Report in depth: Television Information Office's first year
Profits for radio: what progressive operators are doing
A unified union front opposite networks at bargaining table
Freebies & plugs: full text and interpretation of new rules

INFLUENTIAL IN PHILADELPHIA

WIBG

Leader in Quantity, Quality and Business Establishments Audience
Leader in news, and new ideas in Community Service
Latest Pulse & Hooper Total Rated Time Periods

Another Great Storer Station Represented by the Katz Agency, Inc.
WGAR is warming up for another great season of sports coverage. To kick off this program, WGAR is broadcasting the thrills and color of every Cleveland Browns game and each Ohio State gridiron battle to listeners throughout the Northeastern Ohio area. Sports fans will also be treated to the on-the-spot coverage of the Cleveland Barons hockey matches plus the play-by-play action of the Cleveland Pipers, Cleveland’s entry in the pro basketball circuit. Add to this WGAR’s programming of good music, drama, comedy, news and local events featuring top local and CBS personalities and you have a complete entertainment package that is truly...Radio for Grown-Ups...of All Ages.
ONE SHOT TAKES ALL THREE

LANSING JACKSON BATTLE CREEK

"Knuckles down, skinny bone tight" for a shot with the "Cat's Eye" of the Golden Triangle! You'll pocket all three mid-Michigan "Agates" and take 46% of the state's population, outside Detroit. WILX-TV not only has the Marbles in Michigan, it also covers an area ranking 11th in retail sales—26th in TV Households**. Play for keeps—call Venard Rintoul & Mc Connell, Inc.

WILX TV SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX is associated with WILS - Lansing / WRON - Pontiac

*SRDS Consumer Market Data
**Television Age 100 Top Markets 11-30-59
OUTSTANDING VALUES

1885

JOB LOT OF STOVES!

25 No. 8th.

Twenty-Five Per Cent. Lower Than Ever Sold Before.

When this lot is sold you will not have an opportunity to buy again at the same price because we cannot buy Stoves regularly to sell at this price at which we offer them. These have been made by a party who will not sell in the future. We must sell this lot and will sell all at the following prices giving our dealers the benefit of our bargain.

CLEAVER & HOLLIS

1960

WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

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

W G A L - T V

Channel 8

Lancaster, Pa.

NBC and CBS

STEINMAN STATION

Clair McCollough, Pres.

MULTI-CITY TV MARKET

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco
**CLOSED CIRCUIT**

**Sale slow-down** Minimum holding period on station sales may be in broadcasting’s future—and that period may be three years. This was sense of wholly impromptu discussion last week at FCC meeting, when commission was considering various station sale approvals. Subject of “trafficking” has been informally discussed by individual commissioners, but this was first discussion of matter in official commission meeting. Subject was dropped on understanding it would be reviewed officially soon.

What sparked debate were notations on two of last week’s sale approvals showing they had changed hands twice before in past five years: WKTG Thomasville, Ga., was first sold in 1955 for $62,000, then last year for $60,000 and last week for $90,000; KODY North Platte, Neb., was sold in 1957 for $210,000, again in 1959 for $197,500, and last week for $200,000.

**NAB candidate** NAB’s presidential selection committee may complete its work this week. Following session last Thursday in Washington, entire eight-man committee, plus three-man policy committee, concluded it would carry on its deliberations beginning today (Monday) in New York. Thursday session, it’s learned authoritatively, included luncheon meeting of one of prospective presidential appointees—well-known public figure.

At today’s session in New York, it’s expected another prospective appointee—likewise well-known public figure—will meet the committee. This official is no stranger to communications but his identity also is being kept secret.

**Ratings passé?** Dr. Sydney Roslow, whose Pulse Inc. sells quarter-hour radio ratings, may talk himself out of that phase of business this week. He’ll tell Omaha Advertising Club that program ratings have lost their meaning in today’s market. He says instead that stations sell—and buyers buy—on basis of cumulative audience measurement.

Dr. Roslow’s new tack (although he’s still providing old one) is predicated on reasoning that radio’s total share of audience in given market at given time runs in 20s, 15s and under so that individual station shares become meaningless. Only by counting in frequency of impression on cume basis, plus stressing qualitative factors in audience composition, can buyer justify radio today, Dr. Roslow will say.

**Hayes as helper** John S. Hayes, president of Washington Post Broadcast Division (WTOP-AM-FM-TV Washington; WJXT [TV] Jacksonville, Fla.), has been tapped by Democratic vice presidential nominee Lyndon B. Johnson as policy consultant-coordinator of network tv-radio appearances for duration of campaign. Mr. Hayes will be counterpart of Leonard Reinsch, executive director of Cox stations, who is operating at policy level for Democratic presidential nominee John F. Kennedy. Mr. Hayes began his duties last week.

**Market is measure** There’s no magic in that 85% figure that CBS Radio historically has used to judge adequacy of affiliate support for major changes in its relations with stations. So when affiliates’ convention this week considers plan to delete day-time serials and expand news coverage (see page 54), go-ahead won’t depend on any fixed percentage of rate card. Controlling factor will be whether enough stations in enough right markets subscribe to make it worth while for network to proceed with changes. Officials say that while smaller stations usually want more programming, not less, reaction to proposals thus far has been heavily favorable. But if substantial opposition should develop, outcome will depend less on numbers than on what markets they represent.

**Option background** FCC’s order cutting option time from three to two-and-one-half hours in each of four segments (Broadcasting, Sept. 19) was result of hard fought compromise. First voted down 5-2 (with Commissioners Craven and Lee for) was proposal to retain status quo at three hours. When this failed, 4-3 vote finally was won, with Commissioner Cross and neophyte Commissioner King swinging to Craven-Lee position that option time is reasonably necessary to network operation.

**Fete for Congress** Major social event of 1961 NAB convention (May 7-11 in Washington) may be social get-together with members of Congress. Idea proposed to convention committee would divide affair into state broadcaster-legislator groups, with separate sessions integrated into joint program.

If extravaganza banquet is agreed upon, it’s expected all networks will be asked to contribute talent on basis befitting gala occasion, which would mark introduction of NAB’s new president to membership. Heretofore convention talent has been provided by BMI and ASCAP, alternately, with latter producing 1960 show.

**No test** Some highly placed broadcast engineers are glum about decision of FCC to use channel 31 for $2 million uhf experiment in New York City. These professional circles feel experiment could be more meaningful if high end of uhf were used—since that is where most problems are. Or they feel there should be two frequencies used, one on low end and other on high end of uhf. Uhf television band runs from 470 mc to 890 mc. Channel 31 is 572-578 mc.

**Slow pay** TelePrompTer Corp., which had planned to test its system of pay tv in November (Broadcasting, Sept. 19), won’t meet that target date. Company has set up scale-model hook-up of five houses in its New York headquarters and will test engineering phases of its system on 24-hour basis. Indications are test of its system in Liberal, Kan., will not come off until early part of 1961.

**Code revision** Major overhaul of NAB television code may be next step of code board, slated to meet Oct. 4. In Washington. Idea of revamping would be to update document in view of developments since it became effective more than eight years ago and to reduce wide assortment of verbal admonitions ("should not," "not recommended," etc.) to more uniform language.

**Space in space** With communications satellites and other space vehicles soaring overhead, new and urgent problems in outer space spectrum allocations are rising to haunt space authorities here and abroad. Conference on space allocations is scheduled in Geneva in 1963 as aftermath of last year’s International Telecommunications sessions, which concluded it was too early to consider specific allocations for space. Preliminary negotiations may be undertaken soon, in hope of expediting action in light of rapid progress of space developments.

**Go west, young man** There’s recurring report that male talent for tv film production on West Coast is becoming critically scarce. So much so, in fact, that Warner Bros. has been looking over college football films in diligent search of photogenic players who could pass screen test. There’s no such problems in finding females for tv film roles; supply of them is plentiful.
It's no lovers' dream—it's a fact—Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South—an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list.
Radio's sales key: the local personality — "Since much of the effective selling in the U.S. is on a person-to-person basis, local radio is urged to take advantage of local personalities," Louis E. Scott, vice president and general manager of the Los Angeles office of Foote, Cone & Belding, notes in this week's MONDAY MEMO. He describes radio as an "intimate medium" whose message is most effective when "delivered with believability by the right person." For details about how strong local personalities are working effectively for FC&B clients on the West Coast, turn to page 24.

Image of an image maker — Television Information Office approaches its first anniversary with a track record few people know. What is it doing? What has it done? BROADCASTING gives the answers in the first published depth study of TIO activities, also explores the attitudes of people paying the bill. Page 27.

Pursuing profits for radio — RAB's fall management conferences provide a forum for cross-pollination of the new ideas that can increase a station's audience and profit standing. Page 34.

K & E's Bill Lewis — His change from president to board chairman at Kenyon & Eckhardt has a TV angle: He'll concentrate more on the medium now. Page 42.

A solid union front — In coming sessions at the bargaining table, networks will find the major labor groups there in one unified group. Page 48.

New court action on Warner features — Application for an injunction is filed by Triangle Stations against Seven Arts Associated Productions to halt sales of post-'48 Warner features in Triangle's markets. Page 58.

UN's 'biggest story' — More than 600 radio-tv newsmen converge on the United Nations to provide the most extensive coverage of a UN session. Reason: Khrushchev, Castro and troubled times. Page 62.

Hollywood comes to the FCC — Closed meeting takes place between film makers and FCC staff officials to discuss new identification rules. At stake are practices long part of Hollywood mores and how they are going to be treated by FCC in new Sec. 317 regulations. Page 68.

New poop on plugs and freebies — FCC calls off its March 16 interpretation of sponsor identification rules and says it's writing new regulations. Meanwhile, broadcasters should follow new law. Page 68.

What is public interest? — New FCC Commissioner Charles H. King concedes there's no definition of "public interest, convenience or necessity." A novitate's views after about one month of bureaucracy. Page 70.

Right to hearing at renewal time contested — RKO General and ABC challenge the long-held FCC interpretation that a hearing is required when an application is filed at renewal time for an existing facility. Page 77.

Pay tv procedures — FCC is readying hearing an announcement on subscription TV, but the form is all wrapped up in the revision of regulations. Announcement is due this week. Page 78.

Small political debate — Party press heads demand that the networks put print-media reporters on first Nixon-Kennedy broadcast. It's their own party, networks reply, and go ahead with plans for a panel featuring four network newsmen. Page 80.
QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN AIRCRAFT ENGINE DESIGN IS REPRESENTED BY PRATT AND WHITNEY AIRCRAFT OF EAST HARTFORD, CONNECTICUT, WORLD'S LEADING PRODUCER OF JET ENGINES.

PRATT AND WHITNEY ENGINES POWER NINE OF EVERY TEN DOUGLAS DC-8 AND BOEING 707 JET AIRLINERS IN SERVICE THROUGHOUT THE WORLD.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING HAS BEEN THE HALLMARK OF WTIC RADIO FOR THREE AND ONE-HALF DECADES.

WTIC 50,000 watts HARTFORD, CONN.
REPRESENTED BY THE HENRY I. CHRISTAL COMPANY
Cleveland picked for next 'debate'

Second Nixon-Kennedy joint appearance on tv-radio, Oct. 7 at 7:30-8:30 p.m. (EDT), is expected to originate at KYW-TV Cleveland, network sources said Friday. They were awaiting candidates' approval of Cleveland as site. NBC drew assignment to produce; KYW-TV is its Cleveland affiliate. (See special political report page 80.)

In other political broadcast developments Friday, ABC officials identified six five-minute ABC-TV periods ordered by Democratic National Committee and nine by GOP National Committee; said New York State AFL-CIO Political Education Committee had ordered half-hour on New York regional network of eight or nine ABC-TV affiliates for Syracuse speech by Sen. Kennedy Thursday night (Sept. 29), 10:30-11 p.m.; and said International Ladies Garment Workers Union's campaign committee had signed with ABC Radio for quarter-hour on behalf of Mr. Kennedy on nationwide network on five consecutive Wednesdays starting Oct. 5 (10:30-45 p.m.).

Five-minute ABC-TV periods bought by Democrats are 12:55-1 p.m. Oct. 20 and Nov. 1 and 4; and 2:25-30 p.m. Oct. 25 and 27 and Nov. 3. Those bought by GOP are 9:55-10 p.m. Nov. 5; 12:55-1 p.m. Oct. 28 and 31 and Nov. 3 and 7; 2:25-30 p.m. Oct. 24 and 26 and Nov. 1 and 4.

ABC also said it would permit non-affiliates to pick up its coverage of Nixon-Kennedy joint appearances by tying in at nearest telephone company central office. Other networks already had taken varying positions: NBC said it would feed all comers; CBS and Mutual said they would not feed live to non-affiliates except where pickups were not available from any other source (BROADCASTING, Sept. 19.).

Uhf permittees explain failure to construct

Twenty-eight idle uhf permittees explained to FCC en b?ne Friday why they have not started building their stations and why they should retain their construction permits.

Permittees argued failure to build was due to reasons beyond their control, citing commission's indecision on tv channel allocations and resultant confusion over intermixtude and/or de-

intermixtude of vhf and uhf channels as main reason.

Construction of u's at this time would place permittees in financial difficulties due to confused public attitudes concerning FCC policy, many argued. They felt it would not be in the public interest to build uhf stations while set makers were still turning out only all-vhf sets. All said they would either build or surrender cps when commission "rms up" its channel allocation policy.

Prime objection to intermixtude of uhf and vhf was lack of programming. All stated they would build in all-vhf market and if all-channel receivers were easily available.

FCC began its "tough" policy with uhf permittees last February when it ordered 54 uhf stations to report on failure to build (BROADCASTING, Feb. 22). Of 54 originally queried, 21 have been deleted and others granted grace periods.

San Francisco suit halted by stay order

San Francisco federal judge has granted stay of antitrust suit filed last June by San Francisco Chronicle (KRON-TV there) against NBC, KTVU(TV) San Francisco and RKO General Inc. (BROADCASTING, July 4). Stay is in effect until FCC acts on application by NBC for approval of $7.5 million purchase of KTVU. Order, however, permits Chronicle to seek preliminary injunction to maintain status qua—includng loss of NBC affiliation.

Suit is one of a number of court and FCC proceedings instituted by Chronicle to prevent NBC acquisition of KTVU. This is part of NBC-RKO General sales package involving exchanges of network's Philadelphia stations for RKO General's Boston stations, plus RKO General's $11.5 million purchase of network's Washington stations.

Illinois broadcasters elect Vernon Nolte


Rod Mitchell, N.W. Ayer & Son account executive on Illinois Bell and United Airlines accounts, discussed relations of agencies and radio-tv stations.

Rep. William Springer (R-Ill.), member of House Commerce Committee, said broadcasters should be permitted to operate without supervision of Senate "Watchdog Committee" which is checking on political coverage. He praised broadcasters for "getting rid of bad apples" guilty of payola violations.

Pay tv and commercial tv are incompatible, Rep. Springer said. He said if paid medium takes air, it will "gobble up" free television.

Station transfers

Two station sales submitted for FCC approval Friday:

■ WHHM Memphis, Tenn.: Sold by Thomas W. Shipp to Mercury Broadcasting Inc. for $225,000. Mercury Broadcasting is 51% owned by William H. Grumbles, west coast vice president of RKO General, and 49% by Marie G. Cobb, Mr. Grumbles' sister. Payment is $65,000 down with remainder to be paid out over four-year period. WHHM is 250 w on 1340 kc with ABC affiliation.

■ KBLR-TV Goodland, Kan.: Sold by Max Jones, trustee in bankruptcy, to Standard Electronics Corp., equipment manufacturer, for remaining unpaid equipment debt amounting to about $200,000 plus $275 monthly for lease of transmitter building. Standard is subsidiary of Dynamic Corp. of America, which also is parent company for Radio Electronics Lab. KBLR-TV operates on
Georgia tv outlet asks Florida move

Change of tv station and channel to Tallahassee, Fla., has been requested of FCC by ch. 6 WCTV (TV) Thomasville, Ga. Station submitted request for reallocation and said if ch. 6 is moved to neighboring Tallahassee, station's license should be so modified also.

Among other allocation requests: Milwaukee Board of Vocational and Adult Education, licensee of educational ch. 10 WMVS (TV) there, asked that one of two unused uhf commercial channels assigned to Milwaukee be made educational. Presumably Board will apply for it.

DeGroot heads MAB

Don DeGroot, WWJ-AM-TV Detroit, elected president of Michigan Assn. of Broadcasters Friday. Others elected: Gene Ellerman, WWTV (TV) Cadillac, vice president; Robert S. Greenhoe, WBCH Hastings, secretary-treasurer. New directors elected were Edward F. Vaughn, WPAG Ann Arbor; John Shepard, WLAV Grand Rapids, and Les Biederman, WPBN-TV Traverse City. Next year's meeting will be held at Hidden Valley.

WDAF-AM-TV to Petry

WDAF-AM-TV Kansas City has appointed Edward Petry & Co. as national representative. WDAF, 5 kw on 610 kc, and WDAF-TV, on ch. 4, are both NBC affiliates. Stations were acquired last month by Transcontinent Television Corp., in which Petry company is stockholder. David C. Moore is president of TTC.

WMGM 'not for sale'

Laurence A. Tisch, board chairman of Loew's Theatres Inc., owner of WMGM New York, issued statement Friday denying "rumors" that WMGM is for sale. Mr. Tisch said station is not for sale "at any price," claiming outlet's income and profit have grown over period of several years. He added that Loew's Inc. will "make every effort to enlarge its activities in the field of radio and television station ownership."

WEEK'S HEADLINERS

Robert M. Purcell, director of broadcast division of Crowell-Collier Publishing Co., elected vp of company. Mr. Purcell is president and general manager of KFWB Los Angeles and president of KEWB San Francisco and KDBW Minneapolis-St. Paul, C-C stations. He will continue to headquarter in Los Angeles. Mr. Purcell joined C-C in 1956 as assistant to president, broadcast division, assuming general managership of KFWB; he was elected president next year. In 1959 he represented company in negotiations leading to purchases of KEWB and KDBW. He began his broadcasting career in early '30s at WHAM Rochester, N.Y.

Mort Bassett, executive vp and partner, Forjoe, New York, joins Broadcast Time Sales, as executive vp. Mr. Bassett, who began his career as salesman and assistant circulation manager, became media buyer at Morse International in 1941. He joined John Blair & Co. in 1947, rising to sales manager by 1958. Later he was stockholder, director and vp of Robert Eastman, station representative firm.

Willard Klose, vp of Lennen & Newell, Chicago, for past two years, to Campbell-Ewald Co., Detroit, as director of broadcast creative activities. He succeeds Kensinger Jones, senior vp, who now directs all C-E creative activities (WEEK'S HEADLINERS, June 20). Mr. Klose has been in advertising 30 years, pioneering in radio-tv with several agencies in New York and Chicago and was copy supervisor of Leo Burnett Co., Chicago, before joining Lennen & Newell.

William Andrews, northeastern division manager for Independent Television Corp. for past year, named general sales manager of syndication. He replaces Alvin E. Unger, who resigned as vp in charge of syndication to join UPA Pictures as national sales head (WEEK'S HEADLINERS, Sept. 19). Mr. Andrews joined ITC in July, 1958 as western division manager after three and a half years at Ziv Television as spot sales manager. Before his Ziv association, he was an account executive for KPTV (TV) Portland, Ore.


Thomas Chauncey, president of KOOL-AM-TV Phoenix, Ariz., and Arizona Broadcasters Assn., named to represent President Eisenhower at Sept. 24-Oct. 4 independence ceremonies at Lagos, Nigeria. He has rank of special ambassador.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

BROADCASTING, September 26, 1960
Discovered the NEW Keystone Market . . . served BEST by the Keystone U’s? In the Harrisburg-Lebanon-Lancaster-York area the three Keystone U’s can deliver more homes at lower cost-per-1000 than the VHF station in the market. Buy the Keystone U’s, now available as a group buy with one billing . . .

THE NEW KEYSTONE MARKET...

ABC-CBS-NBC
SERVED BEST BY THE KEYSTONE U's

Check these facts for yourself. Send for fully documented brochure, "Keystone Market in the Keystone State."

*ARB, Harrisburg-Lebanon-Lancaster-York, March 1960

Contact Keystone National Sales Office, 485 Lexington Avenue, New York, OXford 7-9737 or contact any of the following representatives: Bolling Co. for WHP-TV, Blair TV Associates for WLYH-TV, Jack Masla & Co. for WSBA-TV.
In this market, WEAR-TV is the only network affiliate with no competition from another primary affiliate in the area.
SELL THIS BIG MARKET
THROUGH ITS BIG STATION

WEAR-TV

MOBILE - PENSACOLA

THE BIG VALUE IN TOTAL HOMES REACHED!

For sales increases, advertisers naturally look to growing markets. Right now they're looking to the big Mobile-Pensacola market—where the new census shows 43% growth just since 1950.

And they're looking to WEAR-TV—the big value in THR—as the market's most efficient selling force.

Tallest Tower, 1251 feet—1225 feet above average terrain, WEAR-TV's new tower is the tallest in the area, strategically located midway between Mobile and Pensacola. Transmitting on Channel 3 with full 100,000-watt power, WEAR-TV blankets the 515,000 population in the metro-area, plus another half-million that other outlets do not fully cover.

Advantage in THR—Outside the metro-area, WEAR-TV encounters far less duplication of network programs from adjoining markets. Result: WEAR-TV thus has a natural advantage in Total Homes Reached. And a similar advantage in THR per dollar gives the advertiser a highly efficient sales tool.

For Big Results—In Mobile-Pensacola, WEAR-TV has the winning combination: tallest tower—lowest band (channel 3)—least outside network duplication, a marked advantage in Total Homes Reached. To put all these factors at work for you, just call the nearest office of Blair Television Associates.

N.B. Ask especially about the new ARB report proving sensational audience-gains by WEAR-TV since inauguration of full-power telecasting from the 1251-foot tower.
FASTEST SELLING SERIES IN SYNDICATION TODAY!

"BEST OF THE POST"

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-Montery, Eureka and Fresno... astute station groups like TriMedia 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!

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

*Indicates first or revised listing

SEPTEMBER

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

*Sept. 26—AP Radio & Television Assn. board of directors' annual meeting, AP Bldg., New York City.


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

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

Sept. 28—ASCAP West Coast membership meeting at Beverly Hills Hotel, Beverly Hills, Calif., 4 p.m.


Sept. 28-29—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, N.Y. Dr. Frank Stanton, president of CBS, will speak at second-day's luncheon.

Sept. 29—Chicago Federated and Women's Advertising Clubs annual workshop clinics. Radio advertising clinics will be held each Thursday for eight weeks starting this date.


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

OCTOBER


Oct. 2-4—Advertising 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, Austin, Tex.

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

Oct. 4—Los Angeles Ad Club luncheon at Hotel Statler. Robert Light, president, Southern 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, Hotel Commodore, N.Y. Speakers include Dr. Willard H. Hays, president of CBS Radio; Peter Langholf, Young & Rubicam vice president, and Arno H. Johnson, J. Walter Thompson vice president.

Oct. 5-8—Radio Television News Directors Assn. Annual international convention. The Queen Elizabeth, Montreal, Quebec, Canada. Among key speakers: FCC Chairman Frederick Ford, at Thursday (Oct. 6) luncheon, on "FCC and Broadcast News," and Lester B. Pearson, Nobel Prize winner and leader of the Canadian Liberal Opposition Party, Saturday (Oct. 8) awards dinner.

Oct. 6—WHA Family Dinner, 6:30 p.m., in the Great Hall of the Memorial Union, U. of Wisconsin, Madison. Charles A. Siepmann, chairman, board of Communication Association, New York, U., will be the featured speaker.

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


Oct. 9-11—North Carolina Broadcasters fall meeting. Battery Park Hotel, Asheville, N.C.


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. 10-13—Fourth annual Industrial Film & Audio-Visual Exhibition, New York. Agenda includes closed-circuit presentations; speech by Robert L. Lawrence, president of New York production firm bearing his name on "What Makes a Selling Commercial?" screening of Venice Film Festival commercials and speech by producer Hudson Fassett on "Commercial Film Techniques Here & Abroad," and production workshop-luncheon by Radio & Television Executives Society on educational television, New York tv consultant Sol Cornbers, chairman.

Oct. 11—Chicago Broadcast Advertising Club's first monthly luncheon meeting of 1960-61 season. Speaker: A. C. Nielsen Sr., board chairman of audience measurement and research firm bearing his name.

Oct. 11—Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin, Madison.

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


*Oct. 12—Western States Advertising Agencies Assn. monthly dinner meeting at Nikakeb Restaurant, Los Angeles. Marvin Cantz, Adv. will be chairman of session on media-agency relations.

Oct. 13—National Assn. for Better Radio & Television, annual institute for tv-radio chairmen. Los Angeles Chamber of Commerce Bldg, 10 a.m.-2 p.m.

Oct. 13-15—Mutual Advertising Agency Network third and final 1960 business meeting and fall
EVERYTHING'S COMING UP ZINNIAS!

Window boxes, gardens, flower pots — we don't know where WBNS listeners plant these zinnias, but every year for the past 5 years, they have written for thousands of them. Each Spring WBNS Radio personalities offer free zinnia seeds in exchange for a post card bearing the listener's name and address. You can see how the WBNS zinnia gardeners are thriving. This year listeners in 281 towns, representing 74 of Ohio's 88 counties responded to our flower promotion. We mailed out 19,837 packages of seeds — an increase of 7,463 in the past 5 years. From Lake Erie to the Ohio River, “everything's coming up zinnias” in WBNS Radio country. It's a fertile field to plant your seeds, too.

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YEAR OF OFFER 1956 1957 1958 1959 1960

WBNS RADIO • Columbus, Ohio
Prime mover of 1,500,000 Central Ohioans • represented by John Blair and Company

BROADCASTING, September 26, 1960
inviting us back for
From the Roaring '20's to the Soaring '60's, millions of people* have been inviting Storer Stations back. Such loyalty didn't come on a silver platter. It had to be earned, over the years.

33 years

To succeed in broadcasting, we knew that we had to do two things: First, get invited into as many homes as possible. Second, keep getting invited back.

Only through awareness of what its particular community needs and what most folks want, can a station operate in the best interest of all.

Storer Stations work hard at it. That is why all of them have large, loyal audiences who respond to advertising messages. Why not check into it—today.

*(Covering over 40,000,000 daily)

STORER Broadcasting Company
33 years of community service

NATIONAL SALES OFFICES: 625 Madison Ave., N. Y. 22, Plaza 1-3540 / 230 N. Michigan Ave., Chicago 1, Franklin 2-64981
creative convention. Bismarck Hotel, Chicago.
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. Shera-
ton-Park Hotel, Washington, D.C.
Oct. 18—Assn. of Maximum Service Telecasters board of directors meeting. Sheraton-Carleton Hotel, Washington, D.C. Jack Harris, vice presi-
dent and general manager of KPBC-TV Houston, will preside.
Oct. 23-26—Central Canada Broadcasters Assn. annual meeting, Montreal, Que.
Oct. 23—Colorado Broadcasters Assn. general membership meeting in conjunction with NAB Fall Conference. Hilton Hotel, Denver.
Oct. 25-26—Engineering section, Central Canada Broadcasters Assn., King Edward Hotel, Toronto.
Oct. 27-28—Council on Medical Television's "Teaching with Television: An Institute for Medi-
cal Educators." TV fundamentals and application to medical instruction will be discussed. U. of Florida College of Medicine, Gainesville. Friday meeting in Jacksonville, Fla.

"South Bend’s Your Best Bet!"

Young man — put the odds in your favor by picking the South Bend market. This Metro Area alone has a household income of $7553, highest in Indiana! Include the other 14 counties of the South Bend market, and it parleys into $1.7 billion in buying power. South Bend’s a winner, going away.

And here’s how to pick the daily double. Let WSBT-TV carry your product colors. This station has the inside track into the market’s TV homes . . . year after year gets over 45% share of sets in use . . . currently carries 35 of the top 50 locally-favored programs. Top-rated CBS shows and popular local programs keep WSBT-TV in the winner’s circle!

Want the latest scoop? Call your Raymer man. He’ll trot over.

WSBT-TV
SOUTH BEND, INDIANA
Channel 22
ONE OF CBS’ HIGHEST-RATED STATIONS

Ask Paul H. Raymer, National Representative.

AWRT Conferences
Sept. 30-Oct. 2—AWRT southern area Music City, USA conference, Andrew Jack-
son Hotel, Nashville, Tenn.
Sept. 30-Oct. 2—AWRT New England con-
ference, Springfield, Mass.
Oct. 7-8—AWRT Heart of America con-
ference, Chase Hotel, St. Louis.
"Oct. 15—AWRT central New York chap-
ter. Sheraton Hotel, Rochester. N. Y. Theme: "Politics, Plugs & the Woman Broad-
caster."
Nov. 4-6—AWRT Pennsylvania conference.
Harrisburg, Pa.

AAA Conventions
Oct. 13-14—American Association of Ad-
vertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.
Oct. 16-19—AAA, western region annual convention. Hotel del Coronado, Coronado, Calif.
Nov. 2-3—AAA, eastern region annual conference, Biltmore Hotel, New York.
Nov. 30—AAA, eastern regional annual conference. Biltmore Hotel, Detroit.

NAB Fall Conferences
Oct. 13-14—Biltmore Hotel, Atlanta
Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontainebleau, Omaha, Neb.
Nov. 14-15—Sheraton Hilton, Washington
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York
This year more than ever
New York audiences are watching
network quality entertainment
every night on WPIX-11,
the prestige independent.
Advertisers are selling with
minute commercials in this
“network atmosphere”
during prime evening hours!
No other station provides this
kind of selling opportunity
in New York – Prime Time Minutes
in so many good looking programs.

M SQUAD
AIR POWER
MAN AND THE CHALLENGE
MIKE HAMMER
MEN INTO SPACE
HIGH ROAD
HOW TO MARRY A MILLIONAIRE
SAN FRANCISCO BEAT
THIS MAN DAWSON
TARGET
NEW YORK CONFIDENTIAL
DECOY
MEET McGRAW
INVISIBLE MAN
STATE TROOPER
YOU ARE THERE
TRACKDOWN
SILENT SERVICE
YOU ASKED FOR IT
MR. ADAMS AND EVE
THE HONEYMOONERS
SHOTGUN SLADE
NAVY LOG
BOLD VENTURE
JEFF’S COLLIE
WHIRLYBIRDS
THE CALIFORNIANS
BOLD JOURNEY
AND MANY MORE

where are
your
60-second
commercials
tonight?

WPIX
new york
Radio set saturation

EDITOR: Before handing out too many bouquets to Nielsen and ARB (your editorial "Innocence by association," Sept. 5), it might be well to point out that national averages can often obscure serious inadequacies on state and regional levels.

The May study by the U.S. Census Bureau credits the Mountain States with 83% saturation as against the 81.7% figure developed by ARB and Nielsen’s 78.5% as reported in your June 20 issue. The difference between the Nielsen figure and the Census Bureau’s findings amounts to 87,600 sets in a sparsely populated area.

Moreover it is important to consider to which states these sets should be allocated. In the three larger states of Arizona, Colorado and Utah, Nielsen and ARB agree within 1%. In the remainder of the states, however, including those covered by the Skyline Network, ARB and Nielsen differ to the tune of 8.6%. In view of the recent findings of the Census Bureau this error could actually be as high as 10% in a five state area. We will not have the final answer until 1961 but there is reason to believe that set saturation figures in the smaller Mountain States have been seriously underestimated.—Joseph S. Sample, President, KOOK Billings, Mont.

Who’s on most?

EDITOR: A recent article appearing in your Aug. 29 issue (page 82) stated that KELP is the only 24-hour station in the El Paso area.

As a matter of fact, KSET is the only full-time station in the El Paso area. KSET maintains two transmitters, two separate control rooms and has the best damn engineer in the Southwest to insure 24-hour operation, seven days a week. KSET is the only 24-hour station in El Paso, Texas operating seven days a week, week after week, without interruptions of any kind.

KSET’s good music programming began in 1958. So many listeners expressed a desire for more of KSET’s carefully selected music, designed to entertain and never to irritate, that KSET inaugurated a 24-hour day policy in May 1960.—Jim Kiser, Program Director, KSET El Paso, Texas.

[The news release issued by KELP El Paso claimed KELP “is the only full-time radio station in the area.”—The Editors.]

United Fund boosters

EDITOR: The El Paso radio industry composed of the following radio stations, KELP, KHEY, KHMS, KINT, KIZZ, KROD, KSET, KTSN, XEJ,
**INTER-SYNC**

TELEVISION SIGNAL SYNCHRONIZER

HOW TO GET MORE FROM YOUR AMPEX VTR

Ampex provides the perfect answer... Inter-Sync! Now a VTR with Inter-Sync becomes a smooth part of your production team. Use it in production as you would a camera, a film chain... or any picture source. Inter-Sync locks the VTR to station sync... electronically synchronizes the recorder with any signal source — live, film, network or slides. Here's what you can do —

**ONE RECORDER?** With a furniture store account, for example, pretape a series right in your studio showing the new fall line. Loan company: tape a location shot of “customer” borrowing cash. Real estate: tape a tour through a new, development home. Then, during playback with Inter-Sync, you can wipe from tape to price slide — or lap dissolve to live announcer. No more dead air! No roll over!

Inter-Sync lets you “host” the late-late movie — and reruns — with sm-o-o-th lap-dissolve transitions between the film and your announcer on tape. No loss of mood — no abrupt changes.

**TWO RECORDERS?** Mix live or film with tape using key wipes or dissolves, then record on second unit. Use dissolves or special wipes between playback of two tapes. Take it from there...

**THREE RECORDERS?** Comfortable transitions are difficult to anticipate in production. Add them later — at your leisure — with Inter-Sync! Record each production segment on tape; then put one segment on one VTR... another segment on second VTR. Lap dissolve for smooth transition and record on No. 3.

But these are just a few ideas... drop us a line and we'll supply complete details on all the marvels of Inter-Sync. This important optional feature is only one example of the continuing flow of major new developments you can always expect from Ampex tape recorders.

FOR ENGINEERS ONLY:

This Ampex Model 1020 synchronizer provides both horizontal and vertical locking (line-by-line and frame-by-frame). The speed of the two-way locking process is particularly noteworthy: a total of approximately 3 1/2 seconds, well within the 5-second roll-in time most stations use. Vertical framing is speeded up by first using the sync pulses off the tape control track to reference to outside sync (subsequently switching to the actual vertical sync pulse). The capstan servo system resolves the inside and outside sync by smoothly adjusting the tape speed. Horizontal line-by-line locking is accomplished by precise readjustment of the head drum speed about every 5 degrees of rotation. Since the head drum rotates at 14,400 rpm, this means speed adjustments are made 945,000 times a minute. A unique drum servo system with push-pull action acts through the head drum motor with almost instantaneous results.

Send for a 15-page Engineering Department Bulletin for complete details.

Ampex tapes are made and played around the world

VIDEO PRODUCTS DIVISION - AMPEX PROFESSIONAL PRODUCTS COMPANY

934 Charter Street, Redwood City, California
SAN DIEGO 15TH CALIFORNIA

AUTOMOTIVE STORE SALES
in San Diego County totaled $245,266,000* last year, placing San Diego 15th among the nation's 200 leading counties.
Sell San Diego through the market's two dominant dailies:
The San Diego Union
Evening Tribune
*COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

ORDER 1960 YEARBOOK, NOW!

BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W., Washington 6, D. C.

NEW SUBSCRIPTION ORDER
Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position
company name
address
city state
Send to home address — —

EXLO, recently have been most co-operative in promoting the public relations program of the El Paso United Fund.

For the past several years I have had the opportunity to request many favors from the local radio industry. As chairman of the local public relations program for the El Paso United Fund, I thought perhaps you would be interested to learn of the wonderful public spirit attitude of the El Paso radio station.—F.B. (Henry) Ford, Special Agent, Bankers Life Co., El Paso, Tex.

Hurricane heroes

EDITOR: Let us hope that all of our congressmen were fully aware of the tremendous public service job which broadcasters on the East and Gulf Coasts did in the recent hurricane emergencies.

I was traveling in south Alabama calling on broadcasters during the erratic life of Ethel last week, and, although I am accustomed to the unselfish work done by owners, managers and station personnel, I was again most impressed as I saw the fulltimers and daytimers readying their equipment and personnel for the 24 hour watch so that they could serve the public with storm and emergency information.

Certainly it is self-evident that no other medium could handle the immediacy of this job.

Although these efforts stand out because they were spectacular and dramatic, they are but two of the many, many occasions in which broadcasters tirelessly serve their area, and many times their service is most costly to them. The American public has come to expect this service and rarely gives any particular thought to this all-important contribution by their neighbors who operate the stations.

Let me suggest to those members of Congress who think that they ought to “do something about broadcasting” the following: When Congress reassembles for their next session they should, in joint session, rise and give a standing ovation and pay tribute to all broadcasters who daily contribute to their communities in so many public services.—Jackson Lee, Paul H. Chapman Co., Atlanta, Ga.
where else could you get all these entertaining people together... except on the fresh, new HOUR show

PLAYBOY'S PENTHOUSE

If we may name-drop for a moment... our guest list is impressive. Just check the group assembled here (identified above, if a name should escape you). PLAYBOY'S PENTHOUSE relies on an old-fashioned, but always unbeatable factor: superb entertainment made by the show business people everybody is talking about from one coast to the other. Add to that an atmosphere of a sophisticated penthouse . . . a witty host who projects a mood of easy informality and graciousness . . . and you have a show that has great appeal for a vast audience. PLAYBOY'S PENTHOUSE is available now for syndication—26 one-hour shows. Arrange for a screening now. This is the show to WATCH. *Hosted and produced by Hugh M. Hefner, Editor and Publisher of Playboy Magazine. OFFICIAL FILMS, INC.
Radio’s sales key: the local personality

Arthur Godfrey is a man with a problem.

For many years, on both radio and television, Godfrey expounded at length on the virtues of a certain brand of tea. Today, as one of his sponsors, Godfrey has a different brand of the same beverage. He not only is obliged to sell the new product, but he must unsell everyone he sold on the previous one.

Godfrey’s predicament serves to spotlight one of the major reasons advertising agencies utilize local radio. Whether the advertiser be local or national, all selling essentially is done locally.

Pre-sell ■ Further, the trend toward supermarkets and self-service has resulted in an increased need for a strong basic sale before the consumer enters the retail outlet. The radio salesman in essence replaces the grocery or hardware clerk of a few years back.

Local radio’s ability to reach a broad range of potential customers means that smart time-buying by an agency can gain the ear of the housewife for food products, or of her husband for a gasoline. However, the task of selecting the proper station and personality-salesman to sell a particular product is among the hardest in the agency business.

Since much of the effective selling in the U.S. is on a person-to-person basis, local radio is used to take advantage of local personalities. An intimate medium, its message is most effective when delivered with believability by the right person. This marks the difference, assuming the copy is essentially professional, between a superb sales job, and “just another commercial.”

What Godfrey has accomplished nationally is being duplicated locally in practically every program category. It is upgrading radio against the onslaught of other media, including radio’s own “noise” stations.

Four Top-Notchers ■ Four outstanding salesmen-personalities in the Los Angeles area, who immediately come to mind, illustrate the range of categories which can be covered for top sales effectiveness.

Our client, Sunkist Growers, has sponsored Nelson McIninch, “The Farm Reporter,” on KNX here for six years, and on KFI before that. Programmed during the lunch hour, his farm-oriented program has a surprising in-city housewife following.

McIninch adds his value as a sales-

man-personality by making a large number of personal appearances, which are very important in the area of grower relations. And, because of his knowledge of his product, as well as his field, he is able to do a largely ad-lib, informal program, which lends itself to the person-to-person selling image.

Breezy Approach ■ An outstanding disc jockey of Los Angeles is KMPC’s Dick Whittinghill, whose breezy but convincing sales approach during the hours of 6 to 10 a.m. has captivated early-hour listeners.

Whittinghill’s success is based upon his ability to come off as a real person. Thus he can effectively sell a variety of products. He uses gimmicks, but does not rely on them to gain the listeners’ attention. Through his light touch, without a tendency to be a smart aleck, Whittinghill has mastered an art of communication found in too few d.j.s.

Few eastern sportscasters have hit the West with the impact of Vin Scully, voice of the Los Angeles Dodgers on KFI. Scully, at 32, possesses 10 years experience in broadcasting major league baseball. He thoroughly knows his product and is able to communicate that knowledge to his listeners. Since sponsors of the baseball games have their salesman-personality over the entire six-month period of a season, they have the repetition which is a key to successful local radio selling.

An example of augmenting this is shown by Union Oil Co.’s use of Scully’s talents in an off-season program. Union bought into the baseball package for 1960, and arranged Scully’s identification with the product in the three-month period before the season, using a sports program on KFI.

Among the best known regional newscasters in the West is Frank Goss of CBS. As effective and believable with his selling message as he is with his reporting, Goss recently was signed by Foote, Cone & Belding to do newscasts six days per week for Tidewater Oil on a 20-station Columbia Pacific Radio Network. The authority of a good news broadcaster such as Frank Goss is one of the most potent factors in local radio selling power.

Making It Work ■ In conclusion, there are three steps which should be taken in the effective utilization of local radio for selling.

The on-the-air salesman must be chosen with the same amount of care as is used in the selection of a salesman for a company or an account executive for an agency.

Secondly, the salesman-personality must be acquainted, whenever possible, with the product and sales objectives.

Finally, the salesman must be merchandised to the public and to the trade just as he himself merchandises the product. The well-informed, articulate and friendly local radio personality is one of the most valuable members of any sales team.

This is apparent on the national level in the aforementioned case of Mr. Godfrey. The new brand of tea is showing up well in the sales columns, to the delight of sponsor and agency.

Certainly much of this success can be attributed to Godfrey’s friendly, intimate approach and person-to-person sales pitch. Godfrey has convinced himself — this is the basic step necessary to convince his audience.

Louis E. Scott (born June 17, 1923, in Waterbury, Conn.) spent his early years on a New England farm. His family moved to Southern California in 1933. Following two years in the armed forces during World War II, Mr. Scott joined McCarty Co., Los Angeles. In 1950 he joined FC&B and in 1956 he was elected vp. In July 1959 he was promoted to his current position.
Our time is different. First, it is spent in careful programming to the widest practical variety of tastes and needs of our nearly 700,000 television families. Second, our accent is on quality. We believe that that variety and quality make the difference . . . not only in the superior merit of our programming but in the size and composition of the audiences which regularly enjoy it.

When an advertiser buys time in the Maryland Market, this difference will make a positive difference to him—a difference in the attention his message will receive . . . a difference in the wide variety of needs of those who will watch it . . . a difference in the buying power motivated as a result of it.

“All times are not alike . . .” the poet philosopher says. At WBAL-TV 11 in Baltimore, the difference shows in the positive effect our time has on the Maryland Market.

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

WBAL-TV BALTIMORE
Nationally represented by Edward Petry & Co., Inc.
"On what station do you think the commercials are the most truthful?"

*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960

WWDC a clear FIRST
in the Washington, D.C. area.
Only one other radio station polled as much as 10%. If BELIEVABILITY is important to your product's sales success, we're your station.

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.
For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."
And in growing Jacksonville, Fla.—it's WWDC-owned WMBR
TIO'S FIRST YEAR: AN APPRAISAL

Tv's image-building office has talked little about itself but it's shaping up an ambitious information program for tv

Someone said, when the Television Information Office was going through the process of being born, that its success could be measured by the number of times it did not get its name in the papers.

By that standard, TIO today can look back on its first year as one of practically unmitigated success. Few broadcasting organizations of national stature have managed to operate so anonymously.

Created to improve television's image by spreading the truth about tv, TIO has operated at a low level of visibility by choice. Its leaders follow the classic public relations theory that the client, not the press agent, should get the publicity.

But few people—all of the people running TIO—will argue that simply keeping quiet is worth half a million dollars a year, which is approximately what TIO's annual budget currently comes to. What, then, have been TIO's chief accomplishments since it officially opened the doors of its New York headquarters on Oct. 12, 1959?

■ It has got itself organized. From an idea it has grown into a going concern, a 12-man organization headed by Louis Hausman and supported by all three networks and approximately 150 tv stations.

■ It helped put the results of the quiz-scandal storm into perspective by commissioning one of the nation's foremost independent researchers, Elmo Roper, to probe public reaction and then distributing his findings widely in influential circles.

■ It has been instrumental in getting stations to work together in promoting their “quality” programming to local opinion leaders. By next month, some 94,000 of these leaders in 17 cities will be receiving monthly bulletins from their local stations showing the educational, informational, cultural and special-interest programs scheduled in their respective communities for the ensuing 30 days. The number will exceed 100,000 when plans currently afoot in three other cities are completed.

■ Some 60,000 English teachers in elementary and high schools and colleagues across the U.S. will receive early this winter a 150-page “Resources” book currently being prepared to acquaint them with television’s operations and to help them in using commercial television programs in teaching English. The project was initiated and financed by TIO, is being conducted by the television committee of the National Council of Teachers of English.

■ Within the next few days TIO will publish what may be the largest public-affairs idea book ever produced. It's a 100,000-word collection of case histories compiled from 260 stations, describing 75 public affairs programs in detail and summarizing almost 1,000 others. All U.S. television stations and approximately 10,000 opinion leaders will get copies.

■ In cooperation with the New York City Board of Education TIO has organized an in-service course designed to teach teachers what television does and how it does it. The 15-lecture course will be taped and a syllabus prepared so that local stations may adapt it for teachers in their own communities.

■ TIO financed and supervised the creation of 60- and 20-second animated spots, currently in process of completion, explaining the NAB Television Code. TIO initiated this project for the code board, which will distribute the spots to code stations.

■ TIO keeps a running collection of what people are saying about television, good and bad, which it distributes regularly to its members. Thus far there have been 70-75 mailings of these “Background Facts,” which are de-
What about TIO's own image?

Among television broadcasters there is strong support for the purposes and functions of the Television Information Office, but a good many broadcasters think TIO ought to be integrated into the NAB.

Those are the main findings of a survey conducted by Broadcasting. Questionnaires were sent to all commercial tv station managers. Usable replies came from 114. They were equally divided between stations that do and don't subscribe to TIO.

The vast majority of subscribing stations that replied approve the one-year performance record of the information office. Thirty-five said they thought the job TIO is doing is good or excellent; nine said it was fair; one said poor. Others withheld comment on the grounds they did not know enough about TIO's record to make a sound appraisal.

Slightly more than half of the non-subscribers that answered the questionnaire said they were too unfamiliar with TIO's work to judge it. But of those who offered evaluations, 18 said TIO had done a good or excellent job; seven said fair, and one said poor.

Among both subscribers and non-subscribers there was strong feeling that the TIO assignment ought to be part of NAB's, although this feeling was especially strong among non-subscribers.

Of 49 subscribing stations that answered the question, 30 thought TIO ought to remain autonomous; 19 thought it ought to be integrated into the NAB.

Of 46 non-subscribing stations answering the question, only eight favored TIO autonomy, and 38 wanted it integrated into NAB. Many of the non-subscribers said their reason for not joining TIO was their belief that the information job ought to be done by the NAB. Others complained of "too many" trade associations in the broadcast field.

signed to keep TIO subscribers up to date on ideas and observations about television and at the same time give them material which they can use in programs, speeches, editorials, ads or just conversation.

- TIO operates as a service center for both subscribers and non-broadcasters seeking information about television. Approximately 750 requests for material, ranging from a broadcaster's bid for information to use in a debate on whether television is worth while, down to specific program schedules, have been received and handled.

- Material which TIO considers especially noteworthy is reprinted and widely distributed. For instance, a talk on "Children and Television" by Wilbur Schramm, nationally known communications research expert, was distributed by TIO to 7,500 broadcasters, opinion leaders, schools, libraries and government officials last spring, and another 5,000 copies have been sent to special groups and individuals on request since then. Approximately 7,500 government and civic officials, educators, universities and associations are on TIO's opinion-leader mailing list, as are some 750 libraries which asked to be included.

- In speeches and other appearances Director Hausman and others of the TIO staff have taken part in television seminars and meeting of such opinion-molding groups as the National Council of Churches, the General Federation of Women's Clubs and the like.

- TIO has placed ads in four "high-brow" magazines to promote the Nixon-Kennedy television appearances—emphasizing that television's initiative made them possible—and also has prepared ads which tv stations may run locally on the same theme.

This catalog of the principal activities to date makes clear that TIO's biggest interest, both nationally and at the local level, is in reaching the so-called opinion leaders—the people and organizations who not only are capable of influencing the public attitude toward television but who also, in many cases, are the most outspoken critics of television programming.

TIO's concept is that much of the criticism from these groups springs from misinformation or lack of information, and that if they are made aware of the broad range of material that television does offer they'll have less grounds for criticism.

Projects like the "Resources" book, the case histories of public-affairs programming and the in-service course for teachers have the additional objectives of promoting television as source material for teaching, creating a more sympathetic understanding of how the medium works and, in the case of the program idea book, of stimulating public-affairs programming at the local level. The spots explaining the NAB code obviously are directed at a mass audience.

It also appears obvious from TIO's composition and work to date that, although TIO is financed by broadcasters, it operates as more than a tool of broadcasters.

The Organization - Structurally TIO is largely an autonomous unit of NAB. But operationally it functions under Director Hausman and the NAB Television Information Committee, which is headed by Clair R. McCollough of the Steinman stations, with a generally free rein from NAB headquarters.

For several reasons it is more than a press agent handling assignments from

Picturing the code - Viewers won't have to stretch their imaginations to understand what that NAB code seal means when stations start carrying the animated spots that TIO financed and McCann-Erickson produced for the NAB Code Board. This sequence from a 20-second spot shows how the films explain one code function and at the same time shed light on the role of commercials. Narration accompanying the frames pictured above (r) goes like this:
its employers. To begin with, its "employers" number 150 dues-paying stations and three networks who on many subjects have different if not conflicting ideas about what should be done. Obviously TIO would find it impossible to take orders from 150 sponsors individually. Equally important, in picking Mr. Hausman for director the Information Committee chose a man whose widely acknowledged talents do not include a predisposition to be a mere order-taker.

Under Mr. Hausman, therefore, TIO is more than a press agent or spokesman. Rather, it tries to reconcile differing viewpoints and provide a stimulus for leadership by helping networks and stations to work together in advancing the television cause; initiating projects and disseminating information that will make the public and especially the so-called opinion leaders better acquainted with television; keeping broadcasters informed of what is being said for and against television and, in general, furnishing them with materials to help get television's story across.

TIO's Own Image  

By and large, the broadcasters who pay TIO's bills seem to think it is doing this job well, A Broadcasting survey (for details see facing page) found among subscribing stations that are willing to state their positions, the greater majority thinks that TIO is doing a good or excellent job and has proved to be worth the money they have put into it. A good many wonder, however, if TIO's functions ought not to be integrated into the NAB.

Among non-subscribing stations that are willing to state their positions, a majority thinks TIO is doing a good or excellent job but the sentiment is heavily in favor of integration into NAB. Also, understandably, most non-subscribers say they are too unfamiliar with TIO's work to make an appraisal of it.

The Staff  

TIO's management, under Mr. Hausman, includes Carl Burkland, a veteran of tv-radio station and network operations, who is TIO general manager; Lawrence Creshkoff, executives and the staff members, TIO retains specialists as needed for specific jobs.

Robert Lewis Shayon, radio-tv critic for Saturday Review of Literature, wrote the chapter backgrounds and all of the full-scale program descriptions in "Interaction," the collection of public-service programming case histories. The book deals with program formats in 15 categories, from "community affairs and problems," "government and politics" and "science and technology" to

1. "What is a television commercial?" 2. "Well, first, it makes possible all of the things we can watch on tv." 3. "It brings us news of existing new products and services." 4. "It also brings us useful homemaking hints." 5. "And this Seal of Good Practice means . . ." 6. "You can always rely on this station's commercials for accuracy and honesty." The spots, in one-minute and 20-second versions, will be in distribution soon. 40 million viewers will see them.
“health and social problems,” “practical arts and skills” and “general adult education.”

The McCann-Erickson advertising agency prepared the animated spots—two 60-second spots and two 20-second versions—explaining the TV code.

Dr. Neil Postman, assistant professor of English at the New York U. School of Education, is writing the “Resources” book for English teachers. He is working with TIO as a representative of the Study of Television Committee of the National Council of Teachers of English, which is conducting the project with TIO financing.

This two-part book first develops the concept that television is a continuing source of contemporary literature as well as a medium which frequently re-creates print classics of the past. TV’s long-range effect, the book notes, will depend on the kind of viewer who watches, and on his selectivity and knowledgeability.

The second part suggests specific classroom procedures for making use of television as a literary form; in complexity these range from bulletin-board notices calling attention to specific programs, to plans for a full-scale television workshop. The book urges teachers not to permit students to think carelessly about television any more than they permit careless thinking about novels or poems.

**Bulletins in 20 Cities** At the local level, TIO’s activity in helping to organize monthly bulletins on outstanding programs already has spread to 20 cities. The procedure is for all the stations in a community to prepare and distribute a combined schedule showing the educational, informational, cultural and special-interest programs that will be offered by all stations in that area in the ensuing month. The first four cities to initiate the project were Los Angeles, Chicago, San Francisco and Denver, which have mailing lists totaling 25,000 teachers, ministers, local officials and other opinion leaders.

Stations in 13 other cities are slated to begin similar bulletins this month or next, with mailing lists totaling 69,000 a month. These are Indianapolis, Columbus, Cincinnati, Washington, Boston, Hartford-New Haven, Norfolk, Atlanta, Sacramento, Fort Wayne, Houston, Cleveland and St. Louis. In addition, similar plans are now being made in Baltimore, Pittsburgh and Providence.

TIO’s current 150-member roster of sponsors consists of the nucleus represented by the committee, plus additional stations signed up in a never-very-intensive membership campaign. Dues for any station amount to its highest quarter-hour one-time rate, per quarter (in addition, NBC and CBS pay $75,000 per year for the first year and ABC $45,000, aside from dues for their own stations).

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**BROADCAST ADVERTISING**

**A FORMULA FOR SPOT RADIO BUYING**

Burnett’s Wright unveils cost & coverage data to LAB

Spot radio’s penetration provides a formidable competitor to television spot campaigns, according to research unveiled Sept. 19 by Thomas Wright, media vice president of Leo Burnett Co., Chicago. He revealed the research results at the Louisiana Assn. of Broadcasters meeting in New Orleans.

The spot radio findings were developed by A. C. Nielsen Co. at the request of the station representative firm of. Peters, Griffin, Woodward, Mr. Wright explained.

“You’ve probably seen reach and frequency studies until they come out of your ears,” he said, “but I’ll bet you haven’t seen anything as startling or as comprehensive or as meaningful to the agency media strategist as this data.”

(See table, this page.)

Here are key findings listed by Mr. Wright:

- In the top five U.S. markets, you must buy about 34 spots on one station only in each market to get 80 gross rating points at a cost for all five markets of $12,900 per week.
- The number of spots required to obtain three gross rating-point levels (80, 160, 480 weekly) in each market grouping does not vary radically.
- Considerable variation appears in the cost of spots.
- Spot radio gives about the same rates of household coverage and frequency in each of the four sets of markets (giant to medium-sized markets).

“If we use only one station, the expected net reach of an 80 rating-point schedule is in the low 20s regardless of market size in one week.” Mr. Wright said. “If we use three stations, our net reach (in home coverage of metro area radio homes) will be in the mid 30s in one week. If we double the gross points to 160 our net reach is in the 40s; if we go the saturation route we can

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**REACH & FREQUENCY OF SPOT RADIO CAMPAIGNS**

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*Gross rating points

**In-Home Only Coverage of Metro Area Radio Homes**
Cleverest Advertising Invention Since Television Itself!

Here’s how to get a sneak preview of the new 5-minute “Sidesplitters” by the world’s wackiest inventor... Rube (who else?) Goldberg.

One look at the pilot film now available for audition and you’ll know why this dizzy series will dazzle, delight—and sell!

National advertisers and their agencies can spend the most valuable five minutes of a lifetime catching this preview (custom-shown at your convenience).

130 of these episodes, each with a new invention, and starring Joe Flynn and Dave Willock with the animated artistry of Rube Goldberg, will be available for TV advertisers in 1961.

Audition Screenings by appointment:
Call or Wire: Richard Carlton, Vice President in Charge of Sales
TRANS-LUX TELEVISION CORP.
625 Madison Avenue, New York 22, N.Y.
Phone: Plaza 1-3110
Chicago • Los Angeles
reach almost 60% of all the radio homes in the community in a single week."

Analyzing data for a four-week campaign, he said: "Spot radio, bought at a moderate level of advertising weight of 80 gross rating points (GRP) on three stations per market reaches 50-60% of the homes in a market; the average home reached heard six broadcasts.

"Finally, when you pile on the coals with 480 GRP weekly you step up the four-week reach to 75% of homes and an average frequency of 25 broadcasts per home reached."

Mr. Wright asked, "Doesn't there appear to be a coincidental similarity between these reach figures and the reach figures of network or spot tv? Doesn't it seem queer that these cost figures are similar to tv cost data?"

The spot radio study covered all three-hour day parts of broadcasting, Sunday through Saturday. Stations with the highest average weekday ratings were selected in the four market groups—top five, 6th to 12th, 13th to 20th: 21st to 100th. A schedule was assigned to each selected station, fairly distributed among the three-hour day parts, Sunday through Saturday, and one that would deliver about the same rating points on each station in the same market.

Station Co-operation In his New Orleans speech he discussed a "monster that chews up man hours by the hundreds and profit dollars by the bucketful," referring to careless agency billing by stations. He said the Burnett agency has a trouble-shooter team trying to improve efficiency, accuracy and speed.

"We can't seem to make any progress," he said. "We have 20 timebuyers, 16 broadcast estimators and 28 billers and payers working on spot discrepancies every month. Negotiations with stations on credit refunds, makegoods and questionable billing appears to require an abnormal length of time."

Mr. Wright said he wrote a group of station managers whose stations had "contributed to our discrepancy lists" with a personal plea for suggestions. "You probably won't believe what happened," he said. "Of 23 letters sent, only 14 were answered. Of the 14 answering, 13 took the defensive and itemized how past discrepancies had been handled. Only one man took the trouble to think about the problems and offer specific, constructive suggestions."

He added, "I'd love to get the NAB interested in a study of the problem. It's obvious from the lousy response I got that station management would a lot rather hear about orders for new business than think about how to help themselves and us make a bigger profit on the business we have in the house."

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**NOW IT'S TALKING LIONS!**

**Cocoa Marsh turns to zoo for ad salesman**

Cocoa Marsh's friendly lion has leaped off the label and onto the television screen, bringing son LeRoy with him (in picture, LeRoy is stalling curfew with the drink of Cocoa Marsh dodge). The illustration is taken from a series of new animated pictures that represent a sharp departure in selling style for a company that has had dramatic success with local live pitches backed by strong promotions.

The new commercials premiered this month in some 20 markets. If they work, it could mean Cocoa Marsh business in as many as 30 more.

The switch in strategy was no light decision for Taylor-Reed Corp., the Glenbrook, Conn., manufacturer of Cocoa Marsh, and its agency, Hicks & Greist, New York. Cocoa Marsh built its present distribution on a hard-hitting live tv technique that paid its way from market to market, spreading from the Northeast to cover four-fifths of the country since 1956. (The company goes back 22 years and also produces E-Z popcorn, Fluffromatic rice, Q-T frosting Yum-Berry syrup.)

Now the very young audience Cocoa Marsh addresses is ready for a change, the advertiser is persuaded. The decision to animate the message grew out of research on many fronts—cartoon ratings, commercial testing at agency, factory and independent researcher levels—and, of course, in the homes of the company's board chairman (Malcolm P. Taylor has his own five-member children's panel), his ad manager and agency account people.

Little LeRoy only lately has sprung to the tv screen, but he's the result of a gradual evolution. The lion label was developed just prior to the company's tv debut for a new jar designed by President Charles M. D. Reed, co-founder of the company, who handles production (Mr. Taylor concentrates on sales). "Name the Cocoa Marsh lion" was one of many local promotions to encourage identification in a market where many of the consumers cannot yet read. Today's LeRoy did not grow directly from that promotion but this is the lion of descent.

LeRoy has a large assignment for one so young. Client and agency are even mindful that children are easily bored. LeRoy and his papa are expected to give the little ones a laugh—mothers, too—while conveying the flavor and health message. The commercials run in children's shows where Taylor-Reed maintains year-round schedules.

Theodore J. Grunewald, senior vice president of Hicks & Greist, and his agency colleagues spent six months developing the character. Currently they have three 60-second situation plots on the air (schedules vary up to 30 spots a week in big markets).

Hicks & Greist conceived the campaign and got Pintoft Productions, New York, to execute animation considered worthy of battle with the food giants the company competes with. The agency's Len Glasser did story boards and Richard Rendely produced.

Mel Blanc was brought from the West Coast for the voice assignment. Now it's up to LeRoy to show what a lion he can be in the marketplace.

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**Father & Son**

Little LeRoy (r.) has a man-sized job
Check the line-up. The biggest audience builders of both NBC and ABC; the strongest local sports shows in the Carolinas. Here's the brand of programming that changed things in Charlotte. To sell big in America's 25th largest tv market your better buy is Charlotte's big picture. Buy WSOC-TV— one of the great area stations of the nation.
IT'S IDEAS THAT COUNT WITH RAB
Management confab discusses both those that do and don't work

Sixty-one broadcasters reported for work last Monday morning at a Pocono Mountain resort in eastern Pennsylvania. They were fog-bound for two days, but it didn't really matter. What did matter was the number of profit-making ideas they took home after participating in Radio Advertising Bureau's Regional Management Conference.

For many of the broadcasters it was the fifth successive trip to these annual meetings—testimony in itself to the dollar value to be found when serious broadcasters get together to compare notes on what works, and doesn't work, in today's competitive climate.

The Pocono meeting was preceded the week before by sessions in Utica, Ill., and Columbus, Ohio. It will be followed by five more meetings, running through Oct. 11, in Williamsburg, Va.; Hollywood-By-The-Sea, Fla.; Austin, Tex.; Palo Alto, Calif.; and Omaha, Neb. By the time the fall swing ends upwards of 240 broadcasters will have been exposed to at least 120 new ideas on how to make radio work better in their markets.

More importantly, at least some of these ideas will be translated into action. Ideas like these:
- Making all day Thursday and Friday class AA time (two stations have).
- Hiring new continuity writers to (1) remedy the "lousy" agency copy many stations find drives down sales results and (2) increase output of "speculative" commercials, which some stations find have a one-in-three sales record. (This is not a wide-spread development. Half the stations do not have even one full time continuity writer, and almost all the other half has but one.)
- Preparing a "morgue" of production obituaries, ready for immediate programming upon the death of a famous personage.
- Pooling election coverage with other stations in the market to increase results and beat competition newspapers and tv.
- Changing your format for a day (going popular if you're a classical music station, or the reverse) to snap up audience reaction.
- Instituting a "planned presentation" approach, which one station found more than doubles its sales closings (from 25 to 66%) and almost doubled its average contract (from $700 to $1,200).
- Getting together with a competitor to make a joint pitch to a reluctant advertiser (a technique which brought in an 800 spots, 72 newscasts weekly schedule to two stations).

On top of the ideas, the broadcasters who attend RAB's management conferences (about a quarter of the station membership) get the chance to compare their operations with others across the country. This they do against the results of RAB's confidential survey of member stations, which this year found that:
- Program costs are 32.9% of the average station's gross.
- Median sales costs are 21.1% of gross, and are going up (they were 18% in 1957).
- 37.4% of stations report they've changed programming in the past year; 58.7% say they haven't. (The most frequent change: dropping rock 'n' roll music. One "program" change: a station which eliminated 57% of its commercials.)
- 37% of stations have increased their news schedules; another 53% haven't.
- 48.7% of stations feel rate cards should be simplified. 58% of large-market stations have done so, against 16% of small-market stations.
- 55% of stations have lost at least one salesman in the past year, with about 30% of departing salesmen going to other radio stations, 15% going to tv.
- Managers report their salesmen average 10 calls per day. Salesmen say they average 2.
- 6% of salesmen are high school graduates, 72% have attended college and 38% are college graduates.
- 28.4% of stations have bought custom or open-end transcription services, and 69% find them satisfactory; 74% use station promotion jingles, and 73% like them.
- 94.7% of stations have a definite music policy (against 89.4% who said they did last year).
- The average station has 3.7 full-time announcers-personalities.
- Nearly half the stations use part-time salesmen.
- 86% of salesmen are under 45 years old; 90% are married; 80% of sales managers also handle local accounts.

Although RAB furnishes the conferences with a raft of statistical material which reduces operations and techniques to averages, President Kevin B. Sweeney, who ramrods the conferences, makes clear that radio basically is not interested in the "average" station. Rather, what RAB hopes to uncover are the new ideas "just coming over the hedge," without regard to where they come from. Successful management, in RAB's view, is premised not on two or three major decisions but on many smaller ones which are "reflected on the bottom line"—the eventual profit, or

Success stories

Kevin Sweeney (top photo), president of RAB, ramrods that organization's Regional Management Conferences. Attending broadcasters can hear condensed tapes of some of the more successful broadcast operations. In the bottom photo, Thomas L. Brown, WTLB Utica, N.Y., and Francis H. Brinkley (back to camera) of Ottaway Stations, Endicott, N.Y., are listening to tapes monitored at KSFO San Francisco, KYW Cleveland, WHDH Boston, WNEW New York and WWDC Washington.
H-R presents number 6 in its "Celebrity series," featuring Commander Whitehead and Reginald Denny

Despite all the "Shh'ing" in the new Schweppes commercials – this product WON'T be shushed because Commander Whitehead has selected a most powerful medium for his message... SPOT TELEVISION. Those jolly little bubbles are rising in the special markets the Schweppes folks want to reach. That's the way it is with Spot Television. No waste. Great impact. Prime time. And it works for big, medium and small advertisers equally well. Your nearest H-R man will be happy to jolly well show you how Spot TV will work for you! Ring him up.

Television, Inc. Representatives
lack of it.

Accordingly, RAB takes ideas not only from its radio members but also from TV stations, print media and even businesses with no relationship to communications. Wherever the ideas come from, RAB presents them without endorsement: "We function as the mirror to management," says Mr. Sweeney. "We have opinions, but we don't express them."

For that matter, opinions themselves are forbidden at the on-duty sections of the regional management conferences. Participants are encouraged to contribute factual additions to the topics under discussion (RAB figures it draws 100 ideas from the floor for every 100 it presents from the stage), but are gavelled down if they seek to express an editorial viewpoint.

Four RAB staffers shared the floor with Mr. Sweeney at the meeting: Warren Booroom, members service vice president; Maurice (Doc) Fidler, district manager, and Regional Managers Dale Woods and Rave Green.

This is a sampling of the kind of ideas broadcasters were examining in depth last week:

Newspaper Critic of the Air

One station programs comments about two competing newspapers, running them six times a day, two or three minutes at a time. Although the papers were offered equal time, they've never taken the station up on it. Typical items: Reporting on critical letters to the editor; criticizing one paper for an "expose" series which the station says told children where and how to buy bootleg firecrackers; applauding the newspaper for a safety campaign; referring listeners to such newspaper fare as a story on sex chromosomes of the fruit fly. Agency and listener reaction has been "terrific," the station reports.

A variation of this theme was reported by a station that reads stories and editorials in out-of-town newspapers, comparing them with the local press.

Format Change

RAB related the story of one station, a country-and-western outlet, which wanted to modify its format to appeal to a wider range of listeners. It adopted a "music Americana" format, running in songs by Burl Ives, Harry Bellafonte and others of the ballad variety. The station moved from sixth to second in audience position.

Dial-A-Score

One high-budget way of competing in sports coverage was offered for consideration of the management conference. That was the example of a western station (daytimer) which programs a five-hour football score program on Saturday afternoons. Although it's prohibited from doing play-by-plays, it puts seven men to work monitoring four radios and two TV sets to keep up with the afternoon's action, and puts on the air those scores listeners ask for. So far it's sold half of the program to four sponsors, each of whom gets three minutes per hour at a premium rate.

Still another station (a Canadian member) said it gained over $6,000 in revenue over a 13-week period with an "alphabet quiz" program. Listeners sent in a letter for a "mystery city," and those whose letters fit in the name were allowed to compete for a $25 prize. (If they had a certificate from a participating sponsor the prize went to $50.) Thirty-six sponsors signed up at $13 each.

And yet another found money in a weekly 5-minute show reviewing the newest magazines and paperbacks. It sold the show to a distributor (who both provided the reviews and split the costs with dealers) and obtained revenue that has run for two years and is continuing on a 'til-forbidden basis.

Prior Preparation

The effectiveness of prepared slide presentations was demonstrated by one station which, faced with losing a $4,000 client, not only held the account but doubled it to $8,000 through such a pitch. Total cost: under $50.

A way to bring in restaurant accounts was related by a station that ran a placemat sports contest in connection with participating accounts. It had 200,000 placemats printed (at $5.16 per thousand, and put them in restaurants at the rate of 1,000 per $100 of advertising). Twenty-five accounts bought on a 10-week basis.

Those Extra Sales

Managers heard several case histories of stations which had good results with sales incentive programs. One reported it all its staff members a "night on the town" if they brought in a 20% increase in sales. They brought in 47%. It cost the station $325. Another said it gives its staff a $50 per man bonus for a 20% increase in sales—and makes money doing so. (A less sophisticated sales incentive method reported: The station which requires its salesmen to wear their hats anytime they're at their desks—to remind them where they ought to be.)

RAB's meetings go after ideas that didn't work as well as those that did (see box). Mr. Sweeney's observation: "This isn't the usual liars convention. We're not here to impress each other."

A new feature has been incorporated into this year's conferences—condensed tapes of distinctive radio stations across the country. RAB picked 20 stations which have been successful with one or another type of operation, had them taped by a professional monitoring company and then edited and condensed their operations into 30-minute tapes. Four tape recorders were set up in the meeting room for conferences' use during the two-day session.

All the material presented by RAB during the meetings, plus new material suggested from the floor, will be incorporated into a report that goes out about a month after the final conference. Each person there gets a loose-leaf binder in which he can make notes on subjects for immediate action. He replaces these notes with the formal material later.

Investment in Profits

For this the attending manager pays a $40 registration fee plus expenses (an average of $150, including travel). It's apparently worth it. Said one of their numbers last week: "I come here on the chance that one idea alone may be worth an extra $10,000 in annual billing on my station. I haven't missed a meeting."
Doughty Miles Standish, brave captain of men, but no wooer of women, sent young John Alden to Priscilla to propose marriage for him. Priscilla, as you know, ignored the message and fell for the messenger. Which just goes to show... even a message can backfire when you don't use the right messenger. In St. Louis, Milwaukee or Dallas, when there's a job to be done, let the Balaban Stations do it. Balaban gets your message through, aiming it straight to the consumer with lively, modern programming, interesting well-liked personalities and superior selling. With Balaban, the word about your products or service gets through and sells... consistently. No wonder Balaban Stations are—couriers par excellence!

THE BALABAN STATIONS in tempo with the times • John F. Box, Jr., Managing Director

WIL-ST. LOUIS WRIT-MILWAUKEE / KBOX-DALLAS

Sold Nationally by Robert E. Eastman & Co., Inc.
More time for Higbee test of radio's power

Radio Advertising Bureau and The Higbee Co., Cleveland department store, are extending RAB's department store challenge study for an additional six months, it was announced last Wednesday (Sept. 21). Originally scheduled for one year, the massive test of radio advertising's ability to sell department store items began in September 1959. RAB will publish results of the year-long exploration in late November, with supplementary reports to be issued at least three times in the first half of 1961. Radio results are being recorded on more than 350 items advertised on six Cleveland stations. An increased store budget will permit departments and items not advertised in the past year to be radio-tested during the extension period. A joint statement by E.K. Hoffman, vice president and general merchandise manager of The Higbee Co., and Kevin Sweeney, RAB president, said: "The findings have been so impressive and thought-provoking and have pointed to so many additional areas that might be studied profitably that we decided jointly to proceed with the investigation for an additional six months."

Gasoline up 45% in spot-network tv

National spot and network television expenditures for three separate categories—tobacco, gasoline and beer—increased significantly in the first six months of 1960 over the corresponding period of 1959, the Television Bureau of Advertising reported last week.

Using TvB-LNA-BAR computations for network figures and TvB-Rorabaugh for national spot data, the bureau reported that in the January-June 1960 period, tobacco advertising gross billings in tv were almost $59 million as against $52.9 million a year ago. Network tv billing amounted to almost $39.5 million, as compared with $37.9 million in the 1959-1960 period. While spot tv rose to almost $19.6 million from almost $15 million a year ago.

Leading tobacco advertisers in the first half of this year were R.J. Reynolds with network and spot gross time expenditures of almost $10.5 million, followed by Brown & Williamson Tobacco Corp., $9.1 million; Philip Morris Inc., $8.2 million; Liggett & Myers Tobacco Co., $6.8 million; Bayuk Cigars, $4.0 million and Consolidated Cigars, $2.2 million.

Gasoline companies, according to TvB, spent more than $21.3 million for...
This woman is hard to sell. She controls the TV set as well as the purse strings. But KABC-TV more than meets her requirements with an imaginative lineup of adult daytime programs leading into ABC after dark. You can be sold on 7, too.
In Chicago
... the Board of Trade is the world's greatest speculative grain market. Here, prices paid for wheat help determine what the nation's housewives pay for a loaf of bread. And here, too, at each of its six trading pits, fortunes are won and lost every day.

In Chicago

WGN

RADIO

reaches more homes
than any other
Chicago advertising medium.

WGN IS CHICAGO

Quality • Integrity • Responsibility
national spot and network advertising during the first half of 1960, an increase of 45% over the $14.7 million in the like period of 1959. During this period, national spot billing rose to $13.2 million, as compared with $12.4 million in 1959, while network billings increased to almost $8.1 million from $2.3 million in the first half of 1959. The most active advertisers in this category during the first six months of 1960 were Texaco with tv gross time billing of almost $6.4 million; Esso Standard Oil, $1.5 million; Mobil Oil, $1.4 million; Shell Oil, $1.4 million and Atlantic Refining Co., $1.0 million.

Beer and ale advertising in the period rose from $24.5 million last year to $26.3 million. Of the total for the 1960 period, Tvb said, $22.9 million was spent in national spot and $3.4 million in network tv. Anheuser-Busch Inc. led the brewery advertisers with network and national spot gross time billing of $2.3 million, followed by Joseph Schlitz Brewing Co., $2.2 million; Falstaff Brewing Corp., $1.8 million; Carling Brewing Co., $1.8 million; Theo Hamm Brewing Co., $1.4 million, and Pabst Brewing Co., $1.3 million.

How tv fits into K&E changes

William B. Lewis, Kenyon & Eckhardt's board chairman, is back in television. Not that he ever really left, but he'll have more time now to dig into the medium and its role at the agency.

Mr. Lewis in becoming board chairman and passing the presidential baton to David C. Stewart, who as executive vice president already has (Week's Headliners, Sept. 19), need not concern himself so much with energy-taking administration of an advertising entity that bills around $90 million annually (some $40 million in tv).

His associates say that Mr. Lewis—himself a former top broadcast executive and one of the few agency leaders with that background—will be working even more closely than in the past with James S. Bealle, the agency's vice president and director of radio-tv programming.

It was in the Lewis regime that K&E worked its business upward from a level of a $34 million a year billing. Initiated during Mr. Lewis' administration (1951-1960) was a concept of totally servicing clients in marketing and creative areas. Concentration was on a limited client list which obtained this attention in services.

Mr. Lewis in his new post of board chairman will devote himself also to client contact and new business development (an area in which he has been quite successful in the past).

Joiined in radio = The rise of William Lewis at K & E occurred rapidly and impressively. He joined the agency in 1944 as vice president in charge of radio serving in the executive ranks at CBS. Soon afterward he was made account supervisor and elected a director, paving the way to his election in 1951 as president.

In a letter to clients informing them of the change in K & E's management positions, Mr. Lewis explained that it was made by the board of directors "in accordance with a long-conceived plan for succession in our management." In the change-over, Edwin Cox, who was K & E's board chairman, was elected chairman of the executive committee, and said Mr. Lewis: "Each of us, Ed, Dave and myself, will have a clearly defined area of responsibility, but the executive leadership, under the executive committee and the board, now passes to Dave." (David Stewart is a 15-year veteran of the agency.) That Mr. Stewart has long been groomed for the post was indicated also by Mr. Lewis: "Dave has, in fact, been our chief administrative officer for some time," he wrote, "so the change is in no way a radical one."

Mr. Lewis' broadcast knowledge dates back 1935 when he joined CBS as commercial program director. He served at CBS successively as program director and as vice president in charge of programs. He was the first at CBS to serve in that post and was the network's youngest vice president at the time.

He went to Washington in 1941 on a leave of absence to serve as chief of the radio division of the Office of Facts & Figures. In that position, Mr. Lewis coordinated the government's radio activities and when the bureau was merged with others to form the Office of War Information, he was appointed chief of the domestic radio bureau where he also organized and operated the radio allocation plan. In 1942 he was made assistant director of OWI's domestic branch.

After the war at CBS, Mr. Lewis was on special assignment to survey the attitudes of public leaders toward the American system of broadcasting, a study that has been referred to often as an outstanding contribution to radio.
Us WDAY cave men sure get the WIMMIN!

Every audience survey ever made around Fargo shows that WDAY Radio has always had far more listeners than any other station. Now the latest survey — a 55-county Pulse Area Report made March 1-28, 1960 — repeats the story.

Monday thru Friday, WDAY Radio has 166,400 women listeners—45% more women than Station B. Also 114,660 men listeners—67% more men than Station B!

The reasons? Well, it can’t be our glamorous youth, because we are one of the oldest radio stations in the U.S.A. So maybe it’s our cave-man strength and beauty. We dunno. Why don’t you ask PGW?

WDAY
FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives
MEDIA COMPARISON

Nielson study matches tv, magazine audience

A.C. Nielsen Co. said last week it would do what many people have historically claimed cannot be done: compare apples and oranges.

The research firm officially announced its new Nielsen Media Service, which executives said will measure television and magazine audiences in the same national panel and report on the audience reached by the advertiser using both media.

NMS is designed to help advertisers and agencies select either a single advertising vehicle (program or magazine) or a combination of vehicles or of media, according to their specific needs. Twelve major magazines and all network tv programs will be covered in the continuing studies. Subscribers (Maxon, J. Walter Thompson Co., Westinghouse Electric, Chrysler and Life magazine thus far) will receive a yearly report on total audiences of the 12 magazines, complete Nielsen Television Index data, and special reports on audiences reached by tv and magazine combinations.

Inherent Differences = One of the factors making broadcast and print media so difficult to compare, from a research standpoint, is that they have so few similarities in terms of how they are used by audiences and in the degree to which they are measured. From an advertiser's point of view, for example, is opening a magazine as good as listening to his program? Getting ratings on all programs is standard procedure in broadcasting, but getting comparable detail on each article or page in a magazine can become complicated and expensive. "You can't compare apples and oranges" has become a stock argument against such efforts.

Henry Rahmel, Nielsen executive vice president and broadcast division manager, who was credited with originating the NMS idea, recognized "the so-called apples-and-oranges aspects" but pointed out that, even so, agencies and advertisers do compare media.

Watching and Reading = The NMS panel will consist of 2,500 homes. I see tune-in will be measured by a combination of Audilog diaries and Recordimeter devices. Magazine audiences—in terms of "the number of homes and adults reporting having read the average issue of the magazine"—will be determined by the personal-interview-interest technique developed by the publishing industry and incorporated in Advertising Research Foundation's proposed magazine research study some years ago.

Magazines to be measured by NMS, officials said, represented 52% of all magazine revenues last year. They are: American Weekly, Better Homes & Gardens, Good Housekeeping, Ladies Home Journal, Life, Look, McCall's, People, Reader's Digest, Saturday Evening Post, This Week and True Story.

Franken forms firm

The new organization of the Jerry Franken Co. for advertising and public relations is to be announced today (Sept. 26), with headquarters at 5420 Melrose Ave., Hollywood, Calif., and a New York office in the new Time & Life bldg., 1271 Ave. of the Americas. Mr. Franken resigned recently as head of advertising, promotion and publicity for National Theatres & Television Inc. and National Telefilms Assoc. Clients acquired to date by Jerry Franken include programs for Television Inc.; RPF Enterprises Inc.; Stars International Inc.; Richard H. Ullman Inc.; Del Wood Assoc. and Omar Music Co.
IN FALL, EVERYONE'S FANCY TURNS TO THOUGHTS OF NEW CARS AND AUTO SHOWS

Especially at WJR . . . and especially this year, because in October the National Auto Show comes to Detroit for the first time.

WJR is set to cover the show backwards and forwards, from top to bottom, and inside out. Mostly the latter, because we're really close to the car makers . . . our Automotive Editor has reported the inside story on styling, engineering and sales for years. At the show he'll describe exhibits, talk with industrial leaders, and take listeners behind the scenes.

Our Women's Director will size up things from the feminine angle. Another staffer will cover the historical and educational aspects of automobiling, and go after the story of people—everyone from the hot dog vendor to an antique car enthusiast. It's a two-week project with nearly two hours of air time every weekday. A big job, but it's just another example of WJR's complete-range coverage of important local and national events. Small wonder that listeners AND advertisers are loyal and consistent. Why not get all the facts from WJR or your Henry I. Christal man?
**Tv mixer**

A 13-week spot tv campaign over WPIX (TV) New York for cocktail mix products, which began yesterday (Sept. 25) will serve as a tv test for expansion into other major markets of the country, Erwin Wasey, Ruthrauff & Ryan, agency for Holland House Sales Co., Woodside, N.Y., reported last week.

H. Summer Sternberg, EWR&R account executive, noted that the commercials will demonstrate the actual mixing of a whiskey sour, but pointed out that the Holland House mixes themselves are non-alcoholic. He envisions no serious opposition from stations if Holland House and EWR&R decide at the end of the 13-week cycle to extend the spot tv effort in other major markets where the advertiser has distribution. He observed that another station in the New York market was desirous of obtaining the Holland House business, which marks the company's first use of tv. (In the past, mixes have been advertised on tv, but it is not known if any showed actual demonstrations, using liquor).

Mr. Sternberg said that $35,000 will be spent on the WPIX (TV) campaign, using a total of 150 prime time one-minute announcements to advertise the company's line of Martini, Manhattan, Daiquiri, Old Fashioned, Gimlet, Tom Collins, Bronx Cocktail, Side Car, Quinine and Sour mixes. At the end of the 13-weeks, he said, sales results will be evaluated and a decision made on future use of television.

WPIX (TV) officials declined to comment on the transaction, but said the copy had been cleared by the continuity department as "satisfactory."

Holland House is a major newspaper advertiser with insertions in more than 130 papers and also uses consumer magazines. Its entry into tv was suggested by Rollo Hunter, EWR&R vice president in charge of radio-tv, and Mr. Sternberg.
STRANGERS
on a TRAIN

NOW FOR T.V.

ANOTHER OF THE GREAT
WARNER BROTHERS
"FILMS OF THE 50's"
FROM SEVEN ARTS

NEW YORK: 270 Park Avenue · YUkon 6-1727
CHICAGO: 2922 D. La Brossa, Skokie, III. · ORchard 4-5105
DALLAS: 6700 Bradbury, Inn. · Adams 9-2955
LOS ANGELES: 11358 Eldenwood St. · Granite G-1564
UNIONS FORM BARGAINING BLOCS
Networks, broadcasters face two multiple union units

Broadcast management is facing a new type of union relations—cooperation by competitive unions to present "a united labor front" in negotiations.

The trend appeared last week as (1) five unions met to decide how they could work together, and (2) Screen Actors Guild lined up with American Federation of Television & Radio Artists in current dealings with networks.

In a precedent-setting move, the Screen Actors Guild will participate with the American Federation of Television & Radio Artists in significant areas of AFTRA's negotiations with the television-radio networks, which open this Wednesday (Sept. 28) at the Berkle- shire Hotel in New York.

Both AFTRA and management sources confirmed last week that SAG will be in attendance at the negotiation sessions, which seek a new pact for the network to replace the contract expiring on Nov. 15. SAG's participation, it is said, is an outgrowth of a recent agreement entered into by AFTRA and SAG under which the two talent unions pledged to engage in joint negotiation and administration in the area of tape and filmed commercials and tape programming.

Though SAG has a limited number of contracts with networks (primarily with their film subsidiaries), its participation with AFTRA in negotiations is viewed as a move by SAG to gain the same advantages in rates and other benefits from film producers that AFTRA will obtain from the networks. The joint administration-negotiation agreement was proposed by SAG in lieu of outright merger, which had been suggested by AFTRA.

Critical Discussion Points: Neither networks nor AFTRA would discuss the contract demands, which union spokesmen said would be presented for the first time during the meeting this Wednesday. It is reported that tape commercials and programming will constitute the crucial area during the talks. The presence of SAG at the negotiations bolsters this view.

Eleven contracts, or "codes" will be under negotiation with the networks, including TV network, radio network, network TV commercials, network transcriptions, sustaining radio, library service transcriptions, and various local agreements in major cities.

AFTRA, meanwhile, has served notice on its members not to accept any engagements from the networks if the programs or commercials are to be recorded for use after the termination of the network codes. The intent is to prevent "stockpiling" of programs and commercials, which AFTRA believes could place the networks in a stronger position during negotiations, particularly if a settlement is delayed.

Meanwhile, AFTRA along with four other major unions involved in radio-television pledged last week to present "a united labor front in future dealings with the broadcast industry and in legislation affecting employment" of its members.

This step toward stronger cooperation was adopted by chief officers of AFTRA, the National Assn. of Broadcast Employees & Technicians, International Alliance of Theatrical Stage Employees, the International Brotherhood of Electrical Workers and the Directors Guild of America, all of whom will be negotiating for new contracts with the networks within the next few months.

A report on the meeting was issued by a spokesman for NABET, which was host at the luncheon session on Wednesday (Sept. 21), but he declined to elaborate on details of the extent of cooperation. Reports circulated that the union executives had agreed to keep one another informed during negotiation periods on the progress of talks and concessions that may have been obtained. It is believed that unions could not promise more direct assistance to one another because such action would require approval of rank-and-file membership, and also might violate provisions of the Taft-Hartley Act and the Landrum-Griffin Act.

In attendance at the meeting, according to NABET, were Donald Conaway, executive director of AFTRA; Al Hardy, director of radio-
tv for IBEW; Richard Walsh, international president of IATSE; Newman Burnett, executive secretary of the eastern region of DGA and George W. Smith, international president of NABET, and members of the executive council and local presidents of NABET.

The move for labor unity initially was suggested at an AFTRA meeting in Columbus, Ohio, last Spring. At that time, union heads from various broadcast areas agreed to discuss this undertaking with their local officials. It is assumed that other meetings will be held from time to time to explore other areas in which inter-union support can be mustered.

A new rep firm

Sandeberg Gates & Co., a new radio-television representative firm, has been formed by David H. Sandeberg, who purchased the W.S. Grant Co. a year ago, and J.C. Gates of the rep firm bearing his name.

Prior to acquiring Grant, Mr. Sandeberg was a 13-year partner and Pacific coast manager for Avery-Kindel and for seven years before that was San Francisco manager for McClatchey Broadcasting Co. and Pacific coast manager of Paul H. Rayner Co.

Mr. Gates has been head of J.C. Gates Co. for the past five years. Associated with Mr. Gates is Henry M. Stanley.


Cleaning up the town

An expose of local crime conditions by WSTV-TV Steubenville, Ohio-Wheeling, W. Va., led to a grand jury appearance Sept. 15 by John J. Laux, vice president and general manager of the Friendly Group station.

In an Aug. 11 telecast, William Consol, former police captain, revealed information that led to a series of raids on disorderly houses and gambling joints. In an interview on the Tell All program by newsmen Bob Glenn and Stan Scott, Mr. Consol gave specific addresses and named names.

This led to a Jefferson County (Ohio) grand jury investigation. The jury subpoenaed Mr. Laux and a video tape recording of the telecast. The program had been recorded two days before broadcast.
INSTANT SALES

IN SAN DIEGO

KFMB-TV SENDS MORE PEOPLE AWAY FROM HOME (TO BUY) THAN ANYTHING!

KFMB® TV SAN DIEGO ★
Changing hands

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

- **WBIR-AM-FM-TV** Knoxville, Tenn.: Sold by Taft Broadcasting Co. to WMRC Inc. for $31/4 million. WMRC Inc. owns WBFC-AM-FM-TV Greenville, S.C., and is 48.8% owned by the Greenville News and Piedmont, 9% by Robert A. Jolley and family and others. The News-Piedmont Co. also owns the Asheville [N.C.] Citizen Times (WWNC Asheville). Taft Broadcasting Co. one year ago paid $2.1 million for a 70% interest in the WBIR stations; it owned the other 30% previously. Hubert Taft, president of the company of the same name, stated that acquisition of broadcast properties in larger markets was contemplated. Taft stations are WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky. WBIR is 250 w on 1240 kc with ABC affiliation; WBIR-FM operates on 93.3 mc with 3.3 kw. WBIR-TV, which began operating in 1956, operates on ch. 10 with CBS affiliation. Broker was Blackburn & Co.

- **WWVA-AM-FM** Wheeling, W. Va.: Sold by Storer Broadcasting Co. to group headed by Ira Herbert for $1.3 million. Sale is contingent on FCC approval of Storer’s purchase of WINS New York for $10 million (BROADCASTING, August 1). Associated with Mr. Herbert, former New York broadcaster (WNEW), are his wife, Bernice Judis (onetime manager of WNEW), and New York advertising agency executives Emil Mogul and Milton Biow. The Herbert group received FCC approval only two weeks ago to purchase WAKE Atlanta, Ga., and WYDE Birmingham, Ala. (BROADCASTING, Sept. 19). Storer’s sale of WWVA was necessitated by FCC regulations which prohibit any one company from owning more than seven am radio stations. Storer owns radio and tv in Detroit, Cleveland and Toledo, tv in Atlanta and Milwaukee and radio stations in Miami, Philadelphia, Los Angeles in addition to Wheeling. WWVA is 50 kw on 1170 kc and its affiliated with CBS. WWVA-FM operates on 98.7 mc with 7.4 kw. Transaction was handled by Edwin Tornberg & Co.

- **KOWB** Laramie, Wyo.: 80% interest sold by John Hunter to minority stockholder Charles Bell for $70,000. This gives Mr. Bell 100% interest. Included with the sale was a cp for 250 w on 1340 kc in Wheatland, Wyo. KOWB operates on 1290 kc with 5 kw day and 1 kw night. Sale negotiated by Edwin Tornberg & Co.

- **KROY** Sacramento, Calif.: Sold...
by John T. Carey to Lincoln Dellar for $427,500. Mr. Dellar is the former owner of KXOA Sacramento and of KCCC-TV there. He is a broadcast consultant in Santa Barbara, Calif., and he and his wife own 75% of KACY Fort Huene, Calif. KROY operates on 1240 kc with 250 w, and is affiliated with CBS. KROY-FM is 18.2 kw on 102.5 mc.

KWIP Merced, Calif.: Sold by Maxwell Hurst and associates to Yosemite Broadcasters for $170,000. Principal owner of Yosemite is Ellsworth Peck, former co-owner of KNGS Hanford and of KGYW (now KNBA) Vallejo, both California. Minority stockholders are Jerry Pero, sales manager of KHSL-TV Chico, Calif., and Brian Loughran, sales manager of KHSL, same city. KWIP is 500 w daytime on 1580 kc.

APPROVED - The following transfers of station interests were among those approved by the FCC last week (for other commission activities see For The Record, page 98).

KODY North Platte, Neb.: Sold by KODY Broadcasting Co. to North Platte Broadcasting Co. for $200,000 and agreement not to compete within 75 miles for five years. North Platte Broadcasting is owned by multiple broadcaster Stuart Investment Co. (KFOR Lincoln, KRGI Grand Island, both Nebraska; KMNS Sioux City, Iowa, and KSAL Salina, Kan.).

WMMW Meriden, Conn.: Sold by Silver Crystal Co. to Meriden Radio Inc. for $110,000. Meriden Radio is headed by Ralph N. Weil, and includes Arnold Hartley and Edward Connelly. Same group owns KATZ St. Louis and is buying KCOR San Antonio, Tex. Messrs. Weil and Hartley are former New York broadcasters. Commissioners Robert T. Bartley and Robert E. Lee dissented.

WRNY Rome, N.Y.: Sold by WRNY Inc. to Alert Radio Inc. for $90,000 which includes $20,000 for agreement not to compete in radio or tv within 50 mile radius of Rome or Utica, N.Y., for five years. Alert Radio Inc. is headed by Herbert Mendelsohn and includes Edward McMullen, Ernest Field and Louis Beck, all equal owners. Messrs. Mendelsohn and McMullen are employees of WINS New York.

New management firm

Key Broadcast Management Inc., a new management counselling firm, has opened offices at 565 Fifth Ave., New York. KBM offers advisory services to broadcasters on all phases of management, sales, and sales and audience promotion, merchandising, program development, accounting and organizational structure.

Ralph N. Weil is president of the organization; Arnold Hartley was elected executive vice president and secretary and Edward Connelly is treasurer. Messrs. Weil and Hartley have been active in broadcasting since the early '30s. They sold WOV New York (now WADO) in August 1959. They and a stockholder group acquired KATZ St. Louis last March and their purchases of KCOR San Antonio, Tex., and WMMW Meriden, Conn., pend FCC approval.

Mutual adds 12

Twelve radio stations have joined Mutual in the past three weeks, Charles W. Godwin, MBS stations vice president announced. New affiliates include five stations belonging to Robert E. Ingstad (KEYJ Jamestown, N.D., 1440 kc; KOVC Valley City, N.D., 1490 kc; KGYW (now KNBA) Bismarck, N.D., 1220 kc; KEYD Oakes, N.D., 1440 kc; KATZ Long Prairie, Minn., 1440 kc; KBMW Breeksfield, Minn., 1450 kc.) Other additions to the Mutual list are KMEO Omaha, 660 kc; KWNT Davenport, Iowa, 1580 kc; WOMP Belleaire, Ohio, 1290 kc; WGSA Ephraim, Wi., 1310 kc; KGTL Sheboygan, Wis., 950 kc; WTIV Titusville, Pa., 1290 kc and WCMC Wildwood, N.J., 1230 kc.

STATIONS FOR SALE

EASTERN

TV-VHF STATION IN SOUTH - affiliated with top network. Plant investment approximately three quarters of a million dollars. Current cash throw-off over $300,000.00 annually. National and local sales growing. Total price $2,200,000.00 with terms. On right kind of deal will entertain exchange of stock for listed stock. Hamilton-Landis & Associates, Inc. handling this property exclusively, but are limited in our negotiations to qualified buyers only. Sellers will arrange to meet with authorized officers of other companies interested in discussing exchange of stock transaction.

WASHINGTON, D.C.
1737 DE SALES ST., N.W.
EXECUTIVE 3-4356
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Daytime station in city of over 30,000 grossing $7,000-$8,000 monthly can be purchased for $90,000 all cash. Valuable real estate goes with deal.

Fulltimer grossing around $90,000 is available for $115,000 with $30,000 down payment.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 2-7754
RICHARD A. SHAHEEN

SOUTHWEST

WEST TEXAS DAYTIMER - $90,000.00, $30,000.00 down, liberal terms on balance. Single station market, billing better than $60,000.00 per year. Owner-manager can net $2,500 per month with this one.

DALLAS
1511 BRYAN ST.
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS

WEST

Major market West Coast radio station grossing well over $15,000 monthly and making money. Capable of doing much better under new, adequately-financed ownership. Total price $350,000 cash.

SAN FRANCISCO
111 SUTTER ST.
EXBOOK 2-5671
JOHN F. HARDESTY
You bet!
Daytime. 
*KMOX-TV*’s share of St. Louis women viewers is a mighty 50.4%... 57% more than the second station, 190% more than the third, according to Nielsen.

What strength... all down the line!
The Early Show and Late Show on KMOX-TV are St. Louis' two top-rated multi-weekly film shows. Each one averages a 10.5 Nielsen; each reaches 91% more homes than the nearest multi-weekly movie competitor! Programming in depth does it. KMOX-TV's film library includes hits from MGM, Paramount, Warners, Brothers, Columbia. And that's not all.

There's KMOX-TV's nighttime leadership. Channel 4 nighttime station breaks (6:30 to 10:30, Sunday through Saturday) average a 23.2 Nielsen rating! KMOX-TV delivers almost 5 times as many nighttime station breaks with a 25-plus rating as the 3 other St. Louis stations combined.

CBS Owned KMOX-TV has strength everywhere: an over-all 40% Nielsen share of audience... vs. 31% for the second station, 23% for the third and only 6% for the fourth station.

And ARB confirms KMOX-TV's leadership. But there's more...

In short...
CBS’ NEW PLANS
Prominent on agenda of N.Y. radio meet

A total of 132 CBS Radio affiliates, representing more than 80% of the network’s rate card, had registered by last Wednesday for the annual affiliates convention, one week before the two-day convention gets underway.

John S. Hayes of WTOP Washington, chairman of the CBS Radio Assn.’s board of directors, and network President Arthur Hull Hayes noted that registrations were running ahead of last year’s pace and said the step-up reflected affiliates’ “intense interest” in the changes that have been proposed in CBS Radio’s programming format. The 132 stations already registered for this year’s meeting were compared to 118 which had signed up for last year’s convention a week ahead of time.

Under the programming changes, to be passed upon at the convention opening in New York Wednesday (Sept. 28), daytime serials would be eliminated, other drama programming would be curtailed, and emphasis would be put on an expanded news schedule plus the personality programming currently carried by the network (BROADCASTING, Aug. 22 et seq).

The changes were first proposed by the affiliates board’s executive committee, then approved by the board and by network officials. President Hayes said he was “tremendously pleased” by both “the large number of early registrants and by the unsolicited opinions

Editorializing plea

Member stations of the Florida Assn. of Broadcasters will be urged by the association to editorialize on a regular basis, according to Lee Ruwitch, WTVJ (TV) Miami, president of FAB. The decision to encourage editorializing was reached at a Sept. 17 meeting of the FAB board held in Orlando. Members will receive an editorializing kit containing sample radio and tv editorials to be used as guides.

The board received a letter of commendation from Gordon Dunn, chief forecaster of the Miami Weather Bureau, on the “wonderful work done by the Florida Defense Network (BROADCASTING, Sept. 19) in keeping people informed as to whereabouts and progress of Hurricane Donna.” Next FAB board meeting will be held the week of Jan. 20, again in Orlando.
that have offered on the proposed modifications" in programming. He said network executives "look forward to a meaningful meeting with our affiliates."

The 132 early registrants represented 66% of CBS Radio's 200 continental U.S. affiliates at four factors.

The convention will be held at New York's Waldorf-Astoria, with registration starting at 8 a.m. Wednesday and the call to order at 10 a.m. by Jay Wright of KSL Salt Lake City, convention committee chairman, and affiliates Chairman Hayes. The Wednesday morning session will be devoted primarily to a presentation of the new program plans by Mr. Hayes. The afternoon will be spent in a closed meeting for affiliates only, unattended by network representatives.

CBS officials will be on hand to answer affiliates' questions at the start of Thursday's 10 a.m. session, which also is slated to include a report on "The Washington Scene" by CBS Inc. Vice President Richard Salant. Windup highlight will be a luncheon address by Dr. Frank Stanton, CBS president.

Arthur Godfrey, Rosemary Clooney and Mitch Miller are among the entertainers slated for the annual banquet, to be held Wednesday evening.

MORE BLACK INK AT NBC RADIO

**New sales extend profit forecast into '61**

NBC Radio announced last week that it was assured of continuing to operate at a profit through the first quarter of 1961, as a result of $1.25 million in net time sales in the last three weeks.

"This assures NBC Radio affiliates of a substantially higher level of compensation during the first quarter of 1961 than was paid them in the first quarter of this year," William K. McDaniel, vice president in charge of NBC Radio, said in announcing the profits outlook.

His announcement and reference to more compensation for the NBC Radio affiliates—including the assertion that "we have given them full compensation for every minute of network time they have carried"—came just a few days before the annual convention of CBS Radio affiliates (story, page 54)—who get no cash compensation for regular network programming but are paid instead in free programs to sell locally.

Compensation paid to affiliates by NBC Radio last year reportedly came to $2 million.

NBC Radio had announced earlier that advertisers had put it in the black for the full year 1960, the first profitable year for the network since the early 1950's (BROADCASTING, June 20).

"We're in the black, revenue is up for us and the stations, ratings have doubled in less than a year and advertiser acceptance is at its highest point in the last eight years," Mr. McDaniel said last week. He attributed NBC Radio's current position to several factors, starting with "a four-year period of serious study, research, trial and error and planning with our affiliates" that culminated in the decision, effective last January, to cut out entertainment programming and concentrate on news, public affairs, special events and the weekend Monitor service.

The Techniques Used = "We have tried to give the stations what they can't do as well locally as we can—international news when and as it happens... Monitor, Emphasis, sports, special events and, in general, a good network service around which to develop their local programming personality." He said NBC Radio had programmed name stars "in the way we and the affiliates think they should be programmed in the present-day pattern of network radio, short segments in such shows as Monitor. This was an apparent, though unstated, allusion to CBS Radio's format of presenting name stars in a morning block across the board.

Mr. McDaniel said the $1.25 million in time sales during the last three weeks included orders from L&M cigarettes (through Dancer-Fitzgerald-Sample), Chesterfield cigarettes (McCann-Erickson), American Motors (Geyer, Morey, Madden & Ballard) and Curtis Publications (BBDO).

### Rep appointments

- **KOMU-TV** Columbia, Mo.: Avery-Knodel, New York.
- **KIEM-TV** Eureka, Calif.; **KOTI-TV** Klamath Falls, and **KBES-TV** Medford, both Ore.: Young Television.
- **WACE** Chicopee-Springfield, Mass.: Everett-McKinney as national rep. Nona Kirby, Boston, continues as regional rep.
- **WPCC** Morningside, Md. (Washington, D.C.): Bob Dore Assoc., N.Y.
- **KAMP** El Centro, Calif.: Torbet, Allen & Crane.
- **WHAY** New Britain-Hartford, Conn.: New England Spot Sales as regional representative. Forjoe & Co., N.Y., as national rep.
- **WIAB** Portland, Me.: New England Spot Sales as regional representative.
Can you read lips? The name of the new NAB president, whose selection may come out of an NAB presidential committee meeting this week, may be poised on the lips of C. Howard Lane, KOIN-TV Portland, Ore., committee chairman (left).

A closed meeting of the selection group was held Sept. 22 at the Statler Hilton Hotel, Washington. Another secret session may be held today (Sept. 26), somewhere in New York.

The committee has combed a long list of names of prominent figures in American life, narrowing the prospects down to no more than two or three. This week is likely to bring swift action, perhaps even the signing of a presidential contract with approval by the combined NAB Radio and TV Boards.

At the Sept. 22 meeting (around table 1 to r): Chairman Lane; Merrill Lindsay, WSOY-AM-FM Decatur, Ill.; William D. Pabst, KTVU (TV) San Francisco (only non-NAB board member); W.D. Rogers, KDUB-TV Lubbock, Tex.; Payson Hall, Meredith Stations; Thomas W. Bostic, KIMA-AM-TV Yakima, Wash.; John S. Hayes, Washington Post stations; Clair R. McCollough, Steinman Stations, who with Mr. Lindsay participated for NAB Policy Committee; John E. Fetzer, Fetzer Stations; Dwight W. Martin, WAFB-TV Baton Rouge, La. Absent was G. Richard Shafto, of the Policy Committee. Mr. McCollough is Policy Committee chairman.

'61 NAB convention to have same pattern

General rules covering the 39th annual NAB convention, to be held May 7-11, 1961 in Washington, were drawn up Sept. 19 at a meeting of the NAB Convention Committee. Co-chairmen are Merrill Lindsay, WSOY-AM-FM Decatur, Ill., and Dwight W. Martin, WAFB-TV Baton Rouge, La.

Programming again will be directed to top ownership and management. As in the last two conventions, attendance is open to all active and associate members and to anyone not eligible for membership. However specified radio and TV ownership-management sessions will be open only to accredited station and network delegates.

Committee members besides the co-chairmen are Campbell Arnoux, WTAR-TV Norfolk, Va.; Thomas C. Bostic, KIMA-AM-TV Yakima, Wash.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Robert T. Mason, WMRN Marion, Ohio; C. Wrede Petersmeyer, Corinthian Broadcasting Co.; Odin S. Ramsland, KDAL Duluth, Minn.; W.D. Rogers, KDUB-TV Lubbock, Tex.; Jack S. Younts, WEEB Southern Pines, N.C. All attended last week's meeting except Mr. Mason.

All good things that exist are the fruits of originality*

In Rochester it's KROC-TV for original programming (80% plus of the viewing audience proves it!)

ROCHESTER AREA RETAIL SALES: $432,413,000

KROC-TV CHANNEL ROCHESTER MINNESOTA

Represented by Venard, Rintoul & McConnell

G. David Gentling, gen'l. mgr.

N B C

* John Stuart Mill

"Liberty"

56 (THE MEDIA)

BROADCASTING, September 26, 1960
many happy returns...

You can never tell where you'll run into new business. Sometimes it's even at a child's birthday party.

One of our HR&P salesmen noticed that his son's 11-year-old guests all wanted to play with the same new toy. And consumer reaction is consumer reaction at any age.

So he arranged to see the toy maker's advertising manager (who hadn't given television much thought), and suggested that spot TV was just the medium for demonstrating this toy to the right age group in the very markets he wanted to cover.

In the next few months, more than 50 stations will carry this new business. The list includes all but one HR&P station (no distribution in its area). We hope it included your market, too.

If so, this will be because the HR&P staff is big enough -- and the stations it sells are few enough -- to let each man operate creatively in the best interests of the whole spot TV industry. This same creative imagination carries over into daily sales and service for HR&P-represented stations -- which, of course, are our first and prime responsibility.

There are TWO ways to be creative in this business. And -- since we represent no competing media -- we can uniquely afford to practice them both.

Bob Lamkin
New York office

HARRINGTON, RIGHTER & PARSONS, INC.
NEW YORK - CHICAGO - DETROIT - ATLANTA - BOSTON - SAN FRANCISCO - LOS ANGELES
VICTUALS & VIANDS

Here's food for thought: in three short years food and grocery advertising has increased 334% on WPAT! There's no doubt about it, we're the very broth of a radio station . . . the favorite of butchers, bakers, grocers and gourmets in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. The proof is in the pudding, but WPAT's power to move products off counters and into cupboards is best illustrated by this list of the people who make and market America's leading vienals and viands: A&P, Arnold Bakers, The Borden Company, Breyer's Ice Cream, California Asparagus Growers Association, Campbell Soup Company, Chock Full O' Nuts, Continental Baking Company, Country Club Ice Cream, Dannon Yogurt, Dorach Foods, Inc., Eskimo Pie Corporation, Foremost Dairies, Good Humor Corporation, A. Goodman & Sons, Gordon Baking Company, Grand Union, Greyhamei Company, Louis Sherry Company, N. B. C. Bread Company, Nestle Company, River Brand Rice Mills, Romanoff Caviar Company, Safeway Stores, Sara Lee Products, Schrafft's (Frank G. Shattuck Company,) Standard Brands, Inc., Tea Council of the U. S. A., Teetly Tea Company, Wheatena Company, White Rose Tea. During the first six months of 1960, all of them advertised on WPAT, the station where radio gourmets gather . . . the station with the taste of success.

WPAT & WPAT-FM

PROGRAMMING

WARNER BROS. TRIp THEIR TOES

Triangle tries to stop post-'48 sales in markets covered by its stations

Another stumbling block in the selling of the post-'48 Warner Bros. feature films to tv appeared last week when Triangle Stations filed suit in New York Supreme Court to halt sales of the films in markets covered by its tv outlets.

A hearing Wednesday (Sept. 21) on Triangle's application for an injunction was adjourned until last Friday (Sept. 23) to give Seven Arts an opportunity to reply to the complaint. Seven Arts agreed not to license the features in the Triangle markets until after the adjourned hearing is held.

This suit follows an earlier action by the American Federation of Musicians, whose petition to block the sale of the Warner features was rejected by a U.S. District Court ruling in New York (Broadcasting, Sept. 12). Triangle's complaint asserts that in 1957, when the company bought approximately 50 pre-'48 Warner features from Associated Artists Productions, an option was secured from AAP for exclusive market rights to post-'48 Warner products at $4,000 per feature, subject to certain stated escallation.

The suit seeks to restrain AAP, its successors, P.R.M. and the Seven Arts Associated Corp., which is now marketing the films. Triangle contends that Seven Arts was established to "evade the Triangle option and that, in effect, it took over the operation of Triangle's original licensor and that the principal in both companies is Eliot Hyman." The complaint points out that Seven Arts Associated Corp's offer of these films at "a substantially higher price" ($15,000 per feature, plus 15% for color rights) violates the option agreement with the Triangle Stations.

Stations belonging to the Triangle group are WFTL-TV Philadelphia, WKNB-TV New Haven, KFRE-TV Fresno, WBFF-TV Binghamton, N.Y.; WLYH-TV Lebanon, Pa.; and WFBG-TV Altoona-Johnstown, Pa.

The Triangle suit was launched as Seven Arts was in the midst of a sales campaign for 122 post-50 Warner Features (Broadcasting, Sept. 19).

There's a balance in radio-tv news

A survey by the Associated Press Radio & Television Assn. reveals that "the great majority of radio-tv stations give equal prominence to national and regional-local news."

The full APRTA report, along with

What's at stake

These are pictures in Warner's big package: "About Face" (1952) with Gordon MacRae; "As Long As You're Near Me" (1956) Maria Schell; "Backfire" (1950); "Beast From 20,000 Fathoms" (1953); "Big Trees" (1952); "Break Through" (1950); "Blood Alley" (1955) John Wayne, Lauren Bacall and Anita Ekberg; "Caged" (1950); "Carson City" (1952); "Come Fill the Cup" (1951) James Cagney, "Crimson Pirate" (1952) Burt Lancaster, Eva Bartok; "Dam Busters" (1955) Richard Todd; "Damned Don't Cry" (1950); "Eddie Cantor Story" (1954) Keefe Brasselle; "Flame and the Arrow" (1950); "Fort Worth" (1951); "High and the Mighty" (1954) John Wayne, Robert Stack; "Hondo" (1953); John Wayne, Geraldine Page; "Island in the Sky" (1953) John Wayne, Lloyd Nolan; "Land of the Pharoahs" (1955). "Lullabye of Broadway" (1951), Doris Day; "Montana" (1950), Errol Flynn, "Painting the Clouds with Sunshine" (1951); "Plunder in the Sun" (1953); "Rebel Without a Cause" (1955), James Dean; "Prince and the Show Girl" (1957), Marilyn Monroe and Laurence Olivier; "Riding Shot Gun" (1954), Randolph Scott; "Ring of Fear" (1955); "Searchers" (1956), John Wayne; "Sincerely Yours" (1955), Librace; "Springfield Rifle" (1952), Gary Cooper: "So This Is Love" (1953); "Star is Born" (1955), Judy Garland and James Mason; "Starlift" (1951), Doris Day; "Strangers on a Train" (1951), Farley Granger and Robert Walker; "Tea for Two" (1958), Doris Day; "Three Girls and a Sailor" (1953), Jane Powell; "Tomorrow is Another Day" (1951); "Track of the Cat" (1954), Robert Mitchum; "Winning Teams" (1952).
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a study of features and sports, will be given to the annual meeting of APRTA board of directors in New York today (Sept. 23) by F.O. Carver, WSJS Winston-Salem, N.C., chairman of the joint wire study committee. Also on the agenda is the election of officers for the association. Daniel W. Kops of WAVZ New Haven is the present APRTA president.

The survey indicates that 65% of AP member stations responding give equal play to national, news and regional-local news; 31% place "greater emphasis" on regional-local items and 4% place primary emphasis on national news. A total of 823 radio and 85 tv stations of AP's 2,042 broadcast members responded to the questionnaire, according to William G. Garry, WBBM-TV Chicago, chairman of APRTA's general news subcommittee.

Other data culled from the survey: 28% of the radio and 29% of the tv stations reported their daily scheduling doing not include a single 15-minute newscast; on Sunday, the number of stations with no 15-minute newscasts jumped to 42% for radio and 51% for tv; 49% of the radio stations said they scheduled between 11 and 20 newscasts on weekdays, while 19% scheduled 10 or fewer and 14% reported 21 to 25 daily newscasts.
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TV-RADIO NEWSMEN BLANKET UN
Broadcasters go all out to cover big story

The eyes and ears of the world were directed toward the United Nations in New York last week and radio and television in the U.S. and abroad responded with the most extensive coverage of UN proceedings in the 15-year history of the organization.

The presence of such news-making personalities as President Eisenhower, Soviet Premier Nikita Khrushchev, Cuban Premier Fidel Castro and Yugoslav President Tito and others during current tensions added up to "the biggest story" in UN history in terms of representation by the various media. A harried UN official explained last Thursday (Sept. 22): "We have had to process more than 2,000 representatives of the various news media. This is the biggest news contingent we have ever had. Frankly, I don't know where we've put them all." "As far as radio-television is concerned, this is the largest turnout. We usually have about 130 staffers here, including technical personnel, but this week there are more than 600 radio-television representatives covering the session."

Roadblocks ▲ Hard-worked UN staffers attached to its radio and visual services division were pushed to exhaustion, handling in person and over the telephone the requests of various newsmen, press attachés of foreign governments and radio-television executives here and abroad. A tight security policy was instituted to check the credentials of newsmen not usually assigned to the UN. A Broadcasting editor had to be cleared by a member of the New York City Police Dept. Stationed on First Avenue, 100 yards in front of the UN entrance; a guard at the UN gate; a guide assigned to escort him to the accreditation desk; several accreditation employees and the chief of this section.

"We regret all this procedure," a UN radio-television official said apologetically, "but at times like this we can let in only so many people, and we have to be sure they are authorized to be here."

Networks mobilized virtually their entire newscasts to pitch in for help on coverage. A CBS News spokesman said, "Practically everybody here is involved in some way with the story."

He noted that last Thursday, when President Eisenhower arrived in New York, CBS News arranged to set up equipment at five locations in the city (including the Waldorf-Astoria Hotel and the Soviet Embassy), which would permit instantaneous cut-ins.

Full Treatment ▲ Cameramen and newsmen had a field day with Premier Khrushchev's arrival on a tug: Premier Castro's hasty departure from a mid-town hotel to one in Harlem; the Khrushchev-Castro tête-a-tête and Mr. K's various interviews, including the balcony scenes. But the more formal story at the UN was not neglected. Radio-TV networks gave full treatment to opening day ceremonies, plus the speeches of President Eisenhower, Mr. Khrushchev and President Tito of Yugoslavia cut in often during broadcasts and telecasts with bulletins, and devoted special programs in the evenings to taped excerpts of developments and commentary by network and outside specialists.

On Wednesday 30 seconds of TV film showing Premier Khrushchev at the UN was sent over the trans-Atlantic cable, described by NBC news as the...

Handling of K
The three television networks reported last week that their own policy regarding coverage of Premier Nikita S. Khrushchev coincided with a State Dept. view that would deny Mr. K. a free propaganda platform on TV. The State Dept. had approached TV networks and expressed the hope that Mr. Khrushchev would not be used on TV interview shows and similar programs. The network's position was that they would cover the Soviet Premier as "legitimate news"—as head of his delegation but would not ask him to appear on interview programs. Robert F. Hurleigh, MBS president, said he had not heard from the State Dept. on the matter, and pointed out that he had invited various communist leaders, including Khrushchev, to appear on special 25-minute panel-type broadcasts. Mr. Hurleigh said last Wednesday (Sept. 22) that none of these officials had accepted MBS' invitation and added: "The fact that they would have to face unimimidated hard-hitting MBS newsmen has prompted communist leaders not to accept an eight-day-old invitation by Mutual."

Actor blacklist? Writer claims agencies maintain hiring device
The "blacklist" is very much alive in Hollywood today, Rod Serling asserted Tuesday (Sept. 20). Producer of his own filmed series, Twilight Zone, which is just starting its second year on CBS-TV, as well as one of television's top writers, Mr. Serling told a meeting of the Los Angeles chapter of the Academy of Television Arts & Sciences that only that day he had been told that two actors he wanted to engage should not be hired "because they are on the agency's blacklist."

The pair was being considered only for small parts, so whether they or others were used made little difference to the program, Mr. Serling said, "but I felt a principle was involved so I went to the network and asked how they could be cleared. The answer I got was that it was the agency's blacklist, not the network's, so they didn't know how they could be cleared."

Mr. Serling admitted that he had no knowledge of why the actors were on the agency blacklist, but "I do know that here are two men who are being denied a chance to make a livelihood because they stood up and said something." In response to a question as to why the academy didn't do something about blacklists, he promised to take the matter up with the national board at its meeting in Phoenix over last weekend and propose that a committee be established to look into the whole matter of blacklists and what might be done about them.

Mr. Serling was careful not to name the actors nor the agency allegedly blacklisting them. Spokesmen at the Hollywood office of the two agencies involved with this season's Twilight Zone (McCann-Erickson for Colgate-Palmolive and Young & Rubicam for General Foods) denied any knowledge of any blacklisting activities whatsoever, on this or any other program.

List Un-American ▲ The subject of blacklisting arose during a panel discussion of the question: "Should celebrities be seen and not heard?" Other panel members were Steve Allen, whose activities on behalf of continuing the ban on atom bomb testing and other "liberal" causes have been mentioned as a possible explanation for the termination of his NBC-TV series for Plymouth; Dr. Frank Baxter, U. of Southern California English professor and TV instructor; Sheldon Leonard, producer; Bill Stout, whose outspoken feelings about the execution of Caryl Chessman preceded his transfer from the news staff of KNXT (TV), CBS-owned TV station in Los Angeles, to the...
first direct transmission of cablefilm between New York and London. The film was carried on a BBC program that night. Previously, cablefilm had been transmitted between London and Montreal, but the transmission was possible by the installation of cablefilm equipment in NBC's New York office.

Indies • The historic UN meeting attracted extensive coverage from independent broadcasters, including all the New York area radio and tv stations, such station groups as Storer Broadcasting Co. and Westinghouse Broadcasting Co., and radio news services. Storer sent a four-man team headed by Dr. John Dempsey, news director for WJBK-AM-TV Detroit, which originated feeds for its stations designed to appeal to local interests. For example, segments were fed about Dr. Castro to WGBS Miami, which serves a large Cuban population, and reports about Slavic and Baltic UN delegations were beamed to Storer stations in Detroit, Cleveland and Toledo, where many listeners belong to those ethnic groups. Westinghouse's 11 radio-tv stations were fed directly from the UN by a three-man team, consisting of James L. Snyder, chief of WBC's Washington Bureau; Oscar Rose, WBC's UN correspondent, and Vincent Sheean, author-journalist.

WLIB New York, whose offices are in the Hotel Theresa in Harlem, where the Castro entourage moved following a dispute with the management of a midtown hotel, pledged to cover Mr. Castro on a strict "news only" policy. Harry Novik, WLIB general manager, reported he had received telegrams from stations throughout the country asking for telephone feeds on Mr. Castro. Mr. Novik notified the stations that Mr. Castro's proximity to WLIB's headquarters would not result in special treatment, but any legitimate news emanating from the Cuban premier's quarters would be covered on WLIB and fed to stations requesting it.

The UN's television unit provided kinescopes of UN developments to stations requesting them, both in the U.S. and abroad. CBC arranged for lines to pick up the UN's telecast of events, both in French and English. Eighteen countries throughout the world have ordered the kinescope services, according to a UN radio-tv executive.

UN Radio's coverage has been made available to the Voice of America, the BBC and to services in other countries requesting it.

Capsule summaries of UN developments are broadcast daily by UN Radio via short wave in 36 languages.

role of reporter-narrator on CBS-TV's daytime series, The Verdict Is Yours; and Raymond Burr, who portrays Perry Mason in the CBS-TV series of that title. Del Moore, Los Angeles tv personality, was moderator.

"There are blacklists of many sorts," Dr. Baxter commented. "Maybe some people shouldn't be allowed to be actors. But this should be decided by public hearings. The secrecy of the blacklists is the evil. Any sort of star chamber proceeding, where the accused has no chance to answer his accusers, is wrong." Mr. Allen added, "It's un-American."

The panel members, who unanimously took the word "celebrities" to mean "performers," agreed that as individual citizens they have the right to speak out on any subject. But they also noted that because of their prominence, they should take precautions not needed by ordinary people. "We in television aren't like other entertainers," Mr. Leonard stated. "We are hired to help sell a product and this means undertaking a certain obligation to refrain from doing anything that would hurt the sale of that product."

Mr. Serling pointed out that the public forms an opinion of an actor from his professional work, particularly when the actor portrays the same character in a continuing series, and when the actor as an individual makes a public statement on a debatable issue he can easily destroy that public image. The panel members were in general agreement that in taking a public stand on any issue a performer would be wise to make it clear that he is speaking for himself alone and to dissociate his beliefs from his character, his program, its sponsor and its station or network.

Citing what he called "Baxter's law of transferable authority," Dr. Baxter pointed out that when a person gains prominence in any field of endeavor the public is apt to look on him as an expert in all other fields. "If a man goes over Niagara Falls in a barrel, when he comes out of the water he'll find a reporter waiting there to ask him what he thinks about the farm problem."

Inevitably, Mr. Burr was asked about William Talman, who had played the part of the district attorney on Perry Mason until his arrest as a participant in a disorderly party. Expressing the opinion that Mr. Talman had been "completely exonerated by the court," Mr. Burr said that after a flare-up of indignation the first few days after the news of the arrest had been published, the public attitude had changed and "99% of the public would like to see him back on the show." He reported that Mr. Talman had recently done a couple of roles for Have Gun, Will Travel, commenting that this didn't look like a CBS blacklist against him.
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NTA'S FUTURE

Termed promising in several fields

National Telefilm Assoc., New York, which is awaiting Securities & Exchange Commission approval of its spin-off from National Theatres & Television, is optimistic about the future, pointing to such developments as the growing tape syndication field and the recent FCC ruling reducing on network option time as helpful factors.

NTA called a news conference in New York last Monday (Sept. 19) to discuss the implications of its disassociation from NT&T and the prospects for its future. Ely A. Landau, NTA board chairman and Oliver A. Unger, president, cited the following areas that held out promise for NTA's future—the distribution of tape programs, such as The Play of The Week, Open End, Bishop Sheen Show and Mike Wallace Interviews; the distribution of filmed programs, which "should be helped" because of the FCC ruling, and the distribution of post-'48 features, of which NTA already has released 61 20th Century-Fox films.

Mr. Unger called NTA's spin-off from NT&T "a practical though not a technical reality," explaining that NTA has been operating as a separate company for seven weeks, although formal disassociation does not become effective until the SEC approves the move. He indicated that "the marriage between NTA and National Theatres" proved unsatisfactory because NT was not prepared to "move as rapidly as we had hoped for in various areas of expansion." He noted, however, that NT&T will be the primary stockholder in NTA, retaining about 33% of the shares outstanding in the tv film company.

Mr. Unger acknowledged that NTA would lose more than $4 million in the fiscal year ending Sept. 30. He attributed this to "paying off a large part of our indebtedness during this past year" and to "a very tight market condition, because of an oversupply

WBAL's advisors

WBAL-AM-FM-TV Baltimore has established a community advisory council consisting of state and city leaders to guide its programming in educational, religious, cultural, civic, and instructional activities. The council will meet several times a year and in the interim will provide the station with a current picture of the community's interest and needs.
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U.S. Stations Boming Overseas

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UNIONS AND LAWS

Unions, Labor Groups
Communications Carriers
Closed Circuit TV Operators
Subscription TV Interests
Community Antenna Systems
Radio-TV Schools
Government Agencies

THE TELEVISION BUREAU OF THE N.A.B.

The Television Bureau of Advertising
The Radio-TV Galleries of Congress

Other Associations of Broadcasters
Associations, Societies in Other Fields

THE TRADE ASSOCIATIONS, PROFESSIONAL GROUPS

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The Radio Advertising Bureau (RAB)

The Television Bureau of Advertising (TVB)
The Radio-TV Galleries of Congress

Other Associations of Broadcasters
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THE FACTS, FIGURES, HISTORY OF BROADCASTING

The ABCs of Radio and Television
How Stations Have Multiplied Year by Year
Size and Nature of Radio-TV Audiences
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Foreign Language Programming
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Film-Line Ratio on TV
Bibliography of Reference Books
Selected Articles of Basic Interest

MARKET FACTS FOR ALL U. S. COUNTIES

[Table showing market facts for all U.S. counties]

[Subscriptions and address information]
of films by many stations." But, he added, a sounder credit position and a more favorable market outlook this coming year should improve NTA's business sharply.

Mr. Unger noted that the company's owned station, WNTA-TV New York, is "moving toward the black," and programs developed for initial exposure on the outlet are "doing very well in tape syndication."

RURAL FLAVOR

Country music found to reach 18% of audience

Country and western radio operators are playing to 18.2% of the national audience. Characteristics of a relatively unresearched market were made known last week at a New York presentation by Charles Bernard Co., sales representative of the 50 Country Music Network stations.

Family income of the country-western home bulks at the $3,000-4,999 and $5,000-7,499 levels in the marketing questionnaire designed by Pulse, research firm handling a survey that Mr. Bernard said was the first national one in the field.

But before going on to such refinements as income and brand preferences, Pulse had to decide what makes a country-western home. The problem was met with two lists used in all-family interviews, one asking for program-music preferences, the other a list of singers. A country-western household would pick at least three of these from a list of 12 program types: Country music, gospel music, western music, folk music and hymns. The same family would vote for three of these seven singers from a total list of 14: Jim Reeves, Red Foley, Eddie Arnold, Tennessee Ernie Ford, Gene Autry, Jimmie Rodgers and Roy Rogers. Only a third of the country-western homes like other kinds of programs and singers, Pulse found.

C-W Compass • The survey, outlined by Dr. Sydney Roslow, director of Pulse, is based on 11,000 interviews in these 18 markets: Atlanta and Augusta, Ga.; Baltimore, Charlotte, N.C.; Denver, Colo.; Dallas-Fort Worth, Houston, Kansas City; Long Beach-Los Angeles; Memphis, Tenn.; Miami, Fla.; Nashville, Tenn.; Orlando, Fla.; Phoenix, Ariz.; San Bernardino, Calif.; Salt Lake City, Utah; Tucson, Ariz., and Utica-Rome, N.Y.

Country-western penetration was found to range from 8.7% of Atlanta radio homes to 55.3% in Nashville. When they had narrowed the national sample down to 2,000 country-western homes, Dr. Roslow's researchers went on to find out income and brand preferences in cigarettes, beer, coffee, tea and toilet soap. Smoking homes account for 65.4% of the country-western total, with filters edging out non-filters in smoking homes, 1,045 brands to 932. Winston got the top filter vote, 44%, and among non-filters, Pall Mall had 23.3%, Camel's 22.6%.

Only 27% serve beer or ale and they choose a wide selection of regional and national brands, ranging downward from 15.4% for Schlitz and 12.3% miscellaneous.

Homes serving regular coffee number 71%, 30.2% of them Maxwell House. Instant coffee users account for 55% of homes and Maxwell House again purveys to 45.5% of these. Tea homes make up 69% of the sample and Lipton is the favorite of 63.1%.

The toilet soap vote went 26.8% to Ivory, 19.9% Dial, 17.4% Lux, 14.8% Zest, 13% Camay and the rest split among a dozen brands, more than one in use by many of the homes.

Program notes

Strong backing • Lilly Endowment Inc. has awarded $174,700 to American U., Washington, D.C., to finance a telecast and films of the university's Bible course for credit on television. American U. will administer the grant in cooperation with the National Capital Area Council of Churches. The course enters its second year with Dr. Edward W. Baumam as teacher. The course is broadcast on WMAL-TV Washington.

Most wanted • KOCO-TV Oklahoma City presents a nightly five-minute program giving information about the nation's most wanted criminals. The head of the local division of the Federal Bureau of Investigation opens and closes each show. Viewers are requested to give any information they have on the criminals to the FBI. Response has been better than the bureau had hoped, according to the station.

Commissioned • NBC announces that composer Gian Carlo Menotti has accepted a commission to write an opera for possible production by the NBC Opera Co. during the 1961-62 season. Mr. Menotti will write both the music and the libretto of the planned one-hour work. NBC-TV's opera season begins Dec. 25 with the annual production of Mr. Menotti's "Amahl and the Night Visitors."

Station classes • A series of Saturday seminars, dealing with the theatre and featuring personalities in the theatrical world, will be presented by the American Academy of Dramatic Arts over WNTA-TV New York (Sat. 11-11:30 a.m.). The discussion show, will have as guests Howard Lindsay and Thelma Ritter, among others.

Long life • Ted Mack and the Original Amateur Hour, a network tv series since January 1948, returns next Sunday (Oct. 2) to CBS-TV (5:50 p.m. EDT). The program has been on ABC-TV this summer. CBS-TV's sponsor for the show will be J.B. Williams Co., via Parkinson Adv. Agency Inc., New York.

The old vs. the new

The 1960-61 season's new television shows were lagging behind the oldtimers in the first national ratings available last week.

American Research Bureau's overnight national service, which went into operation Sunday, Sept. 18, showed that of eight shows on the air during the first half of the week only NBC's Shirley Temple and Barbara Stanwyck Theatre were ahead of their competition all the way. Stanwyck, with a 27.3, led the new entries.

National Velvet, Tab Hunter

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The FCC last week rescinded its March 16 interpretation of sponsor identification rules which had caused more confusion among broadcasters than any other commission action of 1960.

In withdrawing its March 16 statement, the commission said it was writing new regulations to correspond with legislation that President Eisenhower signed Sept. 13 (BROADCASTING, Sept. 19). Until its new rules are issued, the FCC said, broadcasters may be guided by the new legislation itself and by an interpretation issued by the House Commerce Committee. (For text of the law and the House interpretation, see below.)

In its March 16 interpretation the commission jolted broadcasters with an opinion that the use of free records, free services or other things of value were in violation of the Communications Act unless the donors were identified on the air. The interpretation—which was considered a get-tough reaction to the payola investigation in the House—was the dominant issue during the NAB convention the next month when broadcasters quizzed members of the FCC during a special question-answer session and, on many points, got varying answers from different commissioners.

Subsequently, the FCC issued a notice of inquiry intended to settle the bewilderment its March 16 statement had caused. Last week the FCC announced it was withdrawing its notice of inquiry and closing the case (Docket 13454).

In its statement last week the commission said that its existing rules that are inconsistent with the new provisions of the Communications Act will be considered to be superseded.

"The commission is undertaking a thorough review of the question of sponsorship identification of the broadcast material," the FCC said last week, "and as soon as possible will proceed with appropriate steps including initiation of rule making, for purposes of affording the maximum possible guidance to the industry."

The amendments to the Communications Act that the President signed two weeks ago make a number of changes in the procedural provisions as well as in sections governing sponsor identification. They also introduce new provisions controlling deceptive broadcasts, the consequence of television quiz show investigations of last winter. They are all embraced in Public Law 86-752.

The text of the procedural amendments appears in FOR THE RECORD beginning on page 98.

The Law = Here is the text of those provisions relating to sponsor identification and deceptions:

Provisions Requiring Announcements and Disclosure of Certain Payments with Respect to Matter Broadcast

"Sec. 8. (a) Section 317 of the Communications Act of 1934 (47 U.S.C. 317) is amended to read as follows:

'Announcement with Respect to Certain Matter Broadcast

'Sec. 317. (a) (1) All matter broadcast by any radio station for which any money, service or other valuable consideration is directly or indirectly paid, or promised to or charged to or accepted by the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person: Provided, that "service or other valuable consideration" shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast unless it is so furnished in consideration for an identification in a broadcast of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to the use of such service or property on the broadcast.

'(2) Nothing in this section shall preclude the Commission from requiring that an appropriate announcement shall be made at the time of the broadcast in the case of any political program or any program involving the discussion of any controversial issue for which any films, records, transcriptions, talent, scripts, or other material or service of any kind have been furnished, without charge or at a nominal charge, directly or indirectly, as an inducement to the broadcast of such program.

'(b) In any case where a report has been made to a radio station, as required by section 508 of this Act, of

Does new law apply to film makers?

Hollywood tried to find out last week how it will be to start living with FCC and the new rules for sponsor identification.

Representatives of motion picture and television film producers met Sept. 21 in a closed session with FCC Broadcast Bureau executives. They wanted to learn how the new law and regulations will affect practices that have been traditional in film making for half a century. They left with the knowledge that it isn't easy to get fast answers in Washington.

Will films shown on tv have to meet the sponsor identification requirements of the new law and the regulations that the FCC said last week it would issue in the future? If so, the film producers, the cost of making films would probably go up and the length of film credits would stretch viewers' patience.

The film representatives got no clear answers last week. Commission representatives suggested that the producers submit questions and proposals in written form and added that they could participate officially when the FCC calls for comments in its proposed rule making.

Motion picture interests were represented at the conference by Ed Cooper, television executive of the Motion Picture Assn. of America; Herbert Golden, United Artists; Donn B. Tatum, Disney studios; Harold J. Berkowitz, Warner Bros.; Gordon Stullberg and Russell Karp, Screen Gems (Columbia subsidiary): Saul Rittenberg, MGM, and Bernard Donnenfeld, Paramount Pictures.

Television film makers were represented by Richard Jencks, president of the Alliance of Television Film Producers; Harry Plotkin, ATFP Washington counsel; Anthony Frederick, Revue (MCA), and Frank Reel, Ziv-UA.

The FCC Broadcast Bureau was represented by Harold G. Cowgill, chief; Joseph N. Nelson, renewals and transfers chief; Louis C. Stephens, rules and standards assistant chief; H. H. Goldin, economics chief, and Ashbrook P. Bryant, network study chief.
...in the San Antonio report

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REPORT FROM A PAPER JUNGLE

Newest member tells what it's like to serve on FCC

The newest member of the FCC, Charles H. King, has run afoul the oldest commission problem—what is the public interest?

"I haven't found out yet what public interest, convenience or necessity' means," he said Sept. 22 in an address to the Michigan Assn. of Broadcasters meeting at St. Clair.

"There is no question the FCC can't censor broadcasting and the commission has no right to interfere with free speech," he added.

Commissioner King is dean of Detroit U. law school on leave to fill the remaining period of ex-Chairman John C. Doerfer's term.

He told the Michigan group he could find two references in regulations to public interest—in granting of licenses and renewals. This requires the broadcaster to lay out proper programming supposed to meet criteria of public interest, he said. "The broadcaster must describe in narrative form what he did the last three years and what he will do in the next three years."

"Nothing says what the public interest is," Commissioner King said. "We do an off-the-cuff job on the commission.

"As a lawyer I don't like it. I would much rather have it defined," he added. But he pointed out that "nothing relieves the broadcaster of the responsibility to program in the public interest."

"Again we don't have any standards," he observed. He recalled the commission "got rid of the distinction between sustaining and commercial programs. Before the ruling, anything sustaining was automatically good; anything commercial was questionable."

Realistic View • As he understood it, Commissioner King said, broadcasters must prove their programming serves the public interest.

"Most broadcasters will talk to civic leaders," he said. "But they're going to lie to you. Not one will admit he likes westerns. I doubt if that will work."

He offered this observation, "You just put on programs you think will be looked at or listened to in your communities."

Commissioner King discussed the problems faced by government officials. "There is great temptation in such a position of power as I am in to enforce our own likes," he said. "This is a very dangerous power."

"Everybody I know has asked me, "When are you going to do something about television?"

"So you are going to be regulated. The only question is how much."

Windy Wordage • He referred to a "vague area" centering around the right to regulate in view of the constitutional guarantees of free speech.

Commissioner King said he had thought of titling his talk, "Around the FCC in 80 Days" but felt this would be inaccurate since he had served only two weeks plus a month's vacation. Instead his topic was "My 30 Days on the FCC."

"I never saw so much paper in my life," he said. "Nobody on the FCC knows how to write anything short."

"Every morning there's a big stack of paper on my desk. I've been reading it all but I'm not sure I'm going to continue. In the next war we'll overwhelm the enemy with paper."

In any case he's not worried that he'll become a Washington bureaucrat. "If enough of you vote for Kennedy, I won't have to worry," he quipped, adding, "These are my problems. Please don't ask me about yours."

circumstances which would have required an announcement under this section had the consideration been received by such radio station, an appropriate announcement shall be made by such radio station.

"(c) The licensee of each radio station shall exercise reasonable diligence to obtain from its employees, and from other persons with whom it deals directly in connection with any program or program matter for broadcast, information to enable such licensee to make the announcement required by this section.

"(d) The Commission may waive the requirement of an announcement as provided in this section in any case or class of cases with respect to which it determines that the public interest, convenience, or necessity does not require the broadcasting of such announcement.

"(e) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section."

"(b) Title V of the Communications Act of 1934 (47 U.S.C., subchapter V) is amended by adding at the end thereof the following section:"

'Disclosure of Certain Payments Sec. 508. (a) Subject to subsection (d), any employee of a radio station who accepts or agrees to accept from any person (other than such station), or any person (other than such station) who pays or agrees to pay such employee, any money, service or other valuable consideration for the broadcast of any matter over such station shall, in advance of such broadcast disclose the fact of such acceptance or agreement to such station.

"(b) Subject to subsection (d), any person who, in connection with the production or preparation of any program or program matter which is intended for broadcasting over any radio station, accepts or agrees to accept, or pays or agrees to pay, any money, service or other valuable consideration for the inclusion of any matter as a part of such program or program matter, shall, in advance of such broadcast, disclose the fact of such acceptance or payment or agreement to the payee's employer, or to the person for whom such program or program matter is being produced, or to the licensee of such station over which such program is broadcast.

"(c) Subject to subsection (d), any person who supplies to any other person any program or program matter which is intended for broadcasting over any radio station shall, in advance of such broadcast, disclose to such other person any information of which he has knowledge, or which has been disclosed to him, as to any money, service or other valuable consideration which any person has paid or accepted, or has agreed to pay or accept, for the inclusion of any matter as a part of such program or program matter.

"(d) The provisions of this section requiring the disclosure of information shall not apply in any case where, because of a waiver made by the Commission under section 317(d), an announcement is not required to be made under section 317.

"(e) The inclusion in the program of the announcement required by section
this Act, is further amended by adding at the end thereof the following section:

Prohibited Practices in Case of Contests of Intellectual Knowledge, in Intellectual Skill, or Chance

Sec. 509. (a) It shall be unlawful for any person, with intent to deceive the listening or viewing public—

(1) To supply to any contestant in a purportedly bona fide contest of intellectual knowledge or intellectual skill any special and secret assistance whereby the outcome of such contest will be in whole or in part prearranged or predetermined.

(2) By means of persuasion, bribery, intimidation, or otherwise, to induce or cause any contestant in a purportedly bona fide contest of intellectual knowledge or intellectual skill to refrain in any manner from using or displaying his knowledge or skill in such contest, whereby the outcome thereof will be in whole or in part prearranged or predetermined.

(3) To engage in any artificial or scheme for the purpose of prearranging or predetermining in whole or in part the outcome of a purportedly bona fide contest of intellectual knowledge, intellectual skill, or chance.

(4) To produce or participate in the production for broadcasting of, to broadcast or participate in the broadcasting of, to offer to a licensee for broadcasting, or to sponsor, any radio program, knowing or having reasonable ground for believing that, in connection with a purportedly bona fide contest of intellectual knowledge, intellectual skill, or chance constituting any part of such program, any person has done or is going to do any act or thing referred to in paragraph (1), (2), or (3) of this subsection.

(5) To conspire with any other person or persons to do any act or thing prohibited by paragraph (1), (2), (3), or (4) of this subsection, if one or more of such persons do any act to effect the object of such conspiracy.

(b) For the purposes of this section—

(1) The term "contest" means any contest broadcast by a radio station in connection with which any money or any other thing of value is offered as a prize or prizes to be paid or presented by the program sponsor or by any other person or persons, as announced in the course of the broadcast.

(2) The term "the listening or viewing public" means those members of the public who, with the aid of radio receiving sets, listen to or view programs broadcast by radio stations.

(c) Whoever violates subsection (a) shall be fined not more than $10,000 or imprisoned not more than one year, or both.

The Interpretation • In its announce-

ment last week the FCC suggested that until its new regulations were written to correspond with the new provisions of the law regarding sponsor identification broadcasters would be wise to bone up on a House Commerce Committee report interpreting the new law.

That report (H Rept 1800, 86th Congress) contained 27 illustrations of the effect that the new sponsor identification law was intended to have. The illustrations were drafted by NAB and network legal representatives and reviewed by FCC lawyers before the House Commerce Committee inserted them in its report.

The examples in the House report, the FCC said last week, furnish "useful indications of Congressional intent," and the commission issued them as an appendix to its statement:

"A. Free records"

"1. A record distributor furnishes copies of records to a broadcast station or a disc jockey for broadcast purposes. No announcement is required unless the supplier furnished more copies of a particular recording than are needed for broadcast purposes. Thus, should the record supplier furnish 50 or 100 copies of the same release, with an agreement by the station, express or implied, that the record will be used on a broadcast, an announcement would be required because consideration beyond the matter used on the broadcast was received.

"2. An announcement would be required for the same reason if the payment to the station or disc jockey were in the form of cash or other property, including stock."

"3. Several distributors supply a new station, or a station which has changed its program format (e.g., from 'rock and roll' to 'popular' music), with a substantial number of different releases. No announcement is required under section 317 where the records are furnished for broadcast purposes only; nor should the public interest require an announcement in these circumstances. The station would have received the same material over a period of time had it previously been on the air or followed this program format.

"4. Records are furnished to a station or disc jockey in consideration for the special plugging of the record sup-

This report has been raised with respect to a situation where a distributor furnishes to a station free of charge an entire music library with the understanding, express or implied, that only its records would be played on the station. To the extent that such an arrangement may run afoul of the anti-trust laws or may constitute an abduction by the station of its licensee responsibility, an announcement under sec. 317 would not cure it."
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Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

Such service or property beyond its mere use on the program.

10. Free books or theater tickets are furnished to a book or dramatic critic of a station. The books or plays are reviewed on the air. No announcement is required. On the other hand, if 40 tickets are given to the station with the understanding, express or implied, that the play would be reviewed on the air, an announcement would be required because there has been a payment beyond the furnishing of a property or service for use on or in connection with a broadcast.

11. News releases are furnished to a station by Government, business, labor and civic organizations, and private persons, with respect to their activities, and editorial comment therefrom is used on a program. No announcement is required.

12. A government department furnishes air transportation to radio newscasters so they may accompany a foreign dignitary on his travels throughout the country. No announcement is required.

13. A municipality provides street signs and disposal containers for use as props on a program. No announcement is required.

14. A hotel permits a program to originate on its premises. No announcement is required. If, however, in return for the use of the premises, the producer agrees to mention the hotel in a manner not reasonably related to the use made of the hotel on that particular program, an announcement would be required.

15. A refrigerator is furnished for use as part of the backdrop in a kitchen scene of a dramatic show. No announcement is required.

16. A Coca-Cola distributor furnishes a Coca-Cola dispenser for use as a prop in a drugstore scene. No announcement is required.

17. An automobile manufacturer furnishes his identifiable current model car for use in a mystery program, and it is used by a detective to chase a villain. No announcement is required. If it is understood, however, that the producer may keep the car for his personal use, an announcement would be required. Similarly, an announcement would be required if the car is loaned in exchange for a mention on the program beyond that reasonably related to its use, such as the villain saying: 'If you hadn't had that speedy Chrysler, you never would have caught me.'

18. A private zoo furnishes animals for use on a children's program. No announcement is required.

19. A university makes one of its professors available to give lectures in an educational program series. No an-
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announcement is required.

"20. A well-known performer appears as a guest artist on a program at union scale because the performer likes the show, although the performer normally commands a much higher fee. No announcement is required.

"21. An athletic event promoter permits broadcast coverage of the event. No announcement is required in absence of other payment by the promoter or agreement to identify in a manner not reasonably related to the broadcast of the event.

"D. Where service or property is furnished free for use or in connection with a program, with the agreement, express or implied, that there will be an identification beyond mere use of the service or property on the program.

"22. A refrigerator is furnished by X with the understanding that it will be used in a kitchen scene on a dramatic show and that the brand name will be mentioned. During the course of the program the actress says: 'Donald go get the meat from my new X refrigerator.' An announcement is required because the identification by brand name is not reasonably related to the particular use of such refrigerator in this dramatic program.

"23. (a) A refrigerator is furnished by X for use as a prize on a giveaway show, with the understanding that a brand identification will be made at the time of the award. In the presentation, the master of ceremonies briefly mentions the brand name of the refrigerator, its cubic content, and such other features as serve to indicate the magnitude of the prize. No announcement is required because such identification is reasonably related to the use of the refrigerator on a giveaway show in which the costly or special nature of the prizes is an important feature of this type of program.

"(b) In addition to the identification given in (a) above, the master of ceremonies says: 'All you ladies sitting there at home should have one of these refrigerators in your kitchen,' or 'Ladies, you ought to go out and get one of these refrigerators.' An announcement is required because each of these statements is a sales 'pitch' not reasonably related to the giving away of the refrigerator on this type of program. The significance of the distinction between the identification in (a) and that in (b) is, that in (b) it is no more than the natural identification which a broadcaster would give to a refrigerator as a prize if he had purchased the refrigerator himself and had no understanding whatever with the manufacturer as to any identification. That is to say, in situation (a), had the broadcaster purchased the refrigerator he would not feel it necessary, in view of the nature of the show, adequately to describe the magnitude of the prize which was being given to the winner. On the other hand, the broadcaster would not, where he had purchased the refrigerator, have made the type of identification in situation (b), thus providing a free sales 'pitch' for the manufacturer.

"24. (a) An airplane manufacturer furnishes free transportation to a cast on its new jet model to a remote site, and the arrival of the cast at the site is shown as part of the program. The name of the manufacturer is identifiable on the fuselage of the plane in the shots taken. No announcement is required because in this instance such identification is reasonably related to the use of the service on the program.

"(b) Same situation as in (a), except that after the cameraman has made the foregoing shots he takes an extra closeup of the identification insignia. An announcement is required because the closeup is not reasonably related to the use of the service on the program.

"25. (a) A station produces a public service documentary showing development of irrigation projects. Brand X tractors are furnished for use on the program. The tractors are shown in a manner not resulting in identification of the brand of tractors except as may be recognized from the shape or appearance of the tractors. No announcement is required since the identification is reasonably related to the use of the tractors on the program.

"(b) Same situation as in (a), except that the brand name of the tractor is visible as it appears normally on the tractor. No announcement is required for the same reason.

"(c) Same situation as in (b), except that a closeup showing the brand name in a manner not required in the nature of the program is included in the program, or an actor states: 'This is the best tractor on the market.' An announcement is required as this identification is beyond that which is reasonably related to the use of the tractor on the program.

"26. (a) A bus company prepares a scenic travel film which it furnishes free to broadcast stations. No mention is made in the film of the company or its buses. No announcement is required because there is no payment other than the matter furnished for broadcast and there is no mention of the bus company.

"(b) Same situation as in (a), except that a bus, clearly identifiable as that of the bus company which supplied the film, is shown fleetingly in highway...
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Broadcasting, September 26, 1960
Rep. Mack plugs for network regulation

Congress next year will consider seriously the question of FCC licensing and regulation of the national networks, Rep. Peter F. Mack Jr. (D-Ill.), who long has favored network regulation, told the Illinois Broadcasters Assn. meeting in Urbana last week.

In an address to the IBA Thursday, Rep. Mack, a member of the House Commerce Committee and its Legislative Oversight Subcommittee, said Congress will consider network regulation because he and other congressmen are convinced that the Communications Act focuses on stations and does not reach the networks, which he said are responsible for the "bulk" of programs seen and heard by the public.

He charged that the present "over-indulgence" in escapist programming, including westerns, who- dunits and rock 'n' roll, does not meet the "broad range of listener demands." Rep. Mack told the broadcasters: "It is in your own best interests to satisfy all of the diverse listener demands some of the time instead of meeting some of the demands all of the time."

Rep. Mack said he opposed elimination of the suspensions provision from the payola bill (Public Law 86-752) because he felt fear of temporary suspension might keep irresponsible broadcasters in line, while civil penalties would not deter those "tempted to revert to some of the old practices" which have "undermined the standing of the broadcasting industry as a whole."

Citing articles in Broadcasting dealing with profit and prestige to be derived from public service and informational programs, Rep. Mack said many stations which "take the longer view are coming around to more and more good programming," not because they fear the FCC but because this means good business.

He said he opposes selection of the FCC chairman by the President because this "creates the risk of undermining the independence of the commission by a sense of obligation and thus of subservience to the Executive Branch."

views in a manner reasonably related to that travel program. No announcement is required.

"(c) Same situation as in (a), except that the bus, clearly identifiable as that of the bus company which supplied the film, is shown to an extent disproportionate to the subject matter of the film. An announcement is required, because in this case the use of the film the broadcaster has implicitly agreed to broadcast an identification beyond that reasonably related to the subject matter of the film."

"27. (a) A manufacturer furnishes a grand piano for use on a concert program. The manufacturer insists that enlarged insignia of its brand name be affixed over normal insignia on the piano. An announcement is required if an enlarged brand name is shown.

"(b) Conversely, if the piano furnished has normal insignia and during the course of the televised concert the broadcast includes occasional closeups of the pianist's hands, no announcement is required even though all or part of the insignia appears in these closeups. Here the identification of the brand name is reasonably related to the use of the piano by the pianist on the program. However, if undue attention is given the insignia rather than the pianist's hands, and announcement would be required."

Ford tells FCC plans to RTES newsmakers

FCC Chairman Frederick W. Ford said last week he "hopes" the FCC will have alternative possibilities ready—by the time Congress reconvenes next January—to assure every tv broadcaster of reaching "all receivers in his service area."

The FCC must now turn its attention "intensively" to this problem and to any new technical developments that may offer expansion of tv service and saving of spectrum space, he told an audience of 600 attending the Radio & Television Executives Society's "newsmakers" luncheon Wednesday in New York.

Mr. Ford's talk—and a news conference afterward—also covered opposition to the FCC's planned two-year test of uhf propagation in New York City, his belief programming will improve this season, tv allocations and all-channel tv sets, the clear channel problem, pay tv community antenna television and legislation on payola, political broadcasting and vhf boosters.

The FCC chairman, who dissented from the FCC's option time decision the week before (Broadcasting, Sept. 19), said he believes there are other incentives a network can offer to obtain station clearances.

Cites NAB Code—Mr. Ford said he thinks the FCC will attempt uhf in its New York City test within a year. He predicted programming this season would have some fewer crime and violence shows and said he bases this belief on NAB's establishment of a Tv Code Review Board agency-network contact office in New York.

The FCC chairman said that since defense considerations make it impossible for television to get additional vhf space, "it is, therefore, inescapable that the only present possibility of an expanded television system lies in the spectrum space now allocated to the television service." He said he hopes legislation will be reintroduced in the next Congress to require that only all-channel sets be shipped in interstate commerce because "a universal, all channel receiver is the key to any solution of the problem."

He said the FCC next year will ask Congress for FCC authority to require ccatv operators to get permission from originating stations to pick up their signals, to carry the programs of the local tv station and provide the same quality transmission as it provides for other pickups and to prohibit duplicating of the local station's programs.

Mr. Ford said the FCC has already started to adopt rules to implement a new law authorizing the FCC to make vhf tv boosters legal; the agency has made and will make reports to Congress on the operation and behavior of stations under amendment of sec. 315, he said. He said he didn't believe that either these or the new payola law will "restrict or stifle" the freedom of the industry, but will assist it to proceed in an orderly manner toward its full maturity.

Another delay for Miami ch. 10

A virtual last minute reprieve was granted last week to National Airlines in the Miami ch. 10 case.

The commission, on Wednesday, voted to postpone the effective date of its July 14 order requiring the WPST-TV Miami to cease operating until 15 days after the U.S. Circuit Court of Appeals rules on National Airlines' petition for a stay.

This was the second postponement of the order which voided the 1957 grant to the National Airlines' tv station—the original cessation date was Sept. 15, but this was continued to Sept. 30 by Commissioner Robert E. Lee last month pending the outcome of the airlines' petition to the FCC for a stay.

The FCC denied the stay request two
A sharp attack has been launched on a long-standing FCC practice—that of ordering an application filed for an existing broadcasting station into a comparative hearing with the renewal application of the station concerned.

Arguments opposing this procedure were filed last week with the commission by both RKO General Inc. and ABC.

They applied to competing applications for existing facilities in which both are interested: Washington's ch. 4 and Philadelphia's ch. 3, on the part of RKO General; New York's 770 kc on the part of ABC.

In the last nine months there have been four such competing applications filed with the FCC. They include Phlco Corp.'s application for ch. 3 in Philadelphia, now occupied by NBC's WRCV-TV; the San Francisco Chronicle's application for ch. 4 in Washington, D.C., now occupied by NBC's WRCV-TV; KSTP Inc.'s application for 770 kc in New York, now occupied by ABC's WABC, and Southside Virginia Telecasting Corp.'s application for ch. 8 Richmond-Petersburg, now occupied by WXEX-TV.

The Phlco and Chronicle's filings are part of these parties' fights against the NBC-RKO General transaction which proposes to exchange NBC's Philadelphia stations for RKO General's Boston stations, and for RKO General to buy the network's Washington stations for $11.5 million. Also involved in the station transfers is NBC's purchase of KTVU (TV) in San Francisco for $7.5 million.

Interpretation Wrong = The RKO General argument, filed by the Washington law firm of Pierson, Ball & Dowd, is that the Chronicle's application for Washington and Phlco's application for Philadelphia do not entitle them to comparative hearing on the renewal of these NBC television stations, because there is a prior transfer application pending before the commission.

The law states, RKO General said, that the commission may not require a comparative hearing for a transfer or assignment of a license. This prohibition was contained in the 1952 amendments to the Communications Act, it pointed out. This is essentially what the Chronicle and Phlco are demanding, it stated.

It asked the FCC to first act on the transfer applications before considering the competing facilities' applications.

The ABC position was stated in response to an FCC McFarland letter last month involving the renewal of WABC New York and the competing application by KSTP Inc. for that 770 kc facility. It was filed by McKenna & Wilkinson, ABC's Washington counsel.

ABC's point was that the FCC may be mistaken in its assumption that a comparative hearing must be held in such a situation. The section of Communications Act dealing with renewals (Sec. 307) it said, makes only "casual" reference to the provisions of Sec. 308 which deals with applications for new facilities.

The network also pointed out that the provision of Sec. 307 dealing with renewals (this ordered the commission to consider a renewal application—in the same light as an original application) was stricken completely from the amended Act in 1952. This, ABC said, removed the precedent which took place in 1947 when Drew Pearson and Robert A. Allen filed a competing application for the facilities of WBAL Baltimore, Md., at the same time that station's license was up for renewal. This eventuated into a hearing which resulted in the FCC renewing WBAL's license and denying the Pearson-Allen application.

The ABC-KSTP (Stanley Hubbard) controversy in New York stems from an application filed earlier this year by KOB Albuquerque, N.M., for the network's WABC New York 770 kc facility (Broadcasting, Feb. 29). KOB is owned by the Hubbard group, which also owns KSTP-AM-TV St. Paul, Minn., and WGTH Cypress Gardens, Fla. WABC's renewal application was filed in May to take care of the license which ran out in June.

The move in New York is part of a controversy dating back to 1941 when KOB was ordered to move to 770 kc. Since then ABC has fought to expel KOB from that frequency. This litigation resulted in an order Sept. 3, 1958, by which the commission ordered both KOB and WABC to install directional antennas to protect each other from interference engendered by the dual operation on what is a Class 1-A channel. ABC's renewal application for WABC filed earlier this year, does not make provision for directional operation. (Also see related story on Frank Mullen appointment by KSTP Inc. in FATES & FORTUNES, page 84.)
HOW WILL FCC HANDLE PAY TV?

Procedural problems cause roadblock

The mechanics of handling a pay TV application have the FCC nonplussed—but the hope is that by the time it gets to the question new procedures ordered by Congress will enable the commissioners to clarify the problem.

The commission last week gave a quick look at a document on the subject, drawn up by its staff, and decided to look it over more thoroughly this week.

At stake is the application filed last June by RKO General Inc. It proposes a $10 million, three-year subscription television service in Hartford, Conn., over the facilities of RKO General's ch. 18 WHCT (TV). The discussion at the tail end of last Tuesday's meeting raised three problems: Can the FCC hold a general inquiry (Sec. 303[b]) hearing and then grant the RKO General application? Must a separate and full hearing be held on the pay TV application? If the commission grants the application following an en banc hearing, is it liable to be protested—which surely would require a hearing?

Hearing in October—Proposed by the commission is a general hearing on the subject of pay TV (BROADCASTING, Sept. 19). An order calling for this to take place in about 30 days has been drawn. It contemplates a limited form of cross examination, but with testimony and examination tightly controlled by the FCC.

The reason for setting the date in December, it is presumed, is that before that time the new pre-grant protest procedure will have been incorporated in the agency's regulations. This new procedure was authorized in the 1960 Communications Act amendments.

In that case, according to communications lawyers, the FCC could dispose of protests before the hearing and grant the application without a full scale, routine and time-consuming evidentiary hearing.

The RKO General application is being opposed by the Joint Committee Against Pay TV and the local Connecticut Committee Against Pay TV. Both are sponsored by theatre groups. On a national scale, the Theatre Owners of America is conducting a vast write-in petition canvass, hoping to secure 30 million signatures in opposition to pay TV on the air. The petitions are addressed to Congress.

Commission action on the toll TV inquiry is expected this week.

van Beek Heads Teco—Meanwhile, Pieter E. van Beek, special Phonevision assistant to the president of Zenith Radiocorp. since 1951, was elected president of Teco Inc. Teco holds licenses from Zenith to engage in subscription TV operations using the Phonevision system. It signed its first franchise with RKO General for the Hartford test. It was formed in 1949 by the late Eugene F. McDonald, Zenith president, with a majority of its owners Zenith shareholders or officers. S. I. Marks, Teco president until he resigned Sept. 1, was re-elected treasurer of the company.

"Teco is prepared to contribute to the success of the test," Mr. van Beek said, "by providing technical assistance and advice in many areas, including commercial operation, training of personnel, promotional and public relations activities and the extremely vital area of programming."

Two consent orders

The Federal Trade Commission said last week it has agreed to consent orders prohibiting two record distributors from engaging in payola practices they are Robert Field doing business as Pacific Record Distributors, Los Angeles, and Fiesta Record Co., New York.

The agency adopted initial decisions of hearing examiners based on agreements between the examiners and the distributors. Both firms were charged with making payments to disc jockeys or other station personnel.

Composite week

A new "composite week" for use in preparing the program log analyses submitted with the application for license renewal has been issued by the FCC. It is intended for all stations up for renewal in 1961. The week consists of the following dates: Sunday—Aug. 30, 1959; Monday—Oct. 19, 1959; Tuesday—Dec. 1, 1959; Wednesday — Feb. 10, 1960; Thursday—April 21, 1960; Friday—June 17, 1960, and Saturday—Sept. 10, 1960.

The commission pointed out that stations are not limited to the composite week as a sample of the station's programming. The application for renewal permits additional program data which the broadcaster may wish to call to the commission's attention. The composite week log analyses will, however, be submitted with all such applications.
With the farm issue up for grabs in the coming election, and with both the Democrats and the Republicans going all out for the all-important farm vote, millions of listeners all over Hometown and Rural America will be tuned in with new intensity to Keystone stations.

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

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

Press panel complaint fails to scuttle tonight's Kennedy-Nixon tv spectacular

The two presidential candidates meet face-to-face tonight (Sept. 26) in a broadcast studio after a series of late-hour bickerings by the political parties that almost wrecked the show.

Two days of party bickering because the panel consists only of broadcast newsmen finally yielded to a network ultimatum. News secretaries of each party—Pierre Salinger for Sen. John F. Kennedy and Herbert Klein for Vice President Richard M. Nixon—had complained Sept. 19 because there were no print media newsmen on the panel of the opening show.

Main point at issue appeared to be technical—how far had the Aug. 31 and Sept. 16 inter-party planning session in selection of panel members for the four-program series of Nixon-Kennedy joint appearances.

The four networks said bluntly in a Sept. 20 telegram answering the Salinger-Klein protest that they would throw out the intricate timing of the first Nixon-Kennedy program and revert to the original network proposal for a joint debate if the parties became stubborn.

Still Unhappy = The parties then acquiesced but made plain they were unhappy because “an arbitrary restriction on panelists deprives the public of the opportunity to hear questions put to the candidates by many of the outstanding news reporters of the country.”

All four networks stated flatly the panel composition “does not fall within the jurisdiction of the candidates or their representatives.” They added, “In all discussions based on the Aug. 31 meeting in Washington, it was clearly understood that any panels involved in programs one and four would be comprised of professional network correspondents only.” Joint print-broadcast panels will appear in the second and third programs, divided evenly between networks and print media.

Unofficially it was suggested at party headquarters and networks that Messrs. Salinger and Klein had been pressured by print media to make their complaint about the opening program. The networks insisted there had been an agreement on rules and format for the four programs. First inclination of trouble grew out of a phone call made to Sig Mickelson, CBS news vice president, Sept. 19, by Mr. Salinger.

Signing the joint network reply were Mr. Mickelson; William R. McAndrew, NBC news vice president; Joseph F. Keating, MBS; John Charles Daly, ABC vice president.

Planning Goes On = With this newspaper nonsense out of the way, the networks went about the business of bringing the historic Sept. 26 Nixon-Kennedy broadcast to the nation. Production details were being worked out in Chicago and New York in advance of the WBBM-TV Chicago origination (BROADCASTING, Sept. 19).

The first “great debate,” like the next three, will follow a panel format. After introductions by Howard K. Smith of CBS, the moderator, Sen. Kennedy will be on for eight minutes and the Vice President for another eight. After a series of 1½-2½-minute intervals for questions, each candidate will have about three minutes to summarize his position. Mr. Mickelson will be referee-timekeeper. The Democratic candidate will be on the right side of the studio (facing camera), his opponent on the left. Cameras will have three lights—Green, 1 minute; Yellow, ½ minute; red, cut.

There were indications the Democrats are shifting their network strategy to concentrate on late-campaign features. A rescheduling of time periods is underway at NBC-TV where Oct. 31 time was booked by the party. CBS-TV features are planned Nov. 5 and 7, with chance of a Nov. 7 NBC-TV broadcast.

The GOP has bought additional periods on NBC-TV, mostly daytime five-minute shorts to match nighttime end-of-program segments. With Democrats buying a 11 p.m.—midnight hour Nov. 7 on CBS-TV, Republicans were booking 10-11 p.m. (displacing Hennessey and start of the new Face the Nation). The Democrats Nov. 5 purchase on CBS-TV replaces Have Gun Will Travel. Nine evening and seven daytime five-minute segments have been bought by Democrats. GOP’s purchase of 8:30—9 p.m. Oct. 3 on CBS-TV will oust Bringing Up Buddy.

Sen. Kennedy was to be heard Sept. 23, 8:30—9 p.m. on a 51-station Intermountain Radio Network hookup in a speech from Salt Lake City. Lynn L. Meyer, IMN president, said the time was bought by the Democratic National Committee through Guild, Bascom & Bonfigli. Agency for the GOP is Campaign Associates.

The Audience = Appearance of Sen. Kennedy Sept. 19 on the CBS-TV Presidential Countdown drew a national Arbitron rating of 20,4, according to American Research Bureau. Opposite ratings were 19.0 for Milton Berle’s Jackpot Bowling on NBC-TV and 11.3 for Amateur Hour on ABC-TV.

ARB reported Sept. 20 ratings of 13.5 for the Kennedy address from a Washington fund-raising dinner broadcast by ABC-TV. Dobie Gillis on CBS-TV had a 20.0 rating, United Nations on NBC-TV 13.6.

NBC estimated it will feed the first Nixon-Kennedy debate to a handful of West Coast tv independents and WPIX (TV) New York plus a dozen independent radio stations. ABC was still setting its policy for feeds though NBC had stated week before it would feed all comers. CBS and Mutual will feed independents only if they can get it no other way. WNTA Radio Newark was understood to be planning to broadcast the program, presumably from NBC.

British tv viewers will see the debate the evening of Sept. 27, getting a filmed version via the British Broadcasting Corp.

Henry Cabot Lodge, GOP vice presidential candidate, dropped several sched-
WeeReBeL 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

COLUMBUS, GEORGIA  
WRBL-TV  
Channel 3  

Represented by George P. Hollingbery Company
uled whistle stops last week to get more rest and prepare for tv appearances. An injury to his hand was not expected to interfere with his revised schedule or a Sept. 24 NBC-TV appearance.

Party workers at the two national headquarters belittled charges that the candidates were getting too much television time, though they conceded the logistic problems are severe as candidates fly all over the nation.

**Political sidelights**

- **KTTV (TV)** Los Angeles is taping the first of the Nixon-Kennedy debates for delayed broadcast tomorrow (Sept. 27) at 7:30-8:30 p.m. (PST). Time was chosen on feeling that "the majority of Southern California families, including children of school age, will find our scheduled time for the telecast more convenient for family participation." KTTV, an independent station, is taking the debate from the network pool.

- **Four debate programs for key Indiana candidates** have been scheduled by WFBM-TV Indianapolis, starting Oct. 16. Candidates will face each other in one-hour programs moderated by newsman Bob Gamble, WFBM, and Howard Caldwell, WFBM-TV.

- **WRBL-TV Columbus, Ga.** has solved the problem of air fills when politicians short out on program time. News and public affairs personnel developed an ad lib technique by assigning staff members topics for advance thinking. Thus, when politicians short out, they ad lib on such subjects as importance of the single voter and voting limitations in a dictatorship. The idea was described as a factor in the record voter turnout in Columbus during the recent state primary.

- **Statewide radio and tv hookups carried a formal debate between the two candidates for the Wisconsin governorship. The debate, held Sept. 19 as part of a dinner meeting of the Milwaukee Public Affairs Forum, was picked up by WTMJ-JAM-FM-TV Milwaukee and fed to three other tv stations and 10 radio stations. Each candidate spoke about 18 minutes followed by rebuttals. Speakers were charged with time consumed by applause. Last spring WTMJ carried Sen. Kennedy and Sen. Hubert Humphrey at a joint news conference.

- **A series of autumn vote-getting features** has been set up by WAAF Chicago. Tom Davis, general manager, said the lineup includes spot announcements, features based on wives of presidents, sidelights on early presidents, and a program with actual voices of Presidents McKinley, Teddy Roosevelt, Taft, Wilson and Coolidge.

- **A straw vote conducted by KOIL Omaha showed Kennedy 10,583, Nixon 9,250.**

- **Mary Jane Morris, former secretary** of the FCC and currently practicing law in Grand Rapids, Mich., has been named national director of radio-tv for the Nixon-Lodge GOP Voter Registration Drive. Miss Morris will coordinate broadcast activities of the organization throughout the nation.

- **George C. Hatch of the A.L. Glassman station group, Salt Lake City, has been named to the Democratic national finance committee for the campaign.**

- **WMAL Washington began its new Monday-Friday *Political Previews* program Sept. 5. Hosted by Joe McCafrey, *Political Previews* has interviews with top election personalities with listeners participating by means of ballots obtainable at the American Savings & Loan Assn., that city. Prizes include a color tv set and transistor radios.**

- **Mutual, which will share in the major networks’ airing of the Nixon-Kennedy discussion series, plans four *Focus on Issues* panel programs to be presented five minutes after each of the candidates’ appearances. The 25-minute *Focus* programs will be preceded by five minutes of world-wide news. Panelists George Brown, news director of WOR New York, Charles Batchelder, George Hamilton Combs, Taylor Grant and Fulton Lewis Jr., MBS newsman, will be moderated by Steve McCormick, vice president for news and a regularly scheduled broadcaster.**

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**INTERNATIONAL**

**ABC in Ecuador TV plans**

**Guayaquil v nearly ready to start service**

ABC's International Div. and Primera Television Ecuatoriana, S.A., have joined forces in the development of Ecuador's first tv station, ch. 4 in Guayaquil, which is expected to begin operations within the next few weeks. ABC International has agreed to furnish engineering, technical, programming, sales assistance and financial aid, it is being announced today (Sept. 26).

Located in Guayaquil's Casa de la Cultura (House of Culture) art center, the new station will be powered by a Dynair transmitter operating on 2 kw. Its 220-foot antenna atop the station headquarters will be one of the higher antennas in Latin America, according to Donald W. Coyle, vice president in charge of ABC International. Jose Rosenbaum is PTE's general manager.

The initial 20-hour weekly schedule will consist of approximately 75% film and 25% live offerings.

Mr. Coyle said this latest partnership is a "new link in the growing chain of [ABC International's] activities in overseas markets." American Broadcasting-Paramount Theatres has also made agreements with five Central American broadcasting companies which comprise the Central American Television Network, and with broadcasting companies in Caracas, Venezuela, and Beirut, Lebanon. ABC also has a minority interest in News Limited of Australia Inc., which participates in Australian tv.

**Ted Bates in Canada**

Ted Bates & Co., New York, has bought an interest in Spitzer & Mills Ltd., Toronto, Ont., which at one time was the Toronto branch of Lord & Thomas, New York advertising agency. The new agency will be known as Spitzer, Mills and Bates Ltd., and will retain its offices at 790 Bay St., Toronto, and 3405 Addington Avenue, Montreal.

G. Frank Mills is chairman and director of the new agency, Jack W. Spitzer is vice-chairman and director, and W. H. Reid is president and director. The trio held the same posts with Spitzer & Mills Ltd. Ted Bates, William H. Kearns, and James C. Douglass from the New York company are directors on the board of the merged agency, and Toronto lawyer J. L. Lewtas is also on the board as counsel for the company.

**CFCN-TV on-the-air**

CFCN-TV Calgary, Alta., became the first competitive station in Canada when it began televising on ch. 4 Sept. 9. It is the first station to go on the air since second stations were licensed for Canadian cities earlier this year. The other station in Calgary is CHCT-TV, also independently-owned. Calgary is the only Canadian city where two independent tv stations will compete. In all other cases one station is owned by the government's Canadian Broadcasting Corp.
Selectivity

ONLY KTVU OFFERS ADVERTISERS SUCH WIDE IN THE SAN FRANCISCO - OAKLAND MARKET:

PROGRAMS - KTVU offers an excellent choice of programs of all types... syndicated, local live, sports.

TIMES - KTVU offers the widest variety of time availability in all time classifications, including the prime time hours.

AUDIENCE - KTVU offers an audience to match the selling message. Select from family group, adult, or children's viewing audience.

P.R.I.S.E. - KTVU offers a complete choice of plan rates in all time classifications, including the only 13 and 26 week discount schedules in prime time.

Contact:
H.R. TELEVISION, INC.
San Francisco, Oakland

Selectivity

KTVU
Channel 2
BBG to hear opinions of new network rules

Opinions regarding changes in Canadian network regulations proposed by the Board of Broadcast Governors will be heard during the public sessions of the BBG at Ottawa starting today (Sept. 26.) The BBG has advised all Canadian broadcasting stations of its proposed network regulations and is prepared to hear briefs or verbal arguments regarding the proposals.

Changes in the regulations are designed to permit competitive networks to be operated, with a television network company to be licensed in the near future to compete with the network operated by the Canadian Broadcasting Corp. and its affiliated stations. Public hearings for the licensing of a second network company are to take place in November.

Under the proposed network regulations no Canadian network may have exclusive contracts to take programs only from one program supplier or non-Canadian network. Networks are limited to five years, after which renewals can be obtained. No transfer of shares in the network company can be made without the permission of the BBG. The network is responsible to the BBG for all program material carried by affiliated stations during network time. Stations can only be affiliated with one network and affiliation agreements between stations and networks are subject to approval by the BBG. Special permission from the BBG will be required for a station to carry a program from a network outside Canada if that program has been carried within one month by a Canadian network. Stations cannot identify themselves as part of a network except when broadcasting network programs.

GM's Canadian plans

The largest package purchase of programs on the Canadian Broadcasting Corp. television network was concluded Sept. 15 between CBC and General Motors of Canada Ltd., Oshawa, Ont. The 1960-61 package includes a 52-week live drama series General Motors Presents, 13 U.S. spectaculants, the Chevy Show imported from the United States, the World Series baseball games, and a French-language half-hour weekly show General Motors Vous Invite. Sponsorship of the World Series will be shared with Gillette of Canada Ltd., Toronto.

All but 13 of the dramas on General Motors Presents will be produced in Canada. The others will be produced elsewhere in the British Commonwealth. Agency for General Motors of Canada is MacLaren Adv. Ltd.

Abroad in brief

Monitor - McDonald Research Ltd., Toronto, is offering a monitor service to advertisers of all commercials on radio and television. This is the first time such a service has been made available in Canada. The service will start with monitoring full programs and commercials on stations in 10 major Canadian markets. Tapes will be kept for four weeks. Advertisers will be able to obtain tapes or hear auditions of commercials used on all stations in these markets, to ascertain what their competitors are doing by way of programming and commercials.

Toronto office - Norman, Craig & Kummel Inc., New York ad agency has opened an office at Toronto in a merger with a Canadian ad agency Heni, Burley & MacDonald Ltd. The New York agency has bought a minority interest in the Toronto firm and the new company is called Burley, Norman, Craig and Kummel Ltd. J.H. Burley is president and B. David Kaplan of the New York company is vice-president.

Exclusive station - Caribbean Broadcasting Co., St. Lucia Island, West Indies, has been granted an exclusive license by that country's government to open and operate a radio station there. The station's target date is Dec. 1. It will have a power of 20 kw on 840 kc and will use U.S. transmitting equipment. Michel Ferry, formerly editor in chief and special events manager of Radio-Luxembourg, Paris, will be president and general manager. Advertising, news and commentary will be broadcast in English, French and Spanish. The station will operate 17 hours a day.

FATES & FORTUNES

Broadcast Advertising

Howard O. Anderson, formerly vp and account supervisor at Ted Bates, N.Y., to Erwin Wasey, Ruthrauff & Ryan, Los Angeles, as senior account executive on Carnation Milk account.

Henry I. Sherry joins Edward H. Weiss & Co., Chicago, as account executive on Mogen David wine account.


John Grau named manager of production and traffic departments in New York office. Marie Lotz named traffic supervisor, and Doris Oliver becomes account executive in Grant's Miami office.

M.J. (Jeff) Holmes Jr., formerly assistant merchandising manager in charge of advertising and sales promotion at Richmond Div. of Rheem Manufacturing, joins J.M. Mathes Inc., N.Y., as media buyer.

Thomas L. Collins, formerly creative

Gertrude Brooks, Paul Gioni, Otis Winegar and Stanley Baum, (1 to r, above), all copy supervisors at Dancer-Fitzgerald-Sample, N.Y., appointed vps. Miss Brooks was with Grey until Sept. 1958 when she joined DFS. Mr. Gioni started with agency as junior copywriter in Chicago office in 1946; Otis Winegar was vp, creative director of Knox-Reeves, Minneapolis, until Dec. 1959, and Mr. Baum started out in DFS mailroom in 1952, joining copy staff in 1955.
director at Schwab, Beatty & Porter, N.Y., joins Wunderman, Ricotta & Kline, that city, as copy chief.


Franklin S. Ferr, vp at Kastor Hilton Chesley Clifford & Atherton, N.Y., elected senior vp and director of supermarket merchandising.

Henry G. Millett and Robert L. Richards, account executives at Albert Frank-Guenther Law, N.Y., elected vps.

Thomas Brogan, manager of SCI, Detroit, (division of McCann-Erickson), appointed vp.


Bruce P. Andrews and John R. Coyne join Compton Adv., Chicago, as account executives. Mr. Andrews formerly had similar position with Kenyon & Eckhardt. Mr. Coyne was with Foote, Cone & Belding in creative and account capacities.

Alvin R. Kracht, former associate director in media of J.M. Mathes Inc., N.Y., appointed media director, effective Oct. 1, and elected vp. Mr. Kracht succeeds Douglas R. Hatheway, who is retiring from active service this month. Other media department promotions include: Rudolph C. Wahlig, formerly assistant director, to associate director, and M.J. Holmes, media buyer, to assistant director. Mr. Kracht came to Mathes from Fuller & Smith & Ross five years ago.

Edward J. Whetter, art and advertising director for Detroit region of Montgomery Ward Co., named account executive in commercial products group of MacManus, John & Adams, Detroit.

Rena Nelson, Ralph M. Young, Richard W. Siebrasse, and Dwight S. Reynolds all join Campbell-Mithun, Chicago, as account executives.

Randy Grochoske, formerly of Young & Rubicam, Los Angeles, joins Guild, Bascom & Bonfigli, San Francisco, as tv art director.

Hank J. Williams, formerly marketing director at Cunningham & Walsh, joins Kenyon & Eckhardt, Boston, as account executive on H.P. Hood & Sons.

Morton S. Sorota, formerly secretary and comptroller at Sterling Adv., N.Y., joins Wunderman, Ricotta & Kline, that city, as comptroller and personnel manager.

Ken Benham, formerly free lance writer and advertising consultant, joins West-Pacific Adv., Seattle, Wash., as copy director. Previously he was account executive for Bozell & Jacobs, that city.

The Media


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ADVERTISERS WANTED TO KNOW...

THE NUMBER 1 STATION IN THE DES MOINES AREA MARKET!

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ADVERTISERS AND AGENCIES
SELECTED THE AREA!

IT WAS THE 23 COUNTIES WHICH ADVERTISERS AND AGENCIES DEFINED AS THE DES MOINES MARKET

PULSE, INC. MADE THE SURVEY!

THE PERIOD COVERED MONDAY TO FRIDAY, JUNE 15-28, 1960

KIOA AGAIN WAS RATED 1st CHOICE IN THE 23 COUNTY DES MOINES ADVERTISER AREA

FOR COMPLETE INFORMATION CONTACT KIOA OR ADAM YOUNG, INC. REPRESENTATIVES

BROADCASTING, September 26, 1960

Boyd Lawlor appointed general manager of WAIT Chicago. He formerly served station as sales consultant on Community Club Awards campaign. Previously, he was account executive in rerun division of Ziv-TV Films and was general manager of WWCA Gary, Ind.

Mrs. Allan E. Charles, Robert Lurie and Lowell M. Clucas all elected to board of directors of KQED San Francisco, non-profit, community-owned facility. Mrs. Charles is trustee of Stanford U.; Mr. Lurie is vp of The Lurie Co.; Mr. Clucas is pr director of Crown Zellerbach Corp.

Ranny Daly, station manager of WAAA Winston-Salem, N.C., named vp of Laury Assoc. which owns station and WSRC Durham, N.C. He will retain his current responsibilities as station manager of WAAA.

James T. Aubrey Jr., president of CBS-TV, named chairman of Brand Names Week Planning Committee for 1961. He also becomes member of board of directors of foundation for 1960-61 term. As chairman of committee, Mr. Aubrey will organize and direct promotion of Brand Names Week, scheduled for May 4-14.

Thomas J. Hennessy III, vp in charge of sales for WJBF (TV) Augusta, Ga., appointed station manager. Previously he was operations manager and sales manager at WJBF and is veteran of 13 years in broadcasting.

Norman (Bud) Messner, sales manager of WCBG Chambersburg, Pa., promoted to president and general manager. Bill Sullivan, program director, becomes station manager.

Russ Raycroft, formerly of WGN Chicago, joins KPLR-TV St. Louis, as station manager.


Mort Hall, formerly director of WBBM Chicago’s creative department, joins J. Walter Thompson, that city, in creative position. He had been with WBBM for 17 years.

William B. Peavey, senior account executive at Blair Tv, San Francisco, joins Young Tv, that city, as West Coast manager.

Richard Meeker appointed national sales representative for KNXT (TV) Los Angeles. Sylvia Wilder named sales traffic manager and Jack Van Volkenburg becomes sales service manager.

Pat Cranston, assistant professor in School of Communications at U. of Washington, elected president of ne...
Here's all you have to do to prove it. Feed that huge Nielsen circulation and those low rates into the computer. When the gears stop whirring, you'll find that WCKY delivers a cost-per-million that'll stagger you. AM Radio Sales has the facts to back it up—50,000 WATT WCKY IS SOME BUY IN CINCINNATI!
FILM does the "impossible!"
Washington chapter of American Women in Radio and Television. Other officers: Edna K. Hana, sales promotion manager of KOMO-AM-TV Seattle, vp; Joyce Huston, assistant to operations manager of KING-TV Seattle, secretary; Wana Dole, tv co-ordinator of Seattle Public Schools, treasurer.

Jerry Flessey, formerly sales manager of KOIL Omaha, Neb., appointed general manager of KISN Portland, Ore. Both are Star stations which also include KICN Denver.

Harlyn (Hol) Fisher, sales manager of WGRD Grand Rapids, promoted to general manager, succeeding Glenn LeFard who accepts similar position at WION Ionia, both Michigan.

Fred Beck, formerly account executive at WVIP Mt. Kisco, named station manager of WGLI Babylon, both New York.

Tom McCollum, general sales manager at KKAA Honolulu, assumes duties as assistant general manager in addition to current responsibilities.

Bill Andrews appointed general sales manager of KTVT (TV) (formerly KFJJ-TV) Ft. Worth, Tex. He formerly was in local and national sales with old KFJJ-TV and before that was with Independent Television Corp. Bill Johns, formerly news director at KOAT-TV Albuquerque, N.M., to KTVT (TV) in similar capacity.

Richard Purdan, formerly with WHEN Syracuse, N.Y., to WMBR Jacksonville, Fla., as air personality. Earlier story (Broadcasting, Sept. 12) identified Mr. Purdan with station's news department of which he is not a part.

Philip H. Roberts, formerly night news editor at WCOI Coatesville, Pa., to WAAT Trenton, N.J., as director of news.

Jan Michaels, formerly with Voice of America, joins news staff of WQMR Silver Spring, Md. Richard Rael joins program department.

Dave Dary, formerly news director at KWFT Wichita Falls, to KTSA San Antonio, both Texas, as managing news director.

Earl McDaniel, vacation disc jockey at KFWB Hollywood, named member of permanent staff.

John Harrington, formerly with KFBK Sacramento, named news director of KVIP-TV Redding, both California.

Leo Minton appointed news director of KULA Honolulu. He formerly was with news departments of KGMB and KGU, both that city.

Ray Norene, engineer at WBAM-TV Chicago and veteran CBS employee, granted leave of absence to serve Democratic Party as audio engineer at its national headquarters in Washington, D.C. He returns to station Nov. 8.

William M. Sloane appointed business manager of KABC-TV Los Angeles. He had been station's sales service manager.

Robert M. Light, Southern California Broadcasters Assn., elected radio media director of Advertising Assn. of the West.

Bill Friedkin, formerly producer, director and writer at WTTW (TV) Chicago, non-commercial station, joins WGN-TV, that city, as writer. Jim Mcginn, formerly producer at DePaul U. and floor director at WGN-TV, to station's writing staff.

James J. Siegler named continuity supervisor for KDKA Pittsburgh.

James Riedy, founder and editor of Fm Guide magazine, to WSBC-FM Chicago as administrative assistant in charge of pr and assisting in planning and creation of programs.

Bob Fuller, formerly newspaperman with KTVH (TV) Little Rock, Ark., to KMTV (TV) Omaha, Neb., succeeding Floyd Haber who joins NBC-TV Chicago.

Virginia Gale, women's personality on WGN Chicago, signs as hostess for daily feature film series on WGN-TV.

Ed Miller, formerly with WJBW New Orleans, and John Brashaw and Roy McKee, formerly with WBBM Chicago, all join KOME Tulsa, Okla.

Jack Gregson named news director of WLBW-TV Miami (new ch. 10 facility scheduled to go on air after Oct. 1). He formerly was announcer and special events commentator for various tv shows.

George Baumann joins news department of WBZ-TV Boston.

Jack Brooks, formerly news and program director at WCCC, to WPOP,
both Hartford, Conn., as news director.

Jerry Grove, acting news director at WIBG Philadelphia, named news director.

John Babcock, formerly with KFWB Los Angeles, to news staff of KMPC, that city.

Dr. Edward C. Lambert appointed consultant on educational programming at KMOX St. Louis. Dr. Lambert is professor of journalism at U. of Missouri.

Warren (Bud) Williamson III appointed assistant general manager of WKBN-AM-TV Youngstown, Ohio. He had been pr director. Richard G. Newcomer succeeds Mr. Warren.

Jack Hartley named to newly created post of sales promotion manager.

Bernie Mann, formerly with WAKE Atlanta, Ga., named sales manager of WTRY Albany-Schenectady-Troy, N.Y.

Donald P. Rupert, account executive at WJR Detroit, promoted to sales manager. He fills vacancy created by Parker Daggett who became general manager of KBOX Dallas. Both are Balaban Stations.

John R. Evans, appointed national sales manager of KMCS-FM Seattle, Wash. Previously, he was account executive at KIRO and KOMO, both that city.

DeWitt C. Mower, appointed sales manager of WKYR Keyser, W.Va. He formerly was western sales manager for MBS.

Joseph A. Reid, account executive at CBS Radio, appointed merchandising director at WCBS New York.

Donn E. Winther, appointed advertising and sales promotion director of WBZ-AM-FM-TV Boston, succeeding William B. Colvin who joins TVB. Mr. Winther had been advertising and promotion director of WFIL-AM-FM-TV Philadelphia (FATES & FORTUNES, Sept. 12). Donald W. O'Shea, WBZ-TV field sales coordinator, promoted to account executive.

Jerry Clark, formerly account executive with WFEI-TV Evansville, Ind., to KWWL-TV Waterloo, Iowa, in similar capacity.


Tom Morris, formerly with WTIX New Orleans, to KOME Tulsa, Okla., as account executive.

Harry P. Sherinian Jr., assistant sales promotion director of KTVU (TV) San Francisco-Oakland, to similar post at KCBS San Francisco.

Phil Johnson appointed promotion manager for WWL-TV New Orleans. Formerly he was pr director at Fountainbleau Motor Hotel, that city, and reporter with New Orleans Item.

James Mergen, formerly with KYA San Francisco, to sales staff of KLAC Los Angeles as account executive.

Frank Howard, Edward Petry & Co., elected president of New England Assn. of Radio & Television Representatives. Other officers: William A. Creed, Foster & Creed, vp; John King, Peters, Griffin, Woodward, secretary-treasurer; and Bruce Patterson, Blair TV, and Bob Reardon, Weed & Co., both on board of directors.

Alex Dreier, newscaster at WNBQ (TV) and WMAQ Chicago, elected president of Academy of Television Arts & Sciences, that city, succeeding Irv Kupcinet.

Janet Byers, advertising and sales promotion manager of KYW Cleveland, on Oct. 3 joins Crowell-Collier Broadcasting (KFWB Los Angeles, KEWB San Francisco, KDWB Minneapolis-St. Paul) as advertising manager.

Franklin Rohner joins program development staff of CBS-TV, Hollywood, as program associate. He formerly was in talent and properties department.

Stan Lipp, formerly program director at WNBH New Bedford, Mass., to WJAR Providence, R.I., in similar capacity.

Richard O'Neil, announcer-personality at WCID-TV Danville, Ill., promoted to program manager.

Robert E. Parker, formerly farm director and promotion manager at WBAY-AM-TV Green Bay, Wis., to Aubrey, Finlay, Marley & Hodgson, Chicago, as member of farm staff.

Allan C. Gordon, formerly account executive at Marsteller, Rickard, Gebhardt & Reed, that city, also joins AFM&H.

LOWELL THOMAS

For the sixth successive year Lowell Thomas is on CBS Radio for General Motors. World traveler, explorer, lecturer, author, his first-hand knowledge of people and places gives his newscasts special color and authority. And his long-term association with a single company points up the cumulative advantage of sponsoring an outstanding personality year after year. In all radio Lowell Thomas—and his colleagues—are the kind of company you keep.

ONLY ON CBS RADIO

90 (FATES & FORTUNES)
New post

Neville Miller, NAB president from 1938-1944 and communications attorney in the firm of Miller & Schroeder, was elected chairman of the District of Columbia Redevelopment Land Agency last week. As chairman, he will be responsible for carrying out Washington's urban renewal program. Mr. Miller was mayor of Louisville, Ky., from 1933-1937. He served as assistant to the president of Princeton in 1938, and took up private law practice in 1945. He has also served as senior deputy chief of the Balkan Mission of the United Nations Relief & Rehabilitation Agency (UNRRA). Mr. Miller was sworn in Sept. 12 as a member of RLA (Broadcasting, Sept. 19), which is a part-time activity.

John F. Sauer, formerly professional football player and coach, appointed sports director of WING Dayton, Ohio.

Ken Parker, formerly entertainment editor of San Gabriel (Calif.) Valley Tribune, joins KTLA (TV) Los Angeles as assistant publicity director.

Kenneth C. Philo, appointed art director of KYW-TV, Cleveland. He formerly was assistant art director at KMTV (TV) Omaha, Neb.

Robert Lawson, formerly with WHAS Louisville, Ky., to WCKY Cincinnati as staff announcer.

Ray Check and Dave Stewart join WHAY Hartford-New Britain, Conn., as air personalities. They formerly held similar positions at WNAB Bridgeport, Conn., and WBEC Pittsfield, Mass., respectively.

Bob Mezefee and Ed Harvey join WCAU Philadelphia as air personalities.

Ben Wills and Claude Abbott join WQTY Jacksonville, Fla., as air personalities.

Programming

Pieter E. van Beek elected president of Teco Inc., Chicago, succeeding S.I. Marks who resigned. Mr. Marks was re-elected treasurer. Teco is allied with Zenith Radio Corp. in Phonovision and has signed agreement with RKO General in proposed Phonovision test of WHCT (TV) Hartford, Conn.

Walter Bien, formerly head of production of TV commercials and industrial films at Warner Bros., has formed his own organization, SIB Productions, with headquarters at Paramount Pictures Studio, Hollywood, to produce commercials and industrial films in cooperation with Paramount.


Fred Watkins, formerly of KTHS Little Rock, joins United Artists Assoc., Dallas, as account executive. Frank LeBeau, UA-TV, also named to Dallas office of UAA, and Paul Weiss joins Chicago office. He formerly was with Columbia Pictures.

John B. Oettinger, formerly with Wilbur Street Productions, N.Y., joins editing staff of Elliot, Unger & Elliot, that city, division of Screen Gems.


William Kosh, formerly editor of T.V. Graphics, joins Producing Artists, N.Y., as executive editor.

Valentine Davies, first vp of Academy of Motion Picture Arts & Sciences, has become president, succeeding the late B.B. Kohane, who died Sept. 18. Wendell R. Corey, second vp, automatically stepped up into first vice presidency. New second vp will be elected by board at future meeting.

Tim Parker, AP Texas bureau executive, named chief of Charlotte, N.C., bureau, succeeding Paul Hansell, appointed chief of Miami bureau. He succeeds Noland Norgaard, named chief of Denver bureau, as Sanky Trimble, former Denver head, becomes bureau executive in Dallas.


Herbert Coleman, motion picture and TV producer, forms own company in Hollywood and will deal strictly in movies. He has been producer of Checkmate, new CBS-TV series and before that was with Alfred Hitchcock.

Harold D. Cohen, formerly artists executive and packaging agent at Ashley-Steiner, N.Y., and director of business affairs at ABC, opens own office for representation and management of

Arthur Godfrey

A legend in his own time. A personality without peer. Philosopher, story teller, news maker, catalyst, he brings to each listener an immediate sense of personal participation. As if that weren't enough, he just happens to be the greatest salesman in broadcasting history. In all radio, Godfrey is the kind of company you keep...
literary, theatrical, tv and motion picture producers and talent.

Jack H. Harris, signs with CBS-TV Network to develop new hour-long series for early 1961, which will utilize "Harriscopix," Mr. Harris' copyrighted system of unusual theatrical effects.

Earle B. Harris, formerly production manager of NBC Opera Theatre, joins International Telemeter Co., N.Y., as production manager.

Carl H. Goldstein, with Screen Gems syndication sales staff, appointed SG's sales representative in San Juan, Puerto Rico.

Frederic Kaplan, formerly in tv-radio-motion picture department of New York U., to Lionel Rogosin Productions, N.Y.

Fred Stover, assistant art director at ABC-TV, promoted to art director for scenic services department.

Carlos Franco, formerly chairman of broadcasting committee of American Assn. of Advertising Agencies, appointed director of national sales for Community Club Awards, N.Y.

Equipment & Eng'ring

Julius D. Winer, vp and director of Capehart Corp., Richmond Hill, N.Y.,

Nunn in NASA post

Appointment of Robert G. Nunn Jr. to work on communication satellite non-military policies was announced last week by Dr. T. Keith Glennan, administrator of the National Aeronautics & Space Administration. Mr. Nunn was named as special assistant to Dr. Glennan. Mr. Nunn will handle matters that include coordination of NASA communications activities with government agencies, with industry and with other countries. Among these are such items as frequency assignments, availability of launch vehicles and facilities and international agreements. New assistant served four years in Army during World War II and was in private law practice for eight years in Washington and in Terre Haute. He joined office of general counsel of Air Force in 1954 and became NASA assistant general counsel in 1958.

Leon H. King appointed to newly created position of assistant to vp of Jansky & Bailey, Washington, D.C., division of Atlantic Research Corp. He has been with firm for three years.

Herbert H. Rosen, formerly assistant director for educational programs for National Aeronautics and Space Administration, appointed corporation director of pr for Hoffman Electronics, Los Angeles.

John C. Calahan appointed manager of merchandising and sales promotion for radio receiver department of General Electric Co.

Donald R. Carlson named EMCOR Ingersoll Products Div. sales manager. Company is subsidiary of Borg-Warner Corp., Elgin, Ill. Edward P. La Kafe appointed chief engineer.

William R. Luebke appointed senior scientist in research division of Eitel-McCullough, San Carlos, Calif., manufacturer of electron power tubes. Dr. Richard Lagerstrom named senior research scientist and Dr. George Caryotakis appointed senior project engineer.

International

Alan Mills appointed vp and general manager of new Toronto operation of Bonded TV Film Service (Canada) Ltd. He formerly was president of TV Editorial Services Ltd., that city, and before that was film producer in Toronto office of McCann-Erickson Ltd.

Harvey C. Freeman, manager of CFCH North Bay, Ont., will also manage CKGN-TV North Bay, recently acquired by the Thomson interests, which own CFCH.

Louise de Broin, formerly with Mac-
one double-track railroad (built by private enterprise) can carry the freight traffic of 20 four-lane highways (built with your tax money).
Laren Adv., Montreal, to CJMS, that city, as pr director.

Louis Applebaum, music director of annual Music Festival at Stratford, Ont., named music consultant of Canadian Broadcasting Corp. for English-language network.

Allied Fields

Dr. Arthur Kirsch, supervisor of research and quality controls at American Research Bureau, Beltsville, Md., promoted to research manager.

Dole Remington, formerly NBC-TV Monitor correspondent, joins Broadcaster’s Aids, N.Y., radio, tv publicity service of Public Relations Aids Inc., as executive director.

Armand Ouellette joins staff of marketing and social research division of The Psychological Corp., N.Y., research firm dealing with human behavior.

Dr. Alfred C. Horsch joins Institute for Motivational Research, Croton-on-Hudson, N.Y., as staff specialist in marketing methods.

Deaths

James Duncan Webb, 51, president of C.J. LaRoche & Co., N.Y., died Sept. 15 following short illness. He joined agency in 1951 as executive vp after serving with Young & Rubicam, that city, as vp and account supervisor.

Harry H. Lockhart, 36, disc jockey for WWSW-AM-FM Pittsburgh, died Sept. 19 following heart surgery. He had been with station since 1951.

FLYING FOR ‘BLUE ANGELS’

Stations go to sky to promote new tv show

“See Blue Angels on ch. 7” was the airborne advice of WABC-TV New York over the Labor Day weekend. The message, which was skytyped in white smoke 65 times and was visible over a 50-mile area, sparked the station’s promotional effort on behalf of the new Blue Angels series starting tonight on WABC-TV (Mon. 7-7:30 p.m.). The promotion of the series, which dramatizes the adventures of the U.S. Navy’s flight demonstration team, was one of many planned by stations across the country. California National Productions had sold Blue Angels in 104 markets as of last week. Other exploitations include Continental Oil Co.’s posting of 237 billboards to herald the dates and times of the series throughout the 68 markets where it sponsors the tv show; a public demonstration by the Blue Angels in the skies above Altoona, Pa., on Sept. 17, just prior to the series’ debut over WSBA-TV in that city, and an aerial personal appearance next month by the same group in Atlanta, Ga., as part of the dedication ceremonies for new naval reserve installations there, which will draw attention to the series premiere on WAGA-TV Atlanta. Grumman Aircraft Corp., manufacturers of the F11F-1 Tiger Jets used by the Blue Angels, also is lending fanfare support. A Navy training film, made by Grumman, with Robert Taylor narrating, is being made available to tv stations for special local promotions of the Blue Angels series.

International audience

Canadian audience of WICU-TV Erie, Pa., has grown so fast in recent months that the station brought its daily program Pappy and His Puppet Pals to Tillsonburg, Ont., to put on a paid performance at the Strand Theatre. In all, 1,275 children filled the theatre for two performances recently. Children came from nearby cities of London, St. Thomas, Simcoe, Port Burwell and other points to see the show. The Tillsonburg Canadian Legion and the local Boy Scouts association made presentations to the show’s producers for their aid in Tillsonburg civic events. A return show is scheduled for late in October.

Fanfare

Funeral march WLEU Erie, Pa., commemorated the one year death of rock ’n’ roll music on the station with a reenactment of the original funeral march to the public dock where 7,000 r ’n’ r records had been tossed to a watery grave the previous year. Among the hundreds witnessing the ceremonies were gospel singer Mahalia Jackson (see photo) and WLEU announcer Frank Davis. Miss Jackson, holding records retrieved by area skin divers, said they were “all warped—just like rock ’n’ roll.” WLEU broadcast the proceedings at 1:35 p.m., identical time of the original ceremonies the year before.

CCS invades Chicago

Community Club Services Inc. launched its merchandising awards plan campaign in Chicago Sept. 7, with support from Mayor Richard J. Daley in the form of a proclamation of “Community Clubs Day.” Approximately 3,000 women representing over 500 civic and other organizations attended mass meetings to hear details of the plan, being conducted in cooperation with WAIT, MBS

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N.Y. ELDORADO 5-0405

FANFARE

BROADCASTING, September 26, 1960
Get the TV Tape System with a “Matched” Line of Program Production Equipment

With an RCA TV Tape System you get equipment that is designed for incorporation into a complete package. You get everything you need from one reliable source of supply—from cameras to TV tape recorders, including audio, switching, and special effects. You obtain equipment with a background of experience that is without equal in the film and television industries. You get the finest pictures—both color and black-and-white... Why risk the chance of failure with unmatched equipment when you can get equipment from RCA that is matched—both electrically and mechanically—to work in a system.

Broadcast and Television Equipment • Camden, New Jersey
RCA TV Tape Recorder • RCA Video Equipment • RCA TV Film Equipment • RCA Audio Equipment • RCA Switching and Special Effects • RCA Film Recording Equipment (Studio or Mobile—Monochrome or Color)

WHY NOT LET AN "OLD HAND" ASSEMBLE YOUR TV TAPE PRODUCTION PACKAGE?
Free Brochure on RCA Customized TV Tape System is available. See your RCA Representative. Or write to RCA, Dept. LC-22, Building 15-1, Camden, N.J.
Back-to-school drive

Disturbed by the fact that only 11% of Toronto students finish grade 13, CHUM there launched a crusade to get youngsters to return to school and stay in school. The station wrote back-to-school messages and sent them to movie studios, recording companies, networks, etc., with the request that stars record the messages and return them to CHUM. Among the many responding were James Mason, Pat Boone, Sam Levenson and Gordon MacRae. Sports stars recorded the spots as did entertainers visiting Toronto. The request became part of the station’s interviews.

What's in a name?

In an attempt to inject interest and excitement in station break announcements, WNTA-TV New York, starting this week will spotlight New York Metropolitan area residents with unusual names in the station break periods. For example, Rosemary Love of Manhattan and Charles Kiss Jr. of Jackson Heights, L.I., will be filmed together and say in unison: “It's all love and kisses on ch. 13.” Ronald P. Barnum of Brooklyn and George Bailey of Manhattan will tell viewers that “The greatest shows on earth are on channel 13.”

Others to appear will be Carl F. Kennedy of Manhattan and David A. Nixon Jr. of the Bronx; John B. Morning of Manhattan, Dennis Noonan of the Bronx and Ralph A. Knight of Manhattan. Other teams will bear the names of Romeo and Juliet, Napoleon and Josephine, Fine and Dandy, Scotch and Soda and Red, White and Blue.

Media coexistence

In a show of civic pride and peaceful coexistence, all media in Rockford, Ill., got together to impress representatives of Chicago’s top advertising agencies of the potential in the Rockford market. In addition to two daily newspapers, WJRL, WROK, WRRR, WREX-TV and WTVO (TV) all pitched in to arrange a day where the admens would be entertained and would become acquainted with the community. Two months were spent in preparing a brochure which described the city’s financial structure, its facilities and other information useful to advertisers and agencies. A chartered plane flew in 50 admens from Chicago, who were greeted by city officials and taken on a guided tour of the city by members of the stations and the press. Luncheon and a dinner were arranged and golf, swimming and bowling activities were organized in the afternoon.

Drumbeats

KSON goes chicken  KSON San Diego, Calif., went chicken in a recent promotion campaign. Results: lots of laughs and lots of money. The two week stunt took root at a luncheon (chicken of course) with Hank Guzik, KSON station manager, Dick Meads, former KSON sales manager and partner of Knoth Meads Adv., that city, and Kick Knoth, partner in Knoth Meads Adv. Here’s what happened: During all station breaks, clucking chickens, fowl weather reports and chicken time checks came across the air waves. In addition, the station sent to all clients and agencies boxed chicken lunches proclaiming that KSON’s rates were chicken feed. And as an anti-climax, the station called listeners every 15 minutes and offered a free chicken—if he or she happened to be tuned in to KSON. Station officials described the stunt as successful from all aspects, noting a single complaint
One of a series of salutes to successful radio and TV stations across the nation... and to the Northwest Schools graduates who have contributed to their success.

KpON The Mighty 1580 ANDERSON, CALIFORNIA

Music for Moderns on Color Radio for Northern California

KPON went on the air November 7, 1959, to serve the tri-city area of Redding, Red Bluff and Anderson, California. KPON programs a modern format featuring smooth popular music and old standard tunes tastefully mixed with their "Nifty Fifty" top tunes. KPON has enjoyed tremendous audience acceptance in this rapidly growing Northern California area. KPON continuously keeps on top of the expanding market with news, audience participation shows, special features and broad public service to the area.

Northwest graduates receive plaudits from KPON management:

TOM RADER handles production and the air staff. Since all commercials aired on KPON are produced and put on tape to assure accuracy and professional sound, Tom's job is a big one. His Northwest training has been a real asset.

MAX SUKO represents Northwest in the KPON sales department and he fills in on the air as needed. Max does a fine job in both fields and we are pleased to have him as a member of the staff.

SAM BERNHARDT does an excellent job in servicing accounts and his copy sells merchandise. His ability has contributed much to the success of KPON and reflects the fine training he received at Northwest.

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

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 6-4811

737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

BROADCASTING, September 26, 1960
love that mother-in-law?  **WNBC** New York is conducting a "Do You Love Your Mother-In-Law?" contest on the all-night Johnny Andrews program (Mon.-Fri., 12:05-6 a.m.). Listeners are asked to write letters to the station but must reply to this question: do you love her enough to take her with you on a vacation? The winner of the winning letter will win a six-day cruise for two to Bermuda. Runner-up winner will receive three tickets to dinner and theater with you-guessed-it along. The contest closes Sept. 30.

**Ahoy!** **WMAL-TV** Washington set sail with a group of advertisers and agencymen from the Washington area on an afternoon's tour of the Potomac to watch the finish of the President's Cup Regatta. Nautical (liquid) refreshment was supplied on the S.S. WMAL-TV and a "shanghaied" dance band and tv personalities provided entertainment. Over 300 ad people made up the cruise list. They watched a bevy of beauties costumed to suggest the fall programs scheduled on the ABC-TV affiliate. This was the second year WMAL-TV chartered a Wilson Line boat for such festivities.

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### FOR THE RECORD

#### 1960 COMMUNICATIONS ACT

**Text of amendments passed by Congress**

Here is the text of amendments to procedural provisions of the Communications Act signed by President Eisenhower Sept. 13. All of the provisions are part of Public Law 86-572. The same law contained changes in other sections of the act pertaining to sponsor identification and deceptive broadcasts. Those changes are reported in text beginning on page 68 of this issue.

**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 payoffs 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.

**SHORT TITLE**

Section 1. This Act may be cited as the "Communications Act Amendments, 1960".

**REPEAL OF PROVISION PERMITTING ACCEPTANCE OF BONSAI RENTALS**

Sec. 2. The third sentence of subsection (b) of section 6 of the Communications Act of 1934 (47 U.S.C. 154(b)) is amended by striking out the following: "b; but this shall not apply to the presentation or delivery of publications or papers for which a reasonable honorarium or compensation may be accepted.

**SHORT-TERM GRANTS**

Sec. 3. Subsection (d) of section 307 of the Communications Act of 1934 (47 U.S.C. 307) is amended by adding at the end thereof a new sentence as follows: "Consistently with the foregoing provisions of this subsection, the Commission may prescribe the period or periods for which licenses shall be granted and the conditions or limitations for which such licenses shall be granted and the conditions or limitations to which such licenses shall be subject."
the reasons for denying the petition, which statement shall dispose of all substantial issues raised by the petition. If a sub-
stantial and material question of fact is presented or if the Commission for any reason is unable to determine that granting of the application would be consistent with sub-
section (a), it shall proceed as provided in subsection (b).
(e) If, in the case of any application to which subparagraph (A) of subsection (a) of this section applies, a substantial and material question of fact is presented or if the Commission for any reason is unable to determine that granting of the application would be consistent with subsection (a), it shall proceed as provided in subsection (b).
(f) The Commission shall decide whether to extend such temporary authorization for, specifying such emergency authorization granted without a hearing, the Commission shall take such action with-
in ninety days of the filing of such petition.
(g) Subsections (a) and (b) of this section shall take effect ninety days after the date of the enactment of this Act.

Section 309 of the Communications Act of 1934 (as amended by subsection (a) of this section) shall apply to any application to which section 306(b) of such Act applies, (A) which is denied on or after the effective date of subsection (a) of this section, (B) which is denied on or after the effective date of such Act, but is substantially amended on or after such effective date, or (C) which is filed before such effective date and is not substantially amended on or after such effective date, and with respect to which the Commission by rule provides reasonable opportunity for filing petitions to deny in accordance with section 309 of such Act.

LOCAL NOTICE AND LOCAL HEARINGS; PAY-OFFS
Sec. 5 (a) Section 311 of the Communications Act of 1934 (47 U.S.C. 311) is amended to read as follows:
"SPECIAL AGREEMENTS WITH RESPECT TO CERTAIN APPLICATIONS IN THE BROADCASTING SERVICE "Sec. 311. (a) When there is filed with the Commission any application to which section 307 of this Act applies, for an instrument of authorization for a station in the broadcasting service, the applicant shall:
(1) give notice of such filing in the principal area which is served or is to be served by the station; and
(2) if the application is formally designated for competitive service, to any timely filed petition to deny such application and to any petition for rehearing of such grant under section 405.

(b) The Commission is authorized to adopt reasonable application of policies and amendments in order to effectuate the purposes of this Act.

(c) Such license shall operate in such areas as the Commission may designate. If such license shall be subject to the conditions of this Act, any person who holds a license shall be subject to the conditions of such license issued under section 311 of such Act. (d) Such applications shall be made by striking out "and" and "in such hearing."
(c) (1) If there are pending before the Commission no more than one or more applications for a permit for construction of a broadcasting station, only one or more of such applications or any of them to effectuate an agreement whereby one or more of such applicants withdraws his or their application or applications.
(2) The request for Commission action in any such case shall be made in writing and shall be accompanied by full information with respect to the agreement, set forth in such detail, as the Commission shall rule by rule:\n
(3) The Commission shall approve the agreement only if it determines that the agreement is consistent with the public interest, convenience, or necessity. If the agreement does not constitute a merger, but contemplates the making of any direct or by indirect payment to any party thereto or company of any consideration for his withdrawal of his application, the Commission may determine the agreement to be consistent with the
For the purposes of this subsection an application shall be deemed to be "pending" before the Commission from the time such application is filed with the Commission until an order of the Commission granting or denying it is no longer subject to rehearing by the Commission or to review by any court.

(b) Section 313 of such Act (47 U.S.C. 313) is amended—

(1) by inserting after the word "Laws" in the heading of such section the following: ""in the subsection an application shall be deemed to be "pending" before the Commission from the time such application is filed with the Commission until an order of the Commission granting or denying it is no longer subject to rehearing by the Commission or to review by any court;"

and

(2) by inserting "(a)" after "Sec. 313," and adding at the end of such section the following subsection:

"(b) The Commission is hereby directed to remove any station license and/or the permit thereinafter required for the construction of a station to any person (or to any person directly or indirectly controlled by such person) whose license has been revoked by a court under this section."
continued daytime operation.

New Am Stations

ACTION BY FCC

Fairbury, Neb.—First Place Bstg. Inc.,
granted 1310 kc 500 w D. P. O. address Box
731. Estimated construction cost $24,938,
first year operating cost $32,120, revenue
$28,349. Principals are Mr. and Mrs.
B. W. Eilen. Estimated construction cost
includes Robert P. Mendelson, 60% and Eileen E.
Shueb, 40%. Applicant is Whistler B. Shueb,
N.C., Ann. Sept. 16.

Huntington Beach Bstg. Inc., 1440
kc, 1 kw D. P. O. address 156 Eldon St.
Estimated construction cost $28,549, first
year operating cost $34,000, revenue $22,000.
Principals include Edward H. Sheppard and
Arthur D. Staley, 25% each, and Billy
Shiflett, 55%. Mr. Sheppard is employed
daytime operation. Mr. Staley is investment
consultant. Mr. Shiflett is high school counselor. Ann. Sept. 16.

Existing Am Stations

ACTIONS BY FCC

WCBL Benton, Ky.—Granted increase of
power from 1 kw to 3 kw, continued daytime

WPRS Paris, III.—Granted increase of
power 5 kw to 15 kw, continued daytime

WTTI Marshfield, Miss.—Granted application
to deliver by wire to CFPL London,
Ontario, Canada, football game programs

KJAM Jamestown, N.D.—Granted to increase
daytime power on 1400 kc from 250 w to 1 kw,
continued 250 w nighttime operation.

KFIR North Bend, Ore.—Granted increase
daylight power on 1400 kc from 250 w to 1 kw,
continued nighttime operation. Remote

KMDV Cheyenne, Wyo.—Granted increase of
power on 1310 kc from 500 w to 1 kw, continu-
daylight operation. Engineering condition.
Ann. Sept. 15.

KBGO Ft Worth, Tex.—Granted mod. of
license to change from specified hours to
united time operation on 1200 kc, with

KRSO Othello, Wash.—Granted mod. of
license to change on 1450 kc (250 w) from

WDLB York, Pa.—Granted an increase of
daylight power on 1450 kc from 250 w to 1 kw,
continue unlimited night operation; en-

WPFF Park Falls, Wis.—Granted increase of
power on 1450 kc from 250 w to 1 kw,

WRCO Richland Center, Wis.—Granted in-
crease of power on 1380 kc from 1 kw to
1500 kc, continued 250 w operation night;

Applications

KOHDL Fairbanks, Minn.—Cp to increase
daylight power from 1 kw to 5 kw, change
antenna. Make changes in DA system (2 additional towers) and install new

KMHL Marshall, Minn.—Cp to increase
daylight power from 1 kw to 15 kw, install

KLF Dallas, Tex.—Cp to increase night-
time power from 1 kw to 5 kw; make changes
in nighttime antenna. (3 additional towers)

WBUC Buckhannon, W.Va.—Cp to increase
power from 1 kw to 5 kw and install new trans-

New Fm Stations

ACTIONS BY FCC

Montgomery, Ala.—First Place Inc. grant-
ed 89.9 mc 10 kw, P.O. address 1469 Ann St.
Montgomery, Ala. Estimated construction
cost $25,000. First year operating cost $7,000.
Principals include Isaac E. Cohen, Ronald A. Martin, and Dwight M.
Cleveland, 25% each. Mr. Cohen is in
 vending machines. Messrs. Martin and
 Cleveland are employees of telephone com-

Miami, Fla.—Bm. Bstg. Co. of Florida,
granted 99.1 mc 9 kw, P.O. address 215
Buchanan St. Amarillo, Tex. Estimated
construction cost $25,400. First year operating
cost $32,120, revenue $43,800. Principals are
Ernest Straw 50%, Mr. Moore and John-
ie A. Nail, 25% each. Mr. Straw is in real
estate. Mr. Moore is in engineering services.
Mr. Nail is in land surveys. Ann. Sept. 12.

Tampa, Fla.—Bm. Bstg. Co. of Florida.
granted 100.3 mc, 8 kw, P.O. address 215
Buchanan St. Amarillo, Tex. Estimated
construction cost $23,400. First year operating
cost $32,120, revenue $43,800. Principals are
Ernest Straw 50%, Mr. Moore and John-
ie A. Nail, 25% each. Mr. Straw is in real
estate. Mr. Moore is in engineering services.
Mr. Nail is in land surveys. Ann. Sept. 21.

Banger, Mo.—Community Bstg. Service.
Granted 97.1 mc, 5 kw, P.O. address 97 State
St., Bangor. Estimated construction cost
$15,500, first year operating cost $6,077,
revenue $6,854. Applicant is licensed to
WABI Bangor. Applicant fm will duplicate

Brunswick, Me.—Westminster Bstg.
Co., granted 98.1 mc, 30 kw, P.O. address 176
Hillsboro, Ohio.—Highland Bstg. Co.,
granted 98.4 mc. 39.3 kw. P.O. address Box
176, Hillsboro, Ohio. Estimated construction
cost $6,830, first year operating cost $5,800,
revenue $5,800. Applicant is Thomas Archi-

Piqua, Ohio.—WPTW Radio Inc. granted
95.7 mc 35.6 kw. P.O. address 1625 Covington
Ave. Piqua, Ohio. Estimated construction
cost $17,871, first year operating cost
$12,000, revenue $12,000. Applicant fm will
duplicate programming of WPTW Piqua.
Ann. Sept. 15.

Tulsa, Ohio.—KAKC Inc. Granted 98.5 mc, 14.5 kw, P.O. address 110 S. Boston
St. Estimated construction cost $21,000, first
year operating cost $25,000, revenue $25,000.
Applicant fm will duplicate KAKC Tulsa.
Ann. Sept. 15.

Portland, Ore.—Market-Casters of Oregon,
granted 103.7 mc 16.9 kw. unio. P.O. address
108-5th Ave. S. Seattle, Wash. Estimated
construction cost $17,971, first year operating
cost $72,000, revenue $72,000. Market
Casters of Oregon is subsidiary of Market-
Casters Inc., Washington corporation, license-
see of KMCS (FM) Seattle, Wash. Principal
stockholder is James C. Talbot, 55%. Ann.
Sept. 21.

Sevierville, Tenn.—Smoky Mountain
Bstg. Corp. granted 102.1 mc, 22 kw. P.O.
address Box 197, Sevierville, Tenn. Estimated
construction cost $25,500, first year operating
cost $10,000, revenue $15,000. Applicant
fm will duplicate programming of WSEV Sevierville.
Ann. Sept. 15.

Odessa, Tex.—James C. Cubbin, granted
98.9 mc, 1.9 kw, P.O. address James F.
Cubbin, Box 655, Amarillo, Tex. Estimated
construction cost $50,100, first year operating
cost $40,000, revenue $44,500. Applicant
fm is Mid-State Bstg. Corp. 51%, and Delta
College 49%. Mid-State Bstg. Corp., license-
see of WSEV. Applicant fm will duplicate
Kingsport, Tn. Among Major Southern
TV Markets is served

On a platter

A Tri-City Sales Complex. . . Hub of
a 37-county tv market encompass-
ning:

Population—1,257,100
Income—$1,209,699,000
Sales—$850,594,000

SRDS Consumer Market Data, July '60

WCBY-TV Offers

Two as many average-quarter-hour
"homes reached"? 59% more net weekly
viewership, compared to the other
competing station.

NBC

WCBY-TV

Channel 5

Bristol, Va.-Tenn.

Represented by: Headley-Read
Lee Ruwitsch, Exec. Vice President and General Manager

WTVJ CHANNEL 4
MIAMI, FLA.

Jack Shay, Vice President in charge of Operations

And here are their reasons:
* Stainless EXPERIENCE in design and fabrication of towers
* RELIABILITY of Stainless installations
* LOW MAINTENANCE COSTS of Stainless towers

Ask today for free literature and information.

United Press International news produces!
Hearing Cases

FINAL DECISIONS

- By report and order, commission finalized for the initial decision inadmissibility as proposed, its present chain broadcasting rules with respect to the time in network programming effective Jan. 1, 1961.

- New rules:
  1. Reduced from 3 to 3 1/2 number of hours of local programs broadcast during week.
  2. Reemployer that "straddle" programs (i.e., those partly within and partly outside outside time) be treated entirely outside time. (Rule as originally proposed did not so provide.)
  3. Provide more flexibility to required period of advance notice before network presentation.
  4. Give station right to reject network programs (subject to review) if station considers them unsatisfactory for broadcast.
  5. Give station right to substitute for network programs, program which it considers to be of greater (as distinct from outstanding) local or national interest.

Because of marked difference in economic conditions and time role of network in radio as compared to tv, and in absence of technology and economic field commission is not now instituting rulemaking to amend chain broadcasting regulations for am and fm stations. Keeping in mind situation in radio, commission now under review.


- By order, commission denied petition by Frank Bluff, operator of station KMYR (ch. 34) Los Angeles, Calif., for relief granted protest by Don M. Lidenton and Phoenix Co. made effective immediately.

- By order, commission finalized June 15, 1961, and amended June 27, 1961, 3.40(b)(1) of its broadcast rules to specify single level for allowable noise and hum as measured at distance of 50 ft. from antenna (of am station) and need for complex measuring equipment, provide for more simple and less expensive procedures in keeping with presently acceptable practices, and contribute to simplicity and acceptability of the rule.

- By memorandum opinion and order, commission issued joint decision by Don M. Lidenton and Phoenix Co. made effective immediately (July 5) final decision insofar as granting applications of Lidenton for new fm station to operate on 1030 kc, 200 w, unlim. in Poplar Bluff, Mo., and Phoenix Co. to change facilities of station KAB-TV AAB Home Springs, Ark., from 1350 kc, 500 w-n, 1 kw-ws, 5 kw-w-ls, to 1350 kc, 500 w-ls, 1 kw-w-ls, using non-RAA roof-top ant. at different site both conditioned to acceptance of any objectionable interference which may be caused to their operation if grant is made of application. By order, late Valley Bestg. Inc. to increase daytime power of station KSTB, Batesville, Ark., White application and that of Cecil W. Roberts and Jane A. Roberts for same fm station at West Chester, Pa. Action Sept. 21.

- By memorandum opinion and order, commission denied petition by Skyway Bestg. Co. (WLOS-TV, ch. 12) Asheville, N.C., for reconsideration of March 24 action which set aside previous grant of waiver of sec. 3.55(a) to permit WLOS-TV to identify itself as "Skyway" for local advertising. No response from San Jose to petition for reconsideration of station KTSJ San Jose, Calif., for reconsideration of April 27 grant of application.


- By memorandum opinion and order, commission dismissed petition by WATE and WATE-TV Knoxville, Tenn., for reconsideration of Aug. 4 action assigning call letters WROL to WPFT Inc., members of new fm station in Fountain City, Tenn. Ann. Sept. 21.


- By order, commission made effective immediately and granted application of Douglas G. Oviet & Son Inc. for new class B fm station in Cleveland, Ohio to operate on 95.5 mc, ERP 40 kw, and more flexibility in engineering conditions. Comr. King dissented. Ann. Sept. 21.


- By memorandum opinion and order, commission granted petition for reconsideration by Rhinelander Tel. Cable Co. to extend deadline for hearing applications of J.R. Karban for two new fm tv translator stations on chs. 71 and 78 to serve Rhinelander, Wis., by translating programs in stations WFRV (ch. 5) Green Bay, and WSAU-TV (ch. 7) Wausau, and for mod. of caps for stations W9AD and W9FW, Rhinelander, to reduce ERP from 145 w to 125 w, to reduce ERP from 145 w to 107.52 w, to relocate transmitters for W9ATB and W9FW, Rhinelander and change transmission line and ant. system; made periodicity party to proceeding and did not stay effectiveness of July 27 grants of application. Ann. Sept. 21.

- By memorandum opinion and order, commission granted petition for reconsideration of station KXYZ-FM for license to change facilities of station W9AD Toledo, Ohio, non-DA with 1 kw w and 5 kw, continuing operation on 1560 kc, D. DA; (engineering conditions). Ann. Sept. 20.

- By order, commission postponed effective date of setting aside of Public Service TV, Inc. (WPST-FM, ch. 10) Miami, Fla., from Sept. 30 to date 15 days after which time Commission of District of Columbia Circuit shall have disposed of pending motion by Public Service for stay

OTHER ACTIONS

- By order, commission postponed effective date of setting aside of Public Service Tel. Inc. (WPST-FM, ch. 10) Miami, Fla., from Sept. 30 to date 15 days after which time Commission of District of Columbia Circuit shall have disposed of pending motion by Public Service for stay

Vacuum Crystal is no ovens, Pull-out chassis means you may be easily tested. No printed circuits. All wiring is color coded. Complete circuit breaker protection; no fuses.

For details and competitive pricing...

- Continental's

300 Selected Films from

Paramount Pictures

Continental Electronics

MANUFACTURING COMPANY

4212 South Buckner Blvd. Dallas 27, Texas
SUBSIDIARY OF LING-TECO ELECTRONICS, INC.


- WHIE Riverhead, N.Y.-is being advised that application for renewal of license is being hearing on the basis of complaints by Northern Ohio Telephone Co. and Bell Telephone Co. of Commerce. Conn. King dissented. Ann. Sept. 15.

Columbia River Bests, Inc., Mount Vernon, Wash., KAYE Puyallup, Wash.; KBKB Aberdeen, Wash.; KLKRD, Kirkland, Wash.-Designated for consolidated hearing applications for new fm stations to operate on 1670 and 1690 kc respectively, with order hearing extending the application to operate on Columbia River with 500 w and Carl-Dek with 5 kw and KAVE and KBKW to increase daytime power on 1670 kc from 500 w to 1 kw and with continued 300 w night operation; made KBKW an interest in proceeding in accordance with proceeding in application. Ann. Sept. 12.


- By memorandum opinion and order, commission (1) granted petition by Logansport Bestg. Corp., severed from consolidated hearing proceeding in proceeding to hearing its application to change facilities of WIRY for increased power from 1250 kw to 1275 kw, 5 kw, D, engineering condition. Ann. Sept. 20.

- By memorandum opinion and order, commission, on joint petition by applicants, reinstated the applications for new fm station to operate on 1066 and 1097 kc. Ann. Sept. 8.

- By memorandum opinion and order, commission, on joint petition by applicants, reinstated the applications for new fm station to operate on 1096 and 1097 km. Ann. Sept. 12.


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- By memorandum opinion and order, commission, on joint petition by applicants, reinstated the applications for new fm station to operate on 1096 and 1097 km. Ann. Sept. 12.


By Chief Hearing Examiner
James D. Cunningham


By Hearing Examiner Thomas B. Donahue

On joint motion of Inter-Cities Bestg. Co. and Peoples Corp., and with consent of Broadcast Bureau, extended from Sept. 5 to Oct. 5, 1960, hearing to proceed on application of W.P. Frier (WBHF, Cartersville, Ga.) in Largo, Fla., for license to operate as a TV station.

By Chief Hearing Examiner

On joint motion of Inter-Cities Bestg. Co. and Peoples Corp., and with consent of Broadcast Bureau, extended from Sept. 5 to Oct. 5, 1960, hearing to proceed on application of W.P. Frier (WBHF, Cartersville, Ga.) in Largo, Fla., for license to operate as a TV station.

By Hearing Examiner Byrd Eby

By Chief Hearing Examiner

Furnished rebuttal exhibits to the hearing examiner; one copy of each such exhibit supplied to the hearing examiner; and incorporated by reference transcript of prehearing conference in proceeding on application of Ridenour Bestg. Assocs., Minneapolis, Minn. Action Sept. 9.

By Chief Hearing Examiner


By Hearing Examiner David I. Kraushaar

By Chief Hearing Examiner

Further hearing extended to Oct. 18, 1960, proceeding on Inter-Cities am application for new station in Livingston, Tex.

By Hearing Examiner Basil P. Cooper

By Chief Hearing Examiner

By Chief Hearing Examiner

Announced that it is desired for the purpose of obtaining factual and legal information in connection with the proceeding before the Commission, with the consent of the applicants, to have a record of the proceedings filed with the Commission, and from the record to be made by the applicant and from the record to be made by the applicant to be heard by the Commission.

By Chief Hearing Examiner

By Chief Hearing Examiner

Hearing extended to Nov. 18, 1960, in proceeding on Inter-Cities am applications.

By Hearing Examiner Charles J. Frederick

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

By Chief Hearing Examiner

School days

It's back to school for 80 law-yers and engineers who specialize in communications. That many persons signed up for the 24-week course by Capital Radio Engineering Institute, Washington, D.C., under the sponsorship of the Federal Communications Bar Assn. (Broadcasting, Aug. 29), with the first session last Wednesday night. Among those enrolling were 25 FCC staff employees, almost 20 employees of Washington consulting engineer firms which are members of the Assn. of Federal Communications Consulting Engineers, and an other 100 engineers of the major TV stations before the FCC—incuding Frank U. Fletcher, president of the sponsoring FCBA.

Continental's

TYPE 314D

1 KW AM TRANSMITTER

FIELD-PROVEN SCREEN MODULATION

BROADCASTING

4212 South Buckner Blvd. Dallas, Texas

SUBSIDIARY OF LING-TECO ELECTRONICS, INC.

No modulation transformer. Meets FCC regulations as to spurious radiation. Over-size blower cuts entire tube compartment. Maximum accessibility with front and rear doors; vertical chassis.

MANUFACTURING COMPANY

6:41 a.m.

Valuable 5-Minute

In Radio

Now, every KBIG minute is new...and more valuable! The big reason: 3 talented personalities who are adding new freshness, new vitality to radio selling. That's Joe Niagara (6:10 a.m.), Jim O'Leary (10:15 p.m.), and Bob Gage (2:06 p.m.). KBIG never sounded better...and your advertising never had a better sales opportunity.

KBIG

JOHN POOLE BROADCASTING COMPANY, INC.

5640 Sunset Blvd., Los Angeles 28, Calif.

Hollywood 3-3202

National Representative: Weas-White Radio Corp.

Broadcasting, September 26, 1960

165
This RCA Miniature Dynamic Microphone is as inconspicuous as modern microphone design can make it! Just 2½" 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. LD-22, Building 15-1, Camden, N. J. Whatever your broadcast equipment needs, see RCA FIRST!

**Miniature Microphone**
**only $82.50**

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**SUMMARY OF COMMERCIAL BROADCASTING**
Compiled by BROADCASTING Sept. 21

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
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<th>TV</th>
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<tr>
<td>Total authorized stations</td>
<td>3,607</td>
<td>722</td>
<td>475</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
<td>611</td>
<td>39</td>
<td>207</td>
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<tr>
<td>Total applications for new stations</td>
<td>812</td>
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<td>103</td>
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<td>Applications for major changes (not in hearing)</td>
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<td>43</td>
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**OPERATING TELEVISION STATIONS**
Compiled by BROADCASTING Sept. 21

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<tr>
<th>Station</th>
<th>City</th>
<th>CP</th>
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<td>Commercial VHF</td>
<td>453</td>
<td>80</td>
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<tr>
<td>Commercial TV</td>
<td>37</td>
<td>13</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>37</td>
<td>13</td>
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</table>

**COMMERCIAL STATION BOXSCORE**
As reported by FCC through Aug. 31, 1960

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<tr>
<th>AM</th>
<th>FM</th>
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<td>3,466</td>
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<td>812</td>
<td>120</td>
<td>103</td>
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**BROADCAST ACTIONS**
by Broadcast Bureau

- Commission granted 29 applications for STA to operate vhf tv repeater stations pursuant to its July 27 report and order. That order enabled existing repeaters (boosters) which were constructed before July 7, 1960, to apply by Oct. 31 for temporary authorizations to continue operation pending their compliance with requirements for new low-power vhf translator stations. Interim authorizations will permit such operation until Oct. 31, 1961. However, on or before Feb. 1, 1981, persons responsible for such existing repeaters must apply for new translator rules. Such temporary authorizations are made possible by recent amendment to sec. 318 of Communications Act which empowers commission to license repeater stations which had been constructed on or before July 1, 1960 without prior authorization from commission.

- STA granted Sept. 14, ch. Three Boosters, ch. 11, Fort Benton, Mont. (repeating programs of KRTV, ch. 3, Helena; KFBB-NTV, ch. 5, Great Falls; KMTV, ch. 12, East Glacier, Mont.; KILF-TF, ch. 7, Loma, Mont.; KRTV, ch. 3, Great Falls, Mont.; KPSA-TF, ch. 10, Funston, Wash.; KLVN-TV, ch. 3, Bismarck; B&J TV Service, ch. 10, Tecopa, Calif.; KLRJ-TV, ch. 3, Grand Junction; Ridgway Community TV, ch. 3, Ridgway, Colo.; KREX, ch. 5, Grand Junction; Scammon Lions Club, ch. 16, Scammon, Nev.; KJEU-TV, ch. 3, Battle Mountain, Nev.; Rattlesnake Free TV, ch. 7, Mizpah, Mont.; KXLF-TV, ch. 4, Butte; Town of Holyoke, ch. 14, Holyoke, Colo.; KNOP, ch. 2, North Platte, Neb.)

- STA granted Sept. 12, Staer Valley TV System Inc., ch. 7, Afton, Wyo. (KID-TV, ch. 3, Idaho Falls, Idaho; Newcastle TV Assn., Inc., ch. 9, and 7, Newcastle, Wyo. (KBC-TV, ch. 5, Cheyenne, Wyo.; KOTA-TV, ch. 3, Rapid City, S.D.; KTW-TV, ch. 2, Casper, Wyo., and Evansville, Mont.; Ouray TV Assn., ch. 4, Ouray, Colo.; KREX, ch. 5, Grand Junction; Sierra Grande TV Co., ch. 8, Elko, Nev.); KREX-TV, ch. 4, Amarillo, Tex.; Eagle Butte Community TV, ch. 9, Eagle Butte, S.D. (KPLC-TV, ch. 6, Reliance); Loma TV Club, ch. 11, Loma, Mont. (KFBF-TV, ch. 5, Great Falls; Dubois, Wyo. (KWRB, ch. 18 Thermopolis); Nelson A. Crawford, ch. 12, Lebanon, N.H., and White River Junction, Vt. (WBIIA, ch. 81, White River Junction, Vt.); Million Dollar TV Club No. 1, chs. 6, 7, 8, 9, 12, Missoula, Mont. (KCHL-TV, ch. 8; KCOO-TV, ch. 2, Billings, Mont.); Rattlesnake Free TV, ch. 8, Missoula, Mont. (KMSO-TV, ch. 13, Missoula); Anacanda TV Assn Inc., chs. 4 and 14, Hot Springs and Opportunity and Anacanda, Mont. (KMSO-TV, ch. 13, Missoula); Harlem TV Club, ch. 7, Harlem, Mont. (KFBF, ch. 5, Great Falls); Crawford Community TV Assn., ch. 7, Crawford, Colo. (KSBF, ch. 5, Grand Junction).

- Actions of September 16

**KLFN Little Falls, Minn.—Granted assignment of license to Little Falls Bistg. Co.**

**WMMH Marshall, N.C.—Granted acquisition of negative control by Cletas O. Brazell and Andrew B. Brazell through purchase of stock from Vernon C. McCarthy.**

**WKCT and WABB, Columbus, Ky.—Granted license covering installation of new trans.**

**WXQX Ormond Beach, Fla.—Granted renewal of license to operate transistor by re- mote control.**

**WSTV-Television, Steubenville, Ohio—Granted**
cp to change ERP to vis. 316 kw. aur. 158 kw.
KFAR Fairbanks, Alaska—Granted cp to install new trans.

WYLD New Orleans, La.—Granted cp to install new trans.

KTPS (TV) Tacoma, Wash.—Granted mod. of cp to change type, aux. and antenna; installation Oct. 31, 1960.

KOBO (FM) Houston, Tex.—Modified mod. of cp, to change type ant. and make changes in ant. system; and extension of completion date to Dec. 15, 1960.

Actions of September 15


WMSB (TV) Onondaga, Mich.—Granted license for tv station to ERP vis. 309 kw. at 174 kw. ant. 970 ft.

WILX-TV Onondaga, Mich.—Granted license for tv station to ERP vis. 399 kw. at 174 kw. ant. 970 ft.

WRLS (FM) Topeka, Kans.—Granted cp to install new type trans.

KFVS-TV Cape Girardeau, Mo.—Granted mod. of cp to change type ant. and make changes in ant. system; and extension of completion date to Dec. 15, 1960.

WTVL-TV Toledo, Ohio—Injunction granted to Max Lamar Jr., defendant, and others, to prevent Max Lamar Jr., defendant, and others, from proceeding with the installation of the new moving wave station; and to restrain Max Lamar Jr., defendant, and others, from using the new moving wave station.
of business Nov. 3, in order to be considered.

Applications from the top of processing line:

BP-11393—KYKG Coos Bay, Ore., KYKG Radio, Has: 1420 kc, D. Req: 980 kc, D.

BP-12778—KPOL Los Angeles, Calif., KPOL Radio, Has: 1310 kc, 50 kw, DA, N., unil. Req: 1340 kc, 10 kw, 5 kw-LS, 10 kw-WL.

BP-13435—New, Conway, Ark., Central Arkansas Bests, Req: 1230 kc, 500 kw, D.


BP-13447—New, Big Bear Lake, Calif., Big Bear Bests Co. Req: 1410 kc, 500 kw, 1 kw-LS, D.


BP-13460—New, Ramona, Ark., Lee Bests Co. Has: 1420 kc, 500 kw, DA, D.

BP-13464—New, Tulsa, Okla., Oral Roberts Evangelistic Assoc., Inc. Req: 1500 kc, 1 kw, D.

BP-13465—New, Laredo, Tex., Southwestern Operating Co. Has: 1500 kc, 500 kw, D.

BP-13467—WKLA Ludington, Mich., Raymond Monroe Has: 1420 kc, 500 kw, D.


BP-13469—New, Hamilton, Mont., Island Bests Co. Req: 1700 kc, 500 kw, D.


BP-13489—WVLV Valdesta, Ga., Norman O. Protsman Has: 1450 kc, 250 kw, SH Req: 1450 kc, 250 kw, 1 kw-LS, SH.

BP-13492—WMAF Madison, Fla., Norman O. Protsman Has: 1250 kc, 250 kw, SH Req: 1250 kc, 250 kw, 1 kw-LS, SH.


BP-13504—KPAY Fayetteville, Ark., C. Weldon Stamps Inc. Has: 500 kw, D. Req: 1240 kc, 1 kw, D.

BP-13506—WRN-India, Pa., The Joseph F. Dull Publishing Co. Has: 1150 kc, 1 kw, 1 kw, D.


BP-13510—WHLP Nashville, Tenn., Trans- Air Bests Corp. Has: 1570 kc, 1 kw, D.


BP-13523—New, Madison, N.Y., Herbert J. Patel Pvt. Ltd. Has: 1230 kc, 500 kw, D.


BP-13525—KPER Gilroy, Calif., Radio KPER Has: 1230 kc, 1 kw, D. Req: 1250 kc, 5 kw, 1 kw-LS, unil.

BP-13526—WCTW Whitesburg, Ky., Folks- ways Inc. Co. Has: 900 kc, 5 kw, D.

BP-13528—New, Dadeville, Ala., J. C. Hen- derson Has: 910 kc, 500 kw, D.


BP-13531—New, Denver City, Tex., Youkum Bests Co. Has: 1500 kc, 250 kw, D.

BP-13533—New, Ashland City, Va., Ralph W. Hoffman Has: 1420 kc, 1 kw, D.

Applications on which 309(b) letters have been issued:


DB-13508—New Houston, Mo., Texas County Bests Co. Has: 1230 kc, 500 kw, D.

Applications Deleted from Public Notice of April 9, 1959:


Continued on page 115
<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>Offices and Laboratories 1339 Wisconsin Ave., N. W. Washington, D. C. Federal 3-4800</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg., Wash. 4, D. C. Telephone District 7-1200</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Engineer 30 Years' Experience in Radio Engineering</td>
</tr>
<tr>
<td>G. ROUNTREE</td>
<td>Consulting Engineer P.O. Box 9044</td>
</tr>
<tr>
<td>PETE JOHNSON</td>
<td>Consulting en fm-mv Engineers Applications—Field Engineering</td>
</tr>
<tr>
<td>MERL SAXON</td>
<td>Consulting Radio Engineer 603 Haskins Street Lufkin, Texas</td>
</tr>
<tr>
<td>M. R. KARIG &amp; ASSOC.</td>
<td>Broadcast Consultants Engineering Applications—Management Programming Sales</td>
</tr>
<tr>
<td>GEORGE C DAVIS</td>
<td>Consulting Engineers Radio &amp; Television 527 Munsey Bldg. Sterling 3-0111</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>Consulting Radio Engineers P.O. Box 707 Jackson 3002 Kansas City, Mo.</td>
</tr>
<tr>
<td>SILLMAN, MOFFET &amp; ROHRER</td>
<td>Consulting Radio Engineers 1405 G St., N. W. Republic 7-6646 Washington 5, D. C.</td>
</tr>
<tr>
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<tr>
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<td>Consulting Radio Engineers Associates George M. Sklom, Robert A. Jones 19 E. Quincy St. Hiskary 7-5461 Riverside, Ill. (a Chicago suburb)</td>
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<tr>
<td>MERL SAXON</td>
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**PROFESSIONAL CARDS**

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<tbody>
<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>Offices and Laboratories 1339 Wisconsin Ave., N. W. Washington, D. C. Federal 3-4800</td>
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**Spot Your Firm's Name Here**
To be seen by 85,000* Readers...among them, the decision-makers—station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.

*ARS Continuing Readership Study
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 blind box numbers. 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, please. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager for successful operation in single station market. One of the most outstanding salesman present manager being promoted. Send details and references. Box 609B, BROADCASTING.

Ohio single station market daytimer needs station manager experienced in full operation. Immediate. Box 677B, BROADCASTING.


Top rated station—Jackson, Miss.—has opening—salesman with management potential. Must have management and selling experience—and aggressive salesmanship. Top salary. Box 195, BROADCASTING.

Sales


Opportunity for announcer who wishes to step up to management. No experience necessary. Box 189C, BROADCASTING.

Sales with experience and ideas wanted for top station in market. Florida east coast. Write Box 199C, BROADCASTING.

Salesman announce—expanding southern California am fm station. Needs nfm announcer, with first class radio, telephone license. $300 per month plus 25% all sales. Send resume, tape, picture. Box 201C, BROADCASTING.

Pacifc northwest, expanding multi-owner- ship need: 1 proven salesman, management potential. Good salary and management with future. Must have am broadcasting background. No board work. Write Box 197C, BROADCASTING.

Salesman with ideas for station with good future. Box 202C, BROADCASTING.

South Florida calls. Before winter strikes, make the move you’ve dreamed about. Fulltime market needs salesman at $1,000 per week. Send resume, tape, picture. Box 203C, BROADCASTING.

Pacifc northwest, expanding multi-owner- ship need: 1 proven salesman, management potential. Good salary and management with future. Must have am broadcasting background. No board work. Write Box 197C, BROADCASTING.

Salesmen. Newly purchased 5000 watt station in top 50 New England market seeks two aggressive local salesmen, one of whom could become sales manager. Start at $58.00 weekly guarantee, against 20% commission. This opportunity may never arise again. Replies held in confidence. Box 312C, BROADCASTING.

Help wanted immediately for experienced salesman in progressive single station market. Contact Clint Formby, KHPN, Hereford, Texas.

Salesman-assistant manager wanted immediately. Good opportunity. KWTR, Boonville, Missouri.

WJSO Skw #1 Pulse needs top salesman. $350 plus 17½ to 25% commission. Replies confidential. P.O. Box 146, Johnson City, Tenn.

Outstanding salesman wanted for Palm Beach quality station WQX—AM-FM, with potential for sales and station management. Sale and agriculture background strongly desired. This could be your finest opportunity to date. Please contact Art Rivers at the WQX offices, 120 Park Avenue, New York, September 29 thru October 6, for appointment and interview.

Help Wanted—(Cont’d)

Sales

Top-rated station—Jackson, Miss. See our ad under management. P.O. Box 197, Jackson, Miss.

Top grade professional time salesman wanted for Texas radio chain. Security and company benefits. No drifers or drinkers, family man preferred. Give full details in letter to Box 866, Dallas.

What proposition acceptable? Phone or write W-RIF, Chattanooga.

Salesman for dynamic 5 kw in metropolitan market of 300,000. Excellent earning potential. Send resume to Jay Elson, P.O. Box 311, Port Arthur, Texas.

Representative wanted in your territory. From your desk you can earn a substantial additional income. This can become a permanent job. Write to John Smith, AVE, Jack, Box 313C, BROADCASTING.

Step up! Punch and push personality for top-rated, 24-hour station, in booming eastern market. 33 hour week. Start $105.00. First phonie preferred, will consider all others. Send tape, picture, detail. Personnel, 56-96 D."W.

Announcer with first phone. We need and are prepared to pay for experienced man, preferably with eastern experience. Connecticut or New York area. Send resume, photo, Betty Ann, WBNY, New York.

Salesman . . . experienced . . . must know announcing, copy, and good radio. 1 station market, Pennsylvania. Box 177C, BROADCASTING.

Boston requests swinging dj. Top 40 personnel. Enthusiasm, brilliancy, ability. Tape, resume. Box 256C, BROADCASTING.

Program director and swinging dj. Top 40, high Pulse rated, N.E. market station. Immediate opening. Send detailed background and references. Box 256C, BROADCASTING.

Immediate opening: Experienced, mature announcer with sales ability, to provide quality commercials for part of our Pleasant Stable. Stable midwest market. Good salary, benefits, working conditions. Send tape, resume, photo to Box 256C, BROADCASTING.

Wanted, combo men for midwest single station market. Box 286C, BROADCASTING.

Swingin’ dj ready to move up to pd number one format station, midwest. Chance for tv too. Send short, expensive tape and picture. Box 299C, BROADCASTING.

South Florida. Fast paced, format radio, who is willing to work and follow instructions to produce good radio. Family man only. Box 315C, BROADCASTING.

Ohio, Indiana, Kentucky area city of 50,000 offers extremely pleasant smaller city living plus access to metropolitan areas. Immediate opening for announcer capable of interesting record shows and knowledgeable news. Adult music backed by strong local news policy featuring ground and air mobile units, monitor radios, and miniature recorders. Brand new studios. Present staff mature, well brought together. Send bio, letter and what you would bring to the station. Send resume and samples of your work. Box 287C, BROADCASTING.

Newsman, major group station in top eastern market. Needs top notch man immediately. Compile, edit and read news. Start immediately, 25% in. Box 316C, BROADCASTING.

Help Wanted—(Cont’d)

Announcers

AM-fm adult-music station has opening for announcer-seller. With jr. class license. $500 month plus commission. Send tape. Resume to Box 192C, BROADCASTING.

Experienced staff announcer—dj. Tight production for adult music station. Opening October 1st. Send tape, picture, resume and salary requirements to Program Director, KGFW, Kearney, Nebraska.

Announcer with first phone ticket. Salary based on ability. E. H. Whitehead, KTLU, Rust, Texas.

Riverside, California daytimer. Mall tape, photo KVVM, Showlow, Arizona.

Capable announcer wanted immediately for progressive station. KWRV, Booneville, Mis souri.

Announcer. Must be experienced for well established small market station near Phila delphia. General staff and board work in good music and news operation. Good salary with profit sharing plan. WCOJ, Coates ville, Pennsylvania.

Two announcers needed immediately. Starting salary range from $60 to $80 weekly depending on ability and whether qualified for morning or afternoon shift. Opportunity for advancement at this station or other company stations, which is being promoted. Send tape, references and complete experience in first correspondence to William Wynne, Program Director, WLSB, Weaverville, N.Y.

Announcer—salesman combination. Three hours daily plus guarantee on commissions. Box 300C, BROADCASTING.

Top 50 market needs announcer. Contact Nick Robinson, WREE, Holyoke, Massachusetts.

Home base of 3-station modern radio chain needs top flight newsroom man strong on news stories. New agencies and commercials who can double as swing announcer. Excellent opportunity and very good salary. Experienced only. Please. Write: Operations Manager, WSLA, York, Penna.

WMSI, Litchfield, Illinois has opening for experienced, versatile announcer. Growing station with modern plant and latest equipment.

24 hour Florida station needs experienced announcer for morning show. Send resume. WTRL, Bradenton, Florida.

WUSN-TV—Charleston, S.C., has immediate opening for qualified radio announcer who wants to move into television. Please send audio or videocassette with resume and recent photograph to Ed K. Webb.

The day after a personal ad placed in your own medium. The Dayal Humorology Kit tells you what humor is and how to write your own personal pieces for newspapers, radio and television. Your answer guaranteed. Box 297C, BROADCASTING.

Technical

Chief engineer. Responsible, adult mid westerner step up to successful small city daytimer away from metropolitan frenzy. Maintains standards, and sees that all equipment do some unexpected. Tows your place in community. Real opportunity, per ferred.

Classified Advertising

110 BROADCASTING, September 26, 1960
Chief engineer to take complete charge. State salary expected. Resume of experience. KGFW, Kearney, Nebraska.

Experienced first class licensed technician for 5,000-watt, day, night station maintenance. Good starting salary for experienced man. Must have personal car for advancement. Applicants must have car and personal license. Reply by phone, wire or write. Mr. Charles Murn, WWHO, Albany, New York.

Young—"First" engineer, as chief, immediately. Must be reliable. Salary—career required. Past subject to check. Phone Mr. Eyer, Manager, WTOR, Torrington, Connecticut.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Production-Programming, Others

Local newsmen-gather and announce 250 full-time-southeast New York state. Box 706B, BROADCASTING.

Program director for well-established classical music station in the Pacific West. Must be able to close around selection personnel, supervising classical music selection, working closely with station’s commercial staff, and maintaining full professional access to program policy and station promotion. Please send resume and references that you can furnish proof of classical music broadcasting experience, including full background, references and salary desired. Rush letter. Write Box 901B, BROADCASTING.

Northwest network station needs qualified news director. We expect hard working man who is alert, energetic, dependable. Salary ability who can move up with solid operation. Box 170B, BROADCASTING.

Male copywriter must be good typist and experienced. Some air and news work available. Pennsylvania. Box 119C, BROADCASTING.


Wanted—Experienced program director-announcer for 1-kw daytimer about to go full-time. Good news, good sports. Car necessary. Progressive city of 15,000. Send tape, photo, full information and references first letter to Manager, WWHO, B.B.C., Liberal, Kansas or phone Main 4-3881.

The powerful five thousand watt voice of North Dakota is looking for not one but two top men. News ability desired and good production sense required. Contact Don Macavich, General Manager, KJSL, Jamestown, N. Dak.

Production man—program director—dj with ideas splashy—swinging format station. This could be a big job and is open for someone who will accept responsibility. Reply to 170B, WWHO, Station Manager, WWHO, Norfolk, Virginia.

Young man with inquisitive mind for expanding newscasts and expects some typing experience necessary. Work primarily gathering, editing and announcing local news. Some dj work. Inexperienced young announcer considered. Send photo, tape, resume and starting salary. WALD, Ansonia, Connecticut.

Musical director for country and western station in the heart of the living room of the American Country and West" in the nation the living room of the musical director, graduate of a credited musical institution, such as, Juillard or Peabody. Display P.G., KFWB, P.O. Box 7065, Arlington, Virginia.

Gal Friday—Must be real swinger and right hand man for manager and general manager of radio station and general manager of Radio Station. Must be able to take care of all the little things. Rush resume and picture to Bob Story, Station Manager, WWHO, Norfolk, Virginia.

Situations Wanted—Management

Experienced manager, Ten years present successful operation. Seventeen years radio. Box 895B, BROADCASTING.

Experienced, qualified station manager seeks ownership opportunity. Present earnings $10,160 monthly. Well settled, challenging opportunity. Write Box 141C, BROADCASTING.

Honest, aggressive young market manager wants to settle in exclusive mid-west and small market. Box 14C, BROADCASTING.

Let’s discuss mutually satisfactory management association to fulfill your stations potential. Hard core, 16 years experience, all phases. Turned chain’s small competitive market station into profitable, monthly operation as leading sales pro. A.F.C. Creative, executor unusual copy, production commercials, station promotion, programming ideas. Desire better location for permanency. Box 15C, BROADCASTING.

I’m employed — manager/sales manager, profit operation, I’d like change to station where gross and earning potential is larger. Person you know, accredited reputation experience back of resume. Box 293C, BROADCASTING.

Capable manager-engineer wants to lease station in southeast with option to buy. Consider part owner. Family man in mid-thirties. Excellent references, 9-year management-engineering experience. Write Box 288C, BROADCASTING.

Tiger for sale. If you are hunting for a manager with money for you on sound basics and top radio operation. Write or wire Box 30C, BROADCASTING.

Dynamic producer, now employed as manager desires change. Know Florida markets and southern lifestyle! Radio management or tv-sales. Box 290C, BROADCASTING.

Make your station swing with my ideas and imagination. I’ll need new management and new objectives write or wire Box 150C, BROADCASTING.

Management. Small, medium market, Virginia, North Carolina, Kentucky, Tenn. Three years management. Eleven years radio. Sales, programming, announcing. Now sales, last location successful background. Box 301C, BROADCASTING.

Sick station? I don’t believe it. For fresh ideas and an approach based on objective experience write Box 30JC, BROADCASTING.

New sound of radio. Experience and aggressive sales personnel plus positive thinking can put your station into profit. Box 31C, BROADCASTING.

What’s your favorite color? Want a manager who loves black but hates red? (Ledger ink, this!)? Presently employed as manager of station soon to be sold. Experienced in administration, sales, and air work. Option to invest preferred. Size of market unimportant. Box 31BC, BROADCASTING.

Sales

3 years experience major market radio, selling, servicing, copywriting, radio-television. Desires to build future in radio or television. Box 200C, BROADCASTING.

See “Professional Sales Representative” under television-sales.

Announcers

Dj, strong news, commercials, steady, relocate anywhere. Seeking challenge. Box 88B, BROADCASTING.

Negr. dj, sales-minded, serious, audience appeal. Pen, go anywhere. Box 89B, BROADCASTING.

Gal dj. negro, board, sales, travel. Available immediately. Box 900B, BROADCASTING.

Cari dj, black and white. Excellent opportunity to break into major market after 6 years in the business. Send references. Tell the story. Box 135C, BROADCASTING.

Announcers

Announcer, pd, sports-play-by-play, 8 years experience, 26, family, college graduate, fine physical character and appearance. Experienced. Box 311C, BROADCASTING.

Experienced, employed combo, seeks Minnesota-Wisconsin station. $110 minimum. Desires position. Reply as soon as possible.

The mature approach! Presently employed at 50,000 watt operation in top northeastern market. With present employer knowledge, to relocate. Familiar with sports as dj and newscaster. Send employment references, married. If you’re looking for a smooth, positive touch in your daytime or evening programming, let’s have a chat! Salary open. Box 221C, BROADCASTING.

Attention small markets! Df, 23, single, 6 months experience, absolute-fantastic potential—prefer top 40, but will consider all offers. Box 229C, BROADCASTING.

Young man looking for start in radio or tv. Graduate of SRT-TV but lack experience. Prefers New England area. Box 225C, BROADCASTING.

Announcer, two years experience, brightness, enthusiasm. Box 234C, BROADCASTING.

College grad, single, 24, experienced future management potential. Great ad-libber. Box 254C, BROADCASTING.

What do you need to take the lead? Creative record show, fresh approach to news, audacious copy. Operate own sales office. Under the price cutters, attentive listeners, 1st ticket. Send box and you can have them all in one package in exchange for “program director with a voice” position 10 years experience. A.B. degree. Box 265C, BROADCASTING.

Announcer, mature. Authoritative news. Smooth dj. Top markets only. Box 272C, BROADCASTING.

Announcer-newscaster seeks New England position. 21+ years plus experience. Box 273C, BROADCASTING.

Announcing school graduate, 25, strong on commercials and news. Reliable, ambitious, sincere. Locate anywhere for promising opportunity. Liberal Arts masters degree. Tape available. Box 274C, BROADCASTING.

"E Pluribus Unum", if you need a bright young midnigth man, I’m that "One" $250.00 minimum. Box 27C, BROADCASTING.

Canadian, nine years experience, sports play, production. Vacation home, married with family. Send replies to Box 281C, BROADCASTING.

Play-by-play outstanding sportscaster. Proven in every market. Currently, one of the east’s major markets. Five years experience with major and major university affiliation. Consider only top position. Box 282C, BROADCASTING.

Announcer, dix Jockey, lively, sound, fast board experience, not a flouter. Box 283C, BROADCASTING.

Announcer, salesman, experienced, married, veteran, tight format, wants to settle. Box 284C, BROADCASTING.

Stop here if you’re looking for a reliable young (26) versatile airman with 31/2 years experience. Will locate anywhere. Strong on news and dj. Box 285C, BROADCASTING.

Veteran! Small-paced stations, light experience, ticket, no maintenance. Box 286C, BROADCASTING.

Negro-dix Jockey looking for work, could do news, commercials and work own board. Box 291C, BROADCASTING.

Need sales and listenerhip? Try me. Voices and gimmicks guaranteed to give results. Thousands of dollars spent. $4,500 minimum. Box 295C, BROADCASTING.

Dj 5 years experience. Vet, single, 25. Two years college. Like to settle in the Pacific northwest. Tape, photo, resume on request. Box 296C, BROADCASTING.

Attention west Texas! 1st phone dj, Avril’s in 4 weeks. Box 303C, BROADCASTING.

ANNOUNCERS

RADIO

BROADCASTING, September 26, 1960

111
YOU AIN'T HEERED NUTTIN' YET!

He's one of America's most exciting D/J'S
He's top rated in one of top 3 markets
He's unbeatable at play-by-play . . . in all sports . . . both live and re-created
He's an alert hard worker with unlimited ideas
He's got the best references and security in present position but is seeking a new challenge.

HE IS AVAILABLE!
Box 332C, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

Young fellow, willing to work and learn. Little experience plus broadcasting. Box 307C, BROADCASTING.

Ebullient announcer—Experienced all phases radio-television, available for interview and audition. Write Box 316C, BROADCASTING or call Brooklyn, New York, DE 6-3059.

Wake up smiling *(At higher ratings)* leaving his station. In New York City—radio background too! Two man morning radio show—never aired here and ready to go anywhere. Vets, diverse medium. Preferred medium market but all inquiries answered on request. Box 317C, BROADCASTING.

Formal sounding news announcer, college 3 yrs. experience. Very market desires immediate radio or tv opening. Write Box 328C, BROADCASTING.

D.J. announcer, 5 yrs. experience: Tight production—presently employed. Box 334C, BROADCASTING.

Announcer/sales—Top experience in small and medium markets. Good air personality, can keep accounts active. Want to join progressive organization. Offering security, longevity, creativeness. Plus chance to move up. Makeshift office invited to acquire. Tapes, complete brochure sent in receipt of your letter. West, sex preferred, due to wife's present health. Box 321C, BROADCASTING.

Seeking Integrated operation, balance program, good salary, position in company "paradise". All first letter, 11 yrs. radio TV experience. Minimum $150. Settle permanently. Family, vet, 30, 1040 Riverside Avenue, Defiance, Ohio. Phone 2-2701.

Personality-DJ. Now in 6th market, Tight production—presents own show. Adults and top 40. Held highest Hooper and Pulse on station in all time periods placed. Complete knowledge of music and production. Have done all types of radio television. Film, tape and live. Know all phases of television operation. Very highly recommended by media managers and presidents. Seeking metro markets within next two weeks. Married, children and permanent. Write or phone Dick Dobyn, 606 Regal St., Houston, Texas, Hudson 4-2604. All formats, 20, single, will travel. Trick voices. Box 332C, BROADCASTING.

Announcer, 26, married, draft exempt, 2 years board experience. Have had emphasis on country music, presently employed. June Draper, 276A, Valley Road, Pulaski, Va.


Detroit 15 year experience wishes to relocate in medium to large market. Network caliber. Strong on radio news (some tv) also good music. Top references. Call or write Dick French, WJBK, TR 3-7400 or PB 2-3683.


YOU AIN'T HEERED NUTTIN' YET!

He's one of America's most exciting D/J'S
He's top rated in one of top 3 markets
He's unbeatable at play-by-play . . . in all sports . . . both live and re-created
He's an alert hard worker with unlimited ideas
He's got the best references and security in present position but is seeking a new challenge.

HE IS AVAILABLE!
Box 332C, BROADCASTING
Help Wanted—(Cont'd)

Production-Programming, Others

Art director: Experienced in TV and photography, creative, send resume and sample of art work to: Ronald Boyles, KHOL-TV, Des Moines, Iowa.

TELEVISION

Situations Wanted—Management

Sales manager, small market NBC affiliate, prefers moving to larger market in sales or management capacity. Box 322C, BROADCASTING.

Experienced tv sales manager. Hard work as sales man is known. Presently employed, looking for new opportunity with greater potential than present market affords. Box 323C, BROADCASTING.

Sales

Professional sales representative—Highly successful and experienced in advertising and sales of radio and tv equipment. Desires to associate with top quality tv production company. Box 325C, BROADCASTING.

Technical

Studio engineer, 7 years experience tv studio, transmitter operation and maintenance, wants permanent position. Prefer southwest. Box 326C, BROADCASTING.

First phone, tv background, available immediately, alert young married veteran. Box 328C, BROADCASTING.

Announcers

Broadcasting thirteen years, five exclusively television. News, all phases, my specialty. If yours is a larger “market” if you’re interested help, by mail, will send resumes and mailing reports, let me give you full details. Box 328C, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

8 CA 66-A modulation monitor top condi-

tion. Panel, lamps, etc. Complete. Price $250.00. Freight prepaid, KNET, Palestine, Texas.

Complete DuMont flying spot scanner sys-

tems. Consisting of 2 DuMont 16 mm projec-
tors, 2 pedestals, 2 video amplifiers, power supplies and remote panel. Excellent condi-

Gates remote—Model RDC-10 like new, with monitors and associated parts—$600.00 cash. Mr. Martin C. Crafts, Box 2941, Birmingham, Alabama.

1 30-foot custom-built completely equipped broadcast video trailer. Equipment includes: 1 300-watt audio amplifier, 2 two-ton air conditioners. Western Electric console, out-
door speakers. Currently operating daily. Sell price $5,500.00. Direct inquiries to Am-

bientast, WJH, BANC, Virginia, Va.

Tower—Immediate delivery—Utility heavy duty 180’ with lighting kits—dismantled—ready for shipment. WOJK, Box 2661, Jack-

son, Miss. FL 4-4006.

Gates 1 kw fm transmitter with dual chan-

nel multiplex, new exciter. $3,500. CB-11 turntables with 100% spare parts and cab-

inets $100 ea.: Petron tape machine re-

niter with bridge (A & B) $6, D-4650, Box 433, Terre Haute, Ind.

Niker 16mm processing equipment $140.00. Pan-Cinor f/2.8 20-60mm lens with case $100.00; 35-80mm synchroizer $85.00; Pro Junior tripod with panhead $100.00. All items used but in excellent condition. Roman J. Anverse, 1328 North 12th St., Quincy, Illinois.

Will buy or trade used tape and disc rec-

ording equipment—Ampeco, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Bayston, Studio, 108 Pennsylvania, Tuckahoe, N.Y.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Video monitors. Closed circuit and broad-

casting. Independent Laboratories, Inc., Cedar Grove, New Jersey, N.J.

Two used 5 kw am transmitters for sale at the price of one! In stock—one RCA SD 50; one RCA DX-2. Offering you either two individual 5 kw or one transmitter and practically 100% spare parts. Lot price, both transmitters as is, used complete with tubes and accessories $1200.00 cash. T.O.B. Quincy, Illinois. Phone or wire Gates Radio Company, Quincy, Illinois.

Western Electric fm transmitter WE 506 B2 10 kw requires only 10 watt exciter to put on the air. Requires immediate work to make space for new trans-
mittor. L.E. Taylor, Box 7, Atlanta, Georgia, or call DRAKE 8-8808.

Tv Video monitors. 8 Me, metal cabinets starting at $199.00. 30 different models 8" thru 24". Mistret, Inc., 1800 Dwayne St., St. Paul, Minn.

Giant 60 inch Hollywood searchlights for use at grand openings, movie premiers and of great value at radio or tv accounts. Complete units with 13.5 kw de generator, 230 volt, 10000 ft. Capton, 7 Pile, Box 326 Arlington Heights, Ill., HEMPSTEAD 7-3090.

WANTED TO BUY

Equipment

FM: Cash for transmitter monitor, antenna, etc. Also interested in purchase of operating stations. Box 745B, BROADCASTING.

FM kilowatt transmitter, monitor, micro-

wave link, racks, etc. KJAZ, 2809 Telegraph, Berkeley, California.

Do you have white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in south-

ern California. Complete fm station setup, write, wire or phone Cordell Fray, 8044 Fulton Avenue, North Holly-

wood, California, Triangle 1-6567.

INSTRUCTIONS

FCC first phone license preparation by correspondence. Master classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gilham Road Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new course, turntables and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 33, Texas.


FCC first phone license in six weeks. Guar-

anteed instruction by master teacher. G.I. approved. Request brochure, Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Comedy for deejays!—“Deejay Manual”, a complete gagfile containing bits, adlib, gags,rimshots, letters, doubles, etc.$5.00—Show Biz Comedy Service (Dept. D-3), 65 Parkway Ct., Brooklyn 3, New York.

HELP WANTED—SALES

Outstanding Sales opportunity available with the Number One network in Canada’s largest market. The man we are looking for already has a top job. Replies confidential, send information and references to:

Box 275C, BROADCASTING.

Production-Programming, Others

CONTINUITY WRITER

Immediate opening for continuity writer capable of assuming full re-

sponsibility. Rush resume qualifications and requirements to Dale

Moudy, WING, Dayton 2, Ohio

Employment Service

GOT AMBITION?

Salesmen—Announcers—Engineers

Combo—Copy—Program-Sign.

GET A MIDWEST JOB

Write NOW for free Radio-TV application

WALKER EMPLOYMENT SERVICE

83 So. 7th St.

Mpls. 2, Minn.

BROADCASTING, September 26, 1960
RADIO
Situations Wanted—Management

MANAGING DIRECTOR
Of a group of AM stations in major and medium markets desires to make a change in association. Have proven record of establishing top ratings and income. EXPERIENCED in AM and TV management control plus actual station management—Format and good music programming—Labor negotiating and policies—Overall financial matters—Evaluating markets and stations.
Would be interested in either group management or single station operation, AM or TV or combination. Your reply held confidential.
Box 314C, BROADCASTING

RADIO MANAGER
Available
13 years top exec. positions with two of largest multiple operators—large competitive metropolitan markets. Excellent industry references. Replies Confidential.
Box 324C, BROADCASTING

Announcers

ART ROBERTS
TOP rated D.J. in major market, turns sights on Programming.
with: Knowledge knack-now how
I can have your station dominant in its market.
Coli.—Frontier 9311
Write—5390 Lakeshore Road, Hamburg, N.Y.

TELEVISION
Situations Wanted—Announcers

ATTENTION:
EAST & MIDWEST TV & RADIO-TV
Do you need a man currently in a major market? 12 years experience as personality, sports director (play-by-play), newsman and P.D. TV spots in 2 of top 10 markets? 28, college, married, family? If so contact: Box 302C, BROADCASTING

TELEVISION
Help Wanted—Technical

SALES ENGINEER
MID-WEST
Major mid-west broadcasting equipment manufacturer has opening for sales engineer to travel and call on radio stations in the mid-west area. Technical background essential. Candidate should have previous successful sales experience or sales attitude with a deep desire to make selling his career. Attractive salary, expenses, and incentive bonus systems provide high earning potential. This is a permanent position with an excellent future with a growing company. Send complete resume with photo, if available to:
Box 244C, BROADCASTING

Production—Programming, Others

EXECUTIVE PRODUCER
Major educational TV production center seeks experienced executive producer to create, plan and oversee educational TV network program production. Salary commensurate with capabilities. Permanent, fulltime position. Send full background details.
Box 330C, BROADCASTING

FOR SALE
Equipment

FOR SALE
WANTED TO BUY

5,000 WATT FULLTIMER
Located in large market area on Florida Gold Coast. Station billing around $15,000 a month at present, but has unlimited, undeveloped potential. Price $300,000 with 29 per cent down. If you are financially qualified and sincerely interested, write:
BOX 117C, BROADCASTING

1,000 WATT DAYTIMER
Located on Florida east coast, billing around $3,000 a month, with unlimited potential. Station owns studios, leases land for $1.00 per year. Price only $100,000 with $42,000 down. Write:
Box 118C, BROADCASTING

STATION FOR LEASE
Good metropolitan market $7,000.00 cash required—Good lease arrangement for experienced people.
Box 315C, BROADCASTING

MISCELLANEOUS

BROADCAST PRINTING
New Approved
STANDARD BILLING FORMS FOR
RADIO/TV SPOT
as recommended by SPONSORS, Agency
Financial Group:
1,000—$6.95; 2,000—$11.00; 5,000—$34.00.
Check with order. Delivery within 3 days.
Send copy for your imprint.
FREEBERN PRESS, INC.
Hudson Falls, N.Y.

PROMOTIONAL MATERIAL
Over 200 station breaks, news cliches, and promotional material designed to make your station SPARKLE! 10 pages of audio radiance for your radio audience.$5 postpaid

FOR SALE
Stations

Specializing in Broadcast Telemetry
Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192
Woodland 7-1469
Santa Barbara, California

5,000 WATT FULLTIMER
Located in large market area on Florida Gold Coast. Station billing around $15,000 a month at present, but has unlimited, undeveloped potential. Price $300,000 with 29 per cent down. If you are financially qualified and sincerely interested, write:
BOX 117C, BROADCASTING

1,000 WATT DAYTIMER
Located on Florida east coast, billing around $3,000 a month, with unlimited potential. Station owns studios, leases land for $1.00 per year. Price only $100,000 with $42,000 down. Write:
Box 118C, BROADCASTING

STATION FOR LEASE
Good metropolitan market $7,000.00 cash required—Good lease arrangement for experienced people.
Box 315C, BROADCASTING

BROADCASTING, September 26, 1960
FOR SALE

PACIFIC NORTHWEST FULLTIME

Only station in large county. Grossing $80,000 asking $100,000 including good real estate Terms. Box 333C, BROADCASTING.

PACIFIC COAST STATE

Fulltimer grossing $60,000 and showing good earnings. Absentee owner anxious for quick sale and will accept $70,000 with $20,000 down and balance over 10 years. Valuable real estate included.

Box 334C, BROADCASTING.

VHF TELEVISION STATION

Western multi-station market. Long steady revenue growth. Now on the threshold of showing profit. Future revenue growth assured. Substantial loss carry forward. Boom market. Handsome facilities. Network $423,000 cash for corporation free and clear including $250,000 fixed and $75,000 quick assets.

HOWARD S. FRAZIER, INC.

FOR SALE

Stations

CALIFORNIA. (a) Exclusive, full time. $75,000 with 29% down. (b) Fine prosperous community. Daytime. $175,000 with 29% down.


ROCKY MOUNTAIN. Full time. Exclusive doing $50,000 per year. Asking $35,000 with 29% down.

NORTHWEST. Daytimer. Excellent frequency. Did $58,000 last year. Asking $68,000 with 29% down.

SOUTHWEST. Full time. Network. Asking $75,000 with 29% down.

TOP 100 MARKETS. Southwest. Daytimer. Asking $120,000 with 29% down.

JACK L. STOLL & ASSocs.

Suite 600-601

6381 Hollywood Blvd.

Los Angeles 28, Calif.

HO. 4-7279

Dollar for

Dollar

you can't beat a classified ad for getting top-flight personnel

Continued from page 108


Applications Deleted from Public Notice of September 24, 1959:


Application Deleted From Public Notice of February 18, 1960:


Application Deleted from Public Notice of March 18, 1960:


Application Deleted from Public Notice of March 25, 1960:


Application Deleted from Public Notice of April 21, 1960:


Application Deleted from Public Notice of July 8, 1960:


Application Deleted from Public Notice of Aug. 2, 1960:


NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to Recommendations of the North American Regional Broadcasting Agreement engineering meeting.

130 kc

CKDM Dauphin, Man.—10 kw D. 5 kw N DA-N uni.

800 kc

CHAB Moose Jaw, Sask.—10 kw DA-N uni.

920 kc

CKCY St. Paul, Man.—10 kw D. 5 kw N DA-2 uni.

1550 kc

CKBB Barrie, Ont.—10 kw D. 2.5 kw N DA-2 uni.

2500 kc

CKBN New Westminster, B.C.—10 kw D. 5 kw N DA-1 uni.

1150 kc

CJFM Montréal, P.Q.—10 kw DA-1 uni.

1220 kc

CJFE London, Ont.—10 kw D. 5 kw N DA-2 uni.

1400 kc

CJSH Saint John, N.B.—10 kw D. 5 kw N DA-2 uni.

1200 kc

CBFR Édimbourg, Althea—10 kw DA-N uni.

310 kc

CKEC New Glasgow, N.S.—5 kw DA-N uni.

3600 kc

CPSL Weyburn, Sask.—1 kw D. 9.25 kw NR uni.

1330 kc

CBH Halifax, N.S.—0.10 kw ND uni.

1340 kc

CBH' Halifax, N.S.—0.10 kw ND uni.

(FOR THE RECORD) 115
NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

“What in the world will he get into next?”
(Facts about childhood’s greatest enemy—accidents)

To a little boy or girl, everything in the world is interesting. But in finding out “the why of things,” a great many youngsters are hurt or crippled or killed.

It’s a mistaken belief, however, that young children are bound to have accidents—and that it’s useless to try to prevent them. In fact, many studies have proved that most childhood accidents need never happen.

For example, consider the deadly threat of accidental poisoning. Each year several hundred thousand youngsters under the age of five swallow some kind of poison—and as many as 300 to 400 of these children die as a result.

These grim statistics could be drastically cut by observing the following simple precautions:

Store all drugs—especially flavored or brightly colored medicines—in a locked closet or cabinet.

Destroy all left-over medicines prescribed for temporary use. Don’t throw them into a wastebasket where a child might find them.

Put all household products—disinfectants, insecticides, furniture polishes, bleaches, metal cleaners, lye, ammonia and acids—out of the reach and out of the sight of children. Replace covers or stoppers tightly.

Keep all potentially harmful substances in their original containers.

Don’t transfer them to unlabeled containers, particularly those meant to hold food or beverages.

Read all labels carefully, and follow warning directions to the letter—whether it’s a label on a bottle of medicine or a container of paint solvent.

Find out if there’s a Poison Control Center near you. These centers are ever ready to provide your physician with quick identification of poisonous ingredients and directions for emergency, life-saving treatment.

Metropolitan Life
INSURANCE COMPANY®
A MUTUAL COMPANY, 1 MADISON AVE., N.Y. 10, N.Y.

THE LIGHT THAT NEVER FAILS

BROADCASTING, September 26, 1960
Barton Arthur Cummings

“Thirty or forty years ago, Wall Street was the whipping boy. Today it’s Madison Avenue.”

This observation sums up the concern that Barton A. Cummings, president of Compton Adv., holds for “the disturbing ‘image’ about the advertising industry that is being built up and reinforced by the ‘thought leaders’ of the country.” In recent months Mr. Cummings’ speaking engagements have centered upon the “unfairness” of many educators, religious leaders and political officials who constantly take pot shots at advertising.

Mr. Cummings, who has assumed a leading role in the American Assn. of Advertising Agencies’ project to cope with this problem, acknowledges there are “no easy solutions,” but hopes AAAA can devise “certain approaches that can help clear the air.”

It is understandable that Bart Cummings would be a stalwart figure in a project to uphold the advertising business. He was born into an advertising family; his entire business career (except for a strange interlude when he slit the throats of beef cattle) has been in advertising, and, finally, he has reached the pinnacle of success in a comparatively short span of years.

Barton Arthur Cummings was born in Rockford, Ill., on Feb. 4, 1914. His father, Earl Cummings, was the founder and owner of a local advertising agency who was content to earn a modest living and spend his life among longtime friends and relatives in Rockford.

Too Small ■ But Rockford was not young Bart’s oyster. His friends recall that he was “the leader” in school and community activities. He was the “take-charge guy,” amiable but firm, with a no-nonsense approach to any activity he undertook. He was drawn to advertising because of his admiration for his father, but old friends say he was determined to make his mark on a canvas much broader than Rockford’s.

Throughout high school and later at the U. of Illinois, Bart Cummings was the “golden boy.” He was an all-American football player at Illinois, but also was president of his fraternity, Phi Delta Theta, and a member of two honor societies, Sachem and Ma Wa Da. He received his degree from Illinois in 1935 and worked several months for his father’s agency as a copy writer.

But Mr. Cummings was scanning a wider horizon. He told his father he wanted to try his hand at advertising with a larger organization. He approached a family friend in Chicago, who was associated with Swift International, and was told that if he agreed to work for six months in Argentina at Swift’s plant there “to learn the business from the bottom up,” he would be transferred later into advertising and sales.

Bart Cummings liked the idea. He traveled to South America on a freighter, and went to work at Swift’s—slitting the throats of beef cattle.

Deal’s Off ■ When the six-month period ended, Mr. Cummings became disconcerted when a transfer to the advertising department did not materialize. He broached the subject to his superior but was told that he was scheduled to remain in the production department. He protested but was advised that the executive who made the promise to him had died.

Mr. Cummings returned shortly afterward to the United States and headed for New York. During this late fall of 1936, he started making the rounds of advertising agencies. He was accepted as an office boy-trainee at Benton & Bowles.

He progressed rapidly at B&B. He moved from office boy to traffic clerk to copy writer and in 1941 was appointed a copy supervisor.

Shortly after Pearl Harbor, he went to Washington to work with the Office of Price Administration and the Office of War Information, where he did considerable writing for economist Leon Henderson. It was during this period that Mr. Cummings’ skill at administration was noticed.

He joined the Navy in the fall of 1943 as a junior grade lieutenant, attached to the amphibious forces of the Seventh Fleet in the Pacific. He was released as a lieutenant commander in the fall of 1945.

Moving Up ■ The tempo of his career quickened after the war. He joined Maxon Adv., New York, as an account executive on Ford in late 1943 and a year later was elected a vice president of the agency. In the fall of 1947, he moved over to Compton Adv. as an account executive on Proctor & Gamble, and his upward climb continued.

“You knew almost from the start,” a veteran Compton executive comments, “that Bart would end up as president of the agency. He seemed to take hold naturally and everybody took to him, liked him.”

By 1952 he was a vice president and a director of the agency, participating in general administration and working with clients on products and services of a variety of advertisers. In January 1955, a month short of his 41st birthday, he was elected president of Compton.

Friends and colleagues agree there is no simple explanation for Mr. Cummings’ success. But they point to such attributes as his physical vigor (he is 6 feet, 5 inches tall, trim and athletic), sustained drive and ambition, straightforward charm and native intelligence. In speech and manner, Mr. Cummings is unpretentious and forthright.

A long-time business colleague thinks Mr. Cummings’ forte is “his terrific feeling for people, his understanding of their needs and wants.”

There is no gainsaying that Mr. Cummings is the fair-haired boy who made good. A look at Compton’s billing chart shows that business was at the $43 million level when Mr. Cummings assumed control in 1955. This year Compton’s billing should be in the neighborhood of $90 million.

Mr. Cummings married the former Regina Pugh of Brooklyn in 1941. They make their home in Scarborough, N.Y., with their three children—Ann 19, Peter 17 and Susan 16. Mr. Cummings is active in the AAAA and enjoys hunting and fishing in the Adirondacks area in northern New York where he has a big log cabin.
EDITORIALS

The task ahead

The NAB's long search for a president appears to be near conclusion. Once the new man is selected, the directors and members can turn their attention to another project that is equally important and perhaps more difficult—a re-appraisal of the NAB's structure, function and relationship to other organizations to which broadcasters subscribe.

The need for reappraisal has been evident for some time, but the death last March of Harold Fellows required that a higher priority be given to the task of choosing a successor. That job is almost done. Now more and more broadcasters are anxious to get to work on the policy problems.

Their anxiousness is expressed in returns from a Broadcasting survey of television station managers' attitudes toward the Television Information Office, as reported elsewhere in this issue. The vast majority of respondents think that TIO is doing a good job and that its job is essential, but many also wonder whether it properly belongs to a separate organization like TIO or to the NAB.

It was many years ago that this publication first advocated consideration of a federation of trade associations and groups in radio and television. It is an idea that is even more attractive today.

The kind of federation we have in mind would not deprive any organization of its individual character, but it would create coordination for mutual efforts and eliminate the areas of duplication that now exist.

The mechanics of a federation would take some study to design, but the broad purpose can be outlined simply. There would be an umbrella organization—the National Federation of Broadcasters might be its name—that would have the job of representing all of radio and television before the public and the government. It would also have the job of coordinating the activities of specialized organizations when those activities were in or near the area of public or government relations.

In this arrangement the charters of the specialized organizations would have to be reworked. A Radio Advertising Bureau or a Television Bureau of Advertising would be given autonomy in its special field—selling—but would be required by its own charter to submit to the orders of the national federation if it chose to function in relations with the public or the government.

How many of the existing organizations in radio and television would be suited to participate in a federation? That would be for each of them to say, but RAB and TVb come immediately to mind. Perhaps others like the Station Representatives Assn. could logically be woven in.

It seems to us that the operations of TIO would become part of the expanded operations of the national federation by nature of the primary assignment of the federation itself, and we say this with no intention to underestimate the job that has been done by TIO's director, Louis Hausman, and the Television Information Committee which Clair McColough heads. It is structure we are talking about, not personalities. Indeed it seems to us that the surest guarantee of retaining talents like those now associated with TIO is to give them a sensible framework in which to operate.

Airspace pincers

Broadcasters are threatened with an airspace pincers in the licensing process because of a jurisdictional controversy between the FCC and the new Federal Aviation Agency.

At issue is who controls the airspace used for radio and television broadcasting. Tall towers for tv antennas are needed for maximum coverage under FCC criteria. The FAA's interest is the determination of hazards to air commerce, and it has moved under extremely dubious if not nonexistent authority to assert its jurisdiction over heights and location of towers.

The problem existed even before the advent of tv. Since the 1952 final tv allocations, devised to provide at least one television service to all parts of the country, the controversy has worsened. But the FCC has had the final word until now.

On Oct. 10, by presidential order, the decade-old Air Coordinating Committee goes out of existence. The FAA then takes over. In advance of this, the FAA has issued proposed regulations challenging the old procedure. It proposes to assert final jurisdiction over tower locations and heights and to conduct separate proceedings, totally apart from those of the FCC governing issuance of permits. Beyond this, it proposes to establish a system of antenna farms for the entire country. Conceivably this could displace many existing antenna sites for radio as well as tv, without regard to coverage patterns, co-channel assignments and other criteria imbedded in existing FCC rules.

If there is one thing certain in communications legislation, it is that the FCC is the sole and final arbiter in allocations of broadcasting facilities. This embraces approval of transmitting equipment, power, frequency and antenna height and location. These are the components that determine efficient coverage for prescribed areas.

The FAA's jurisdictional claim over tower heights and sites is in contravention of the explicit terms of the Communications Act. Until now, the Civil Aeronautics Authority, predecessor of the FAA, recognized this. In creating the FAA, Congress certainly did not intend to rescind the FCC's final authority over the allocations process. It therefore follows that the FAA has misinterpreted congressional intent.

Even under existing procedures, many stations have endured extreme hardships in seeking new locations for tall towers to enable them to improve service as the public interest requires. WHAS-TV Louisville, for example, has been trying for a half-dozen years to find a new site suitable to aviation authorities, but without success.

Dual or split jurisdiction would be untenable. The FCC should assert itself against FAA usurpation of its clear authority. If it fails in that, Congressional or court action should be sought. The effort of government should be to simplify and expedite issuance of permits and not to complicate, hinder and delay.

"Our client's dropping the bowling show! He's had labor trouble, and all that talk about strikes upsets him!"

Drawn for Broadcasting by Sid Hix
This ancient Indian pottery is a product of someone’s innate ability ... creativity. Here in the Industrial Piedmont the one station with the proven ability to create sales is WFMY-TV.

To sell the nation’s 44th market* (44 counties, 17 cities in all) ... where 2.3 million customers have $3.2 billion dollars to spend ... call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book
The Falcons' Mascot which performs during halftime at every game.

A great team with a great schedule, and every game will be broadcast exclusively on KIMN—Denver's No. 1 station—with Fred Leo, outstanding sportscaster, doing the play-by-play for those who are proud to join with KIMN in bringing Denver some of the nation's finest football.

THE 1960 FALCONS