidates Kennedy, Nixon, Johnson and Lodge have been invited to appear individually for interviews with ABC newsmen. On programs without candidates, ABC will offer reviews of preceding week's developments, regional reports, film clips of speeches and similar material, with Bill Shadell as anchor man. Other ABC newsmen to appear will be Quincy Howe, Edward P. Morgan, John Rolfsen, Paul Harvey, Al Mann and William Winter. Dates now slated are Sept. 17, 24 and Oct. 1, 7:30-8 p.m.; Oct. 8, 8-9:30 p.m.; Oct. 15, 7-7:30 p.m.; Oct. 20, 10-11 p.m.; Oct. 28, 8-9:30 p.m.; Nov. 3, 2-3 p.m. The network is negotiating for a series sponsor.

Mutual's World Tonight (Mon.-Fri., 8:05-8:30 p.m.) is devoting each Friday broadcast, starting with the conventions and continuing through post-election Friday, to a documentary wrapping up the week's political developments. This is part of the convention election package bought by Oasis cigarettes.

Debate Dates - The joint network announcement Aug. 31 on the debates said it was agreed the two presidential candidates will appear jointly on all TV and radio networks Sept. 26, Oct. 13 and Oct. 21, with "tentATIVE consideration" being given to Oct. 8 as a fourth date.

It noted the opener Sept. 26 will be a face-to-face meeting originating in Chicago, 9:30-10:30 p.m. (EDT), with domestic policy as the topic. The final program on the series on Oct. 21 will deal with foreign policy, the candidates meeting face-to-face in a New York studio.

"The remaining two programs will be in a news panel discussion format," it was explained but no details had been worked out prior to the time.

"It was agreed that the programs will have no sponsoring organizations," the statement said, adding that the programs will originate in network studios without studio audiences.

Network representatives at the Wednesday conference were John Daly, for ABC; Sig Mickelson, for CBS; William R. McAndrew, for NBC, and Steve McCormick, for MBS. Taking part on behalf of Sen. Kennedy were J. Leonard Reinsch, Kennedy-Johnson communications advisor, and Ted Sorenson, Sen. Kennedy's legislative assistant. Vice President Nixon's representatives were Fred Scribner, Jr., undersecretary of the Treasury; Ted Rogers, tv-radio consultant-producer, and Herbert Klein, news secretary.

The Great Debate idea first began to assume definite shape last May when the networks testified before a Senate Commerce subcommittee considering legislation to seize eight hours of prime time from networks for use of candidates. The legislation, of course, died quickly (May 23).

At the time the networks themselves made separate proposals. David C. Adams, NBC senior executive vice president, offered eight one-hour Meet the Press broadcasts in prime Saturday evening time, six to include appearances by Democratic and Republican nominees. Dr. Frank Stanton, CBS Inc. president, offered eight exclusive one-hour telecasts in prime time for debates and discussions. Oliver Treyz, ABC-TV president, suggested each major network offer three prime periods with largest audiences on a rotating basis for nine weeks for use by two major candidates.

Political sidelights - One of the first independent stations to ask coverage rights to the great debate series was WMGM New York. Arthur M. Tolchin, executive vice president-director, wired the presidential candidates the station would like to carry the series.

- KEX Portland, Ore., Westinghouse Broadcasting Co. outlet, invited the candidates for six national and local offices to appear in a series of face-to-face radio debates. The broadcasts would be unsponsored. Dr. Charles M. White, of Portland State College, would serve as moderator. Invitations were sent by Herbert L. Bachman, KEX general manager.

- WKW Warrenton, Va., is taking a private presidential poll, offering listeners a $100 cash award for selecting the winner. Ties will be broken on a vote basis.

- Nat Welch, Alabama businessman, has been named special representative for the 1960 Dollars for Democrats Drive. He will contact state chairmen around the nation. Mr. Welch for six years was vice president in charge of sales at Orr Industries, tape manufacturer now part of Ampex Corp.

- WJPS Evansville, Ind., has asked 30 Indiana radio and TV stations to join in a verbal vote survey. Verne Paule, general manager, said the poll will begin Sept. 22 and stations will interview voters by tape recording. The weekly composite will be sent to Mr. Paule for statewide tabulation. First results will be announced Oct. 3. Tabulations will reflect percentages for presidential and gubernatorial candidates. WJPS has used the technique in past campaigns.

- Leonard H. Marks, Washington communications lawyer, has taken leave of absence from his firm, Cohn & Marks, to devote full time working on the staff of Democratic vice presidential candidate Lyndon B. Johnson. Mr. Marks, before he entered private practice, was an assistant general counsel of the FCC. Mr. Marks worked for Sen. Johnson's nomination as the Democratic presidential candidate before the Los Angeles convention in July.


- Four-minute beeper phone reports and air-mail tape reports on addresses to be delivered by Vice President Nixon and Sen. Kennedy in Atlantic City, N.J., Sept. 15 and Sept. 21, respectively, will be supplied to stations wishing them by Resort Radio Productions, Atlantic City. Mr. Nixon will address the National Federation of Republican Women and Sen. Kennedy will speak to the Steelworkers' Union.

- Rep. Alvin M. Bentley (R-Mich.), vice president and one-third owner of WKNX-AM-TV Saginaw, Mich., won the Republican nomination for the Senate in the Michigan primaries. His Democratic opponent in the November election will be incumbent Patrick V. McNamara. WKNX-AM-TV also has been granted ch. 9 at Alpena, Mich., on a conditional basis (BROADCASTING, Aug. 1) and is an applicant for an am station at Houston, Tex., on 1070 kc with 10 kw.
From pencil sketch to exquisite finish, only the brilliance of the precious gems outshines the quality reflection of the master jewelry designer.

When this same "quality touch" is possessed by great television and radio stations, the all-important quality reflection shines in many ways!

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In 1960-61 the
Greatest POWERHOUSE of
SOUTHERN CALIFORNIA'S
FAVORITE TV PERSONALITIES

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Top TV Journalist—Emmy-winner. Exclusively on KTTV in L.A.

JIM HAWTHORNE
"Weather Eyes" now has new laugh-builder, "Funny World."

MEL JASS
Great new selling personality from Minneapolis-St. Paul.

JACK LA LANNE
nationally-famed health culturist is the morning rage in Southern California.

DON LAMOND
Hosts early-evening hour loaded with new THREE STOOGES comedies.

GEORGE PUTNAM
26 years in news—10 years "Mr. News" in L.A.

SHERIFF JOHN ROVICK
After 3100 telecasts, a lunchtime institution in Southern California.

BILL WELSH
At the helm and on camera for KTTV at every major L.A. event since 1951.

JACKSON WHEELER
Old pro gives new twist to sports each week night.

VINCE WILLIAMS
Creating excitement and heartthrobs with daytime "Newsbreaks."

DENNIS DAY

THE BROTHERS BRANNAGAN

SINCERELY, MARIA PALMER (charming, confidential and brand new)

TIGHTROPE

MR. MAGOO

HOW TO MARRY A MILLIONAIRE

THREE STOOGES

GREAT MUSIC FROM CHICAGO

PONY EXPRESS

ROYAL CANADIAN MOUNTED POLICE

NEW IDEAS...NEW SHOWS...NEW
PROGRESS in KTTV history
EYE-LAND in Southern California

ALWAYS FIRST WITH EVENTS THAT MEAN THE MOST

The KTTV planned year-round sports package gives fans most comprehensive sports coverage of all—including USC-UCLA football, top golf, basketball, track and other events.

With five or more stations covering Tournament of Roses Parade, KTTV traditionally gets biggest audiences...by nearly 2 to 1 over the second station.

Rough duty for Bill Welsh at the Long Beach International Beauty Congress, biggest special event in all Los Angeles television—a KTTV exclusive.

When the fans look for their beloved Dodgers on television, where do they find 'em? Naturally—KTTV!

FACES...ON KTTV...See your Blair man!

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PROGRAMMING

NOW IT'S OLD NEWSREELS
Three 5-minute series meet with success as popularity of information shows rises

The current demand for informational-type programming on TV is sparking an interest in daily five-minute shows edited from newsreels of yesteryear. Three distinct program series of this type already are on the market, and more than 110 sales have been completed to date.

This programming trend started to take shape early this year when Richard B. Morros Inc., New York producer, in association with Hearst Metrotone News, created and produced *Almanac Newsreel*, which now is sold in more than 87 markets. Several months later, the Sherman Grinberg Film Libraries Inc., New York, which has access to footage from several newsreel organizations, fashioned *Greatest Headlines of the Century*, which has been bought in 56 markets. Earlier this summer, Pathe News Productions, New York, created *Milestones of the Century*, and the series is scheduled to be aired in 21 markets, starting in early September.

Both *Almanac* and *Greatest Headlines* are being distributed by Official Films, New York, while *Milestones* is handled by Cinema-Vue Corp., New York. Programming is designed for showing 365 days a year.

Richard B. Morros, who produces *Almanac* and is credited with conceiving the notion of editing old newsreels for use in TV programming fare on a regular basis, attributes their popularity largely to "the present climate for programs of information, which can help explain the events of today." He noted that stations buying five-minute newsreel programs on a library basis may be interested in scheduling them as public service efforts, but are finding they are suitable for sponsorship, particularly by institutional-type advertisers. Reports filtering back to Mr. Morros from stations indicate that banks and other financial institutions and local gasoline companies are active advertisers.

*Greatest Headlines* and *Milestones* both treat one significant news story in a five-minute episode. *Almanac* devotes each segment to one outstanding news event of a specific date—Pearl Harbor, on Dec. 7, for example. The series are offered to stations on a library basis for unlimited use. Stations tend to slot them before or after their regular newscasts, though Mr. Morros indicated that some stations reported they are reducing their feature film time by five minutes to accommodate *Almanac* in late afternoon or late evening time. He added that some stations run the program as many as four times a day, starting with early morning through late evening.

A reprieve

The "soap opera" programs aren't dead—not yet. Charles Michelson Inc., N.Y., producer-distributor of radio shows, announced last week he has acquired U.S. rights to *Portia Faces Life and Life Can Be Beautiful*, from their owners. CBS Radio sounded the death knell to its "soapers" several weeks ago (REASON STORY, Aug. 22). Mr. Michelson noted that he has held the foreign rights to these series and others, and regards the present time as "propitious" for their distribution to local stations. He reported he has received more than 35 inquiries from stations. Mr. Michelson said he has acquired scripts and is having the programs produced in Australia. In addition, he is preparing for U.S. distribution of other radio serials including *The Clock*, Famous Jury Trials, The Hidden Truth, Squad Room, Official Detective and Sherlock Holmes.

Olympics coverage is complicated by variety

Seventeen foreign TV and radio companies from 58 nations are on the scene of the XVII Olympic Games in Rome, feeding immediate reports of the athletic events back to their respective countries.

Theodore Trancu, Rome correspondent for Wide World Information Services, New York, last week described such seemingly complicated operations as (1) the Eurovision Network which links 20 million TV sets in 18 European nations; (2) the Japanese "photogram" system, separate telephoto picture transmission with a dubbed-in sound track and (3) CBS-TV which must convert from its video tapes the 625 line Italian image into the 525 line American image, jet the tapes to the U.S., and install them on mobile video tape units for same day showing.

RAI-TV (the Italian state-owned TV company) will telecast all 95 hours of sporting events; Eurovision will telecast 60 hours and CBS 20 hours with an option to pick up special events not broadcast by either RAI-TV or the Eurovision Network.

Other statistics: 350 correspondents and commentators speaking 15 different languages; 400 Italian technicians, and 8,000 athletes.

"The Big Three" - This sequence from *Almanac Newsreel* catches the three leaders—Stalin, Roosevelt and Churchill—at the Yalta conference.
Here in the Prosperous Piedmont area of the Carolinas is a mighty buying power being unleashed daily. The Owens-Corning Fiberglas plant at Anderson, S.C. (pictured above) is an example of the new industries which are making business hum in the Southern Piedmont.

New industries pouring millions of dollars into the skilled labor force of this area . . . and the increasingly high living standards of the people creates a constant demand for new products. WSPA-TV sells these products to an audience with a one and one half billion dollar appetite. Each new industry that locates in this rich area adds to the buying power of WSPA-TV's public . . . and more industries are coming almost daily.

WSPA-TV, with its studios in Spartanburg and transmitter on Paris Mt. (1182 ft. above average terrain) near Greenville is “closest with the mostest” to serve the Spartanburg-Greenville SUPERmarket!
Once again records were shattered as more than 75,000 spectators witnessed the colorful Parade of Champions preceding the 1960 All-American at Derby Downs. The parade, largest in Derby history, included over 2,500 people in 50 bands and marching units.

Hats off to Derby sponsors around the world!

Without your help we know the Soap Box Derby could never have reached such heights of success and popularity. Now that “Derby fever” is over for 1960, Chevrolet joins more than 50,000 boys all over the world in saying thanks a million to all the Derby sponsors. We hope you’ll be working with us again next year on the “greatest amateur racing event in the world.”... Chevrolet Division of General Motors, Detroit 2, Michigan.
Champions from Venezuela, Hawaii, Puerto Rico, the Philippines and West Germany gather around the Hawaiian Champions from Venezuela, Hawaii, Puerto Rico.

Mr. E. N. Cole, general manager of Chevrolet and vice president of General Motors, presents the championship trophy to Fredric Lake of South Bend, Ind., while the boy's parents and Akron Mayor Leo Berg offer congratulations.
PRACTICAL EGGHEAD

With his knack of making culture pay, 
Saudek’s starting his biggest tv season

Though its beginning is still several weeks away, the 1960-61 season of network television has already been marked as the year live television died.

It may be true that more network programming will come out of film cans than ever before, but it is also true that for one of television’s chief apostles 1960-61 will be the biggest year of his career. Robert Saudek, head of Robert Saudek Assoc., has 33 shows in work—all to be live or taped in live technique. Last season he did 17 shows, the year before 15.

Mr. Saudek is running against the television stream in more ways than one. Critics have deplored the new season’s promise of a glut of bread-and-butter programming and a dearth of cultural fare. Yet it will be in 1960-61 that Mr. Saudek’s Omnibus, which has presented everything from Greek tragedy to the ultra-modern dance, returns to television after a year of homelessness.

Mr. Saudek’s contemporaries in television program production often call him the egghead of their craft. If he is an egghead, he is also hard-boiled. No one in television has been more adept at mixing art with commerce, to the advantage of both.

“If we have proved anything,” Mr. Saudek said, in contemplating his 1960-61 workload, “it is that you can make money reproducing quality shows without compromising standards.”

He is aware that this principle has not been universally embraced. “For years industry leaders have pontificated about television’s potential as the greatest mass medium of all time,” he said, “but television isn’t anywhere near its potential yet.”

“It’s the networks that have to be the catalysts for upgrading programming. They make the critical decisions. They decide which programs are going on the air.”

The Saudek Schedule — So far Mr. Saudek has succeeded in persuading the networks to decide in favor of all but seven of the 33 hour and 90-minute shows that Robert Saudek Assoc. has in rehearsal or on the drawing board for 1960-61.

Nine shows of The Dow Hour of Great Mysteries, sponsored by Dow Chemical Co., have been scheduled on NBC-TV Tuesdays at 10-11 p.m., starting with “The Datchet Diamonds” starring Rex Harrison and Tammy Grimes Sept. 20. Four 90-minute programs of Leonard Bernstein and the New York Philharmonic under sponsorship of Ford Motor Co. will be presented on CBS-TV (dates not set). Thirteen Omnibus hours will be shown on NBC-TV Sundays at 5-6 p.m.; of these, seven have been bought by Aluminium Ltd. which will also sponsor the same telecasts on the Canadian Broadcasting Corp. The only Saudek project that still is seeking network time is 7 Wonders of the World, seven hour programs being prepared for New York’s new Lincoln Center for the Performing Arts. It is Mr. Saudek’s hope that this series will get network exposure this winter.

In some of these cases, Mr. Saudek simplified the networks’ decision-making process by delivering sponsors as well as shows. He is credited with the sale of his mystery hours to Dow Chemical and the seven Omnibus productions to Aluminium, which was an Omnibus sponsor in earlier seasons.

Two Different Jobs — Mr. Saudek’s background has fitted him to perform the dissimilar jobs of salesmanship and creative production.

He was born (in Pittsburgh, June 11, 1911) to parents who were both musicians. His father was an orchestra conductor and musical director of KDKA. His mother was a violinist. At the age that other toddlers are taken to the zoo, Mr. Saudek was taken to the theatre and concert hall.

By the time he reached college he
had developed an insatiable taste for culture, but he had become familiar enough with commercial radio, through his father's connection with KDKA, to understand that culture must be paid for. At Harvard, while studying for a bachelor's degree in government, he worked as an announcer at WBZ Boston. After getting his degree and a Phi Beta Kappa key in 1932, he returned to Pittsburgh and joined KDKA as a continuity editor.

At night he studied law at Duquesne U., but his course was still incomplete when, in 1938, he went to New York to become assistant to the sales manager of NBC. In 1942, when NBC's Blue Network evolved into ABC, he joined it as assistant to Edgar Kobak, executive vice president (afterward president of Mutual and now a business consultant). Except for wartime service in Armed Forces Radio in Europe Mr. Saudek was with ABC until the fall of 1951. He was vice president in charge of public affairs, publicity, continuity and research and had collected three Peabody Awards for his radio productions of Hiroshima, Communism—U.S. Brand and Clear and Present Danger when he left ABC to head the Tv-Radio Workshop of the Ford Foundation.

Ideal Marriage • The Workshop was a job that might have been created for him. The Ford Foundation wanted to develop cultural television programs that attracted big enough audiences to be commercial vehicles. Losses were underwritten by foundation funds.

The Workshop's Omnibus was tv's first 90-minute program. In its seven years on the air Omnibus received 75 awards, including three Peabodies. Mr. Saudek produced more than 150 Omnibus shows, containing 500 different features and running through the widest range of subject matter any television program has attempted.

In the spring of 1957 the Foundation withdrew its support having concluded that Omnibus had served its purpose of proving that quality television could support itself. For a secret price Mr. Saudek bought the rights to the Omnibus programs and to the name, and he established Robert Saudek Assoc.

Robert Saudek Assoc. was a new name for the same kind of organization that Mr. Saudek had run at the Tv-Radio Workshop. RSA consists of a small, permanent staff including Mr. Saudek; Allistair Cooke, former U.S. correspondent for England's Manchester Guardian and Omnibus host; Jack Perlis, information consultant (Harvard graduate); David J. Oppenheim, associate producer (Eastman School of Music and Julliard); Mary V. Ahearn, feature editor (Radcliffe); Henry May, production designer (Yale); George M. Benson, vice president for business affairs (Princeton, Phi Beta Kappa); Walter Kerr, drama consultant (former professor at Catholic U., Washington, D.C., and drama critic for the New York Herald-Tribune); Richard Thomas, production controller (U. of North Carolina); Michael Ritchie, assistant to Mr. Saudek (Harvard); and a work force of secretaries and clerks who speak and dress with the kind of assured casualness that exclusive women's colleges cultivate. "We seem," said a Saudek associate, "to attract girls from Wellesley, Radcliffe, Bryn Mawr and Vasser."

Range in Reading • The atmosphere to which these girls are drawn may be described by listing the reading material that is laid out in the RSA reception room. In addition to the usual selection of broadcasting and show business publications available in New York radio-television offices, Robert Saudek Assoc. provides waiting visitors with the latest

Star attraction • Robert Saudek has a knack of persuading performers and personalities from other media and professions to try tv. Leonard Bernstein (at right in picture above), has done several shows for Saudek enterprises, will do four hour-long productions of Leonard Bernstein and the New York Philharmonic this year. When Boston attorney Joseph Welch was asked why he stooped to appear on television, he replied: "If it's good enough for Bob Saudek, it's good enough for me."

Saudek formula • The Omnibus production of "Boswell's Life of Samuel Johnson" was among the "most exciting" shows Mr. Saudek thinks he has done. It featured Peter Ustinov (1) and Kenneth Haigh. Mr. Saudek says the objective of his programming is to be "ideal in orientation but nevertheless entertaining." He believes "in art, not artiness." The idea of quality programming is not enough, he says. The execution of the idea will determine its success. You can't be stuffy," says Mr. Saudek.
Our Altruism Backfired

Now that the smoke of the political conventions in Los Angeles and Chicago has cleared away—and our local television reporting crews have returned to their home bases—we wish to report a statistic:

Our stations were 100% successful in selling coverage of both conventions in every Corinthian market.

We fielded a 14-man team—complementing CBS's superb national coverage—to achieve local and regional coverage, to tell an intensive story of our respective state delegations, and to view national events with local eyes. We did this with our eyes open, hardly daring to hope for extensive sponsorship, fully prepared to underwrite the expense in the interest of service. The fact that we didn't have to is a tribute to the enlightened local, regional and national sponsors who saw the prestige—and commercial—value of our local coverage.

Among the comments:

“Countless compliments attest that convention programs gave us a prestige vehicle for primarily institutional messages. We feel that other advertisers throughout the country should watch this sort of thing carefully and evaluate its possible future value to themselves.”
—Texas National Bank (Agency: Goodwin-Dannenbaum) on KHOU-TV, Houston.

“Purchase of both conventions gave complete saturation of our market. . . . KOTV spending lot of money and effort bringing local angle to our public. Excellent opportunity for advertising.”
—Safeway Stores (Agency: Perry Ward Associates), co-sponsor with Conoco Gasoline (Benton & Bowles), on KOTV, Tulsa.

“Corinthian’s convention coverage gave us saturation with dominance, intense audience interest—and lots of family audience per dollar.”
—Bonsib, Inc., agency for meat packer Peter Eckrich & Son, on WANE-TV, Ft. Wayne.

“Through KXTV’s locally oriented convention coverage with Shell’s regular newscaster, Hank Thornley, people of Sacramento area will continue to associate Shell with important news presentation. This is an ideal combination of audience service and commercial impact.”
—Shell Oil Co. (J. Walter Thompson, San Francisco) on KXTV, Sacramento.

It is heartening to prove that good public affairs programming is also good business. Each Corinthian station will continue to explore opportunities to bring such programming to the attention of sponsors who recognize that service and commercial effectiveness go hand in hand.

Mr. Saudek's life is wrapped up in his work and his family. He is married to the former Elizabeth Koch of Pittsburgh and they have five children—Richard, 20, a Harvard student who has worked this summer as a copy boy for the New York Times; Christopher, 18; Robert Elliot, 15; Mary Elizabeth, 12, and Stephen, 7. They live in Bronxville, N.Y.

Work takes up the bigger part of Mr. Saudek's schedule, at times claiming 18 hours per day. He reads omnivorously in search of subjects for television production. As one acquaintance said the other day: "Those bags under his eyes are from bouts with books, not bottles."

His search for material and talent sometimes turns up both in unexpected places. While on a visit at Harvard last spring he looked in on a college play with the improbable title, "Oh, Dad, Poor Dad, Mama's Hung You in the Closet and I Am Feeling So Sad." Mr. Saudek decided that television wasn't ready for this production, but he was impressed with the direction of the show. He hired Michael Ritchie, the director, to be his assistant after graduation last June.

In his frequent travels, Mr. Saudek encounters businessmen from other fields and has become disturbed by what he detects as a growing attitude of tolerant amusement, if not contempt, toward television.

"We start to talk about the business we're in," he recalled last week, "and when I say, 'I'm in television,' there's always a giggle or a snicker. It's as if I had said I was a bookie.

"I think those of us working in television ought to raise our sights continually so the image we present to outsiders will be one they can respect, even admire."

AFM wins back pay

The American Federation of Musicians announced last week that a settlement has been reached with NBC under which 20 NBC staff musicians and eight or 10 extra sidemen will receive up to about $2,000 per man for work they performed on The Perry Como Show three years ago.

AFM officials said that the program was shown in England three years ago without compensation to the musicians who performed for the shows. The union and the network, they said, have been negotiating the issue for three years and last week agreed on a settlement in excess of $50,000. AFM said that each musician, staff or extra, will receive a share in proportion to the number of programs for which he played. Since February 1959 this contingency has been covered by union contract stipulation between NBC and the AFM.

POST-48 FILMS

Warner Canadian sale shrouded in mystery

The status of the sales of 122 Warner Bros. post-48 features to Creative Telefilm & Artists Corp., Toronto, scheduled for consumption last Thursday (Sept. 1) but complicated by an injunction application, remained a hush-hush affair at week's end.

Spokesmen for Warner Bros. and Creative Telefilm would not discuss the project and would not indicate if the contract had been signed or the date delayed. Several months ago, Warner and Creative Telefilm announced they had reached an agreement under which the latter would acquire tv rights to the features for $11 million and a commitment to pay Warner additional funds, depending on tv revenues.

Several weeks ago the American Federation of Musicians asked the U.S. District Court for the Southern District of New York for an injunction to halt the sale on the ground that under the terms of a contract with the AFM, Warner was required to obtain the consent of the union before it could release the features (containing music) to tv. Judge William B. Herlands had not issued a decision by last Thursday, although AFM had urged him to reach a verdict by that date.

In a hearing before Judge Herlands earlier in the week, Warner contended that the AFM cannot enforce its contract because AFM is no longer the bargaining agent for musicians at Warner Bros. (the Musicians Guild of America now has jurisdiction at motion picture studios). Warner also argued that the injunction should not be issued because the AFM has adequate remedy at law in a suit for damages.

AFM insisted that it was the bargaining agent at the time the 122 motion pictures were produced. Union spokesmen said they are attempting to obtain re-use payment for musicians who performed for the films.

'Oscar's' moving to ABC next year

At a cost of $561,000 per year, and "subject to formalization" of contract, ABC has been awarded, on an exclusive basis for the next five years, all radio-tv broadcast rights in the U.S. and Canada, to the annual Academy of Mo-
tion Picture Arts & Sciences “Oscar” award ceremonies, starting with the April 1961 event.

Under the agreement jointly announced last week (Aug. 29) by B.B. Kahane, academy president and Thomas W. Moore, ABC-TV vice-president in charge of programming, the academy will put on the 90 minute broadcast and also have “reasonable” approval of the advertiser who will sponsor the event annually. There will be no local station break announcements. The academy will underwrite all program costs, with ABC participating in specified production costs such as lighting and also promotion, according to Mr. Kahane. The deal also includes a provision for flexibility of format should the 90 minute program run overtime.

NBC has had the annual show for the past eight years, initially sponsored commercially, but the last three years sponsored by the film industry itself. ABC’s sealed bid topped NBC by an undisclosed margin this year. CBS’ low bid was eliminated a few weeks ago (BROADCASTING, Aug. 29) and the network did not resubmit a new one.

Program notes

Powers pick-up = Radio Liberation, propaganda station with powerful transmitters in Munich, Germany, and on the island of Formosa, has received permission of WBT Charlotte, N.C., to rebroadcast the two-hour excerpt of the spy trial of Francis Powers that WBT had picked up and recorded from Radio Moscow. In making the request Radio Liberation explained that its receiving monitors in New York had been unable to tape the Moscow broadcast at that time. WBT makes it a regular practice to pick up Russian short-wage propaganda programs in English for its series called Radio Moscow. The series is syndicated and currently heard on more than 20 radio stations. The Moscow line is rebroadcast with commentary and analysis by WBT staffers. The station was particularly on the alert for the Powers trial excerpts.

Station-to-station = A popular daily exercise program featuring John Hills, health director of KDKA-TV Pittsburgh, will be syndicated to WSAZ-TV Charleston-Huntington, W. Va.

Violence revisited = Recalling the mid-30’s, called the “violent years” by some American historians, and the flood of gangster pictures produced then, with such rising new stars as Edward G. Robinson, Humphrey Bogart and James Cagney, KJH-TV Los Angeles has set aside late Saturday evening for a new series of theatrical movies and called the sequence The Violent Years. Series began Aug. 20 with “Marked Woman,” starring Humphrey Bogart, has such pictures as “Hatchet Man” and “Tiger Shark,” both with Edward G. Robinson, and another Bogart starrer, “Racket Busters,” scheduled for the weeks ahead.

Comeback trail = Featuring interviews with such guests as Roy Campanella, injured baseball player who now is host of a tv series, Comeback is a public service program of WMAR-TV Baltimore shared with three other stations. The taped program is exchanged with those of other coordinating stations “as a joint public service endeavor to further enhance the industry’s prime image and purpose,” according to WMAR-TV. Participating are WOR-TV New York, WSB-TV Atlanta and WHAS-TV Louisville. The Baltimore station presents the program on alternate Wednesdays, 5:15-5:30 p.m.

Film sales

“Blockbuster Package” (Jaylark)

Sold to WJAR-TV Providence; WFLA-TV Tampa; WRDW-TV Augusta, Ga.; WVRA-TV Richmond, Va.; WVEC-TV Norfolk; WJS-TV Columbia, S.C.; KFSA-TV Ft. Smith, Ark.; WBNS-TV Columbus, Ohio; WEHT (TV) Evansville, Ill.; KPLC-TV Lake Charles, La.; WLVA-TV Lynchburg, Va.; WJTV (TV) Jackson, Miss., and KGNV-TX Laredo, Tex.

Now in 119 markets.

“Science-Horror Features” (United Artists Assoc.)

Sold to KRIS-TV Corpus Christi; KGMB and KHVH-TV, both Honolulu; WEGA-TV Jacksonville; KFLY-TV Lafayette, La.; WPTV (TV) Palm Beach, Fla.; WJHG-TV Panama City, Fla.; WTVH (TV) Peoria, Ill.; KCSI-TV Pueblo, Colo.; KCR-A-TV Sacramento, Calif., and WSLA (TV) Selma, Ala.

“First Re-Run Package to Australia” (International Television Programs)

Sold to Amalgamated Television Services, Sydney, for all of Australia. Also a six show package of first-run features were sold to ATN Sydney and GTV Melbourne.

“Pre-’48 Paramount Features” (MCA-TV)

Sold to WMBD-TV Peoria; KGLO-TV and KEYC-TV Mason City, and WJXT (TV) Jacksonville, Fla.

“Shotgun Slade” (MCA-TV)

Sold to KNXT (TV) Los Angeles; P. Ballantine & Sons, brewers, for an upstate New York market, and R. J. Reynolds for two markets in Kentucky and Wisconsin.

You’ll find more than just a moo-moo here and a quack-quack there in the growing Greenville-Washington Market. In 1959, one-half of the state’s Billion Dollar Farm income was in this market dominated by WNCT and WITN. Take a close look at all the fertile facts before planting your next campaign. Avails and details are yours for the asking.

"ONE OF THE TOP 100 MARKETS"

Well over 1,000,000 Population — Set Count 200,000

BROADCASTING, September 5, 1960
Sales Action at Sunset!

"TRACKDOWN"

On WWJ-TV, Detroit
6:00 P.M.
Monday through Friday

For your fall and winter campaign, WWJ-TV proudly features the finest adult western available for spot advertising. "Trackdown" is first run off network—and scheduled across the board for maximum exposure to WWJ-TV's big family-hour audience.

Saddle up with these terrific tales of the Texas Rangers to corral important sales gains in the prosperous Detroit-Southeastern Michigan market. Your PGW Colonel has complete details. Phone him today!
### How tv fared in the leading multi-station markets last year

<table>
<thead>
<tr>
<th>Tv Markets</th>
<th>No. of Stations $25,000 or More</th>
<th>No. Reporting in Operation</th>
<th>No. Reporting in Time Sales</th>
<th>Time Sales:</th>
<th>National and Regional Advertisers</th>
<th>Local Advertisers and Sponsors</th>
<th>Total Broadcast Stations</th>
<th>Total Broadcast Revenues</th>
<th>Total Broadcast Expenses</th>
<th>Total Broadcast Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany-Schenectady-Troy, N.Y.</td>
<td>3</td>
<td>3</td>
<td>4,687,134</td>
<td>13,793,405</td>
<td>$3,279,405</td>
<td>$1,015,374</td>
<td>4,502,218</td>
<td>$3,943,457</td>
<td>$2,278,661</td>
<td></td>
</tr>
<tr>
<td>Albuquerque, N.M.</td>
<td>3</td>
<td>3</td>
<td>2,875,602</td>
<td>5,269,602</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Altoona-Johnstown, Pa.</td>
<td>3</td>
<td>3</td>
<td>926,270</td>
<td>1,902,896</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amarillo, Tex.</td>
<td>3</td>
<td>3</td>
<td>390,002</td>
<td>556,295</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlanta, Ga.</td>
<td>3</td>
<td>3</td>
<td>1,865,402</td>
<td>3,828,600</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austin, Tex.</td>
<td>3</td>
<td>3</td>
<td>331,790</td>
<td>675,986</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Bakersfield, Cal.</td>
<td>3</td>
<td>#2</td>
<td>198,210</td>
<td>264,712</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baltimore, Md.</td>
<td>3</td>
<td>3</td>
<td>2,095,635</td>
<td>5,701,622</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boise-Nampa, Ida.</td>
<td>3</td>
<td>3</td>
<td>198,210</td>
<td>264,712</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boston, Mass.</td>
<td>3</td>
<td>3</td>
<td>3,620,473</td>
<td>13,191,035</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buffalo-Niagara Falls, N.Y.</td>
<td>3</td>
<td>3</td>
<td>2,120,106</td>
<td>6,081,427</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cape Girardeau, Mo., Paducah, Ky., Harrisburg, Ill</td>
<td>3</td>
<td>3</td>
<td>496,649</td>
<td>1,137,936</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cedar Rapids-Waterloo, Iowa</td>
<td>3</td>
<td>3</td>
<td>767,833</td>
<td>1,570,413</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Champaign-Urbana-Danville, III</td>
<td>3</td>
<td>3</td>
<td>680,002</td>
<td>1,443,004</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charleston-Oak Hill-Huntington, W. Va. Ashland, Ky.</td>
<td>4</td>
<td>4</td>
<td>1,314,334</td>
<td>7,851,071</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chattanooga, Tenn.</td>
<td>4</td>
<td>4</td>
<td>625,244</td>
<td>789,939</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>3</td>
<td>3</td>
<td>1,637,995</td>
<td>25,326,700</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Cincinnati, Ohio</td>
<td>3</td>
<td>3</td>
<td>1,097,396</td>
<td>2,266,882</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleveland, Ohio</td>
<td>3</td>
<td>3</td>
<td>3,410,650</td>
<td>9,004,293</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colorado Springs-Pueblo, Colo.</td>
<td>3</td>
<td>3</td>
<td>218,931</td>
<td>422,896</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>3</td>
<td>3</td>
<td>1,658,513</td>
<td>4,077,519</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dallas-Fort Worth, Tex.</td>
<td>4</td>
<td>4</td>
<td>2,703,027</td>
<td>5,328,844</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Denver, Colo.</td>
<td>3</td>
<td>3</td>
<td>1,170,728</td>
<td>3,339,662</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Des Moines- Ames, Iowa</td>
<td>3</td>
<td>3</td>
<td>1,714,493</td>
<td>2,354,917</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Detroit, Mich.</td>
<td>4</td>
<td>4</td>
<td>1,225,227</td>
<td>10,682,223</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>El Paso, Tex.</td>
<td>3</td>
<td>3</td>
<td>324,770</td>
<td>688,084</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Evansville, Ind.-Henderson, Ky.</td>
<td>3</td>
<td>3</td>
<td>515,709</td>
<td>688,194</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flint-Saginaw-Bay City, Mich.</td>
<td>4</td>
<td>4</td>
<td>801,075</td>
<td>1,430,025</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fort Wayne, Ind.</td>
<td>3</td>
<td>3</td>
<td>793,309</td>
<td>1,560,522</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresno, California</td>
<td>3</td>
<td>3</td>
<td>810,075</td>
<td>1,498,585</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greenville-Marquette, Wis.</td>
<td>3</td>
<td>3</td>
<td>682,145</td>
<td>1,175,812</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** The figures represent the total revenues for each station network for the year 1959.
Football tactics aren’t discussed at these chalk talks. But there is the same team spirit: a desire to do better than the other guy, to make the finest broadcast equipment in the world. Collins team of creative engineers consistently leads the league.
A three-year track record at networks & stations

**BROADCAST REVENUES, EXPENSES AND INCOME OF 3 TV NETWORKS AND 519 TV STATIONS 1959 - 1958 - 1957**

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Expenses</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1959</td>
<td>$200,673,496</td>
<td>$519,557,267</td>
<td>$315,383,770</td>
</tr>
<tr>
<td>1958</td>
<td>$222,300,414</td>
<td>$575,433,814</td>
<td>$353,130,400</td>
</tr>
<tr>
<td>1957</td>
<td>$249,292,400</td>
<td>$629,245,400</td>
<td>$379,953,000</td>
</tr>
</tbody>
</table>

**Note:** Before Federal Income Tax

---

**Post-Freeze television stations:**

<table>
<thead>
<tr>
<th>334 VHF stations</th>
<th>77 UHF stations</th>
<th>Industry total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$268,678,100</td>
<td>$186,678,100</td>
<td>$455,356,200</td>
</tr>
</tbody>
</table>

**Broadcast Expenses**

<table>
<thead>
<tr>
<th>3 Networks (total)</th>
<th>93 Pre-Freeze television stations</th>
<th>Industry total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$86,736,900</td>
<td>$439,763,900</td>
<td>$526,500,800</td>
</tr>
</tbody>
</table>

**Expenses**

- **Programming:**
  - $147,500,000
  - $98,500,000
  - $246,000,000

- **Operation:**
  - $108,000,000
  - $73,000,000
  - $181,000,000

- **Advertised time:**
  - $200,000,000
  - $120,000,000
  - $320,000,000

**1959 Revenue**

- **Broadcasting:**
  - $200,673,496

---

**Additional Information:**

- **Reach:**
  - 177,000,000

- **Post-Freeze television stations:**
  - 334 VHF
  - 77 UHF

---

**Notes:**

1. Before commissions to agencies, representatives and others.
2. Total revenues consist of total time sales less commissions plus talent and program sales.
4. **Post-Freeze television stations:**
   - 334 VHF
   - 77 UHF

**Radio Broadcasting:**

- 1959
- 1958
- 1957

---

**Source:**

- **BROADCASTING, September 5, 1960**

---

**302.1**

---

**Note:**

Denotes loss.
in any future national emergency, the principal burden of transportation will fall upon the railroads (in World War II, 90% of all military freight moved by rail).

In everyone's interest, public policy should give the railroads the opportunity to compete with other forms of transportation on a fair and equal basis.

ASSOCIATION OF AMERICAN RAILROADS, WASHINGTON, D.C.
"some days a man can't make a plugged nickel"

Says MAJOR SELLINGFORCE
(Ambrose W., at your service)

Ever get the feeling you’re getting nowhere fast, old snake-killer? I did — that’s why I gave up Indian scouting and scooted back home to South Carolina to plan ahead.

Started with that 1,526-foot tower that gives WIS-TV the power to deliver the whole state (or pretty near) for one buy. Me, old Major Sellingforce, I planned the state so Columbia would be SOUTH CAROLINA’S BIGGEST METROPOLITAN AREA IN THE 1960 CENSUS — and that it is! Down here, population sales are jumping like a sausage on a pan. Join up with WIS-TV, old flint-dodger. It’s a fighting outfit — MAJOR SELLING FORCE IN SOUTH CAROLINA — way ahead of whatever’s in second place. Ask me for a folder that tells my whole life story, the good with the bad.

WIS-TV NBC/ABC
COLUMBIA, SOUTH CAROLINA
a station of
THE BROADCASTING COMPANY OF THE SOUTH
WIS-TV, Channel 10, Columbia, S. C., WSFA-TV, Channel 12, Montgomery, Ala. WVEA-TV, Channel 34, Greenville, S. C., WIST, 930, Charlotte, N. C.

Which kind profited— which kind lost
(vhfs & uhfs; pre-freeze & post-freeze stations)

TV STATIONS CLASSIFIED BY VOLUME OF TOTAL BROADCAST REVENUES SHOWING NUMBER REPORTING PROFIT OR LOSS
[Stations Operating Full Year 1959 Only]

<table>
<thead>
<tr>
<th>Pre-Free VHF</th>
<th>Post-Free VHF</th>
<th>Post-Free UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Broadcast Revenues</td>
<td>Profit</td>
<td>Loss</td>
</tr>
<tr>
<td>Over $8,000,000</td>
<td>7</td>
<td>—</td>
</tr>
<tr>
<td>6,000,000 - 8,000,000</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>4,000,000 - 6,000,000</td>
<td>15</td>
<td>—</td>
</tr>
<tr>
<td>3,000,000 - 4,000,000</td>
<td>16</td>
<td>2</td>
</tr>
<tr>
<td>2,000,000 - 3,000,000</td>
<td>20</td>
<td>1</td>
</tr>
<tr>
<td>1,500,000 - 2,000,000</td>
<td>14</td>
<td>1</td>
</tr>
<tr>
<td>1,000,000 - 1,500,000</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>800,000 - 1,000,000</td>
<td>1</td>
<td>—</td>
</tr>
<tr>
<td>600,000 - 800,000</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>400,000 - 600,000</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>200,000 - 400,000</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>100,000 - 200,000</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Less than 100,000</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Total operating full year 1959</td>
<td>98</td>
<td>9</td>
</tr>
</tbody>
</table>

NOTE: Excludes 6 satellite stations whose financial data are included with their parent station.

Breaking down profit & loss of the three tv networks & 519 television stations

BROADCAST FINANCIAL DATA OF 3 NATIONAL TELEVISION NETWORKS AND 519 TV STATIONS
1959

<table>
<thead>
<tr>
<th>Item</th>
<th>17 Network</th>
<th>Total 3</th>
<th>Gran (10^{6})</th>
<th>Post (10^{6})</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Networks</td>
<td>Sta</td>
<td>Sta</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(1)</td>
<td>(2)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>($) Millions</td>
<td>($)</td>
<td></td>
</tr>
<tr>
<td>A.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Network time sales:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National and regional advertisers</td>
<td>92.6</td>
<td>331.6</td>
<td>424.2</td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local advertisers</td>
<td>27.3</td>
<td>173.3</td>
<td>200.6</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total non-network time sales</td>
<td>119.9</td>
<td>504.9</td>
<td>624.8</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total retentions from sale of network time</td>
<td>287.8</td>
<td>30.5</td>
<td>127.5</td>
<td>445.8</td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-network time sales:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National and regional advertisers</td>
<td>181.7</td>
<td>10.9</td>
<td>197.0</td>
<td></td>
</tr>
<tr>
<td>b. Sundry broadcast revenues</td>
<td>35.7</td>
<td>36.1</td>
<td>76.5</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total incidental broadcast activities</td>
<td>274.2</td>
<td>91.0</td>
<td>273.5</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>435.5</td>
<td>137.6</td>
<td>587.4</td>
<td>1,163.9</td>
</tr>
<tr>
<td>7.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total broadcast expenses</td>
<td>406.5</td>
<td>81.7</td>
<td>453.4</td>
<td>941.4</td>
</tr>
<tr>
<td>B.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenues from incidental broadcast activities:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Talent</td>
<td>44.4</td>
<td>10.9</td>
<td>197.0</td>
<td></td>
</tr>
<tr>
<td>b. Sundry broadcast revenues</td>
<td>35.7</td>
<td>36.1</td>
<td>76.5</td>
<td></td>
</tr>
<tr>
<td>Total incidental broadcast activities</td>
<td>274.2</td>
<td>91.0</td>
<td>273.5</td>
<td></td>
</tr>
<tr>
<td>C.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total broadcast expenses</td>
<td>406.5</td>
<td>81.7</td>
<td>453.4</td>
<td>941.4</td>
</tr>
<tr>
<td>D.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broadcast Income (before Federal</td>
<td>Income Tax)</td>
<td>32.0</td>
<td>55.9</td>
<td>134.4</td>
</tr>
</tbody>
</table>

\(^1\) Includes data for two network owned and operated uhf stations that were sold prior to December 31, 1959.

\(^2\) Total retentions from sale of network time of $127.5 million by 502 other tv stations includes revenues received from miscellaneous tv networks in addition to receipts from the 3 national tv networks.

64 (THE MEDIA)
SEE FOR YOURSELF WHY ONE STATION DOES AROUND 80% OF THE LOCAL BUSINESS IN DES MOINES

Most Watched Station . . . KRNT-TV!
Most Believable Personalities . . . KRNT-TV!
Most Believable Station . . . KRNT-TV!
Most People Would Prefer KRNT-TV Personalities As Neighbors!
Most People Vote KRNT-TV
The Station Doing the Most to Promote Worthwhile Public Service Projects!

Wonderful Ratings on KRNT-TV!
The Points Where Your Distribution is Concentrated

Wonderful Ratings on KRNT-TV!
The Points Where the Points Count the Most for You.

See for yourself the list of local accounts whose strategy is to use this station almost exclusively. It reads like who's who in many classifications—Foods and Financial Institutions, to name a couple.

See for yourself the new, tried and proved power concept of these companies of concentrating on one station. See for yourself how they use this station to get distribution and produce sales. The bold concept used by these companies discards the old strategy of a little here, a little there, a little some place else. Old strategy oftentimes results in a dissipation of efforts.

See for yourself why KRNT-TV regularly carries around 80% of the local business. See for yourself that this station is a big enough sales tool to win your sales battle if it's used in a big enough way.

KRNT-TV
DES MOINES
A COWLES STATION
### Table 7

**Principal Expense Items of TV Stations**

<table>
<thead>
<tr>
<th>Stations Operating Full Year 1959 Only</th>
<th>Average Per Station</th>
<th>All Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast Revenues</td>
<td>Total Expenses</td>
<td>Salaries and Wages</td>
</tr>
<tr>
<td>Less than $300,000</td>
<td>$2,080,032</td>
<td>$0,540</td>
</tr>
<tr>
<td>100,000-200,000</td>
<td>262,831</td>
<td>102,295</td>
</tr>
<tr>
<td>200,000-300,000</td>
<td>382,186</td>
<td>135,506</td>
</tr>
<tr>
<td>300,000-400,000</td>
<td>409,926</td>
<td>165,483</td>
</tr>
<tr>
<td>400,000-500,000</td>
<td>508,384</td>
<td>197,519</td>
</tr>
<tr>
<td>500,000-600,000</td>
<td>699,778</td>
<td>276,175</td>
</tr>
<tr>
<td>600,000-700,000</td>
<td>810,047</td>
<td>308,167</td>
</tr>
<tr>
<td>700,000-800,000</td>
<td>9,784</td>
<td>360,259</td>
</tr>
<tr>
<td>800,000-1,000,000</td>
<td>1,345,943</td>
<td>492,898</td>
</tr>
<tr>
<td>1,000,000-1,500,000</td>
<td>1,722,251</td>
<td>617,848</td>
</tr>
<tr>
<td>1,500,000-2,000,000</td>
<td>2,311,514</td>
<td>881,197</td>
</tr>
<tr>
<td>2,000,000-3,000,000</td>
<td>2,950,784</td>
<td>1,049,665</td>
</tr>
<tr>
<td>3,000,000-4,000,000</td>
<td>3,936,825</td>
<td>1,235,870</td>
</tr>
<tr>
<td>4,000,000-5,000,000</td>
<td>5,431,213</td>
<td>1,547,216</td>
</tr>
<tr>
<td>5,000,000-7,500,000</td>
<td>7,611,676</td>
<td>2,484,152</td>
</tr>
</tbody>
</table>

*Excludes data for 5 post-freeze stations (1 VHF and 4 UHF) operating full year 1959 with less than $25,000 in time sales which are not required to report detailed expense data.

*Note: Also excludes data for 6 full year operating stations whose financial data are included with their parent station.*

### The Expense Tab

**Table 6**

<table>
<thead>
<tr>
<th>Type of Expenses</th>
<th>Network</th>
<th>502 Owner and Operated TV Stations</th>
<th>519 Other TV Stations</th>
<th>Total 3 Networks</th>
<th>1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>$39,977</td>
<td>$14,104</td>
<td>$73,762</td>
<td>$127,843</td>
<td></td>
</tr>
<tr>
<td>Program</td>
<td>316,097</td>
<td>40,835</td>
<td>188,975</td>
<td>545,907</td>
<td></td>
</tr>
<tr>
<td>Selling</td>
<td>209,898</td>
<td>8,988</td>
<td>53,720</td>
<td>92,913</td>
<td></td>
</tr>
<tr>
<td>Administrative</td>
<td>29,787</td>
<td>18,171</td>
<td>136,963</td>
<td>185,006</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>406,535</td>
<td>$81,708</td>
<td>$453,462</td>
<td>$941,669</td>
<td></td>
</tr>
</tbody>
</table>

*Includes data for two network owned and operated UHF stations that were sold prior to December 31, 1959.*

### ABA Meet Ignores Canon 35

**Crime shows on tv subject of discussion**

Six radio-tv shows honored with awards

The American Bar Assn. brushed aside the matter of broadcast coverage in the courtroom at its annual convention, held last week in Washington. But it gave six Gavel Awards to radio-tv stations for distinguished service in promoting understanding of law and justice.

Canon 35, anti-broadcast rule of the ABA, was slated for consideration before the House of Delegates but official ABA sources said the matter was not brought before the house.

Dozens of sectional meetings were held during the convention, including a panel at which crime portrayal by news media was discussed in blunt terms.

A last-minute addition to the agenda, announced Aug. 30, was a speech by Adlai Stevenson, Democratic presidential nominee in the 1952 and 1956 campaigns. He replaced Vice President Richard M. Nixon, who could not appear because of his illness. President Eisenhower spoke Aug. 29.

**Honors**

These gavel awards were presented for television programs:

- KPIX-TV San Francisco, Westinghouse Broadcasting Co. station, "for fostering public understanding of the processes of criminal law through its documentary TV production, A Life in the Balance." Donald H. McGannon, WBC president, accepted the award.
- WRC-TV Washington, NBC o&o station, "for increasing public understanding of the role of juvenile courts in the American judicial system." Joseph Goodfellow, vice president-general manager of WRC-TV, accepted the award.
- Pajano Productions, Hollywood, "for dramatizing basic legal safeguards afforded to accused persons through the Perry Mason television program." Raymond Burr, star of the show, accepted the gavel.
- Tulane Close-Up, Tulane U., New Orleans, "for the nationally televised program With Justice for All, explaining the functions of legal aid and defender services in aiding indigent persons." Dr. Herbert E. Longenecker, Loyola president, accepted the award.
- Two radio awards were presented:
  - WRCV Philadelphia, NBC o&o station, "for contributing to public understanding of the administration of justice through the radio series Law in Action," Raymond W. Welpott, vice president-general manager, accepted the award.
  - WHAS Louisville "for increasing public understanding of the American system of law and justice through the radio series It's the Law," Victor Sholis, vice president, accepted the award.

Four newspaper gavel awards went to the Washington Post, Pittsburgh Post-Gazette, Portland Oregonian and Lind-
YOU MAY NEVER LIVE IN THE OLDEST CASTLE*—

BUT... WKZO-TV Gets Results “Fit For A King” In Kalamazoo-Grand Rapids!

WKZO-TV is the “palace royal” for advertisers in Kalamazoo and Grand Rapids (two of America’s 51 fastest-growing city-markets) and in Greater Western Michigan, one of America’s 20 largest television markets!

Every day, WKZO-TV carries news of your product to more of the market’s 600,000 television homes than any other station. WKZO-TV delivers an average of 70% more homes per quarter hour than Station ‘B,’ Sunday through Saturday, 6 p.m.-9 p.m. (NSI—February, 1960).

For all the rest of outstate Michigan worth having, add WWTV to your WKZO-TV schedule. If you want it all, give us a call!

*Oldest fortified castle in the world is at Gomdan (Kingdom of Yemen, Arabia) dating prior to 100 A.D.
say-Schaub Newspapers, Decatur, Ill.

Whitney North Seymour was inducted as ABA president. He is an authority on constitutional law and represented NAB as special counsel in appearances at the FCC program hearings last winter and Senate legislative hearings in May.

**Kintner Speaks** The Federal Trade Commission's radio and TV advertising unit has reviewed 5,175 radio and TV continuities during the fiscal year 1960—from July 1, 1959 to June 30, 1960, FTC Chairman Earl W. Kintner said in an address on food, drug and cosmetic law.

The work of the monitoring unit, Mr. Kintner said, extended also to a review of 142 magazines and 626 newspapers. All in all the FTC chairman said, the unit has looked over 203,841 advertisements in all three media.

In a discussion of the work of the unit, Mr. Kintner made it clear that despite its name the group scrutinizes all media. This has proved most economical, he said. He also disclosed that the monitoring unit maintains liaison with the Alcohol Tax Div., of the Internal Revenue Service and forwards to that agency radio and TV commercials for beer, wine and other alcoholic beverages. In the last 12 months, Mr. Kintner stated, 3,567 such advertisements were segregated and forwarded to the treasury unit.

ABA adopted a resolution urging federal regulatory agencies to amend their rules of practice so only attorneys appearing on behalf of parties directly involved would be heard during top-level review of examiners' recommendations. The resolution was offered by Mr. Kintner. He said the rule would relieve members of Congress of "making speeches on behalf of their constituents" before regulatory agencies.

**Critical Moderator** In approaching the problem of crime portrayal in public media, the ABA named William B. McKesson, district attorney of Los Angeles County and chairman of ABA's crime-media committee, to moderate a panel.

Mr. McKesson opened with a half-hour castigation of radio-TV and newspapers, citing familiar anti-broadcast statements but ignoring pro-broadcast studies and statements. His onesided presentation moved Charles H. Tower, ABA TV vice president and panel member, to say, "Our moderator's opening statement sounded to me more like a criminal complaint than a description of the subject to be discussed. This, I suppose, is a pardonable offense for one who has so ably and conscientiously devoted his time and talents to the vital role of public prosecutor."

Also taking sharp issue with Mr. McKesson was Charles Fletcher-Cooke, of London, Member of Parliament, who contended publication and broadcasting of crime news is desirable, with the alternative of no publicity much

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**NAB's Radio Code: On the road to prosperity**

NAB's pay-as-you-go Radio Code, a grown-up version of the old standards of practice, has passed the 600-mark in subscribers.

Once a non-paying honor system document with statements of ethical requirements, the code now is operating on a basis parallel with the NAB TV Code. Although the new code setup has just gotten off the ground, its subscriber list promises continued growth.

The next step will be appointment of a fulltime director to administer the code. The director will operate under supervision of John F. Meagher, NAB radio vice president.

When the code was overhauled July 1, its rolls were opened for the first time to non-NAB stations. The enforcing agency is headed by Cliff Gill, KEZY Anaheim, Calif., who presided at a code board meeting held Aug. 28 in Washington.

NAB's campaign to explain code benefits will be operated through state broadcasters associations, supported by the NAB station relations staff, headed by William Carlisle. A complete radio code presentation is planned at the series of eight Fall Conferences starting Oct. 13 in Atlanta (see conference schedule, page 18).

The new director will aid in preparing a monitoring program to check on enforcement of code provisions. An audio symbol for broadcast use by subscribers is being worked out.

Merrill Lindsay, WSOY-AM-FM Decatur, Ill., member of the NAB Policy Committee, took part in the Aug. 28 code meeting. Also representing NAB besides Mr. Meagher, were Everett E. Revercomb, acting administrator and secretary-treasurer; John M. Couric, public relations manager; Douglas A. Anello, chief counsel, and John Degnan, assistant to Mr. Meagher.
WHEN DID THEY FIND TIME FOR WORK?

In agency "X", a real togetherness outfit, there is extensive exchange of birthday cards every year. Each executive sends one to all other executives, one to every worker and, naturally, one to the president. Each worker sends one to each executive (there are no secrets), one to all other workers, and one to the president, naturally. There are, naturally, twice as many executives as workers. Nine hundred cards are sent in a year's time.

How many workers in agency "X"?

The correct answer will win you a copy of Dover Publications' "Amusements in Mathematics"—plus one birthday card next time you're thirty-nine.* Oldtimers need not despair. There are different prizes for repeat winners.

* Plus a picture (personally autographed by our copywriter) of Sophia Loren or Jack Kelly, a couple of the stars who'll be seen in our new first-run, Grade A late-night movies.
FILM does the “impossible!”

ALWAYS shoot in color... Eastman Color Film... You'll be glad you did.
For example, helping LESTOIL seek out and sell millions of housewives through brilliant, imaginative, instantly understood ANIMATION is possible only with film.

In fact, film—and film alone—does these 3 things for you: (1) gives you crisp, vivid animation; (2) provides high-polish commercials rich with optical effects; (3) assures penetration and coverage the world over.

For more information, write Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.
Midwest Division
130 East Randolph Drive
Chicago 1, Ill.
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. German, Inc.
Agents for the sale and distribution
of Eastman Professional Motion
Picture Films, Fort Lee, N.J.,
Chicago, Ill., Hollywood, Calif.

Advertises: LESTOIL Inc.
Producer:
Robert Lawrence Animation Inc.
Advertising Agency:
Jackson Associates Inc.

worse. “A small minority in England
seizes crime programming as a stick
to beat United States broadcasting,”
his said, adding no connection between
tv crime programs and the increase in
crime has been proved.

“There is no increase in the carrying
of guns,” he said in defending tele-
vision. “There is no evidence that a
normal child is in any way induced to
crime. Our children regard westerns as
remote costume pieces, drawing a sharp
distinction between fiction and docu-
mentary fact.”

In England, Mr. Fletcher-Cooke
said many people in his country regard
the Independent Television Authority
as weak and possessed of few but critical
sanctions. “Suspension of a sta-
tion is like the hydrogen bomb—too
flagrant to be used except in excep-
tional cases,” he said.

The competition of the ITA tv sta-
tions in Great Britain “has been ex-
tremely good for the BBC,” he said,
adding, “I would view with great alarm
any reversal of that trend.” He argued
parental authority “is more important
than all the mass media in the world.”

Crime portrayal in media is a basic
sociological and psychological prob-
lem, not a media problem, Mr. Tower
contended. Those who don’t like what
most people like on television consti-
tute “a small but presumably chosen
hand of people who believe that
America is going to hell in a television
picture tube,” he said.

Mr. Tower cited an NAB analysis of
a typical programming week in Wash-
ington, with variety-comedy, drama and
adventure constituting 38% of time,
westerns 9%, cultural and interview,
9%, and down to private detective 3%,
police 3%, courtroom 3% and mys-
teries 1½%. He reminded that in terms
of popular selection “Matt Dillon will
beat Bill Shakespeare to the draw every
time, and by a wide margin. Broadc-
esters will continue to serve up some
Shakespeare, perhaps not enough for
those who want no Dillon and all
Shakespeare, but still a significant
amount.” He analyzed the basis for the
popularity of crime and adventure pro-
grams.

Tv and J.D. “There are to my
knowledge no studies showing a causal
relation between television and juvenile
delinquency,” Mr. Tower said. He
said broadcasters will continue to pro-
grame the best to their ability and
“resist the deceptively easy course of
government directive because we be-
lieve that a free society in today’s world
rests more importantly than many
people realize on a free system of
broadcasting.” He said self-regulation
through the NAB Tv Code is bringing
improved standards.

Ashbrook Bryant, of the FCC net-
work study office, said tv crime pro-
grame aren’t likely to affect a normal
child but might have an impact on a
frustrated, emotionally disturbed child.
He argued criticism of broadcast pro-
grame “isn’t thought up by dissid-
ents merely to embarrass broadcasters.”
He said Sec. 326 of the Communica-
tions Act and the First Amendment
properly forbid the FCC from censor-
ing programs or penalizing program
material it thinks is bad, aside from ob-
scenity and related material.

Tom Cameron, Los Angeles Times
crime reporter, said newspapers can’t
change the community image. He said
there were 105,227 major crimes in Los
Angeles last year, but only a small per-
centage were reported in the newspa-
ers. He said newspapers have raised
the standards of crime portrayal.

In a pre-convention ABA panel,
several attorneys clashed on the ethics
of lawyer participation in tv programs
drawing trials. Herman F. Selvin, Los
Angeles attorney, said tv shows are in-
compatible with legal ethics because
their first requirement is audience ap-
peal. Arguing in favor of tv pro-
grame were Richard F. Hayden and
Quenton C. Ogren, Los Angeles law-
yers, and Gilbert Giordano, Washing-
ton. They took the position it was bet-
ter to have the programs conducted with
supervision of lawyers and emphasized
creation of greater public understand-
ing of the judicial process and function
of lawyers.

In a pre-convention copyright ses-
sion Joseph A. McDonald, communi-
cations attorney, served as chairman of a
panel. Application of copyright to elec-
tronic media was reviewed. Vincent T.
Wasilewski, NAB vice president, par-
ticipated in the discussion.

Rep appointments

- WSJS-AM-FM-TV Winston-Salem,
  N.C.: Peters, Griffin, Woodward, N.Y.
- WAME Miami: Adam Young Inc.,
  N.Y.
- WKBW New Britain-Hartford, Conn.: 
  George P. Hollingbery Co., N.Y.
- WHIL Medford (Boston), Mass. and 
  WJBW New Orleans, both Tarlow As-
  soc stations: Forjoe Co., N.Y.
- WIST Charlotte, N.C.: Adam Young
  Inc., N.Y.
- WWMT (FM) New Orleans: Good 
  Music Broadcasters Inc., N.Y.
- WEIR Weirton, W.Va.; WDNQ An-
  niston, Ala.; WSKY Asheville, N.C.;
  WICK Scranton, Pa.; WIPR Greenville,
  Miss.; WWML Portage, Pa.; WTCS
  Fairmont, W.Va.; WAPX Montgomery,
  Ala.; Spot Time Sales Inc., N.Y.

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MORE EARS THAN EYES IN DAY?

RAB says radio outdraws tv in daytime

The Radio Advertising Bureau last week unveiled a new study which asserts that radio's penetration of the adult consumer audience is "consistently greater" than television's during the daytime hours when "most buying takes place."

RAB President Kevin B. Sweeney, outlining the results of the study, told a news conference in New York last Wednesday (Aug. 31) that the bureau was aiming at daytime TV's advertising billing. He estimated that daytime TV is grossing about the same as daytime radio—approximately $550 million annually.

The study makes two main points: (1) daytime radio outranks daytime TV in adult audience and (2) adults are the only important audience for most advertisers.

RAB's conclusions regarding the size of the adult audience during daytime hours (defined as before 6 p.m.) are based on research conducted for the bureau by The Pulse Inc., in 27 metropolitan markets during the winter of 1960. RAB supports its claim that adults (over 18 years old) are the only important audience for most advertisers by citing published research on buying habits in groceries and supermarkets, department stores and drug stores.

The study shows that radio's adult audience surpasses TV's in every hour from 6 a.m. to 6 p.m. (see chart). RAB noted that a comparable study conducted in the winter of 1958 showed that radio had a "substantial edge" over TV in daytime adult audience penetration, but added that the winter 1960 figures indicate that radio has increased the edge by 6.5% in the average hour between 6 a.m. and 6 p.m.

The study points out that the proportion of adults in radio's audience in 1960 has held steady or gained since 1958, while in TV, it has decreased. For example, RAB said, the daytime audience in radio averaged out to 87% adult in 1958 and 88% in 1960, while TV's averaged out to 62% in 1958 and 61% in 1960.

To bolster its contention that adults are the significant audience for most advertisers, RAB offers statistics gleaned from various marketing studies which claim, for example, that 98.2% of food and grocery buyers are adult; 85% of all department store traffic is adult and 95% of all drug and toiletry purchases are made by adults. RAB asserts that children have "very little influence" on brand choice, even for products traditionally considered "children's" products. In this connection, the study points to research data that indicates that for purchases of ice cream and sherbet, peanut butter, bread and chocolate milk, children have "little influence" on brand decisions.

RAB officials will be showing the study to leading advertisers and agencies and copies will be distributed to more than 3,000 agencies and advertisers. RAB member stations will be making presentations, based on the study, to local advertisers.

Advice from WXYZ-TV

WXYZ-TV Detroit has formed an advisory committee on commercial productions to serve as consultants to advertising agencies. The council will provide information on new techniques in the creation of TV commercials, and will answer technical questions, solve production problems and advise on matters of staging, continuity, engineering and direction. The station's president, John F. Pival, drew the group of experts from WXYZ-TV's graphic arts, video tape recording, direction, scenery, continuity direction and staging departments. Mr. Pival commented that he feels that since it is difficult even for people directly involved in the broadcasting industry to keep abreast of rapid developments, the council will aid advertisers to realize the possibilities of the medium.

<table>
<thead>
<tr>
<th>Media reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>KBLA sued</td>
</tr>
<tr>
<td>Car pools</td>
</tr>
<tr>
<td>Official consultant</td>
</tr>
<tr>
<td>Local talent</td>
</tr>
</tbody>
</table>
tion in Manchester, Conn., is co-sponsoring a community symphony orchestra which now has over 50 members, most of them amateurs. The project was developed by John Gruber, who conducts a classical-music program on WINF and is music critic of the Manchester Evening Herald, co-sponsor. Mr. Gruber invited people who had once played musical instruments fairly well to apply even though they might be out of practice. He offered to lead the orchestra. The local board of education has supplied practice space and the group intends to give a series of concerts beginning next spring.

CBS-TV workshop ■ Applications are being accepted for the second annual seminar, CBS Television Workshop, for new writers and directors, starting Sept. 19. Workshop telecasts this season begin Sunday, Oct. 2 (noon-1:30 p.m. EDT), but subsequent shows will be in the Sunday noon to 12:35 p.m. period. Writer and director applicants may send samples or summaries of their work to The McCreery Unit, Room 500, CBS-TV Network Production Center, 524 W. 57th St., New York 19, N.Y.

Keystone adds ■ Fifteen stations have joined the roster of Keystone Broadcasting System: KCLF Clifton, KZOW Globe and KGLU Safford, all Arizona; KRCK Ridgecrest, Calif.; WIRV Irvine, Ky.; KMIS Portageville, Mo.; KVAS Astoria and KWVR Enterprise, both Oregon; WNBQ Fountain Inn, S.C.; WBNT Oneida, Tenn.; KMCO Conroe and KLUE Longview, both Texas; WFLS Fredericksburg, Va.; WBOY Clarksburg, W.Va., and WXMT Merrill, Wis.

Vtr roundup ■ WNBQ (TV) Chicago last week rounded out its video tape recording installation with the acquisition of new kinescope transfer equipment. The system makes it possible for clients to make black-and-white film copies of programs or commercials to use on stations not yet equipped with video tape playback facilities. Additionally, WNBQ can make direct kinescopes. WNBQ’s vtr equipment is adaptable for both color and black-and-white and includes four machines, editing facilities and the new transfer system.

Closed circuit etv ■ The Chicago Board of Education has taken these actions involving closed circuit tv: (1) approved a contract with the Chicago Educational Television Assn. (WTTW) for $180,000 for the fifth straight year of junior college courses (some 1,500 half-hours) September 1960-June 1961; (2) announced a $39,997 contract with Motorola Communications & Electronics Co. for experimental installation of a closed circuit etv system at a Chicago elementary school (Richard E. Byrd). Facilities would include $91,227 in equipment and $10,000 in engineering services for installation, with the sum above the Motorola contract to be underwritten as a gift by its president, Robert W. Galvin.

Unanimous ■ A proposal to amend the bylaws of the California Broadcasters Assn. to include associate memberships for individuals and firms in broadcasting-connected activities was unanimously approved by the CBA board at a meeting in San Francisco Aug. 12. The amendment will be submitted to the full CBA membership at the annual meeting, to be held Nov. 18 in Fresno.

High gross ■ Total motion picture theater gross may attain an all-time high of $1.5 billion in 1960, Albert Sindlinger, president of Sindlinger Co., Norwood, Pa. reports. He noted that although attendance at theatres was down 6.5% in the first seven months of 1960 from 1959 levels, the gross is keeping pace with the peak year of 1946. He explained this apparent paradox by pointing out that the average admission price has risen 69 cents from 60 cents in 1959. He said the motion picture public is becoming more selective each year.
TV HOMES: NEARING SATURATION

New U.S. Census figures are bigger than industry estimates

More than 46.5 million homes have one or more tv sets, according to a May study by the U.S. Census Bureau.

In one of a series of semi-annual sample surveys conducted for Advertising Research Foundation, the bureau found that 88% of the 52.6 million homes had tv receivers in the month of May.

The figure surpasses estimates made last winter by A.C. Nielsen Co. (45.2 million tv homes, 87% saturation, without Alaska and Hawaii) and American Research Bureau (46 million tv homes, 88% saturation).

The Census Bureau's 88% compares with 86% in May 1959, 83% in January 1958 and 12% in April 1950.

Same Rate ■ "This increase of two percentage points (in saturation) since May 1959 is at substantially the same annual rate as the increase during the preceding 16 months, although below earlier rates of increase," the bureau said, recalling that only 12% of households had tv when the 1950 census was conducted.

A city-by-city and county-by-county count of tv sets was conducted last April when the 1960 decennial census was conducted but the circulation data will not be available before early 1961. (County circulation figures compiled by Nielsen and ARB were published in Broadcasting, last June 20.)

"Another indication of the continued popularity of television is the increase in the proportion of households with more than one set," the bureau stated. The multi-set saturation rose from 8% in May 1959 to 11% in May 1960.

"One house out of eight with television had two sets or more," according to the bureau. "This was the first period in this series of surveys in which there was some evidence that households acquiring an additional set exceeded the number that obtained their first set, although this might reasonably be expected for a product whose potential market for first sets has declined to 12% of all households."

Urban Vs Rural ■ As in past Census Bureau sample studies, tv saturation is higher inside large cities (standard metropolitan statistical areas). Tv saturation in cities is 91%, unchanged from a year ago. Outside these cities the saturation rose from 80% to 82%.

Growth of tv was larger, in general, in rural nonfarm homes. This table of tv had previously lagged, especially in rural non-farm homes. This table shows households with tv sets by urban and rural residence and size of place:

<table>
<thead>
<tr>
<th>Percent with sets</th>
<th>Urban and rural residence and size of place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-</td>
<td>May</td>
</tr>
<tr>
<td>United States</td>
<td>88</td>
</tr>
<tr>
<td>Urban</td>
<td>89</td>
</tr>
<tr>
<td>In urbanized areas</td>
<td>90</td>
</tr>
<tr>
<td>Areas of 1-3 million</td>
<td>91</td>
</tr>
<tr>
<td>Areas of 150,000 to 1 million</td>
<td>88</td>
</tr>
<tr>
<td>Areas under 250,000</td>
<td>88</td>
</tr>
<tr>
<td>Not in urbanized areas</td>
<td>86</td>
</tr>
<tr>
<td>Places of 10,000 or more</td>
<td>88</td>
</tr>
<tr>
<td>Places under 10,000</td>
<td>84</td>
</tr>
<tr>
<td>Rural nonfarm</td>
<td>89</td>
</tr>
<tr>
<td>Rural farm</td>
<td>76</td>
</tr>
</tbody>
</table>

Tv saturation is equalizing around the country as the South acquires more tv households. A gain of 6% was noted in the East South Central states. Pacific figures didn't gain in the last year, which the Census Bureau traces to the inclusion of Alaska and Hawaii in that division.

Geographically Speaking ■ Following is a geographical breakdown of tv households:

<table>
<thead>
<tr>
<th>Percent with sets</th>
<th>Region and division</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-</td>
<td>May</td>
</tr>
<tr>
<td>United States</td>
<td>88</td>
</tr>
<tr>
<td>Northeast</td>
<td>92</td>
</tr>
<tr>
<td>New England</td>
<td>83</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>92</td>
</tr>
<tr>
<td>North Central</td>
<td>89</td>
</tr>
<tr>
<td>East North Central</td>
<td>90</td>
</tr>
<tr>
<td>West North Central</td>
<td>87</td>
</tr>
<tr>
<td>South</td>
<td>82</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>84</td>
</tr>
<tr>
<td>East South Central</td>
<td>76</td>
</tr>
<tr>
<td>West South Central</td>
<td>81</td>
</tr>
<tr>
<td>West</td>
<td>87</td>
</tr>
<tr>
<td>Mountain</td>
<td>83</td>
</tr>
<tr>
<td>Pacific</td>
<td>88</td>
</tr>
</tbody>
</table>

Changing hands

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

■ WGMA Hollywood, Fla.; Sold by Jack Barry and Daniel Enright to Southland Broadcasting Co. for $265,000. Purchasers are Kingsley H. Murphy Jr. and Carroll E. Crawford; owners of KOTE Fergus Falls, Minn., and applicants for am station in Northfield, Minn., and tv station in Moline, Ill.

Messrs. Barry and Enright were
Vices sell products journalist group told

America's mass communications media are "creatures of their audience," according to Martin Mayer, author of Madison Avenue, U.S.A. In a luncheon address last week before the annual convention of the Assn. for Education in Journalism at Pennsylvania State U., Mayer said "there is extremely little" the media can do to change the situation.

Advertising, he said, does not really manipulate mankind. It only influences the American housewife to do something without thinking. Its effect, he contended, is not important as "what you do is not really important, but rather what you are."

By a process of redefinition, Mayer said, advertising is using what used to be vices to sell products. These vices, or basic motivations, he said are lust, sloth, greed and pride.

 Lust, Mr. Mayer contended, has been translated by advertising into a desire to be sexually attractive. Sloth is now the desire for recreation. Greed is the desire to enjoy the good things of the world. And pride is now the desire for social status.

Train Radio-Tv Newsmen. Broadcasters and journalism schools should encourage young people to take specialized training for careers in news broadcasting, Clair R. McCollough, Steinman Stations, told the association.

News broadcast courses would enable journalism schools to place their graduates in jobs that are satisfying and productive, he said, and help broadcasters meet "an existing and critical need for professional assistance."

Mr. McCollough, chairman of the NAB Policy Committee, said NAB studies show that despite a sharp increase in news broadcast programming in recent years, a relatively low percentage of employees involved in news operations of radio and tv stations had previous journalism school training or newspaper experience.

KOTN Pine Bluff, Ark.: Sold by B.J. Parrish to the Joe Ellen Broadcasting Corp. of Arkansas for $117,500. KOTN operates fulltime with 250 w on 1490 kc. Broker was Patt McDonald Co.

WGHN Grand Haven, Mich.: Sold by Hilbert F. Wulf to Richard D. and Cecil H. Gillespie for $110,000. The Gillespies formerly owned KXGI Fort Madison, Iowa. WGHN is 500 w daytimer on 1370 kc. Transaction was handled by Hamilton, Landis and Assoc.

The distribution of tv circulation by size of household and number of tv sets in 1960 follows (percentages):

<table>
<thead>
<tr>
<th>Number of sets in household, May 1960</th>
<th>Total</th>
<th>None</th>
<th>Two or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>All households</td>
<td>100</td>
<td>12</td>
<td>77</td>
</tr>
<tr>
<td>1 person</td>
<td>100</td>
<td>35</td>
<td>63</td>
</tr>
<tr>
<td>2 persons</td>
<td>100</td>
<td>13</td>
<td>80</td>
</tr>
<tr>
<td>3 persons</td>
<td>100</td>
<td>9</td>
<td>79</td>
</tr>
<tr>
<td>4 persons</td>
<td>100</td>
<td>4</td>
<td>80</td>
</tr>
<tr>
<td>5 persons</td>
<td>100</td>
<td>6</td>
<td>76</td>
</tr>
<tr>
<td>6 persons or more</td>
<td>100</td>
<td>9</td>
<td>75</td>
</tr>
</tbody>
</table>

TYPE OF HOUSEHOLD

Husband-wife households. 100 8 79 13
Other households 100 27 68 5

Among households with a telephone, 94% had one or more tv sets while 66% of households with no telephone had television.

The Census Bureau figures were obtained as part of regular monthly population sample surveys. The sample was spread over 333 areas with usable information obtained from 26,000 households.

Political worksheet

NAB has sent all broadcasters, members and non-members, a sample worksheet designed to aid in keeping score on the upcoming political campaign—so they can properly answer the FCC's request for information. The FCC questionnaire was sent to all broadcasters three weeks ago, requiring licensees to keep records on appearances by political candidates and political programs during the period Sept. 1 to Nov. 8 (At Deadline, Aug. 15).

An explanatory memorandum by NAB government affairs vice president Vincent T. Wasilewski accompanied the trade association aid. The worksheet is confined to non-network programs, since radio-tv networks will provide detailed information to affiliates on their own programs. It also provides space to list the political candidate, office sought, party affiliation of candidate, length of program, and whether it is sustaining, sponsored by candidate or commercial sponsor.

once associated with tv quiz shows 21 and Tic-Tac-Dough. The FCC early this year raised serious questions concerning Mr. Enright's "character qualifications... to own and operate a broadcast facility" (Broadcasting, Jan. 25) following charges that their tv shows were tainted with quiz-rigging. In their application to the FCC for sale approval they stated that they recognized the possibility that the commission may order "a long, expensive and time-consuming hearing" of WGMA's license renewal. The station is a 1 kw daytimer on 1320 kc.
86th CONGRESS WASN'T JUST TALK
Sympathetic ear to radio-tv shown in three definitive actions

The 86th Congress adjourned its second session last week with three major accomplishments to its credit in the field of broadcasting, a performance that set it apart from the talk-much-but-do-nothing Congresses of recent years.

The legislative record shows that while there were many indignant and threatening sounds from Capitol Hill about the tv quiz and payola scandals and skullduggery and inefficiency at the FCC—and some that were irrational and punitive—congressmen and senators in general lent a sympathetic ear to broadcasters and their problems.

On the books last week—and made possible only because broadcasters went to extra efforts to let Congress know what they believe to be in the best interests of the industry and the public—were these accomplishments:

- A new law which deals with payola, free plugs and tv quiz abuses; gives the FCC intermediate sanctions to bring misbehaving broadcasters into line; makes the public interest more secure in hearings before the FCC; and substitutes a pre-grant procedure for the time-consuming protest procedure which has frustrated the FCC since it was enacted in 1952.

- Suspension of Sec. 315 of the Communications Act as it applies to presidential and vice presidential candidates, for this campaign year, to give the networks a chance to make good their offers of free time to major party candidates without being hampered by splinter and minority party demands for equal time.


Other broadcast legislation passed by Congress in the second session legalized vhf tv boosters and authorized FCC members whose terms expire to continue in office until successors qualify. Congress also, in approving the FCC budget for fiscal 1961, authorized a two-year, $2 million FCC study of uhf propagation in New York City, and handed the commission $150,000 to organize a monitoring unit to watch for broadcaster violations of statutes and FCC rules and other abuses, specifying that the project must not get into program censorship.

Legislation on which hearings were held, but which didn’t make it through Congress, included measures to allocate federal funds to educational tv stations (passed by Senate and reported by House Commerce Committee, but shelved in House Rules Committee); to bring community antenna systems under FCC regulation (failed by one vote during Senate debate and was sent back to the Senate Commerce Committee for further study next year); to set up a code of ethics at the FCC and laws covering off-the-record contacts in hearing cases (died on the House calendar); to extend the hours of daytime-only am stations (died in House Commerce Committee); to exempt certain station personnel in small towns and cities from overtime provisions of federal wage and hour laws (Senate and House failed to reach agreement); to authorize minor league baseball teams to black out telecasts of majors’ games in the minors’ home cities (recommitted by Senate).

Appointee Juggling * The second session of the 86th also brought the resignation of John C. Doerfer, FCC chairman, in March after he was questioned by the House Legislative Oversight Subcommittee about the propriety of his acceptance of hospitality from broadcaster George B. Storer. FCC Commissioner Frederick W. Ford was elevated to chairman after Mr. Doerfer’s resigna-

And there are still storm warnings ahead as...

The biggest trouble spots ahead on Capitol Hill for broadcasters as Congress adjourned last week were in political broadcasting, proposed FCC regulation of the networks and various investigations of broadcast rating services.

The most immediate is the sharp congressional lookout for broadcaster favoritism among political candidates or parties under (1) exemptions of news and panel shows from equal time provisions governing presentation of candidates, granted by statute last year; (2) suspension of the equal time provisions for this year in the case of presidential and vice presidential candidates.

Both the Senate and House have expressed concern over possible abuse of the newly-conferred discretion and the Senate has appointed a Freedom of Information (Watchdog) Subcommittee, headed by Sen. Ralph Yarborough (D-Tex.) to conduct a running investigation during the campaign and report back to Congress next year. The Senate unit was given $35,000 for its operations, but was denied its request last week for an additional $150,000 to engage a monitoring service to spot check station political programs and follow up complaints. Chairman Oren Harris (D-Ark.) of the House Commerce Committee has said his group also will watch for favoritism by stations, but no separate unit has been set up for this purpose.

The Perennial on Network Control - The threat of legislation for FCC regulation of the networks has been posed in the Senate for several years, but emphasis will shift to the House next year. The House Legislative Oversight Subcommittee last February issued an interim report recommending network regulation following its hearings on the tv quiz scandals the previous fall.

Bills were introduced both to regulate and to license networks and the FCC recommended regulation, the milder proposal, last May in comments to the House Commerce Committee.

Most criticism against the networks has centered on programming and Rep. John B. Bennett (R-Mich.), ranking member of the House committee has been the most vocal. When the House Commerce Committee failed to report network regulation or licensing legislation to the House floor for vote, Rep. Bennett tried to add such provisions as a floor amendment, but they were voted down.

Rep. Harris, chairman of the committee, has said the legislation will be aired before his Communications & Power Subcommittee next year.

Other criticism, treating the monopoly aspects, has come from Chairman Emanuel Celler (D-N.Y.) of the House Antitrust Subcommittee, who has threatened to hold hearings
tion.

The Senate confirmed the nomination of Robert E. Lee to serve a second seven-year term on the FCC, but failed to confirm another Republican nominee, Edward K. Mills Jr. Mr. Mills withdrew his name from nomination because of questions about his family stock ownership in Westinghouse and General Electric.

The Senate also failed to confirm the subsequent nominee, Charles H. King, also a Republican, and Mr. King was given a recess appointment by the President when the Senate recessed in July for the political conventions. Democrats, who control the Senate, hope they can name a Democrat to the FCC spot next year if the party's nominee wins the presidency this year.

The House Legislative Oversight Subcommittee headed by Rep. Oren Harris (D-Ark.) held a series of hearings on payola practices, with ABC-TV star Dick Clark winding up testimony. The hearings were well-publicized by the press, but did not have the drawing power of the TV quiz scandal hearings the previous fall.

Mr. Harris and other congressmen had some unhappy moments themselves with publication of stories in the Knight Newspapers and Life magazine charging congressional abuses of public expense accounts.

Stiff Penalties = It was in the heat of publicity over the congressional expense accounts that the House approved stiff forfeiture provisions and license suspensions in the payola bill, over some opposition. The Senate Commerce Subcommittee headed by Sen. John O. Pastore (D-R.I.) held hearings, after broadcaster protests, and eliminated suspensions and modified the forfeitures provisions of the House version and the Senate agreed to the Senate amendments. Parts of the payola bill covering Sec. 317 and other subjects had been drafted by the House Commerce Committee with help from broadcasters.

The payola bill was drafted onto a Senate-passed bill setting up an FCC pre-grant procedure and several of the amendments added by the House Commerce Committee were contained in recommendations made in February by the House Legislative Oversight Subcommittee, also headed by Rep. Harris. The final payola provisions were designed to give the FCC wide latitude in determining Sec. 317 applications after broadcasters had objected strongly to narrow FCC interpretation of Sec. 317.

The Pastore subcommittee drafted the Sec. 315 suspension resolution after hearing objections, from broadcasters, networks, political leaders and others, to a proposal to require networks to furnish free time to candidates. The networks said they'd furnish TV-radio time free for debates by presidential and vice presidential candidates of major parties if the splinter party equal time hazard were removed and the resolution, as passed by both Senate and House, accepted the principle.

... Congress watches radio-tv

on the proposed multi-million station exchange transaction among NBC, RKO General and others.

The most recent criticism of network programming came from Sen. William Proxmire (D-Wis.) during Senate debate on the payola bill last month and he withdrew a proposed network regulation rider to the bill after Sen. Pastore promised his communications subcommittee would hold hearings on the proposal if the House doesn't.

Ratings to Be Rated = Broadcast ratings have been criticized in both the Senate and House as being responsible for mediocre network programming and the situations leading to the TV quiz deceptions.

As a follow-up to the House Legislative Oversight Subcommittee's hearings last fall on the TV quiz scandals, Chairman Oren Harris (D-Ark.) in April engaged a three-man group of statisticians (Technical Committee on Broadcast Ratings, under the auspices of the American Statistical Assn.) to examine the validity of statistical methods on which ratings services base their findings. No results have yet been released.

In the Senate, Chairman Warren G. Magnuson, (D-Wash.) of the Senate Commerce Committee in May revealed that the Federal Trade Commission also is investigating ratings. No announcement has come from the FTC on the progress of its investigation. Sen. Magnuson said he has turned over other data in committee files on ratings to the FCC.

Sen. Magnuson also has set in motion another study that would examine the whole structure and operation of the federal regulatory agencies under his committee's jurisdiction. Described as a kind of "Hoover Commission" study, the long-range project will cover the FCC and other federal agencies and will seek solutions of the "regulatory lag" problem among the agencies.

The GATES "TWINSISTOR" Remote Amplifier

The only transistorized two-channel remote amplifier built today, the "TWINSISTOR" is widely known for its incomparable qualities. Efficient, long-life, temperature stabilized transistors, give the "TWINSISTOR" reliability never before attained. Handling is no problem; the "TWINSISTOR" is so light and small it can be easily carried by hand. Low current, long-life mercury batteries eliminate power lines. Operating at 10,000 cycle response, 78 db gain and 60 db noise reduction, response exceeds and distortion is less than the most grade A telephone lines. Simple to operate, amplifier turns on when headphones are inserted in jack.

The "TWINSISTOR" comes with camera-type carrying case that holds amplifier, headphones, average microphone and cable.

"TWINSISTERS" are in stock... ready for your immediate delivery.

GATES RADIO COMPANY

BROADCASTING, September 5, 1960
Watchdog monitoring funds fail test

The Senate effectively killed a resolution asking an additional $150,000 for its Freedom of Information (Watchdog) Subcommittee to monitor the political programs of TV and radio stations before adjourning at 11:51 p.m. last Thursday till next year. The House had adjourned hours earlier.

The resolution (S Res 374), the last business taken up by the Senate, was withdrawn by Watchdog Chairman Ralph Yarborough (D-Tex.) shortly before adjournment after it became obvious a "freeze" was on by opponents of the measure to debate it right up to the midnight deadline previously set by the Senate to shut down for this year.

The debate was marked by stormy exchanges between Chairman Warren G. Magnuson (D-Wash.) of the watchdog group's parent Senate Commerce Committee, who favored the resolution, and Sens. Strom Thurmond (D-S.C.), and Frank Lausche (D-Ohio), both members of the committee, and Sen. Everett Dirksen (R-Ill.), minority leader, all of whom opposed it.

The resolution was brought up in mid-afternoon, but became deadlocked right up to the time of adjournment when Sen. Lausche offered a motion to table the watchdog funds measure. The watchdog unit thus is left with a $35,000 fund previously allocated and has been ordered to investigate and report early next year on any abuses by broadcasters of newly-conferred discretions given them to present major-party candidates without being answerable to equal time demands from splinter and minority party candidates.

Usurps Executive = Sens. Thurmond, Lausche and Dirksen held that monitoring by the subcommittee would usurp a function which should be performed by the FCC as a part of the Executive Department; that the subcommittee would be partisan simply because members and staff are, by necessity, partisan; and because monitoring amounts to intimidation of broadcasters.

Sen. Magnuson countered that the FCC is an arm of Congress, not the Executive Department; that having the FCC do the monitoring would be "like leaving a fox to watch the henhouse." "I know of instances where fairness hasn't been used" in political broadcasts, he said.

Sen. Yarborough, who said complaints on political coverage already are being received by his group, explained that the $150,000 would have been used by the staff and for contracts with private monitoring services for a total 240 hours of monitoring at $72,000; travel, $27,860; rental of monitoring equipment (two units per state average), $12,500; contingencies, $29,218; two investigators, $5,978.

Sen. YARBOROUGH
Complaints are being received

Broadcasters could be next FTC targets

Broadcasters must avoid violations of Federal Trade Commission rules governing false or illegal advertising or they will be the next targets of this powerful government agency.

This warning was issued Sept. 2 to the West Virginia Broadcasters Association at White Sulphur Springs, by Bernard B. Smyth, of the law firm of Dow, Lohnes & Albertson.

In a study of "the anatomy and habits of the sometimes carnivorous FTC," Mr. Smyth suggested broadcasters are lucky because the commission has been shooting at advertisers rather than at the broadcast medium.

He warned of the FTC's eager interest in advertising and media, calling it "another federal agency in a position where its paternal, public-interest inspired, loving concern with your affairs can demolish you with one bearlike smack."

He said FTC "is primarily a policing agency while FCC is an industry regulating agency." Its interests include unfair practices of disguised commercial activity such as payola: deceptive claims for quality or terms of procuring a product, and unlawful business arrangements between a broadcaster and others (special time-display deals with a chain store, for example).

FTC for many years has ignored broadcasters and other media if they act "merely as conduits of faulty advertising," Mr. Smyth said. He added, "Even if the FTC does not name broadcasters as respondents, the continued broadcasting by station licensees of advertising material found to be faulty by FTC would, in the words of FCC 'raise serious questions as to whether such stations are operating in the public interest'".

Act modernized

A bill to amend the Communications Act to revise language which could be used but never has been to discriminate against broadcast networks has been approved by both Houses of Congress and is awaiting President Eisenhower's signature.

The legislation (S 1740) forbids common carriers to discriminate in charges or services furnished for chain broadcasting or radio communications of any kind (Broadcasting, August 29). The provision, already contained in Sec. 202 (b) of the Act refers only to the use of common carrier "wires". Since common carriers now use microwave relays as well as cables for interconnection purposes, the amendment will bring the Communications Act up to date.

KOBY charges KABL before court, FCC

Charging "malicious intent to injure and deception of the public," Gordon Broadcasting Co. (KOBY San Francisco) filed a $1,328,000 damage suit against McLeod-Pan-Pacific Corp. (KABL Oakland) in Alameda County Superior Court last Thursday (Sept. 1).

KOBY also filed a complaint with the FCC charging KABL with fraudulent advertising and lack of responsibility. KOBY had planned to change its call letters to KOBY as of Sept. 12 with teaser campaigns on bus cards, signs, billboards and newspapers using the letters "IQ" as a teaser. It was said that since Aug. 30, KABL has been using on the air spots to the effect that "intelligent quality programming" will be on KABL as of Sept. 12, date of the KOBY call letter change.
PAYOLA, QUIZ-RIGGING KAYOED

House accepts Senate-passed amendments

The payola bill (S 1898) was sent to the White House last week after the House agreed to Senate amendments knocking out the license suspension provision and modifying the forfeiture section (Broadcasting, Aug. 29).

The bill passed the House with no trouble despite objections by Rep. John B. Bennett (R-N.H.), ranking republican on the House Commerce Committee, that the measure should also provide for FCC regulation or licensing of the networks. Rep. Bennett attempted in vain to add an amendment on the floor providing for network regulation when the House originally passed the bill in June.

Rep. Bennett entered in the Congressional Record during the House debate last week a staff memorandum from Robert Lishman, chief counsel of the House Legislative Oversight Subcommittee, setting forth the reasons for the subcommittee’s recommendations for FCC licensing of networks in its report last February. The lengthy memorandum cited several sources, including recommendations by the Attorney General, the FCC, the Barrow FCC network study report and testimony from network executives and others before congressional committees.

Chairman Oren Harris (D-Ark.) of the House Commerce Committee, who explained the Senate amendments last week, said the amended bill is an improvement in some respects over the House version and “I think [the forfeiture provision] will reach the problem.”

To Rep. Bennett’s insistence that the bill places no legal responsibility on the networks to present programs “in the public interest,” Rep. Harris replied that the bill’s criminal penalty provisions against payola and free plugs and rigged quiz shows does place responsibility on the networks. “The producers and the networks cannot turn their backs and close their eyes any more on these practices without being subject to the penalty of the law,” he said.

The Lishman memorandum, addressed to Rep. Harris but prepared at Rep. Bennett’s request, said the network licensing provision was not in the Oversight group’s original recommendations, but was added at Rep. Harris’ direction.

As finally approved, the bill provides for forfeiture of $1,000 a day for violations, with a maximum forfeiture of $10,000. A section which would suspend station licenses was eliminated by the Senate.

Satisfaction with the newly-enacted legislation was expressed last week by Clair R. McCollough, Steinman Stations, chairman of NAB’s policy committee. “The original legislation went too far,” he said, and “NAB is happy that Congress removed from the legislation a proposal to permit the FCC to suspend station licenses.” He said that while NAB “believes that fines are unnecessary, it is pleased that the legislation enacted contains provision for appeal to the courts and other safeguards.”

Triangle asks court to reverse FCC

The U.S. Court of Appeals in Washington was asked to reverse the FCC in its refusal to permit ch. 8 WNHC-TV New Haven, Conn., to change the location of its transmitter.

Triangle Publications Inc., licensee of the ch. 8 ABC-affiliated New Haven outlet, filed its appeal against the FCC’s Aug. 2 decision last Thursday.

It charged that the FCC was arbitrary and capricious in upholding the protest submitted by ch. 22 WWLP (TV) Springfield, Mass., three years ago. The protest followed a grant without hearing of WNHC-TV’s application to move its transmitter site from Gaylord Mt. to Mt. Higby, 20 miles northeast of New Haven and 38.7 miles from Springfield. WWLP charged that it would suffer economic injury from the move. An examiner’s initial decision in 1958 recommended that the commission affirm its 1957 grant of the New Haven move.

Triangle charged that the commission violated due process by holding the New Haven-Springfield area was unique and that the change of antenna site would “upset the delicate balance of allocations” in the area. This means, Triangle stated, that the commission amended its rules in an adjudicatory proceeding “in total disregard of all pertinent statutory provisions.”

The commission also erred. Triangle said, when it concluded that the change in WNHC-TV’s transmitter site would “impair the ability of the uhf stations in the Connecticut Valley to compete effectively . . . .” There are four other uhf stations all closer to New Haven, Triangle said, and none protested.

Triangle also asked the court to reverse the FCC’s ruling denying its petition that the commission take notice of WWLP’s application to acquire one-third interest in WHNB-TV New Britain, Conn., and its acquisition of WWOR-TV Worcester, Mass.
WBZ ‘PAYOLA’ DISPUTE AIRED

Oversight group reviews testimony

The manager of Westinghouse’s WBZ Boston and a former disc jockey for the station who presented conflicting testimony during the House Legislative Oversight Subcommittee’s payola hearings last February appeared before that group again last week.

And subcommittee members hinted darkly that WBZ Manager Paul O’Friel’s request to rebut testimony given by former WBZ disc jockey Norman Prescott might have been motivated more by station license renewal troubles than by a simple desire to set the record straight.

Rep. Walter Rogers (D-Tex.) and Robert Lishman, subcommittee chief counsel, thought it unusual that Mr. O’Friel waited three months after Mr. Prescott’s secret testimony was released publicly before asking to appear again before the House group. Mr. O’Friel noted that he sent a statement to the subcommittee on May 11 taking issue with Mr. Prescott’s testimony given Feb. 8 and released Feb. 17. Subcommittee Chairman Oren Harris (D-Ark.) said this statement was not accepted for the record because the group’s “normal” practice is not to accept such statements unless it has an opportunity for questioning.

Mr. O’Friel last week denied Mr. Prescott’s testimony that he was aware of payola activities at WBZ. Mr. Prescott, he said, did not leave WBZ voluntarily as he testified; the station declined to renew his contract at his above-union salary and would have fired him for his “disinterest and patronizing manner” even if he had chosen to stay on at a lower salary.

Mr. Prescott’s ratings were sliding in July 1959 and WBZ settled its contract with him (running to Sept. 5, 1959) for $3,000, he said. He denied Mr. Prescott was “ordered” to plug certain records to promote movie advertising on the stations or that the station asked the disc jockey to solicit free albums from record companies to award as prizes in station promotion contests. He said WBZ made no promises in asking record companies for some thousand free albums of standard, established hits to restock its library and that the records could have been bought for less than $1,000, anyway. He denied urging two disc jockeys under suspicion of payola to fabricate stories that they received payments from record companies for services other than on-air exposure of records. He termed as a misunderstanding subcommittee investigators’ charges he withheld information from them concerning meetings with disc jockeys and record companies.

Prescott’s Reply Mr. Prescott, denying Mr. O’Friel’s statements, said he left of his own accord for another job, but negotiated contract a settlement because he thought “morally” he should get the whole year’s pay. He denied his ratings were slipping and said Mr. O’Friel should have noted that Nielsen listed his show as No. 1, while Mr. O’Friel cited a lower rating issued by Pulse. He said he refused to sign a non-payola affidavit sent him by WBZ because he was no longer an employee. He reiterated early charges he was ordered to plug records promoting movies and repeated testimony that station promotion people asked him to solicit free albums as promotion prizes.

He charged Mr. O’Friel “ordered” him to go to New York to solicit the thousand records to restock the WBZ library and that the trip “humiliated” him. He didn’t think WBZ could have bought the records for less than $1,000; otherwise, he said, the expenses WBZ paid for his trip wouldn’t have been worth the difference.

‘Drop-in’ rulemaking deadline extended

A fourth extension of the deadline for comments on its rulemaking to “drop-in” additional vhf channels in selected cities through reduced mileage separations was granted by the FCC last week. The Assn. of Federal Communications Consulting Engineers had petitioned the commission for the time extension (Broadcasting, Aug. 29).

The new deadline for comments is Sept. 30. The commission also extended the time for reply comments from Sept. 16 to Oct. 14.

In comments on the proposed rulemaking filed last week, the Washington State Grange supported the position taken earlier by the National Grange in stating that the drop-in plan at reduced mileage separation would impair tv service in the Nation’s rural areas. WTTW (TV) (ch. 11) Chicago, an educational station, also filed comments in opposition to the proposal. The station stated that the rulemaking is premature and “can only muddle other studies now being undertaken.”

In another action, the commission
extended the deadline for comments on a rulemaking affecting the tv table of assignments in Grand Rapids, Cadillac, Traverse City, and Alpena, all Michigan, and New Bedford, Mass.-Providence, R.I. Deadlines in this instance are the same as those listed above.

One of the commission's alternatives for amending the table of assignments in the Grand Rapids area concerns dropping in ch. 11. WTWW, in its comments concerning the "drop-in" study, asked that the commission not assign ch. 11 to Grand Rapids since it was felt that this would cause interference to the "only" tv service in the southwestern Michigan area.

Class IV power plan seen easing log jam

Twenty-six stations met the Sept. 1 deadline for filing comments concerning the FCC's proposed rulemaking to permit existing Class IV am stations to boost daytime power up to 1 kw. Only two comments went on the record against the commission's proposal.

Nearly all of the comments stated that the commission's proposal would expedite the processing of a backlog of 400 applications now pending for power boosts. 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.

J.G. Rountree, Austin, Tex., consulting engineer, claimed that each application for power increases should be considered individually. He was against the commission's proposal. The Ward Broadcasting Co., applicant for a Class IV am at Sonora, Tex., also turned thumbs down on the proposal (Broadcasting, Aug. 29).

The commission has proposed the power boosts regardless of the extent of interference caused by the increase. The proposal would apply, however, only to existing Class IV stations and applicants for new stations would follow the present rule.

Anti pay-tv groups answer RKO's rebuttal

Hartford Phonevision Co., the RKO General group seeking a pay-tv grant from the FCC, had one of its questions answered by its critics last week.

Two organizations composed mainly of theatre owners, which had earlier asked the FCC to hold a full evidentiary hearing before an examiner in the case of Hartford's application for pay tv over WHCT (TV) Hartford, Conn., sent a letter to the FCC last week which answered some of the questions Hartford raised in its rebuttal to the hearing request (Broadcasting, July 25).

The Joint Committee Against Toll TV, a national organization, and the Connecticut Committee Against Pay TV, told the commission that they have a "recognizable interest in the case. Hartford contended that the groups did not have such an interest and, under commission procedures, did not qualify as a protestant.

The theatre owners pointed out in their answer that the Hartford operation and the theatre owners are in definite competition both for motion picture films and for audience. The two organizations claim that exhibition of films on pay tv could have an adverse effect on audiences and on "word of mouth" advertising since those films are generally produced for showing in theatres.

Consequently, the theatre owners claimed, the possible injury to them is immediate, specific and direct, and this gives them "standing" under the Communications Act to protest as an interested party.

School fm multiplex plan wins support

The FCC's proposed rulemaking to permit non-commercial educational fm stations to engage in non-commercial multiplex subsidiary operations got a nod of approval from two universities and the American Medical Assn. last week. Deadline for filing comments on the commission's proposal was Thursday (Sept. 1).

The AMA said it supported the proposal as a boon to many educational institutions. The U. of Michigan, licensee of WUOM (FM) Ann Arbor, Mich., said the plan would allow for the transmission of specialized educational programs to special audiences, such as meetings of professional groups. It further stated the proposal would make possible program relays between educational stations.

Michigan State U., licensee of WKAR-FM East Lansing, Mich., also supported the commission's proposal by saying that it would be of great advantage to schools and universities.

The commission's proposal is limited to the use of multiplex for strictly educational purposes. The National Assn. of Educational Broadcasters had asked for multiplex authority for background music, time signals and relaying broadcast material to other fm and standard commercial stations (Broadcasting, July 11). The commission said this was inconsistent with the policy governing educational stations, which provides that non-commercial fm stations will transmit no commercial or sponsored programs.

**GATES**

Unusual Pickups Are No Problem

Compact, modern, easy to operate and portable, the 4-channel "DYNAMOTE" will handle any type of remote pickup with ease. After normal mixer loss an abundant 90 db of gain remains to assure you of pickup area that many other remote amplifiers do not afford.

A reliable tube type A.C. operated amplifier, the "DYNAMOTE" will handle four low impedance microphones of any type. An 4" hinged illuminated Vu meter is provided giving instant eye-level readings and step type attenuators are used throughout. Printed wiring adds to reliability and compactness. At your option, automatic battery supply is available.

Symbolic of matchless performance in remote amplifiers, nothing has been sacrificed to put the "DYNAMOTE" in a class by itself.

"DYNAMOTES are in stock...ready for your immediate delivery."

Gates Radio

Company

Offices In:
NEW YORK, HOUSTON, WASHINGTON, D.C.
International division: 13 East 40th Street, New York City.
In Canada: Canadian Marconi Company.
Scissors session okayed by Ike

A conference to work out methods of cutting through the red tape of government regulatory agencies has the support of President Eisenhower.

The President said last week that he supports the idea of a conference to study ways to speed up the work of the federal administrative agencies.

He asked E. Barrett Prettyman, chief judge of the District of Columbia Circuit Court, to be temporary chairman and to arrange for the holding of the meeting. Judge Prettyman was in charge of the President's conference on administrative problems in 1953-55. This resulted in a report issued in March 1955.

The idea of a new conference was submitted to the President Aug. 25 by the heads of the six federal regulatory agencies—the FCC, the Federal Trade Commission, Federal Power Commission, Civil Aeronautics Board, Securities & Exchange Commission and the Interstate Commerce Commission.

The memorandum referred to a House Commerce Committee report last February which stated that a more comprehensive and permanent agency than the advisory council, which was set up by the congressional committee, was needed. The House's advisory council on regulatory agencies was established early this year following the exposure of behind-the-scenes influence in some agencies.

There have been suggestions that a special administrative court be established to handle the judicial functions of the regulatory agencies.

The agency heads recommended that the conference be called to determine whether a continuing meeting of such a group is desirable. They emphasized that the function of such a unit would be advisory only, but that through the exchange of ideas and suggestions benefits would accrue.

They said a conference was necessary to study on a comprehensive scale the "cumbersome procedures, unnecessary expense and delays which have been steadily increasing in some of the procedures of the administrative agencies."

The conference would consist of representatives of the six regulatory agencies and cabinet rank departments, Civil Service Commission, National Labor Relations Board, Atomic Energy Commission, Federal Aviation Administration as well as a group representing lawyers who practice before the agencies.

Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee last week asked President Eisenhower that findings made by the newly reconstituted Administrative Procedures Conference be made available to his committee.

Sen. Magnuson noted his committee has inaugurated a "Hoover Commission" study of federal regulatory agencies (including the FCC) under his committee's jurisdiction to investigate the perennial "regulatory lag." Sen. Magnuson also heads the Senate Independent Offices Appropriations Subcommittee which hears appropriations budget requests from the regulatory agencies.

FCC must decide public interest: Ford

It is the commission, not the courts, which must decide where the public interest lies, FCC Chairman Frederick W. Ford told lawmakers Friday at a meeting of the West Virginia Bar Assn. at White Sulphur Springs.

The chairman's remarks came at the end of his presentation of a lengthy survey of court rulings involving FCC cases.

Principal point made by Mr. Ford was that the courts generally have upheld the substance of FCC's decisions but have been extremely rough on the commission when procedural errors have been alleged.

In this latter area, Mr. Ford said, have been liberal interpretations of standing to protest. He also cited a number of cases where the courts have found that the commission erred in finding an applicant financially qualified; in expressing its determination on why one community should receive a first or additional radio service as against another market; and in similar matters. The courts have not overturned the commission on matters where its "expertise" has been utilized, Mr. Ford said.

Mr. Ford urged that administrative agencies must be permitted to be more flexible in judging their cases than is possible under procedures established for court cases.

Comments urge ch. 12 kept in Fresno as etv

The FCC was virtually inundated last week with over 200 comments on its proposed rulemaking to assign ch. 12 from Fresno, Calif., to Santa Maria, Lompoc-Santa Maria, San Luis Obispo or Santa Barbara, all California.

The comments came from individuals . . . educators, professional men, housewives, lawmakers . . . each asking that the commission keep ch. 12 in the Fresno-Visalia, Calif., area as an educational allotment. Typical of the comments, an elementary school teacher from Terra Bella, Calif., stated that etv is desperately needed in the area and can best be achieved by use of a vhf channel.

A pleading filed by the San Joaquin Valley Community Tv Assn. Inc., which
proposes to operate an etv in the area, urged that the commission reconsider and assign ch. 12 to either Fresno or Visalia and retain ch. 10 in Bakersfield, Calif., for educational purposes. The commission has proposed making Bakersfield all-uhf by deleting ch. 10.

Fresno was made an all-uhf market in July when the commission finalized rulemaking and deleted ch. 12 from that city (At Deadline, July 11). Deadline for filing comments in the Bakersfield rulemaking is tomorrow (Sept. 6).

The call letter battle continues

Controversy over call letters continues to rage in two Southern cities. Two am stations in the Knoxville, Tenn., area and an am and a tv station in Augusta, Ga., all submitted comments to the FCC in their respective disputes ( Broadcasting, Aug. 29).

Last week, WRDW Augusta filed an opposition to an earlier petition by WRDW-TV asking the commission to issue a cease and desist order against the am station. WRDW-TV claimed in its petition that it had contractual rights to the use of the call. The am station, however, denied such a right. WRDW has used the call for over 30 years, the petition claimed, while the tv station has been using the call only since 1954.

Until February 1960, both stations were owned by Southeastern Newspapers. Since that date, however, the tv station has been owned by WPIT Inc. (Friendly Group) and the am was subsequently purchased from Southeastern Newspapers by Radio Augusta, Inc.

While WRDW admitted that two stations with separate ownership in the same metropolitan area could not continue to utilize the same identifying sign, the station contended that it is the commission's duty to decide which should retain the call.

Knoxville Dilemma • WATE Knoxville, in a new petition, reiterated its earlier argument against the use of its former call letter, WROL, by a station in neighboring Fountain City. WATE stated that the call had been used by the Knoxville outlet for years and it is still widely associated with the letters.

It stated that it does not believe that the commission should allow the reassignment of call letters within the same general metropolitan area, especially those call letters long used by another station. Such a policy, WATE contended, breeds confusion in the minds of the radio audience and contravenes the entire idea of call letters as a convenient and accurate manner by which a station might be identified.

In an earlier answer to the WATE petition, WROL stated that the Knoxville station had not used the letters since 1956 and that the present owner never operated the station when it was so known.

### Government briefs

**Stay considered** • San Francisco Federal Judge George B. Harris is considering the request of NBC, RKO General Inc. and KTVU (TV) San Francisco to stay the antitrust proceeding brought against them by KRON-TV San Francisco last June ( Broadcasting, July 4). The civil court action charged that NBC and RKO General were engaged in a conspiracy to reduce competition in San Francisco through their agreement to exchange stations (RKO's Fresno outlets for NBC's Philadelphia stations) as well as through NBC's proposed purchase of KTVU in San Francisco. KRON-TV opposed the request for delay in proceeding in its antitrust suit.

**Deadline extended** • Deadline for replies to the petition of WHDH-TV Boston for reconsideration of the FCC's July 14 order has been extended from Aug. 28 to Sept. 12. The commission took the action last Wednesday (Aug. 31) on request of Massachusetts Bay Telecasters Inc., one of four Boston applicants. In July the commission order vacated its 1957 grant of ch. 5 to WHDH-Boston Herald-Traveler because of purported ex parte contacts made by WHDH principals and ordered a new proceeding in the case. WHDH filed a motion for reconsideration early last month.

**Beamed at Cuba** • Establishment of a "Radio Free Cuba" was recommended last week by Rep. Roman C. Pucinski (D-Ill.). Mr. Pucinski told the House that the American public should support such a "high powered" broadcast service, similar to the way it supports Radio Free Europe. The Cuban people would listen to such broadcasts, he said, and must be told how Castro is communicating the island republic. Mr. Pucinski suggested that transmitters be located on one of the islands between Cuba and Florida.

**Tax relief** • Manufacturers can now save a little on federal manufacturers excise tax payments when they pay for local advertising. Congress last week accepted a conference report which permits a manufacturer to deduct up to 5% from the sales price of his product when he pays for local advertising on tv, radio and in newspapers. The conference report on HR 12536 was submitted to both the House and Senate following passage of the bill by both houses earlier last month ( Broadcasting, Aug. 29, June 20).
Zenith wins patent battle, Admiral loses

Zenith Radio Corp. scored a legal victory over Admiral Corp. Wednesday (Aug. 31) in a court decision involving alleged patent infringements.

The ruling was handed down by Judge Ross Rizley in an Oklahoma City Federal District Court but still left unsettled the actual extent of damages. He ruled that Admiral had infringed on six Zenith patents. Zenith sought treble damages and an injunction against further use of the patents. Two of them involve its remote control device and circuit for locking pictures in poor reception areas.

Zenith originally filed the suit in 1958, charging that Admiral had copied the features. The latter filed a counter claim accusing Zenith of infringing its patent on a record player. The Admiral suit was denied by the Oklahoma City Court.

Technical topics

Tricky tube — A new vidicon tube sensitive in the near ultra-violet region with a photoconductive layer and construction permitting television of underwater scenes with high efficiency has been developed by The Machlett Laboratories, a subsidiary of Raytheon Co. The tube is mechanically and electrically interchangeable with standard vidicon tubes. Both focusing and deflection are accomplished magnetically. Full specifications are available from the company at 1063 Hope St., Springdale, Conn.

Audio up — In reporting its best first-half in history, Audio Devices Inc., N.Y., announced last week that sales in the first six months of 1960 were $3,251,954 compared with $2,930,414 for the same period of 1959. The sales increase was attributable to a 22% rise in sales of magnetic recording tape, the company's chief product. Profits before taxes for the first half of 1960 were $283,012 as compared with a loss of $40,977 for 1959. The 1959 result was due to a loss of $259,931 in the Rectifier Div. for this period. On Jan. 15, 1960, the company disposed of this division. Net income after provision for Federal income taxes was $143,012 equal to 17¢ per share on the 828,119 shares outstanding at June 30, 1960. This compared with a loss of $14,677 for the first six months of 1959.

Tape sales — RCA reports these shipments of tv recording equipment: a monochrome recorder each to WAVE-

No more fringe?

An improvement in tv pictures in poor-reception areas may result from a new system that tests the "vision" of military radar sets. A. E. Abel, general manager of the radio division of the Bendix Corp., announced last week that his company has developed a system that solves some of the ailments that afflict radar, such as blind spots, blurred images and double images. He said the same techniques can be applied to tv.

Mr. Abel added that now it will be possible for commercial tv engineers to strengthen a station's signal in the direction of weak areas when they know precisely where the weak areas are. The system is said to involve a combination of electronic and optical gear, some elements of which are carried in an aircraft. Special equipment in the plane, he explained, receives the radar signal radiating from the ground station, compares it continuously with the plane's flight path and shows what the radar actually "sees" in graph form.
Broadcast Advertising

Howard Kramer, account supervisor, Compton Adv., N.Y., and Bertrom F. Mulligan, assistant director of radio-TV program department, named vps. Mr. Kramer previously was assistant manager, advertising and publicity, U.S. Lines; advertising and publicity manager, Cunard Lines. Mr. Mulligan was formerly radio program director and announcer, and head time-buyer for Compton.

George W. Salter, independent marketing consultant, joins Waring Products Corp., Winsted, Conn., as advertising and sales promotion manager. Mr. Salter will direct advertising and promotion activities for the entire War line.

Morton Werner, vp and director of radio-TV department at Young & Rubicam, N.Y., appointed senior vp.

Hal Josephs, group head art director at Grey Adv., N.Y., joins Smith, Hagel & Knudsen, that city, as creative art director.


Norman F. Johnson, formerly advertising supervisor, promoted to advertising manager of Fresh Milk and Ice Cream Div. of Carnation Co., L.A.

Lawrence R. McIntosh, former executive vp of Grant Adv., Detroit, joins Young & Rubicam, S.F., as vp and account supervisor.

Ellen Stillman, vp of Kenyon & Eckhardt, Boston, joins Grant Adv., N.Y., in similar capacity. Miss Stillman had been with K&E since 1956; she previously was vp and director of advertising and publicity for Ocean Spray Cranberries Inc., Boston. She is on board of Ocean Spray and chairman of its marketing committee.

Miss Stillman

William E. Proby promoted from executive vp of Grant Adv. to senior vp, in charge of advertising and publicity. Mr. Proby joins advertising and publicity department.

Mr. Turner

Michael Turner, vp of Benton & Bowles, N.Y., appointed associate director of Lambe & Robinson-Benton & Bowles Ltd., British subsidiary of B&B. Mr. Turner, who was elected vp last year, will supervise several accounts and establish merchandising department in overseas branch. He joined research department of B&B in 1950, moved into account work in 1953, and was appointed account supervisor early in 1959.

Fred Frost named manager of tv art-production department of Young & Rubicam. N.Y. Marvin Kunze becomes executive supervisor of art group; John LoPick promoted to tv art supervisor, and Carl Sturges, Robert Waters, Pyrmens, William Muyssens and Dick Saunders named senior producers.

R.S. (Steve) Mason, formerly with advertising department of General Mills, Minneapolis, joins Ralston Purina Co., Ralston Div., St. Louis, as assistant to Robert Eskridge, cereal advertising manager. Mr. Mason was with GM for three years and worked on company’s grocery products.

George Rogers, manager, administration, participating programs for NBC-TV, granted leave of absence to serve on radio-television staff of Campaign Assoc., N.Y., agency for Republican Party. B. Donald Grant will replace Mr. Rogers until his return in November.

John P. Hickey named media supervisor, Kenyon & Eckhardt, Detroit. He will supervise Mercury and Comet accounts.

Paul Smith promoted from assistant manager to manager of personnel department at Leo Burnett Co., Chicago. Before joining agency in 1958, he was with Kraft Foods Co. in Chicago and San Francisco.
Charles D. Hyman and Jane Hoebefey appointed assistant producers in television department of Doherty, Clifford, Steers & Shenfield, N.Y.

Harry Parnas, formerly media director of Doyle Dane Bernbach, N.Y., joins Kelly-Smith Co., newspaper representative, as director of sales development in research department.

Arthur M. Arlett named pr director of Haeberley, Dieterich & Brown, San Francisco advertising agency.

Burton G. Feldman, vp at Gordon Best Co., Chicago, resigns to open own advertising agency under his name at 333 N. Michigan Ave., that city.

Fred Shine named assistant director, radio- tv sales department of Trand Assc., N.Y.

Donald L. Wert, account executive at Ted Bates, N.Y., joins Lambert & Feasley, that city, as marketing assistant to Fizzies Instant Sparkling Drink Tablets.

The Media

Joseph D. Mackin, general manager of WMAM Marinette for past 20 years and of WLUK-TV Green Bay, both Wisconsin, since its construction in 1953, resigns to join WSJN St. Joseph-Benton Harbor, Mich., as vp and general manager. Simultaneously, Mr. Mackin acquires further stock interest in Walker Group stations (WISM Madison; WEAG Eau Claire; WHOH Oshkosh; WKTL Sheboygan; WBEV Beaver Dam, all Wisconsin, and WSJIM). Mr. Mackin started in radio in 1935 at WIBA Madison, Wis., went to WMAM in 1939 when it was built and became station manager next year.

Hal Davis, formerly director of advertising for Broadcast Div. of Crowell-Collier Publishing (KFWB Los Angeles, KEWB Oakland-San Francisco and KDWB St. Paul, Minn.), appointed general manager of KCAA Honolulu.

Howard P. Gray appointed manager of KWIZ Santa Ana, Calif. Mr. Gray for past 12 years was with KGIL San Fernando, Calif. as corporation officer and station manager until recent change in ownership.

Peter V. O’Reilly, sales representative for WTOP-TV Washington, D.C., since January 1956, appointed to newly created post of local sales manager. Before joining sales department, he was an announcer on WTOP-AM-FM-TV for two years.

Robert M. Fleming, promotion and publicity director of WCKY Cincinnati since 1952, has retired. Prior to joining WCKY as program director in 1942, he held advertising and sales posts in agencies and industries in Ohio and New York.

Chez Casselman, morning news editor of KMPC Los Angeles, promoted to news director of KSFO San Francisco, both Golden West Broadcasters stations.

Frederic W. Wile Jr., one-time NBC-TV vp in charge of programs in Hollywood and more recently executive of John Guedel Productions, that city, named managing director for Pacific Coast operations of Advertising Council. He succeeds Robert Grey.

Tom Gonterman, account executive with Batz - Hodgson - Neuwoehner, St. Louis advertising agency, for past three years, appointed general manager of KABC-TV Kansas City. He succeeds Bill Allred, who transfers to KAKC Tulsa in similar capacity. Both stations are owned by Public Radio Corp.

James B. Patterson, assistant program manager of KABC-TV Los Angeles, promoted to program director. Before joining KABC-TV this May, was free-lance tv director.

Gaines Kelley, general manager of WFMY-TV Greensboro, N.C., was admitted to Cone Memorial Hospital, that city, for treatment of heart condition. He became ill while vacationing at a North Carolina beach.


Ray A. Kline, director at KVoor-TV Tulsa, Okla., promoted to program director, succeeding Bill Solter.

Warren K. Agee, member of West Virginia U. School of Journalism, named executive officer of Sigma Delta Chi, professional journalism fraternity, succeeding Victor E. Bluedorn, who resigned last May.

Thomas S. Sullivan, attorney, joins Washington law firm of Dow, Lohnes & Albertson. He was previously assistant United States attorney for District of Columbia and, more recently, trial attorney for Securities & Exchange Commission.

Ruth Musser, program manager of WMCA New York, named director of programming.

Cliff Gill, president of KEZK Anaheim, Calif., Aug. 20 married Dorothy
Hunt of Grantray Lawrence Animations, L.A.

Tom Shutter, formerly group copy supervisor and producer at R. Jack Scott Agency, Chicago, to production staff of WBKB (TV), that city, as producer and creative writer on station’s Clock-A-Doodle-Day show.

Nat Covelluzzi, account representative in station clearance department, ABC-TV sales, promoted to station additions salesman.

Winthrop Baker, program manager of WMBD-TV Peoria, Ill., joins WBZ-TV Boston, as assistant program manager.

Jerry Mulderig, formerly account executive with Venard, Rintoul & McConnell, N.Y., to sales staff of H-R Representatives, that city. He was time-buyer at Dancer-Fitzgerald-Sample for three years and at Lennen & Newell for one year.

Jerry Dunphy, newsman at WBBM-TV Chicago, joins KNXT (TV) Los Angeles as reporter on Seven O’Clock Report.

Floyd Kalber, news director of KMTV (TV) Omaha for past nine years, to news staff of WNBQ (TV) and WMAQ Chicago, effective Oct. 1.

Tom Parker, formerly on announcing staff of KFOR Lincoln, Neb., to WOC-AM-FM-TV Davenport, Iowa, in similar capacity.

Programming

Larry Lowenstein, executive director of New York office of Rogers & Cowan, joins NTA, that city, as director of public relations. Previously, Mr. Lowenstein was director of CBS-TV press information department and head of publicity-promotion for Benton & Bowles, N.Y.

Harris Clayton, for past five years in charge of business affairs for Rosenberg-Coryell Agency, Beverly Hills, Calif., talent rep, appointed director of business affairs, West Coast, for MGM-TV and assistant to Robert M. Weisman, MGM vp in charge of tv production. Kenneth Daniels joins MGM’s commercial and industrial film department as sales representative.

Benjamin Elrod, named Western Div. manager of United Artists Assoc., L.A. Carl Miller, formerly of Screen Gems, N.Y., joins UAA as account executive in Seattle area.

Robert Herridge, CBS-TV producer, signs new three-year contract, to develop dramatic and musical specials.

Equipment & Eng’ring

Orland O. Schaus, technical director, Cyanamid of Canada, joins Audio Devices, N.Y., as manager, research and engineering.


Irwin Goldman, associate director of research for administration, General Telephone & Electronics Labs, N.Y., named senior research analyst for Western regional operations.

L. Harris Robinson appointed director of marketing of Westrex Corp., division of Litton Industries. Prior to joining Westrex in New York, Mr. Robinson was manager of marketing of Surface Communications Div., RCA, for two years.

Allied Fields

Lawrence Milly, field representative for ASCAP, Pittsburgh, named manager of New Orleans office.

W.C. Heinz, sports columnist, joins TelePrompTer Corp., N.Y., as director of sports programming.

Jimmy McHugh, ASCAP composer, appointed to board of directors to finish unexpired term of late Paul Cunningham.

International

Brian Skinner, formerly of CKY Winnipeg, Man., named promotion manager of CKEY Toronto.

Barry G. Nichols, formerly of CHCH-TV Hamilton, Ont., and publicity director of CHCT-TV Calgary, Alta., named public service director of CIAY-TV Winnipeg, Man., ch. 7 station which expects to be on air as first competitive tv station in Canada Nov. 1.

Bud Hayward, formerly radio-tv director of James Lovick Ltd., Toronto, named program manager of CFJF-TV Montreal.

Deaths

Theodore Swarterbroeck, co-manager of UPAC Elizabethville, Congo, “shot down and killed by mutineers”, according to report by Ivan Freart, now sole operator of African station. to Rev. C. Thomas Spitz Jr., director of The Lutheran Hour foreign operations, St. Louis.

Arthur E. Cruttenden, 41, assistant account supervisor at Tatham-Laird Chicago, died of cancer at his suburban Barrington home Aug. 27. Before joining agency in 1954, he was vp and account executive at Clinton E. Frank Chicago.

Paul Russell, 45, vp and management supervisor, BBDO, died Aug. 29 of heart attack at his home in New Canaan, Conn.
Open house success despite lightning

Does television reach the masses with "aggressive" showmanship? Yes, according to WTVW (TV) Evansville, Ind. The station marked its fourth anniversary Aug. 20-21 with extensive promotion including an open house, product giveaways, displays and other features.

Over 100,000 viewers passed through the WTVW studios during the two-day observance, despite a power failure that put the station off the air for three hours the first day when lightning struck the station. WTVW reported it held the open house, not to show off its facilities, but to promote its lineup of fall shows, including the ABC-TV slate. The response, it felt, was well worth the $3,500 promotion budget and was proof that any medium-or small-market station can do a similar job.

Most of the network shows were unknown by viewers in its claimed tri-state coverage area of Indiana, Illinois and Kentucky, WTVW pointed out. Productions identified with the various ABC-TV programs (viz., orchids, luau cookbooks, leis with The Islanders, fortune cookies with Hong Kong) were given out to visitors. Displays accompanied all the ABC-TV previews. Additionally, WTVW obtained costumes from returning network properties for the 1960-61 season.

Cooperating fully in the project were such diverse firms as Pan American and United Air Lines, 20th Century-Fox, Warner Bros., Screen Gems, Ziv-United Artists, Desilu, MCA, MacGregor and Wilson sporting goods, Purdue U., and others.

Except for stories carried by local newspapers, WTVW carried the brunt of promotion on its air schedules.

‘Dr.’ Moore endorsed

A CBS Radio merchandising prescription delivered healthy results to a summer advertiser looking for specialized treatment.

A total of 1,984 entries were put in a fish bowl at CBS Radio Aug. 19. This was the date set for the drawing of three winners in a contest designed to show dealers’ reactions to Pittsburgh Plate Glass Co.’s sponsorship of the Garry Moore Show. Approximately 2,500 PPG dealers across the country were sent questionnaire cards on which dealers were to check one of four reasons why Garry Moore “is an ideal salesman for PPG Auto Glass installations.” In an optional question, more than 1,000 entrants expressed their personal endorsement of Mr. Moore’s salesmanship.

A second part of the mailing to dealers consisted of a package containing an apothecary jar filled with pill-like candies to be taken “as scheduled locally on CBS Radio . . . once each weekday during August” and intended to “cause panes of Pittsburgh Plate Glass to disappear from stock.” Ross Fernow, advertising manager of PPG’s Auto Glass Div., reports sales are up over the comparable period a year ago and that the radio buy—coupled with the dealer contest—brought PPG to the attention of consumers. First place winner received a 1961 Columbia High-Fidelity Stereo Console. Second and third place winners were awarded Columbia transistor portable radios. The contest was created by Arthur L. Hecht, CBS director of merchandising.

‘Official appreciation’

Gov. Price Daniel of Texas expressed “official appreciation” for the cooperation the Texas Assn. of Broadcasters has given to the Governor’s Highway Safety Commission.

The governor commented in particular about the “Drive Lighted and Live” campaign of the Fourth of July weekend. Texas radio stations urged drivers to drive with their headlights on during daylight hours as a sign that they were safe drivers. He cited an 18% reduc-
Costly fans

Mutual discovered last week that fan-mail requests (even those from managers and owners of affiliated stations) can become too costly. On Aug. 23, MBS presented on The World Today (8:05-8:30 p.m.) a 25-minute program dedicated to the late Oscar Hammerstein II. For a week thereafter, the network reported, station officials sent in congratulatory wires and asked for tapes of the program for their re-use at a later date. When the number of requests mounted to 180—or nearly half of the network's total complement of affiliates—MBS' accounting department stepped in, saying it was too costly for the network to produce the tapes. But Mutual offered a solution: last Tuesday (Aug. 30), the network replaced the program on closed circuit so that affiliated stations might record the show off the line.

and Negro neighborhoods a police department pamphlet that outlines precautions to take against muggers, burglars and molesters. With support through heavy on-air promotion, WWRL sends its mobile unit into the areas for interviews with women who have experienced any such ordeal, and to hand out the 4-page pamphlet.

Nose counting = WMAY Springfield, Ill., has been conducting a presidential preference poll in that city. Attractive-ly-dressed girls with red-white-and-blue WMAY buttons and ballot boxes cover private homes, business offices and industrial plants asking each individual to name his choice for President and for governor of Illinois. In addition they are asked to list party affiliation.

Gold medal = Tele-Log, a monthly external house organ published by KRON-TV San Francisco, won a gold medal in its category of the press awards given by the California State Fair & Exposition. It has been published by the station since October 1956. The booklet gives a variety of information about significant events in the operation of KRON-TV and its affiliated network, NBC-TV. It is mailed monthly to a specialized group of 3,500 including employees, educators, PTA and government officials, business and civic leaders, agency executives and others interested in television.

FOR THE RECORD

Station Authorizations, Applications
As Compiled by Broadcasting

August 25 through August 31. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

New Am Stations
APPLICANTS
Honolulu, Hawaii—Polynesian Best, Inc. 1210 kc, 1 kw. P.O. address Lustitania & School Sts. Estimated construction cost $18,500, first year operating cost $30,000, revenue $46,000. Applicant is Mary K. Wong, former 45% owner of KODD Honolulu, Aug. 25.

Salina, Kan.—John M. Hall, 630 kc, 500 w. P.O. address 1521 S. First Lane, Wichita & Kansas. Estimated construction cost $61,919, first year operating cost $68,000, revenue $90,000. Applicant is 1/3 owner of KGBZ Wichita, Aug. 25.

Hartford, Ky.—Hayward P. Spinke, 1600 kc, 300 w D. P.O. address 302 Mulberry C1. Estimated construction cost $18,725, first year operating cost $30,000, revenue $30,000. Applicant owns pharmacy, Ann. Aug. 25.


Comanche, Tex.—Radio Comanche, 1550 kc. 250 w. D. P.O. address 1100, Graham, Tex. Estimated construction cost $9,699, first year operating cost $29,800, revenue $36,000. Applicant is Gilbert T. Webb, sole owner, former 50% owner of KSWA Graham and KBAL San Saba, both Texas. Ann. Aug. 29.

Existing Am Stations
ACTION BY FCC
WVNA Tuscumbia, Ala.—Cp to change hours of operation from D to unl., utilizing 1 kw DA-N during nighttime operation and 5 kw. during daytime operation and change anti-conv. location. (1600 kc) Ann. Aug. 29.

KRUS Ruston, La.—Cp to increase daytime power from 250 w to 500 w and to install new trans. (1400 kc) Ann. Aug. 29.

New Fm Stations
APPLICANTS

Beverly, Mass.—United Bestco, 101.7 mc. 1 kw. P.O. address 4 Country Corners Rd., Wayland, Mass. Estimated construction cost $8,216. Applicant fm proposes to

EDWIN TORNBERG & COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
This RCA Miniature Dynamic Microphone is as inconspicuous as modern microphone design can make it! Just 2 1/4" long, it weighs but 2.3 ounces. And, in spite of its compactness, the BK-6B is a durable, high-quality microphone. Try it for remotes! You'll find it excellent for interviews, panel shows and sports. It's a great value at $82.50!

Order your BK-6B now! Write to RCA, Dept. L-22, Building 15-1, Camden, N. J. Whatever your broadcast equipment needs, see RCA FIRST!


Williamsburg, Va.—Williamsburg Bestg. Co., 96.3 mc. 2.3 kw. P.O. address for air. Estimated construction cost $15,000, first year operating cost $86,000, revenue $70,000. Applicant fm will duplicate WCBI Williamsburg. Ann. Aug. 25.

Ownership Changes

Applications


WMMW Meriden, Conn.—Seeks assignment of license from Silver City Crystal Co., to Meriden Radio Inc. for $125,000. Purchasers are Edward B. Connolly, G. A. Kruttshnich, Hall Syndicate Inc., and others. Hall Syndicate publishes newspapers, is headed by Robert M. Wall and is applicant for renewal of KCOR San Antonio, Tex. Mr. Kruttshnich has been associated with WMWM as officer and stockholder for five years. Mr. Connolly has interest in KATZ St. Louis, Mo. Ann. Aug. 30.


WAPM (FM) Miami, Fla.—Seeks assignment of license from Bayfront Bestg. Corp. to WKAT Inc. for $25,000. Purchaser fm is estate of A. Frank Katzenstein, deceased. Ucila Katzenstein is executrix and sole beneficiary of estate. WKAT Inc. is licensee of WKAT Miami Beach, Fla. Ann. Aug. 29.


WSFB Quimtana, Ga.—Seeks assignment of license from Gulfman Bestg. Co. to John E. Boyd for $45,000. Mr. Boyd formerly had interest in WSRK Frankin, N.C., and is applicant for new am in Lenoir, N.C. Ann. Aug. 29.


WMT Cedar Rapids, Iowa—Seeks transfer of control of American Bestg. Stations Inc. from Helen Shaffer Mark and Helena Mark Herman, surviving trustees of joint trust, to same principals and William B. Quาrt (to replace Herbert M. Blum, deceased). Also, stock held personally by Helen Shaffer Mark, 6.6%, will be transferred to vesting trust for certificate of interest and no financial consideration. Ann. Aug. 25.


WMMW Meriden, Conn.—Seeks assignment of license from Silver City Crystal Co., to Meriden Radio Inc. for $150,000. Purchasers are Edward B. Connolly, G. A. Kruttshnich, Hall Syndicate Inc., and others. Hall Syndicate publishes newspapers, is headed by Robert M. Wall and is applicant for renewal of KCOR San Antonio, Tex. Mr. Kruttshnich has been associated with WMWM as officer and stockholder for five years. Mr. Connolly has interest in KATZ St. Louis, Mo. Ann. Aug. 30.


WSFB Quinmona, Ga.—Seeks assignment of license from Gulfman Bestg. Co. to John E. Boyd for $45,000. Mr. Boyd formerly had interest in WSRK Frankin, N.C., and is applicant for new am in Lenoir, N.C. Ann. Aug. 29.
Co. from G. Paul Crowder and Irene C. Montgomery (executors of estate of G. Paul Crowder), and James Porter Clark, to Mr. Clark, sole owner, for $25,250. Ann. Aug. 30.

KBUY Amarillo, Tex.—Seeks assignment of license from Warner & Sanders Bcast. to KBUY for $25,000. Pursuant to 47 C.F.R. §1.323, E. Miller & Co., owner of KKE Austin, Tex. G. E. Miller & Co. also has option for 50% interest in KINT El Paso, Tex., Ann. Aug. 22.

KURV Edinburg, Tex.—Seeks transfer of control of KURV Inc. from Rogers Kelley, sole owner, to W. Lloyd Hawkins, Jr., Norman E. Leoniis, 33%, and D. A. Benton, 25%, for $14,100. Mr. Hawkins is owner of KRTN Raton, N.M., Mr. Leoniis is in oil and gas production. Mr. Benton is 34% owner of KTMN Tucumcari, N.M. Ann. Aug. 25.

Hearing Cases

FINAL DECISIONS

• Commission gave notice that July 11 initial decision looked toward granting application of Frank James for new class B fm station to operate on 107.7 mc in Redwood City, Calif., became effective Aug. 30 pursuant to sec. 1.133 of rules. Ann. Aug. 21.

• Commission gave notice that June 29 initial decision which looked toward granting application of Bill S. Lahn for new am station in Pittsfield, Mass., became effective Aug. 30 pursuant to sec. 1.133 of rules. Ann. Aug. 31.

INITIAL DECISIONS

• Hearing Examiner Charles J. Frederick issued initial decision and order toward (1) affirming Dec. 2, 1959 grant of applications of (a) Alvarado TV Co., for license via ERP of station KVQA-TV (ch. 4), Tuc- son, Ariz., from 3.27 kw (25.3 foot) to 35 kw (15.44 dbk) and ant. height from 30 ft., and (b) Mt. St. Bernard TV Co., for license to erect 17 miles northeast of city atop Mt. Bigelow, & to move trans. of KOLD-TV (ch. 10), Tucson, to same location as KVQA-TV atop Mt. Bigelow in place of ERP from 30 kw (14.77 dbk) to 75 kw (18.77 dbk) and ant. height from 190 ft. to 3,047 ft., and make other changes, and (2) setting aside Feb. 14, 1960, memorandum opinion on which postponed effective dates of grants pending hearing on protest by Tucson TV Co. (KGUN-TV, ch. 9), Tucson, Ann. Aug. 22.

OTHER ACTIONS

• By order, commission, on petition by Asoc., of Federal Communications Constr. Engineers, further extended time from Sept. 1 to Sept. 30 for filing comments in proceeding on station location issues. Filing comment replies in rulemaking proceeding on vhf channel assignments and amendment of existing channel assignments in accordance with engineering standards. By separate order, commission also extended to those dates time for filing comments and requests for rulemaking re- fecting tv table of assignments in Grand Rapids, Mich., and all Michigan, and New Bedford, Mass.—Provi- nced Aug. 20.

• Commission on August 25 granted peti- tion by Jack L. Powell and Alcyse M. Powell, joint tenants (KVON), Napa, Calif., to operate tv station at agreed time and place and to file opposition to petition by Golden Gate Bcast. Corp. (KSAN) for license for tv station in Napa, Calif. From Lawrence E. Bodkin, receiver, to Radio Bcast. Inc. Actions Aug. 29.

By Hearing Examiner Walther W. Guenther

Denied petition by Medford Bcast. Inc. (KDOV) to amend application for new fm station for Aurora, Ore., at 950 mc, to replace expired license after this 1960 closing date was extended to Aug. 1960, to amend its application by specifying new ant. site, located approximately three miles northeast of Aurora, Ore.; and rejected amendment submitted therewith; application denied. Hearing examiner consolidated all new fms and rejected application of Rogue Valley Bcast. Inc. (KJOY), Grants Pass, Ore., and KOMN, Harrison (KCSO), Alturas, Calif. Aug. 29.

By Hearing Examiner Annie Neal Hunting

Further continued without date hearing in matter of application of Philip D. Broyd of Sparks, Nev., for renewal of license to first class operator license pending determination of consolidated proceeding in Court of Appeals on Morton Borrow v. FCC. Actions Aug. 29.

By Hearing Examiner David I. Kraushaar


By Hearing Examiner Robert E. Lee

• Granted petition by Broadcast Bureau to amend its application for new fm station in Greenville, Tenn., Aug. 29.

• Granted petition by Golden Gate Bcast. Co. (KDBP), Albuquerque, N.M., and its successor company, KSTP Minneapolis, to permit licensee to substitute new am station in Greenville, Tenn., for its new fm station in Greenville, Tenn., Action Aug. 29.

• Granted petition by Mercury Bcast. and extended to Sept. 30, time to file response to opposition by WBBX-AM, Altoona, Pa., for leave to amend its application to substitute latter as applicant for am station in Altoona, Pa. Action Aug. 29.

• Granted petition by Kingsport Bcast. Co. (WXPT), Kingsport, Tenn., and extended to Aug. 30, time to reply to excessions of Broadcast Bureau in proceeding on its am application and that of John K. Rogers, Bristol, Tenn. Action Aug. 29.

• By Hearing Examiner Charles J. Frederick granted motion by KVOX-AM, Kalamazoo, Mich., to consolidate proceeding on its application for new fm station in Battle Creek, Mich., and to proceed to hearing on its application for new fm station in Kalamazoo, Mich. Action Aug. 29.

By Hearing Examiner Herbert Sherman

Rescheduled 7th hearing for Sept. 30, on application of Mark Twain Bcast. Co. of license of station KHMD Hannibal, Mo. Action Aug. 29.

By Hearing Examiner Elizabeth C. Smith

• Granted petition by Broadcast Bureau and extended to Sept. 10, time to file reply to excessions of applicants in proceeding for fm license for new fm station in Jonesboro, Tex. Action Aug. 29.

• Granted petition by CBS Bcast. Corp., for leave to amend its application for new fm station in Baltimore, Md., to substitute Radio, America Inc., for CBS, and retained amendment application in hearing in consolidated proceeding over application of Robert Hardman through purchase of stock from James Gordon Keyes, Oct. 10, 1960, and amendment of its application for new fm station in Lebanon, Pa., will be considered in initial decision in consolidated proceeding, Action Aug. 29.

• Granted petition by Broadcast Bureau and extended to Sept. 10, time to file reply to excessions of applicants in proceeding for fm license to replace his expired license on radio station at 930 mc. Action Aug. 29.

• By upon request by KRCA Inc., Sacramento, Calif., to file application for new fm station at 880 mc. Action Aug. 29.

• By request of Woodbridge, N.J., action was granted for permission to file application for new fm station in Woodbridge, N.J., Action Aug. 29.

• By Hearing Examiner Millard F. French

• Granted petition by Rahall Bcast. Inc., for leave to amend application to reflect license of station WQXY (formerly WTTI), Arlington, Texas, Action Aug. 29.

• Granted joint petition by applicants and extended to Nov. 15, time to file proposed finances, and to Nov. 10, to file applications for new am station in Philadelphia, Pa. Action Aug. 29.

• By request of Woodbridge, N.J., action was granted for permission to file application for new fm station in Woodbridge, N.J., Action Aug. 29.

• By Hearing Examiner Robert E. Lee

• By request of WJZB Inc., Technical Director, of Broadcast Bureau, to file reply to excessions of applicants in consolidated proceeding for am license for new am station in Philadelphia, Pa., Action Aug. 29.

• By Hearing Examiner Robert E. Lee

• Granted petition by Broadcast Bureau to file reply to excessions of all applicants in proceeding for new am station in Philadelphia, Pa., Action Aug. 29.

• By Hearing Examiner Robert E. Lee

• Granted petition by Broadcast Bureau and extended to Aug. 30, time to file excessions of applicants in proceeding on its application for new fm station in Greenville, Tenn. Action Aug. 29.

• Granted petition by Broadcast Bureau and extended to Sept. 10, time to file excessions of applicants and to file reply to opposition to its application for new fm station in Colorado Springs, Colo. Action Aug. 29.

• By Hearing Examiner Charles J. Frederick

• Granted motion by Tuscan Bcast. Co. (KGNU-TV, ch. 9), Tuscan, Ann. Aug. 29.

America’s Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jareit Corp., you are assured of reliable and expert service backed by our 37 years of reputable brokerage.
and studio location and make changes in
ground system.

YWBM-Amherst, N.Y.—Granted mod.-
of cp to increase ERP to 4.9 kw, change
type trans. and altitude and make changes
in antenna system and trans.

W4NC—Winston, Va.—Granted mod.-
of cp to increase ERP to 10 kw, change
type trans. and height. Use new trans.

KLFO-AM—Fairfax, Calif.—Granted mod.-
of cp to change trans. and antenna system.

WBDW-TV—Augusta, Ga.—Granted cp
to change ERP to 316 kw, antenna sys-
tem trans. in equipment, correct geographic
coordinates and change in fin-
ancial data, ant. 650 ft.

Columbia Broadcasting Co., Inc. New York, N.Y.—
 Granted extension of authority to Sept.
15, 1961, 7 a.m. and trans. from CFBF.

KGAD—Sacramento, Calif.—Granted extension
of cp to install new trans. and the

W2BTF—Watertown, N.Y.—Granted extension
of cp to install new trans. and antenna system.

KMFO—Wellsville, Wyo.—Granted mod.-
of cp to change ERP to 100 kw, de-
crate trans. to 330 ft, change ant.
and make changes in antenna system.

KFDR—Kalispell, Mich.—Remote
control permitted.

**Actions of August 25**

KROG—Sonora, Calif.—Granted assignment
of license to Paul P. Bowen thru Sonora
Broadcasting Co.

WWMN—Beaufort, S.C.—Granted license
covering installation of new trans.

KXNO—Oct. 20, 1960, Nebraska—Granted
license to use old main trans. as aux. trans.
at main trans. location and operate by remote
control.

KSMO—Huntsville, Tex.—Granted license
covering change in trans. trans. and studio
location and make changes in antenna sys-
tem and station location.

KPSM—San Diego, Calif.—Granted li-
ce covering change in ERP to 4.9 kw, change
height, change ant. trans. and main studio
location, type trans. and make changes in
antenna system.

KHII—Tulsa, Okla.—Granted li-
cense covering installation of new trans.
and change in studio location.

KXXL—White Plains, N.Y.—Granted license
covering increase in daytime power and in-
stalled antenna system.

WRF-L—Windsor, Va.—Granted cp to
install new trans. and sign-off, 50 ft. south-
west of present main trans. location with remote
central control of operation of trans. from
studios for aux. purposes: ERP 8.6 kw; ant.
1,000 ft.

KOFO— Grants Pass, Ore.—Granted cp
to increase ERP to 4.5 kw, increase ant.
height to 350 ft, change ant. trans. loca-
tion and install new type trans.

KCTA—Omaha, Neb.—Granted cp to
decrease ERP to 11 kw, decrease ant. height
to 240 ft. Use new trans. location, install new
ant. and make changes in antenna system; rem-
der control permitted; conditions.

KDFC—San Francisco, Calif.—Granted
mod. of MCA to make changes in pro-
gramming format.

KWBV—Richmond, Ind.—Granted mod.-
of cp to decrease ERP to 22 kw, change
type trans. and type ant. and make changes
in antenna system.

KMAX—Sierra Madre, Calif.—Granted
mod. of cp to change type trans. and move
trans. location.

KFOM—Oslo, Fla.—Granted mod. of
cp to change type trans.

W4NC—Fairfax, Va.—Following stations were granted ex-
tensions of completion dates as shown:
WCMK—Clare, Mich. to Oct. 31; WTYS—Mar-
sotto, La. to Sept. 30; WBOI—Bowling Green, Mich. to Oct. 15; WQUC (FM) Cincinnati, Ohio to Oct. 1; WSCMC—College
dale, Tenn. to Nov. 9; KQUE (FM) Houston, Tex. to Oct. 1; KGPO—Bozeman, Mont. to Nov.
14; WAOX—Waukesha, Wis. to March 8, 1961; WILY (FM) Pittsburgh, Pa. to Nov. 15; WLSM—Salien, Ind. to Oct. 1, studio location.

WYFI—Norfolk, Va.—Granted license
covering changes in ERP, antenna system
and ground system.

KAAA—Holmberg, Ark.—Granted ex-
tension of authority through Sept. 20 to sign-
off at 8:55 p.m. daily except for special events.

WMMC—Portage, Pa.—Granted change of
remote control in antenna.

KXXL—Bozeman, Mont.—Granted mod. of
cp to change to type trans.

**Actions of August 24**

KNTV—San Jose, Calif.—Granted in-
voluntary transfer of control from Allen T.
Gilliland to Multiload Inc. W. Jack and Bank of
America, National Trust & Savings Assn., executors of estate of Allen T. Gilliland, deceased.

WJDX—Am-FM—Jackson, Miss.—Granted
transfer of control from Life Crane
Co., Inc. to John D. and Clint W. Murchison Jr.

WSL—TV—Harrisburg, Ill.—Granted license
covering changes in accordance with report
and order adopted March 21, 1958.

KDXT—Dayton, Wis.—Granted license
covering changes in tv station.

KNO—Omaha, Neb.—Granted cp to in-
stall new type trans. and condition.

KFDR—Grand Coulee, Wash.—Granted cp
to change ant.-trans. and studio location,
make changes in ant. system (increase height) and in ground system.

WRBW-TW—Augusta, Ga.—Granted cp
to change ERP to 316 kw, antenna type
trans. in equipment, correct geographic
coordinates and change in financial data, ant. 650 ft.

Columbia Broadcasting Co., Inc. New York, N.Y.—
Granted extension of authority to Sept.
15, 1961, 8 a.m. and trans. from CFBF.

CRAC, CJAD and other stations under con-
trol of Canadian Bestg. Corp.: without prejudice to such action as commission
could deem warranted as result of its final de-
terminations with respect to: (1) conclusions
and recommendations set forth in report of
network study staff; (2) related studies and inquiries now being considered or
conducted by commission; and (3) pending
anti-trust matters.

National Bestg. Ce., Inc. New York, N.Y.—
Granted extension of authority to Sept.
15, 1961, 11 a.m. and trans. from CFBF.

KARR—Omaha, Neb.—Granted extension
of authority to Oct. 1 to remain silent.

WNOH—Hamilton, Ohio—Granted extension
of authority to Oct. 3 to remain silent.

KRAK—Stockton, Calif.—Granted request
for cancellation of license; call letters deleted.

KNDC—Hettinger, N.D.—Granted authority
to April 1, 1961, 5 a.m. and trans. from
KVOO, Tulsa, Okla.

KXXL—Bozeman, Mont.—Remote control
permitted while using non-DA.

KVOO—Tulsa, Okla.—Remote control
permitted for trans. and alternate main trans.

WDAF—Kansas City, Mo.—Rescinded
commission action of Aug. 2 granting ex-
tension of completion date to January 27, 1961.

a Following stations were granted ex-
tensions of completion dates as shown:


Actions of August 23

WCCN—Nellisville, Wis.—Granted acquisi-
tion of positive control by Howard Sultz
& Assoc., Inc.

KRSC—Othello, Wash.—Granted extension
of authority to Dec. 1 to sign-off at 8 p.m.

KVVR—Salida, Colo.—Granted extension
of authority to Nov. 1 to sign-off at 8 p.m.

Actions of August 22

KSEL—Lubbock, Tex.—Granted assign-
ment of licenses to David R. Worley, et al.

KURL—Billings, Mont.—Granted assign-
ment of license and SCA to Kennedy-
Heard Features Inc.

KTV’s (TV) E—Dorado, Ark.—Granted
license for tv station: ant. 1,320 ft.

WFAG—Farmville, N.C.—Granted mod.-
of license to change name to Carl Venters Jr.
and H. Clay Wade Jr.

KKEV—Virginia Beach, Va.—Granted mod.-
of license to change name to KAKE-TV and Radio Inc.

KVVM—Staten Island, N.Y.—Granted free-
time control authority.

a Following stations were granted ex-
tensions of completion dates as shown:

Forge, Iowa to Nov. 20; WECT—Ocean City,
Md. to Nov. 1; WPRT—Prestonburg, Ky. to
Dec.; WPRT—Prestonburg, Ky. to Nov. 1; WVTQ—TV—Cincinnati, Ohio to Oct. 1; WBFM-TV—Indianapolis, Ind. to
Dec. 1; KTIS—(TV)—Tucson, Wash. to March 13, 1961; KTTX—Lubbock, Tex. to
Jan. 21, 1961; WIPM-TV—Maguez, P.R. to
Nov.; KFIP—(FM) Idaho Falls, Idaho to

Actions of August 8

WGR—TV—Buffalo, N.Y.—Granted license
covering changes to retranscribe trans.
location (not a move) (aux. trans.)
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—$2.00 minimum
- HELP WANTED 25¢ per word—$2.00 minimum
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE advertising require display space.
- All other classifications 30¢ per word—$4.00 minimum.
- No charge for blank box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately). All transcriptions, photos, etc., sent to box numbers are sent at sender's risk. Broadcasting expressly repudiates any liability or responsibility for their receipt or return.

RADIO

Help Wanted—Management

Mid-south chain—4 top rated stations—has opening for experienced sales manager. Excellent opportunity. Send resume and photo to Box 481B, BROADCASTING.

Help Wanted—Cont'd)

Sales

Two aggressive salesmen for new full-time station in southern market with 15,000 watt station. Good fast-growing market. Your chance to get ahead. Must be able to work smooth with staff. Ideal working conditions and top salary for experienced candidate. Good letter. Send resume with photo to Box 825B, BROADCASTING.

ANNOUNCERS

Negro announcer: Must be experienced and rocking personality for major market station. Must have experience and tape. Box 581B, BROADCASTING.

Negro announcer with 1st ticket and strong personality for established major market station. Must have experience and tape immediately. Box 662B, BROADCASTING.

Wanted—experienced announcer with deep voice for metropolitan Good Music operation. Start $100 per week, replies confidential. Write Box 808B, BROADCASTING.

Adult programming requires adult talent. Have an upcoming opening in a southern metropolitan market for an experienced, mature announcer. Preferably with first phone. Send tape, detailed box to Box 825B, BROADCASTING.

New radio station eastern shore of Maryland needs good announcer with first class ticket. Great opportunity for hard worker. Must be good at selling, handling all water sports. Contact with complete details first to Box 1389, BROADCASTING.

Chief engineer wanted for new radio station in Georgia. Must have ability to make extra cash selling. Send complete resume to Box 801B, BROADCASTING.

Have immediate opening announcer-salesman 1. Salesman: 1 kw ABC daytimer Floridan east coast opportunity for right man. Box 914B, BROADCASTING.

Sales

Mid-south chain. See our ad under management. Box 481B, BROADCASTING.

Metropolitan market SW has attractive offer for experienced salesman with sales management potential. Replies confidential. Send references and background to Box 801B, BROADCASTING.

Top salary plus commis to 25% for aggressive salesman in half-million market. Immediate opening for mature, experienced man! All replies confidential. Box 478B, BROADCASTING.

Negotiate. New Jersey—Top independent, top money and future for salesman who loves to sell. Fully in charge, send resume Box 92B, BROADCASTING.

Salesman—Excellent opportunity for good producer-staff announcer. Top top independent, multiple market. $6,000 plus, resume to Box 852B, BROADCASTING.

Excellent radio salesman to assume management of sales department. Guarantee, expenses, override. Excellent opportunity to make mid if you produce. KWYV, Waverly, Iowa.

Help Wanted—Cont'd)

ANNOUNCERS

Announcer—first phone for multiple station operation with excellent chance for advancement and extra benefits. Send resume and tape to WALK, Albion, Michigan.


Program director and top air personality for WGZE, Indianapolis. Send background and tape to Zenith. Rolls Broadcasting, Teletoning P.O. Box 1309, Wilmington, Delaware.

Needed immediately, announcer or combo man for permanent job with growing chain for capable qualified individual. Excellent working conditions, ultra modern plant. City of 13,000 near Indianapolis. Send resume and tape. Contact Mr. Walter Green, General Manager, WITE, Brazil, Ind.

Announcer-copywriter with restricted permit. Resume, tape, sample copy to WKLZ, Box 683, Latham, N.Y.

Announcer—Must be experienced in dj and staff work. Emphasis on good commercial delivery, personality ability to work smoothly in fast-paced operation. Permanent position at downtown dot-uniform market, offering excellent salary and full company benefits. Send tape and resume to WMAY, 711 Myers Blvd., Springfield, Illinois.

Immediate opening, alert, combo dj. WRAJ, Anna, Illinois. Don Michel, Manager.

Announced—adult music staff announcer. Excellent working conditions. Congenial staff, good pay. Tape and detailed resume to Program Director, WSOY, Decatur, Illinois.

24 hour Florida station needs experienced announcer for morning show. Send resume, WFLR, Melbourne, Florida.

Step up! Midwest jobs waiting. Write Walker Employment Service, 88 So. 7th St., Mpls. 2, Minn. for free application.

Technical

Southern metropolitan adult station needs engineer with announcing ability. Good location. Good future in low direct operation, excellent living conditions for the right man. Send tape, details to Box 801B, BROADCASTING.

Have immediate opening chief engineer—announcer 1. Kw ABC daytimer Florida east coast opportunity for right man. Box 915B, BROADCASTING.

Chief engineer—Northern metropolitan major suburban market, responsible conscientious engineer to head and direct engineering dept. in all activities plus expansion plans. Latest and most modern equipment. Full working conditions. Salary open. Major corporation looking for capable person. Box 919B, BROADCASTING.

Engineer-announcer for Virginia 1000 watt AM. Good salary area man. Engineering ability first consideration. Send resume and resume to Box 95B, BROADCASTING.
Help Wanted—(Cont'd)

Technical

Top grade 1st engineer for complete charge, 1 kw station. Salary open. Must be good on equipment maintenance. Send complete resume to Box 978B, Jacksonville, Minot, N. Dak.

Chief engineer, AM and FM operation. Some announcing. Send information and tape of voice to KJCB, Minot, N. Dak.

Engineer-announcer, for new kw fulltimmer. Help with station construction, then radio and TV. Excellent opportunity to grow with new operation. Send tape, signed C. L. Haile, Station WBBX, Portsmouth, N.H.

Chief engineer for 1 kw, Coastal Maine area. Salary open—write WDEA, Ellsworth, Maine.

Top flight chief, sound engineer needed immediately for large coastal Virginia Music franchise. Thorough knowledge of installation, maintenance with ability to direct entire department. Contact Dick Marable, WGH, Newport News, Va.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Step up! Midwest jobs waiting. Write Walker Talent, 63 S. 7th St., Mpls. 2, Minn. for free application.

Production-Programming, Others

Wanted, experienced continuity writer for good modern metropolitan station. Must have experience in writing continuity, jingles, public service, and be capable of operating and directing all personnel in the continuity department. Contact Dick Marable, WGH, Newport News, Va.

Local newsmen-gather and announce 250 fulltime-southeast New York state. Box 986B, BROADCASTING.

Program director for well-established classical-station. Must have experience in production, announcing. Experience in scheduling, production, writing, and sales. Send complete resume to Box 912B, BROADCASTING.

Program director. Leading 50,000 watt Pacific Coast station has immediate opening for bright, aggressive, idea man, with extensive music and news programming background. Situated in a major metropolitan city. Write Box 929B, BROADCASTING.

Program director. Leading 50,000 watt Pacific Coast station has immediate opening for bright, aggressive, idea man, with extensive music and news programming background. The station is located in a major metropolitan city. Write Box 929B, BROADCASTING.

Need experienced radio continuity writer Northwest North Carolina station. Send full particulars. Box 946B, BROADCASTING.

50 kw station needs young, aggressive radio announcer with experience and desire to take over news operation. Send tape, picture, and complete resume to Box 962B, BROADCASTING.


Wanted—Experience program director-announcer for large market. Large departure. Experience in top markets. Write or phone Program Director, WOOD Broadcasting, Inc., Grand Rapids, Michigan.

Help Wanted—(Cont'd)

Production-Programming, Others

Fast-growing, 20-man, 4A agency in the growing southwest needs a man to head its busy radio-tv department. If you’re young, ambitious, full of ideas, give radio-tv copy experience, knowledge of production, and are willing to work the hours the job demands, we are interested in hearing from you. Excellent opportunity for advancement. Air mail resume, picture, and starting salary requirements to Tuck Advertising, P.O. Box 1317, Albuquerque, New Mexico.

Situations Wanted—Management

Experienced, adult, family radio man. Thoroughly familiar with all phases of fifteen years in business; eight years successful management experience. Excellent figure man; prefer south or west. Box 874B, BROADCASTING.

My best salesman desires a management position in either radio or television. He billed $300,000 the past year. For details contact 895B, BROADCASTING.

Experienced manager. Ten years present successful operation. Seventeen years radio. Box 895B, BROADCASTING.

Station manager presently managing successful station, excellent salesman, sober, professional and highly reliable. Send resume to support qualifications. Box 912B, BROADCASTING.

Retiring after 20 years as Marine, 13 years spent in radio for Army AIM program. Desire management and/or production. Send complete resume to Box 929B, BROADCASTING.

Revised a ‘dog’ from $75,000 two year loss to a top rated profitable operation in 1959, and in 1960. Nine station market. My job requires skill, but I’m prospecting for increased earning opportunity and more desirable location. I have state of the art in interest held confidential. Box 920B, BROADCASTING.

I offer character, stability, drive, sales results in return for growth opportunity with aggressive but honest and respected organization. Family man. No drifter. Twelve years radio-tv-newspaper sales, management experience. Presently employed. Box 948B, BROADCASTING.

Capable family man, lawyer, engineer, newscaster, productive radio-tv sales record. Box 958B, BROADCASTING.

Doubled gross-cut expenses half six months medium market. Desires same for you. Desire metropolitan market. Box 958B, BROADCASTING.

Sales manager-sales. Experienced in all types of programming. Sales public relations, production and news. 6 years in present market. Sales first, good idea man. Family man, 38. Warm climate needed for wife’s health. Box 967B, BROADCASTING.

General manager, skilled, capable, 30 years experience. Top programming, aggressive sales, economical operation, public relations and promotion. Experienced in sm-fm-tv and ownership. Age 62. Frank O. Myers, P.O. Box 857, Fort Worth, Texas.

Sales

Executive-performer-writer re-entering tv-radio. 48 yrs. radios. Extremely successful sales manager, West preferred. Write Box 885B, BROADCASTING.

Announcers

Major markets seeking personalities, attention: Not a top 40 T & T man but a personality, with sales emphasis, etc. Three markets over 300,000 in background, seeking post in major cities. Send resume as above. Box 839B, BROADCASTING.

Fifteen years experience announcer, disc jockey, country, news, as well as top ten, voice, light production. Dependable, married. $150 weekly. Box 852B, BROADCASTING.

Situations Wanted—(Cont’d)

Announcers

permanent position sought by mid-west am-tv operation for highly qualified, capable announcer whose summer-only agreement terminates in September. Box 853B, BROADCASTING.

Turntable mc-Glbt adlib, over year experience. Prefer major market atmosphere. Box 866B, BROADCASTING.


Young, married, 1 year tv: Announce, camp- tion, td, 7:00 nbc, 1st ticket, trade school, college. Radio and/or TV. Anticipating an opening. Box 924B, BROADCASTING.

I need competition—I want a tough market. No. 1 Pulse jock, ex-net newsmen, 12 years experience—1st phone Now working pd. Prefer eastern seaboard or southwest. Min. $150. Box 918B, BROADCASTING.

Do not answer this ad unless you’re a 50 kw fulltime at 1160 in New York City or need a 26 voice impressionist, pd, a swinger! Box 918B, BROADCASTING.


Personality, 7 years major eastern market. Resonant mature delivery. Family man—27. Prefer coast west east, offer best advancement. Box 931B, BROADCASTING.

Experienced, mature but young announcer—dj with adult appeal seeking permanency with sports minded anti r & r. Will travel. Box 932B, BROADCASTING.

Announcer / program director. Versatile, experienced in multiple media. Specialize in sports coverage. Box 937B, BROADCASTING.

Announcer, yeung, realistic, ambitious. Cheerful style. Tape available. Also copy. Box 938B, BROADCASTING.

Experienced sports announcer-newscaster, Nine years football. Excellent references. College graduate. Available immediately. Box 945B, BROADCASTING.

Top personality, nationally known, record- ing artist. Eighteen years on radio, including, own show on G & MBS, NBC and own regional network. Has appeared on Ed Sullivan show twice. No formats need apply. Strong compensation. Minimum offer considered, $250 per week. Box 945B, BROADCASTING.

Play-by-play, news, top coverage, 7 years experience. Married, one child. Sports wanted. Box 955B, BROADCASTING.

Radio announcer, experienced, family man, sales, bright outlook. Want to settle down. Box 955B, BROADCASTING.

Anticipating an opening soon for a new- man-announcer! Permanent. Midwest. Box 960B, BROADCASTING.

Free lawn furniture! 15 years major confer- ence. Will sell off indoor, outdoor, sports equipment to the vicinity of 250 miles of Raleigh. Box 961B, BROADCASTING.

Announcer-dj night man on one of top-rated stations in eastern seaboard market. Will locate anywhere immediately with possibilities for good market coverage. Resume upon request. Box 972B, BROADCASTING.

Young, ambitious dj looking for permanent position in northeast. Not a wanderer, pre- fer not to move. Box 976B, BROADCASTING.

Religious, music, radio background. Mature woman, versatile. Box 978B, BROADCASTING.

Jazz deejay, will go anywhere, midwest preferred. Write Box 979B, BROADCASTING.

Country-personality deejay, first phone, experienced. Make offer. No modern radio. Box 980B, BROADCASTING.
YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)
☐ TF (until forbid)

RATES
☐ Situations Wanted—20¢ per word—$2.00 minimum (Payment in advance)
☐ Help Wanted—25¢ per word—$2.00 minimum
☐ Display ads $2.00 per inch—STATIONS FOR SALE advertising require display space
☐ 1” ☐ 2” ☐ 3” ☐ 4” ☐ other
☐ All other classifications 30¢ per word—$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV
☐ Radio ☐ TV

HELP WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

COPY
☐ Radio ☐ TV

FOR SALE
☐ equipment

WANTED TO BUY
☐ stations
☐ equipment

ADDITIONAL CATEGORIES
☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

FOR SALE

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington, D.C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

BROADCASTING, September 5, 1960

96
Help Wanted—(Cont'd)

Technical

Transmitter man wanted for mountain top station. Must be able to install and service with our own thumb tacks. If you're a beginner you will be the one with a quick understanding. Large company. Box 763B, BROADCASTING.

Experienced studio technicians with technical and sales training required. Salary range $3,000-$7,700. Chief Engineer, WTTW, 1901 Museum Drive, Chicago 37.

Production-Programming, Others

Artist for Illinois tv station. Must be adjustable in temperament to our own thumb tacks. If you're a beginner you will be the one with a quick understanding. Large company. Box 1046B, BROADCASTING.

Traffic girl wanted for outstanding midwest television station. Some experience helpful. College training in radio and television preferred. Good working conditions, employee benefits. State salary expected, and full details in letter to Box 864B, BROADCASTING.

On-camera cameraman-editor should have experience filming news and documentaries. Must be creative, filmic sense. Large midwestern tv station. Box 862B, BROADCASTING.

TV news personality with ability to write, produce tv news and handle on-the-spot interviews. Local market. Box 863B, BROADCASTING.

Meden picture cameraman-editor should have experience filming news and documentaries. Must be creative, filmic sense. Large midwestern tv station. Box 862B, BROADCASTING.

TV news personality with ability to write, produce tv news and handle on-the-spot interviews. Local market. Box 863B, BROADCASTING.

TV newcomer—Opening now for experienced on-camera newswoman. Must be able to write, edit, and air for top-rated am-tv. Send resume and color slides or v.t. Box 916B, BROADCASTING.

Newswoman—Need good solid experienced reporter. Must be capable of shooting 16mm, 35mm, or silent, and handle tape recorder. Not necessary to be on-the-air man, but potential for that work. Must have good writing. Box 911B, BROADCASTING.

Somewhere there is a good, creative, experienced television copywriter who knows how to influence the buying public. He's the type who is granted by his present employer. Maybe he is free to look elsewhere and his superior is also a good man. We address this to such a writer. We are a TV station in a market affiliated, in a good midwestern market. We do a lot of local business. Our writer must be the best man in the market. We're the best station. To such a man, creative, experienced and of good habits we offer a private office, good salary and a chance to be a creative self. Box 925B, BROADCASTING.

TELEVISION

Situations Wanted—Management

I offer character, stability, drive, sales, results in return for growth opportunity with aggressive but honest and respected organization. Box 247D, BROADCASTING.

Twelve years radio-tv-newspaper sales, sales manager, now freelancing, has been self-employed. Box 949B, BROADCASTING.

My best salesman desires a management position in either radio or television. He billed $300,000 the past year. For details contact Box 906B, BROADCASTING.

Sales

Young man with two years experience in commercial tv promotion wishes to enter sales. College trained with aggressive television station. Formally assistant promotion director and now in sales promotion large east coast station. Resume. Box 951B, BROADCASTING.

General sales manager: Local, regional, national accounts as assignment in competitive markets since 1950. Proven ability for imaginative sales leadership, attractive, train and manage crack sales force. Top sales man can be a success. Personal contacts. Strong on market research and sales management. "Take-charge" young man capable of full responsibility for sales policy, planning and administration. Hardworking, hard selling and able to "drive" people to the highest sales pitch. New position. Now age 40, married, own home, no children, sound physical condition, good appearance, excellent education. Resumes with full background. Box 968B, BROADCASTING.

Production-Programming, Others

Program director/producer, mgr. Top rate talent, radio, tv, network, hot. Excellent opportunity. Box 952B, BROADCASTING.

Program director—Hardworking, ambitious, young man desires production manager position with company that is creative, with fresh, creative, practical ideas. 5 years experience. B.A., M.S.—radio and/or tv. Located in midwest. Excellent references. Box 945B, BROADCASTING.

Looking for qualified man to supervise or assist in your promotional department? Experience all areas of tv promotion. MS degree tv. Formally assistant promotion manager. Now with net affiliate in sales promotion. Man seeks challenge in large market as new director or staff member. Experienced in reporting, filming, editing, writing, on-camera broadcasting. Single, college graduate (BS in Journalism), veteran, 9 years. Special interests include editorials, documentaries, emphasis on smooth production. Box 971B, BROADCASTING.

FOR SALE

Equipment

Two complete DuMont Flying Spot Scan- ners. First system has two DuMont 66 mm projectors, two Swindler Sape slide projectors, complete sets of slides, $3,150.00. In daily operation until last week. Second system is in excellent condition, sells for $2,600.00. Second system is full color and consists of two 16mm color projectors, $2,600.00 for color modified. Two color DuMont slide projectors. Colorcraft cost $6,400.00. Will sell both for $12,000.00. Contact Homer Lane, KOOL-TV, Phoenix, Arizona.

Guyed tower—heavy duty Utility type 200 feet high. Cost $5,000.00. Sold a year ago. Box 1850, BROADCASTING.

Motorola two-way radio, base station with antenna and two mobile units complete, A condition, wonderful for remote broadcast. WPJB Radio, Phillipsburg, Pennsylvania, 300$. For Sale: Federal 1962 3,000-watt fm transmitter and station monitor just replaced by higher power equipment. $5,000.00. WQXT AM-FM, Palm Beach, Florida.

Tapak portable tape recorder, good working condition, with built-in transformer for low mikes. $250. Steve Aronson, WVIP, Mt. Kisco, N.Y.

Gates 1 kw fm transmitter with dual channel mixer, new exciter, $3,500.00. Control board complete with cables with RCA transcr. arms and cabinets $100 each. All in excellent condition. Gates 814B, $30; GL 5090 Phasatrons 814B, $30.00; Gates 1100 Terrestrial, $435.

Centennial Towers, Inc. Tower erection and maintenance, 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-8555.

Continental crystals and new or replace- ments. Details for Box 945B, Gates W.K., W.K. Billey and J-K holders, regrinding, repair, etc. BC-64 crystals. Also amplifier transformers and oscillators to specify our products and fast service. Edson Electronics, Box 31, Temple, Texas.


Continental crystals and new or replace- ments. Details for Box 945B, Gates W.K., W.K. Billey and J-K holders, regrinding, repair, etc. BC-64 crystals. Also amplifier transformers and oscillators to specify our products and fast service. Edson Electronics, Box 31, Temple, Texas.

Anything in broadcasting field from a tube to a tower sold or bought. Electrolind, 550 Fifth Avenue, N.Y.C.


WANTED TO BUY

Stations

Would like to buy radio station direct from owner. Will pay $25-$30 thousand down. Am interested in full particulars. Box 728B, BROADCASTING.

Investment whole or partial ownership 250 kw daytime. Population over 15,000. No brokers. Box 929B, BROADCASTING.

Wanted small market radio station in southern Michigan. Will pay $20 thousand down. Box 949B, BROADCASTING.

Equipment

FM: Cash for transmitter monitor, antenna, etc. Also interested in purchase of operating stations. Box 745B, BROADCASTING.

Wanted—7000 MHz microwave link—Write Box 838B, BROADCASTING.

5kw fm transmitter in good condition, net about 5 years old, type 333-B. Rewritt fm module. Bayside side- mount fm antenna with 63 power gain, ac- cessories available. Box 919B, BROADCASTING.

Wanted—Channel 25 TFU-21DL uhf antenna and mounting hardware. Must be in good optional transmitters.

FOR SALE

WANTED TO BUY

Equipment—(Cont’d)

Would like to buy used remote control equipment for delivery within approximately 30 days. Send details including price to Box 970B, BROADCASTING.

RCA 1-8 used camera head only, any condition with or without viewfinder of complete RCA used camera chain. Reply to Walter Burd, Engineering Manager, KFBC-TV, 2923 E. Lincolnway, Cheyenne, Wyoming.

Used Dumont field sync generator in good operating condition. Contact F. M. Tink, Director of Engineering, KWLL-TV, Waterloo, Iowa.

3-5 fm transmitter with or without tape player and accessories. Also interested in 250 watt to 1 kw, am and fm. Submit details, Compass Electronics Supply, 75 Varick Street, New York 14.

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 our free 40-page brochure. Grantham School of Electronics, 2123 Gilham Road, Kansas City 9, Missouri.


Since 1946, the original course for FCC 1st phone license, 2 to 8 weeks. Reservations required. Enrolling now for classes starting October 24, 1960, January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1158 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkine Radio License School, 1130 Spring St., N.W., Atlanta, Georgia.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkine School of Broadcasting, 2603 Inwood Road, Dallas 33, Texas.

BUSINESS OPPORTUNITIES

Spots—recorded—$25 (1 min.), tapes $35. Musical background add $5. Tapes included. Box 806B, BROADCASTING.

MISCELLANEOUS

Available now!—for modern color radio. Individually cut news introductions and exits, sports, weather, radar, and million record seller promos. Plus gimmicks to help your 'sound.' Done by professionals at very reasonable rates. Write now for approval tape. KING Enterprises. Box 953B, BROADCASTING.

Production service! Your commercials, promos, intros done with 24 top voices. Low monthly rate! Get demo tape today...Arts, Inc., 1609 4th St., So., St. Petersburg, Florida.

Comedy for deejays—'Deejay Manual', a complete gaggle containing bits, adlib, gimmicks, letters, doublets, etc. $5.00—ShowBiz Comedy Service (Dept. DJ-2), 65 Park- way Ct., Brooklyn 35, New York.

RADIO

Help Wanted—Sales

SALESMAN

Calling on Radio & TV stations. We will train you to sell HOTTEST LINE in the broadcast field—Top money maker. Write Box 925B, BROADCASTING. Tell us where we can phone you —and what areas you are now covering. Other non-competing lines OK.

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 well with staff. Ideal working conditions and top salary to right man. Interview required. Give all details first letter.

Write Box 780B, 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 desire stable situation where enlarged responsibilities provide larger income. Must be on the street salesman able to handle salesman and staff. Salary plus percentage of profit. Ideal climate, ideal working conditions. Interview required.

Write Box 781B, BROADCASTING.

Help Wanted—Announcers

LIVELY DISK JOCKEYS

(FOR NON FRANTIC)

FOR PRESTIGE PERSONALITY STATION

MAJOR

NORTHEAST MARKET

TOP PAY

Send Audition Tape (7½ I.P.S.) To Box 657B, BROADCASTING

NORFOLK—METROPOLITAN

Fulltime—swinging . . . hat format . . . independent . . . recently converted. Looking for top format man with "teens" appeal. Jockeys that are alive . . . ready to build name and income. Veterans, or those new in the business, send tape, resume, phone number and minimum starting salary to Bob Story, Station Manager, WHRN, Norfolk, Virginia.

Production-Programming, Others

TOP NEWSMEN WANTED

10,000 watt midwest swinging station comes alive. Alert newsmen needed for nation’s newest, most successful news concept, hard driving, production minded, deeper conscious, best local coverage with quality. Send tape, resume immediately.

Box 934B, BROADCASTING.

TELEVISION

Help Wanted—Management

MANAGER

COMMUNITY ANTENNA TV SYSTEM

Outstanding opportunity in East for qualified man with broad sales experience, able to train and direct personnel in sustained selling effort and supervise CATV operations, maintenance and office routines. Resumes should describe in detail all relevant present and prior responsibilities, give present earnings and three business references. No inquiries of references will be made without permission. All material held in utmost confidence.

Box 920B, BROADCASTING.

MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems For

STUDIO TRANSMITTER LINKS

John A. Moser Associates

Box 3192

Woodland 7-1469

Santa Barbara, California
STATIONS

FOR SALE

FOR SALE BY OWNER
1 KW DAYTIMER
Single station north Georgia market. $75,000—29% down. Ideal operation for owner-manager.
Box 784B, 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

Food processing plant with one radio station on air—two applications up for consideration now and another to come up about first of the year. Will sell outright re-upt for $270,000.00 with $100,000.00 cash, balance over five year period. Owner diabetic and retiring. This is real bargain.
Box 927B, BROADCASTING

FOR SALE

Best little station in Alabama. 69M—(without real estate 58M)
Gene Newman,
WHRT,
Hartselle, Alabama

To BUY or SELL a Radio or TV station,

PATT MCDONALD CO.
Box 9566 — Ph. GL-5-8080
Austin, Texas; or
Jack Kaste, 60 E. 42nd. NY 17, NY
MU-2-4813

STATIONS FOR SALE

ROCKY MOUNTAIN. Exclusive. Full time. Doing $50,000 per year. Asking $55,000 with easy terms.

CALIFORNIA. Daytimer. Growing market of $50,000. Absentee owned. Asking $50,000 with $10,000 down.

NORTHWEST CENTRAL. Daytimer. Did over $15,000 last month. Profitable. Asking $150,000 with 29% down.

SOUTHWEST. Full time. Network. Asking $75,000 with 29%.

ROCKY MOUNTAIN. Full time. Network. Profitable. Asking $100,000 with $15,000 down.

NORTHWEST CENTRAL. Daytimer. Good growing market. Asking $100,000 with 29% down.

JACK L. STOLL & ASSOC.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Dollar for
Dollar
you can’t
beat a
classified ad
in getting
top-flight
personnel

FINGER ON THE PULSE
Experienced personnel . . .
. . . Opportunities in many markets.

PAUL BARON, BROADCAST MANAGER
MAUDE LENNOX PERSONNEL SERVICE, Inc. (Agcy)
630 Fifth Avenue, N.Y. 20, N.Y.
Circle 6-0276
Send tapes, resumes before calling.

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST
Talent scouts for the station your looking for—free registration—confidential service. Immediate job openings for

Announcer-Engineers—Engineers-Salesmen—Announcers-Newsmen-DJ’s

PROFESSIONAL PLACEMENT
438 Peachtree Arcade, Atlanta, Ga.
Why you get more for your money when you buy by BRAND NAME...

A respected Brand Name is a manufacturer's most valuable asset and he spares no effort to protect it by constantly testing and bettering the quality of his product.

A Brand Name is the manufacturer's guarantee of satisfaction, further endorsed by the retailer who sells it.

Brand Names give you publicly approved standards of quality and value, for a brand-name product has to earn its good reputation against all its competition.

Magazine advertising helps you get the most value for your money. Choose a maker's Brand Name you know.

A Brand Name is a maker's reputation

BRAND NAMES FOUNDATION, INC., 437 FIFTH AVENUE, NEW YORK 16, N.Y.
OUR RESPECTS TO . . .

Clark Brower George

A story that made the rounds during World War II was recounted at a luncheon of the Chicago Broadcast Advertising Club by Clark George, vice president of CBS TV Stations Division and general manager of WBBM-TV Chicago.

He told about the soldier and sailor who were comparing their respective services. “In the army,” the sailor concluded, “you belly up to the beachhead and the enemy shoots at you personally, but in the navy he’s just shooting at the ship.”

Mr. George used the anecdote to point out that there’s only one consolation in today’s “state of war” by federal agencies, Congress and various critics against broadcasting and advertising in general: they’re being fired on collectively instead of individually.

A Hoosier by birth and a veteran of CBS Inc. for 23 years, he practices and preaches a strong approach to news, public affairs and active participation in civic-community projects. He also has achieved an enviable record in sales and programming and has won recognition from industry and allied groups.

Tryst in Since last Jan. 4, Mr. George has had a good opportunity to test specialties as head of the network’s owned-and-operated WBBM-TV. It was then that he succeeded H. Leslie Atlass, vice president in charge of WBBM-TV, in what might be called the divorce proceedings that split CBS Chicago into separate radio and tv operations.

Clark George (often confused, when he first came to Chicago, with NBC Radio Network Sales’ George Clark) comes from Fort Wayne, Ind., and is an only child (born Feb. 18, 1919). He attended South Side High School, drove a creamery truck, worked in a local brewery, and indulged in athletics—“my one great interest—I was a broken-down athlete.”

When his father went to California on business, he returned with a rosy picture of the U. of California’s new campus (UCLA) and the Georges decided to settle their fates and fortunes on the West Coast. Mr. George’s father wanted to open a new business and wanted Clark to attend school there.

Connections In Mr. George attended UCLA, continued his athletic pursuits (baseball, basketball, football) and, still lacking a definite ambition in life, drifted on. Then he got an offer from an old family friend, Donald Thornburgh, then vice president and general manager of KNX Los Angeles, to go into radio. The requisites were stringent (including a college education) but young Mr. George accepted—at $1 per show as usher in Hollywood’s Radio City. To supplement this meagre income, he washed dishes at a sorority house and mowed the lawn at the campus athletic house, while majoring in English. He was graduated in 1941 and was promoted to the CBS mailroom.

World War II claimed Mr. George in December 1941 and he moved up from ensign to commander in the Navy while traveling all over the Pacific, to South America and other locales. Let out of service in January 1946, he rejoined CBS in the press information office of KNX, then was promoted to the sales staff. He moved to San Francisco in 1949 as California sales manager of Columbia Pacific Radio Network and was recalled into the Navy from July 1950 to December 1951, during the Korean conflict.

Back to CBS In Bill Shaw, at that time general manager of KNX, contacted Mr. George after his discharge and offered him a job as CPRN eastern representative for the station in radio spot sales. The following year Mr. George joined CBS TV Spot Sales’ New York office as an account executive at a time, he recalls, “when tv was starting to develop”. He was elevated in 1954 to general manager.

In 1956 Mr. George returned to the west coast, succeeding James Aubrey (now president of CBS-TV) as general manager of KNXT (TV) Los Angeles and as head of the Columbia Television Pacific Network. KNXT, which had experienced good growth from its inception in May 1948, continued to move forward under Mr. George’s leadership, gaining a reputation for frequent winning of awards (nearly 200 in 12 years, including the coveted duPont, Peabody, and the Ohio State U. Institute for Educational Broadcasting Radio-Television honors, plus one from the National Assn. for Better Radio and Television for most consistently contributing “to the educational, cultural and social significance of broadcasting”). With two of the awards, he set aside $1,000 each for two scholarships at UCLA. Mr. George was named vice president in charge of KNXT and CTPN in June 1959.

Chicago Style In Since coming to Chicago, Mr. George has established a reputation for participating in civic and community affairs and for capitalizing on the city’s big appetite for news and public service shows (“local viewers seem to have a tremendous interest in this type program, as attested by the ratings, no matter what the hour”). As a consequence, WBBM-TV viewers are apt to get a still heavier diet of public service programming in the months ahead. Among recent examples: the twopart Anatomy of a Crisis series on the Congo crisis, aired in prime time; the primary election study, Beat the Drums; and Seminar ’60, an educational series. Mr. George also feels that station newsman ought to travel more, saying:

“It’s part of our responsibility to the community. It’s costly and time-consuming, but it pays untold rewards. A tv station is more than a business operation—it has a responsibility right down the line to the people, who in turn should become a part of the community. And because we are an o&o operation, that philosophy enables us to do the job.” He adds that the same motivation—that of educating the people in civic and cultural pursuits—also applies for press critiques such as the alternate-week WBBM-TV Views the Press.

Mr. George married the former Carmen Lemper on April 13, 1941, and they have three children, Mary 17, Fred 13, and Robert 6. Mr. George’s hobbies are swimming, volley ball and sports cars. He’s also active in the Chicago Broadcast Advertising, Chicago Federated Advertising and Executives clubs and is radio-tv chairman of Chicago’s Crusade of Mercy campaign.

WBBM-TV’s George

Public service is his specialty
Innocence by association

A long with other elements of the television business, the ratings services have been taking abuse. They have been criticized for everything from downright dishonesty to perpetrating a hoax by calculating national figures from samples of inadequate size.

At least two of these services, the American Research Bureau and A.C. Nielsen, must have taken a measure of cheer last week from a U.S. Census announcement. The Census found more television homes in this country than ARB and Nielsen had found. As reported elsewhere in this issue, the government counts 46.5 million U.S. homes with TV sets against ARB's 46 million and Nielsen's 45.2 million.

This certainly suggests that neither ARB nor Nielsen is sucking figures out of its thumb and that neither is being dishonest. In this case their errors (if they were errors) were on the conservative side. The comparison of the government estimates with those of the two companies speaks well for the private companies' motives and procedures.

Now some more laws

The "Communications Act Amendments, 1960" is a phrase that will be fitted permanently into the broadcasting idiom. It is the brief title for the Pastore-Harris amendments enacted at the short session of Congress which wound up last week. These amendments to the Communications Act of 1934 will be cited often in FCC decisions and in pleadings and lawsuits that inevitably will arise over the FCC's newly acquired and infinitely broader authority over broadcasting.

There's a long title, too. It reads:

"An Act to promote the public interest by amending the Communications Act of 1934, to provide a pre-grant procedure in case of certain applications; to impose limitations on pay-offs between applicants; to require disclosure of payments made for the broadcasting of certain matter; to grant authority to impose forfeitures in the broadcast service; and to prohibit deceptive practices in contests of intellectual knowledge, skill or chance; and for other purposes."

It could have been much worse. The legislation began as S 1898 in the Senate and simply would have amended procedural and administrative aspects to make them more workable and less time-consuming. But the House Legislative Oversight Committee used the bill as a vehicle for its payola and quiz-rigging bans, and then proceeded to throw in other sanctions in the form of suspension and fine provisions that would have made life unbearable for the already harried broadcasters.

We said it could have been worse. Chairman Pastore (D-R.I.) of the Senate Communications Subcommittee, tossed out the 10-day suspension provision. The forfeiture proposal was scaled down substantially. We still feel fines are unnecessary because the FCC has ample power under existing cease and desist and revocation provisions to punish willful and persistent offenders.

These Senate changes didn't just happen. They came as a result of persistent opposition of broadcasters, organized through the NAB.

As is always the case in Washington, staff work is basic. In this instance, the essential staff level task was handled knowledgeably and expeditiously by the Senate Interstate Commerce Committee's communications expert, Nicholas Zapple. It was a race against adjournment—and the Oversight Committee's steamroller.

Manhunt

The NAB has been without a paid chief executive for six months—since the untimely passing last March of its dedicated chairman-president, Hal Fellows.

In that critical half-year, the NAB staff has carried on in exemplary fashion, under the policy direction of the volunteer three-man committee. Clair R. McCollough, the committee's chairman, has been in constant touch with Washington headquarters. He has traversed the 100 miles from his own headquarters in Lancaster, Pa., innumerable times to handle the thousand-and-one details of policy control. His associates—G. Richard Shafto, WIS Columbia, S.C., and Merrill Lindsay, WSOY, Decatur, Ill., have traveled to Washington whenever called upon.

Meanwhile, the selection committee hasn't been dawdling. An intensive search has been under way. A list of nominees has been screened and several important personages within and outside broadcasting have been interviewed.

Howard Lane, KOIN Portland, Ore., selection committee chairman, will call his eight-man group to Washington during the week of Sept. 19. Action is hoped for then. The policy committee cannot carry on indefinitely. This should not be asked of men who have their own duties to perform.

Broadcasters as well as those with whom they do business were mightily encouraged to learn that men of the calibre of Henry Cabot Lodge are under consideration. Mr. Lodge's identity became known (CLOSED CIRCUIT, Aug. 1) when the UN Ambassador was drafted for the Republican vice presidential nomination. That eliminated him from NAB consideration.

We think the selection committee is searching at the proper level. We believe, moreover, that the selection should be made prior to the November elections to avoid possible political implications. The man selected should be above partisan politics.

The Selection Committee, however, should not dismiss out of hand the possibility of appointment of an outstanding broadcaster to the NAB presidency. There are statesmen of commanding stature in broadcasting who would do credit to this assignment if only one could be induced to accept.
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