WHO-TV HAS BUY-APPEAL!

Thousands of Central Iowa housewives get most of their shopping and buying ideas from WHO-TV—because this station reaches more of their homes in 80 of 120 quarter hours surveyed, from Noon to 6 p.m., Monday through Friday (NSI — June 20-July 17, 1960).

Family Theatre, an exclusive WHO-TV production, reaches an average of 49% more homes than any other station in the market — Noon-2 p.m., Monday through Friday!

WHO-TV’s "station time" programming is produced with the state’s leading television personalities and studio facilities, plus one of America’s most complete film libraries®.

Sell Central Iowa’s housewives, at a low cost per thousand, on daytime WHO-TV. Ask your PGW Colonel for availabilities!

WHO-TV
Channel 13 • Des Moines
NBC Affiliate
Col. B. J. Palmer, President
P. A. Loyer, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., National Representatives

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines; WOC-TV, Davenport.
KYA is San Francisco's most distinguished address. Here, audience is responsive because of an effective community-oriented programming. (Coveted is our new Mayor Christopher Award for valued broadcasting service.) Here, advertising is resultful because of a planned, considerate commercial policy. (Broadcast Time Sales will be pleased to describe in detail.) Here, you will be in good company. Come in!
buy
St. Louis
`a la card
capture the great Dallas-Ft. Worth market with
KRLD-TV channel 4

KRLD TV's Net Weekly Circulation of 586,300* TV Homes is 43,600 more than Station B, 53,000 more than Station C and 243,500 more than Station D.

You Don't Reach The Dallas-Ft. Worth Market EFFECTIVELY Unless You Use CHANNEL 4.

*ARB, August, 1960

KRLD TV

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.
The price of talent

Heated wrangle is said to have developed during negotiating meeting between American Federation of Television & Radio Artists and networks (see story, page 57) when network officials charged AFTRA’s proposals on tape programs were “highly unrealistic” and would hike costs beyond endurance. One AFTRA spokesman is reported to have made this rejoinder: “The trouble is not with our rates but with you people. You don’t know how to use tape. Your costs have risen because you use tape like film—too much editing, too many retakes. And this means more below-the-line costs. I know you’ve exceeded your budget on every special program you’ve put on tape.”

Without arguing either side of AFTRA-network negotiations (see above), executive at one agency last week cited this example as indicative of reason one of its important regional accounts may drop television: He said he had “costed” talent’s demands in relation to one specific 13-week spot campaign and found that, if union should get all it’s asking, production cost would go from $2,000 to $15,000. He wondered whether he could recommend that client stand that kind of gaff.

Budget buildings

FCC is seeking heavy increase in appropriation for 1962 fiscal year which will begin July 1 next year, and substantial amount of it would be earmarked for broadcast activities. Current (1961) budget is $11,789,000. Agency is seeking nearly $14 million for new fiscal year to permit it to increase personnel from about 1,200 to nearly 1,500.

Broadcast Bureau, which includes new Complaints & Compliance Division, has approximately $2,350,000 for current year and this would be increased nearly $500,000 if Budget Bureau and Congress approve request. With personnel services and other benefits, Broadcast Bureau increase would exceed $550,000.

Debate on debates

Rescheduling of fourth “Great Debate” from Oct. 28 to date now Oct. 28 was under discussion over weekend with meeting between GOP committee executive Fred C. Scribner and Democrats’ Leonard Reinsch, Kennedy tv-radio co-ordinator, Saturday to try for agreement on Sen. Kennedy’s desire for debate later in campaign and Vice President Nixon’s counter-proposal to extend fourth debate to two hours (story page 68). If two agree, they’ll promptly inform network people or meet with them over weekend, with possibility fourth debate may be set Oct. 28, for two hours. Fifth debate is still very uncertain.

Time bomb ticking?

It’s pretty clear now that networks are not going to buck FCC on deletion of 30 minutes from option time segments of broadcast day (Broadcasting, Sept. 19). Thirty-day reconsideration period passed without any filing last Friday. Networks or interested parties could go to court (they have 30 more days to do this), but it’s considered unlikely since first step in appeal is to ask issuing agency to reconsider.

Does this mean end of option time controversy? Don’t bet on it. Justice Dept. twice has indicated it thinks option time is antitrust violation. Best information is nothing planned at moment, but there’s more than inkling that subject is simmering on back burner—to be served up after presidential elections next month, or early next year.

Political buying

New York time salesmen in taking pulse of political spot tv say Democratic spot volume is running ahead of Republican by 5-1. So far spots have run in “hinterland;” both parties are expected now to accelerate plans and break nationally in major markets. (Also see story page 68.)

No sign of aging

Programming experts responsible for new show choices this season might ponder significance, if any, of this development: Veteran What’s My Line? which for years has adhered without change to same format, time slot and network this fall has broken into early-season (September) Top 10 Nielsen.

Third-station drop-ins

Although it will be some months before FCC decides on vhf drop-in policy (45-day extension was granted fortnight ago), there appears to be some shift in approach. Notion that table of allocations should be dropped apparently is winning little favor.

There’s tendency in favor of third stations in markets that have minimum of 250,000 families. Under existing allocations there are three exceptions to existing minimum mileage separations.

Pressing for interim drop-ins at less than standard separations has been ABC because of competitive disadvantage in facilities in number of top markets on demanded list. View is developing that FCC should consider each case on individual merits rather than recognize blanket deviations. Markets most talked about for drop-ins are Providence, Grand Rapids-Kalamazoo, Louisville, Syracuse and Rochester.

New deal in Salinas

Voluntary cancellation of arrangement whereby Paul F. Harron, East Coast station owner (WKAL-WKTV TV) Rome-Utica, N. Y.) would have acquired Salinas Valley Broadcasting Corp. (ch. 8 KSBW-AM-FM-TV Salinas-Monterey; ch. 6 KSBY-TV San Luis Obispo, Calif.), resulted in filing of application last week in which control is transferred to John C. Cohan, president-general manager. Joining Mr. Cohan are Edward S. Shattuck, Pasadena attorney and Republican National Committeeman, and two associates. Transaction is subject to ratification at stockholders meeting scheduled Oct. 29.

Mr. Harron last February negotiated acquisition of control of Salinas properties for $3.1 million (Broadcasting, March 21). Under new arrangement, W. M. Oates will sell his 25% to Shattuck group for $334,000, plus assumption of proportionate share of liabilities amounting to $750,000. Mr. Cohan, whose holdings are 46 1/2%, acquires in first phase of transaction 58%, but will vote 62% of stock. Eventually he would acquire 78 %.

Off limits

Washington communications lawyers, accustomed to free and easy access to FCC personnel, have run into stone wall in John C. Harrington, chief of commission G-2 staff. Ex-FBI lawyer, Harrington feels he’s running investigation unit and has nothing to do with decision making. He won’t, therefore, talk to outsiders who have interest in cases in his shop.
Most of us in the advertising business, and certainly those of us in Detroit, well remember Theodore MacManus’ “Penalty of Leadership” ad for Cadillac back in 1915, generally regarded as a true classic of admanship. And we really wouldn’t be so presumptuous as to change a word of it. Our intention is merely to point out that in television there are advantages and benefits as well as penalties and obligations that go with leadership. We at WJBK-TV do our best to live up to the obligations—in programming quality, in production facilities, in community service, in technical improvements. First with videotape in Detroit; first with full color facilities; first with Ampex’s latest improved models, now being installed. The benefits we pass on to our two best friends: Our audience and our advertisers. Are you getting YOUR share?
WEEK IN BRIEF

What's it cost to make a television film program? What are the chances of its getting on a network? How do you get a sponsor? When you get one, does he try to influence program content? The basic questions of film production are answered by some of the biggest film makers. See ... 

WHO CONTROLS WHAT IN FILMS—29

How much control do sponsors exert over programs? Quite a bit, but it comes mostly from must-not suggestions rather than musts. An FCC hearing in Los Angeles collects four letters from sponsors telling producers what not to put in programs. It adds up to a lot of taboos. See ... 

DON'T SPEAK ILL OF INDIANS—30

Regional inserts in national magazines have doubled their advertising billing in the past year, and there's evidence at least some of their gain has been at the cost of TV. Some TV station reps are worried. See ... 

THREAT TO SPOT TELEVISION—38

Crowell-Collier pays the highest price ever paid for a radio station—$11 million for WMGM New York. Two other big sales in work last week: KFSD-AM-FM-TV San Diego to WOAI-AM-TV San Antonio for $7 million and WHTN-TV Huntington-Charleston to Reeves Broadcasting for $2 million. See ... 

RECORD IN STATION TRADING—52

It's useless for advertisers to complain about television's costs, because costs aren't going anywhere but up. By 1970 TV's cost-per-thousand will be 38% bigger than it is now, says TVB. Even so, the medium will still be a bargain. See ... 

IS THIS TV'S GOLDEN ERA?—46

The president of Campbell-Ewald says cheap radio is driving national advertisers from the medium. Agencies are slowing tonnage because "we can't allow our clients to be lost in the chaos of the top 40." See ... 

THE CASE FOR QUALITY RADIO—48

Florida's Gov. LeRoy Collins is so anxious to start his new job as NAB president that he'll report for work Jan. 4, the morning after his last day as governor. He tells the NAB joint boards he doesn't intend to be a "prespidering officer." He expects to give broadcasters the kind of vigorous leadership they deserve. See ... 

COLLINS SIGNS THE CONTRACT—54

The Ideal Toy company, a regular user of television, by-passed networks to place its own spectacular on stations of its own choosing. It wanted selected markets at selected times. It got record-making orders. See ... 

WHY SPECIALS WORK ON SPOT—46

There'll be a fight over RKO General's bid for pay TV in Hartford, but it won't involve the masses of antagonists who blooded one another at early hearings. Only the applicant and local theatremen who oppose pay TV will be allowed full participation. NAB will get 30 minutes to state its objections to pay TV on the air. See ... 

FCC DUCKS FREE-FOR-ALL—78

Dave Susskind scores a publicity coup with his interview with Premier Khrushchev, but gets a critical drubbing for inexpert questioning. See ... 

DAVID MISSES WITH HIS SLINGSHOT—72

Three Kennedy-Nixon debates are out of the way, a fourth is scheduled, and it's possible there'll be still another—if the candidates can agree on time and terms. See ... 

A FIFTH 'GREAT DEBATE'?—68

Thurman Whiteside, longtime friend and sponsor of former FCC Commissioner Richard Mack, is acquitted at retrial on charges he bought Mack's vote in Miami ch. 10 case. A co-defendant in first trial that ended in hung jury, Mack is judged too sick to be tried again. See ... 

JURY ABSOLVES WHITESIDE—84

Growing criticisms of television can't be stopped by networks or national associations of telecasters. It'll take work by every station on its own. What television needs most now: better local shows and better local public relations. See ... 

MONDAY MEMO—24

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Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1715 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.
IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK
(and he should be; it’s the biggest market in the U.S.)

START WHERE THE SELLING IS EASY
(easier because the N.Y. market is bigger than the next 3 combined)

START WITH WINSLAND
(the proven path for reaching these people)

WHERE THE MARKET IS HAPPILY HOMOGENOUS
(all ages, all interests, all incomes)

No matter what walk of life they come from, WINSLANDERS have one thing in common. They all like to eat. They spend almost a billion dollars a year on food. Almost every minute of the day and night, WINS is the No. 1 station in New York. MEDIA MORAL: If you sell something good to eat, sell it on WINS, the station that has the eager eaters.
Desilu avoids violence on tv, Arnaz tells FCC

Question of violence in tv programs was brought to fore in Friday's interrogation of Desi Arnaz, president of Desilu Productions, at FCC's network study hearings in Hollywood. (See early story page 29.)

Mr. Arnaz said he is opposed to unnecessary violence and pointed to majority of Desilu programs which feature comedy and family life. He said it is principle not to offend or use anything in bad taste.

Recounting history of Desilu, Mr. Arnaz said it was formed with $8,000 loan from General Amusement Corp. In 1954, CBS was approached for additional funding and put up $1 million for 24% interest. Included was contract to produce two tv series yearly for five years. These were Our Miss Brooks and Lineup.

In 1957, Mr. Arnaz said, he and Lucille Ball bought back 24% for same price, but CBS got ownership of I Love Lucy and December Bride. When ABC ordered Untouchables, network guaranteed Desilu $3 million for 26 episodes.

Witness Friday afternoon was Curtis Kenyon, president, Writers Guild of America (West).

Witnesses for this week include: Frank Capra, Directors Guild of America; Al Scipione, former CBS vice president and now independent producer; Phillip Feldman, former CBS business manager and now management consultant; Edward Bronson and Frank Morris, NAB tv code officers; Richard Jencks, Alliance of TV Film Producers; Sam Weisbord, William Morris Agency, and Taft Schreiber, Revue Productions.

More than meets eye

Nixon-Kennedy debates may be having different impact on audience that hears them on radio from that on audience seeing them on tv. Preliminary tabulation by Sindlinger & Co., Philadelphia, Friday showed that among those listening to debates, twice as many think Mr. Nixon is winning debates as think Sen. Kennedy is leading. Similar analysis of television audience isn't completed, but indications are it's more evenly divided in thinking who won.

Bureau backs RKO on pay tv issues

RKO General won strong ally Friday when Broadcast Bureau told FCC it didn't think pay tv applicant has to spell out in detail its programming plans at this time.

Signed by Louis C. Stephens, FCC counsel in forthcoming en banc hearing, bureau's document was in response to petition by Hartford, Conn., theatre owners and Connecticut Committee Against Pay TV, asking for clarification of programming issues and suggesting more details are required. Broadcast Bureau said RKO General obviously could not make firm commitments until it has green light from FCC to carry out three-year test over its ch. 18 WHCT (TV) Hartford.

Broadcast Bureau also agreed with RKO General that commission should not interpret issue on effect of pay tv on other programs now available as including such entertainment as movies, theatres, night clubs, etc. (See page 78.)

Commission bureau said other questions raised by Connecticut Committee could be accepted as clarifying issues.

Hearing before full FCC on RKO General's application to institute pay tv test in Hartford—for which it is prepared to spend up to $10 million—is scheduled to begin Oct. 24.

WEW sold for $600,000

Station sales reported Friday, all subject to FCC approval:
- WEW St. Louis, Mo.: Sold by Bruce Barrington to William F. Johns Jr. and associates for around $600,000.
- Mr. Johns' group owns WWOM New Orleans, KOME Tulsa, WLOD Ft. Lauderdale, Fla., and WMIN Minneapolis-St. Paul. Mr. Barrington retains ownership of WKYB Paducah, Ky.

Commission bureau says it will grant license to WEW, founded in 1921, operates on 770 kc with 1 kw, daytime. Hamilton-Lands & Assoc. was broker.

- WNVY Pensacola, Fla.: Sold by group headed by H. W. Holland to Jack Drees and John C. Smith for $215,000.

MESSRS. Drees and Smith own WKAB Mobile, Ala. WNVY operates on 1230 kc with 250 w, fulltime.

Wesley appoints Amory

WEEK'S HEADLINERS

George Gray, formerly Eastern Div. manager of Paramount Television Productions, appointed vp and general manager of WORL Boston. Appointment was made by Edward M. Gallagher Jr., president of Pilgrim Broadcasting Co., which owns WORL. Before joining Paramount, Mr. Gray was New England representative for Ziv-Tv. His radio background includes posts with WCOP Boston, WEIM Fitchburg and WHOB (now WGAW) Gardner, all Massachusetts.

William M. Schmick, former director of new products at Colgate-Palmolive Co., N. Y., and senior product manager of new products at Procter & Gamble, joins Donahue & Coe, N. Y., as vp and director of marketing. Lawrence D. Gibson, most recently marketing research director at American Molasses Co., and former assistant to vp and director of marketing research at Corn Products Co., joins agency as vp and research director.

Bruce M. Dodge, founding officer and one of three principal stockholders in North Adv., named executive vp in charge of agency's New York office, it was announced Friday by Bert Goldsmith and Don P. Nathanson, board chairman and president, respectively. Before helping found North five years ago, Mr. Dodge, who has been heading New York office, was vp in charge of radio-tv for Weiss & Geller and previously director of Kenyon & Eckhardt's radio-tv department. He started career as radio producer at old Biow Co. and has produced such programs as Toast of the Town, The Victor Borge Show, Take It or Leave It and The Milton Berle Show. Other North stockholders are Messrs. Goldsmith and Nathanson. Cyrus H. Nathan, North executive vp and holder of half interest in agency, has sold his shares and resigned. (See FATES & FORTUNES.)

Earl Rettig resigns as president of California National Productions effective at end of year. CNP is NBC's film subsidiary. No decision as to successor has been reached. Alfred Stern is CNP's board chairman. Herb Schlosser is vp and general manager, and Carl Lindemann Jr., few weeks ago moved from vp of program sales at NBC-Tv, to program vp for CNP (Broadcasting, Oct. 3).

Milton H. Raymond, vp and account group supervisor at Grant Adv., N. Y., appointed senior vp and chairman of newly formed administrative plans board. Before he joined agency last June, Mr. Raymond was vp at Dowd, Redfield & Johnstone, N. Y., and its successor firm, Cohen, Dowd & Aleshire (now Cohen & Aleshire).

For other personnel changes of the week see FATES & FORTUNES

Mills name back, this time for FTC

Edward K. Mills, 54, New Jersey Republican who once was nominated to FCC, was given recess appointment Friday to become acting chairman of Federal Trade Commission, succeeding Edward J. Tait, who resigned Friday effective Oct. 31.

Mr. Mills, who had been prime candidate to succeed FCC Chairman George C. McConnaughey in 1956, was nominated to succeed FCC Chairman John C. Doerfer earlier this year. He asked that his name be withdrawn when he learned there was conflict of interest between irrevocable trust of which he is beneficiary and possible FCC activities.

Mr. Tait, nominated by President Eisenhower to full seven-year term on FTC in 1956, resigned for personal family reasons. He will enter private practice with Pittsburgh law firm, heading its Washington office. Before joining FTC, Mr. Tait was executive assistant to chairman of Securities & Exchange Commission.

Earlier in week it was announced President had named Daniel J. McCauley Jr., FTC general counsel, to SEC as commissioner, succeeding James C. Sargent, who resigned. Mr. McCauley was regional administrator of SEC before joining FTC in 1958.

WGBS, CBS part company

WGBS Miami, affiliated with CBS Radio since 1947, will go independent Nov. 28. William E. Rine, vice president of radio for Storer Broadcasting, which owns station, said decision to disaffiliate was made because new CBS Radio program format "is not compatible with WGBS program objectives." CBS Radio has adopted new program policy emphasizing news, de-emphasizing entertainment features (Broadcasting, Oct. 3).

Business briefly...

Ronson Corp. * Woodbridge, N. J., electric shavers, enters eight key markets at end of October for eight-week tv spot Christmas campaign consisting of approximately six prime-time 20's weekly in each. Agency: Norman, Craig & Kummel, N. Y.

Rootes Motors Inc. * Long Island City, N. Y. (Hillman, Humber, Singer and Sunbeam automobiles), appoints Mogul Williams & Saylor, N. Y., as agency, effective today (Oct. 17), replacing Erwin Wasey, Ruthrauff & Ryan, N. Y. Budget is expected to total more than $1 million but media plans are not set.

AT DEADLINE continued

of tv and radio for The Wesley Assoc., that city, as part of expansion of department's activities. Mr. Amory earlier had been founder and president of Minot Tv Inc., producer and distributor of tv series, which merged with M. & M.

WNOK-TV asks ch. 14

Plan to give Columbia, S. C., two uhf stations was submitted to FCC Friday. WNOK-TV (ch. 67) Columbia asked commission to move ch. 14 into that city. Veteran uhf broadcaster (since 1953) said it would apply for low-band uhf facility. Plan noted that First Carolina Corp. filed in August for presently-allocated ch. 25. WNOK-TV said it would seek that channel if ch. 14 is not moved to Columbia and backed up its stand by immediately filing application for ch. 25.

Station seeks change of tv channel assignments for Columbia from channels 10, 19, 25 and 67 to channels 10, 14, 25 and 31. This would involve deleting ch. 14 and substituting ch. 19 in Camden, S. C., and deleting ch. 31 and substituting ch. 67 in Lancaster.
SEATING CAPACITY: 15,172,000

The five Triangle FM Stations cover a vast area of 15,172,000 people. Here's the low-cost way to reach a high-quality, high-income, high-spending audience. One phone call buys all the Triangle FM Stations and you benefit three ways:

- Large, high-spending audience at low cost
- One high standard of programming creating listener awareness of your commercials
- One standard of commercial acceptance

Source: Sales Management, 1960


WFIL-FM

WNBF-FM
Binghamton, N.Y.

WFBG-FM
Altoona, Pa.

WNHC-FM
New Haven, Conn.

KRFM
Fresno, Cal.

Triangle National Sales Offices: 485 Lexington Avenue, New York 17, New York /
3440 Wilshire Blvd., Los Angeles 5, Calif. / 6404 Sharon Rd., Baltimore 12, Md.
The restoration of an old master... Just imagine the quality touch, meticulous care and infinite patience required. These are the same basic ingredients which comprise and the quality touch atmosphere surrounding today's better television and radio station operations.
WHAT MAKES

STORER BROADCASTING
33 years of community service
A pioneer pioneers to get out of a rut. To explore. To open frontiers. To bring about new concepts. It’s not the easiest calling. Everything must be learned the hard way. The risks are large and incessant.

There were few broadcasting guideposts when Storer started out 33 years ago. What have we learned from it all? THIS:

You first must make yourself a responsible citizen and a good neighbor to the community as a whole.

Only in this way can you build large, loyal audiences who will respond to your sales messages.

In short, operating in the public interest is good for our business and for yours.

**Radio**
PHILADELPHIA—WIBG
LOS ANGELES—KGBS
DETROIT—WJBK
TOLEDO—WSPD
CLEVELAND—WJW
MIAMI—WGBS
WHEELING—WWVA

**Television**
DETROIT—WJBK-TV
CLEVELAND—WJW-TV
MILWAUKEE—WITI-TV
ATLANTA—WAGA-TV
TOLEDO—WSPD-TV
To put it all in a jet pod...

**DELTA is the JET LEADER to and thru the SOUTH**

Delta was first with DC-8 or Convair 880 Jets over all routes served... and today offers up to 3 times more jet service than any other airline. Only Delta flies all 3 U.S.-built Jetliners... **Convair 880 Douglas DC-8 Boeing 707**

For immediate reservations, see your Travel Agent or call

**DELTA the air line with the BIG JETS**

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

**NOVEMBER**

*Nov. 2—Hollywood Ad Club "Shirtsleeve Session" on tv sales. David Hopkins, vice president of McCann-Erickson, Los Angeles, will be moderator. Session will convene at 11 a.m. and run through luncheon until 2 p.m. at the Hollywood Roosevelt Hotel.

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

*Nov. 4—Country Music Festival, ninth annual Jamboree sponsored by WSM Nashville. Tenn. Rep. Oren Harris (D-Ark.) will be keynote speaker.


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

*Nov. 10—North Dakota Broadcasters Assn. annual meeting, Gardner Hotel, Fargo, N.D.


Nov. 13—Annual seminar for promotion managers of radio and tv stations represented by Edward Petry & Co., at 3 p.m. in Continental Suite, Sheraton-Charles Hotel, New Orleans. Held in conjunction with Broadcasters' Promotion Assn. convention.

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


Nov. 17—Television Bureau of Broadcasters meeting. Peabody Hotel, Memphis.

Nov. 18—California Broadcasters Assn. annual meeting, Fresno.

Nov. 18—Oregon Assn. of Broadcasters meeting, Salem, Ore.

*Nov. 18—Advertising Federation of America, 8th District convention, Holiday Inn and U. of Wisconsin campus, Madison. Among the speakers will be: James Fish, vice president of General Mills and AFA board chairman and James Beach, ABC vice president.

Nov. 18—Oregon Assn. of Broadcasters meeting, Salem, Ore.

*Nov. 22—Hollywood Ad Club luncheon at Hollywood Roosevelt. Jerome Guild, designer, will discuss "Importance of Packaging."

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


*Nov. 28—Deadline for reply comments in FCC's rulemaking proceeding to drop in vhf channels at less than present minimum mileage separations. Docket 13940.


**DECEMBER**

*Dec. 2—Arizona Broadcasters Assn. fall meeting. All-day session at Mountain Shadown Resort near Scottsdale, Ariz. Norman E. Cash, TVB president, and Kevin B. Sweeney, RAB president, are principal speakers.

**JANUARY 1961**

Jan. 8-12—National Retail Merchants Assn. 50th anniversary convention. W. Maxey Jarman, board chairman of Genesco Corp., will speak at the opening-day luncheon. Grand
POW WOWERFUL PARTY!

125,000 ATTEND WTVW BIRTHDAY CELEBRATION

It's no secret that folks in the Evansville area like what they see on channel 7, and they buy what they see on channel 7. Over 125,000 persons attended our recent two-day Fourth Birthday Party celebration, and frankly, this tremendous turnout surprised even us. If you'd like to join our next sell-eration, now through the end of the year, contact our national representative for avails.

Contact GEORGE P. HOLLINGBERY
National Representative

Southern Indiana's most powWOWerful station
HOT DAWG! Everybody wants Deputy Dawg. He is syndication's hottest new cartoon property. Variety reports that Deputy's Terrytoons-produced series "continues to pile up sales, with the 75-market gross now up to $850,000."

The excitement figures. Deputy Dawg and his pals (Vincent Van Gopher, Li'l Whooper, Muskie and others) were created for the special delight of television audiences and advertisers (Lay's Potato Chips is sponsoring Deputy in dozens of Southern markets). Then there's a merchandising bonanza: Deputy Dawg apparel, comics, records, games, toys, books available from Grosset & Dunlap, RCA Victor, Dell Publishing, Ideal Toy Corporation and other licensees.

Better order your 26 Deputy Dawg half-hours today. Because, take it from us, he's hot! For details, call or write to the nearest office of... CBS FILMS

"...the best film programs for all stations."
Sales offices in New York, Los Angeles, Chicago,
San Francisco, St. Louis, Detroit, Atlanta,
Dallas, Boston. In Canada: S.W. Caldwell Ltd.
WANTED

DEPUTY DAWG
MORE THAN 33 HOURS

of LOCAL programming

EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — more effective than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . .

all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation’s 47th TV market. More than 2 billion dollars in retail sales ring on the retailer’s cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV’s coverage area.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

Ballroom, Statler-Hilton Hotel, New York City.
Jan. 21-22—Ninth annual Retail Advertising Conference, Palmer House, Chicago.
FEBRUARY

Feb. 8-10—Annual convention, Statler, New York City.
Feb. 9-10—Annual convention, Hilton, Washington, D.C.

APRIL

April 4-5—Montana Broadcasters Assn. annual convention, Great Northern Hotel, Great Falls, Mont.

MAY

*May 11—Brand Names Week.

MAY

*May 11—Brand Names Week.

*May 11—NAB annual convention, Sheraton Park and Shoreham Hotels, Washington, D.C.

AAAAA Conventions

Oct. 10-12—AAAAA, western region annual conference, Hotel del Coronado, Coronado, Calif.
Nov. 2-3—AAAAA, east central region annual conference, Sheraton Hotel, New York.
Nov. 30—AAAAA, east central region annual conference, Statler Hilton, Detroit.

NAB Fall Conferences

Oct. 18-19—Sheraton-Dallas, Dallas.
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AAAAA Conventions

Feb. 1—AFA annual mid-winter conference and congressional reception, Statler-Hilton Hotel, Washington, D.C.
April 6-7—AFA 1st district convention, Statler-Biltmore Hotel, Providence.
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-how much you save
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Don’t try to answer that question, for these are all equally essential considerations when you purchase the Encyclopaedia Britannica Film Library.

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Don't be detoured. If you want to move in Metropolitan New York, you need WPAT... the station that moves millions throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut. Follow the lead of the world's leading lines. They're in transports over the effectiveness of WPAT... where transportation and travel advertising has climbed to a stratospheric 2090% increase in three short years. There's no doubt about it, commercials get there faster on WPAT. And for advertisers, getting there is all the fun. Here are only a few of the world travelers who've found out how much faster and how much more fun it can be to get there on WPAT: Arora Steamship Lines, Braniff, BOAC, Capital, The French Line, Irish Airlines, KLM, National, Northeast, Northwest, Sabena, SAS, TWA and United. In the past three years, all of them have advertised on WPAT... the station with the air of success.

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Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. You can make excellent use of our Know-How to sell your products. We'll be happy to help you. We are one of the oldest and the largest broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN FIRST IN RATINGS IN SIX BIG MARKETS

WCIN 1,000 Watts—Watts-Atlanta—President—J. H. Cobbe; 5,000 Watts—Watts-Atlanta—President—J. H. Cobbe; WIVN 5,000 Watts—Nashville's only full time Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Chicago’s only full time Negro-Programmed Station!

WVLW 5,000 Watts—New Orleans’ only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg’s only all Negro-Programmed Station!

Buy One or All—Discounts With Two or More!

RONSAlVEll Radio Stations

Peachtree at Mathison, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE Owner-President

HAROLD F. WALKER Owner-President

JOHN E. PEARSON CO.

DORA-CRAYTON

Broadcasting, October 17, 1960

Negroes in six important Rounsaville Radio areas know what they like. And you must aim right or you miss the buying power of these Negroes... consumers with $824,000,000 to spend—AFTER taxes! This enormous consumer potential can influence the national sales picture of any product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. Over 95% of all Negroes listen to radio! Negroes buy the products they hear about on their radio—NEGRO RADIO. A proper part of your advertising dollar must go to Rounsaville Radio, or you miss this market! Call Rounsaville Radio in Atlanta, John E. Pearon, or Dora-Crayton in the Southeast.
"The Giant"
HAS THE UNITED STATES'

GREENVILLE, SPARTANBURG
and ASHEVILLE...
and it's 7th* in the Southeast
larger than Nashville, Raleigh-Durham,
Jacksonville, Mobile or Jackson

For any "1st 10" markets
in the Southeast, or for any
"1st 50" markets in the U.S....you'll want "The Giant of Southern Skies"

Write, wire or phone the Station
or AVERY-KNODEL, INC. for rates,
availabilities and assistance.

Represented Nationally by AVERY-KNODEL, INC.

BROADCASTING, October 17, 1960
What television needs most:
Better local shows, better local public relations

Within the sphere of influence of every television station there is a significant segment of the audience that is becoming more articulate in its negative opinions toward broadcasting.

Has the giant of the communication field failed to communicate effectively with its audience? In terms of a market place for goods and services, it has not. Its sales record has been brilliant. However, the question arises: Are stations taking the initiative against these negative audience opinions? If so, to what degree?

There is a very positive story in television's accomplishments that can be promoted more effectively. For a mass medium that must also serve minority tastes it has an admirable record. But, too often television's good efforts are buried under growing piles of uninformed criticism.

Evidence of the industry's concern and its plans for a public relations counter-attack are illustrated in the recent report issued by the Television Information Office (Broadcasting, Sept. 26). Its efforts certainly are to be encouraged.

But the success of any industry program is, to a large extent, dependent upon the degree to which stations themselves take an active interest in good community relations. It is therefore incumbent upon stations to better inform their audiences, particularly the vocal segment, of television's role as both an entertainment and information medium, reiterate its accomplishments and put into perspective the local station's role.

The Local Story • There are, of course, some outstanding examples among stations today who have seized this information incentive. Their management are active in promoting the industry and local station achievements to their community leaders in civic, professional, educational, cultural and religious groups. And, more important, they speak from a record of local programming standards that have earned them recognition as an effective local social force. They have dramatically put into perspective the local stations' contributions. Greater success in this area will depend upon the participation of many more stations.

No matter how well organized your local public relations program may be, it will require an extension through more on-the-air community oriented programs.

The FCC has presented a challenge and an opportunity to stations in its recent ruling which returns to stations 30 minutes of time previously optioned to the networks. It will be interesting to watch the use to which this new local option time will be put.

It is inevitable that we will see greater use made of the station's privilege to editorialize. The judicious use of this power can contribute toward more stimulating programs on important local and regional issues. More important, it will be the direct line between station management and the station audience. What your station stands for will be there for all to see. This will be mature and responsible local programming in a very real sense and should result in the general up-grading of the local station image as an authoritative, reliable and influential local voice.

Time for New Look • On the theory that the soundest action is based upon enlightened self-interest and recognizing that people's tastes, interests and even their habits are subject to ever-changing patterns, would not this be an opportune time to re-examine your market, assess your programming philosophy and develop what J. Walter Thompson's senior consultant, James Webb Young, describes as a "merchant mind—an endless store of daily observations of what people really want, backed by a real desire to serve them"?

From our personal observations in travelling about the country, we believe there is sufficient genuine interest on the part of audiences in good locally conceived programming to warrant experiment with new ideas. Stations have long been considered as an important source for new program ideas. In fact, every leading television award carries a special category for the outstanding local program achievements.

In advertising we are steadily trying to increase the areas of measurable knowledge with which we work. Vital and imaginative community relations programming which strengthens a station's audience acceptance will enhance its media values and offer an important qualitative dimension to our media knowledge. We also firmly believe that a more authoritative, reliable and influential station image will create a more favorable environment for advertiser selling messages.

The community relations task outlined here does not represent an original concept. The principles have been used by successful broadcasters and the rewards are a matter of record. The proposal then is to enlarge the scope of creative local public interest programming, to develop a willingness to experiment with new ideas and program formats and to show your audiences what you stand for through better conceived and better integrated local public relations campaigns.

Jayne Shannon, native of Morristown, N.J., began her advertising career in 1943 when she joined J. Walter Thompson, New York, as a media buyer. Before that she had been in fashion merchandising. For the past seven years she has been broadcast media supervisor at JWT and active on accounts like Standard Brands, Scott paper, Eastman Kodak and Lever Bros.
AUGMENT YOUR SALES WITH MUSIC FOR MATURE MINDS

WBAL-RADIO, Maryland's only 50,000 watt station, covers a total population of over 2½ million people... each with different likes and dislikes. To reach this massive Maryland market, WBAL-RADIO hits a new note in full range programming—MUSIC FOR MATURE MINDS. No disturbing idle talk. No discordant deviations. Just the big sound of beautiful music... music for people of all ages... music for millions of discriminating Marylanders within the 14,000 square mile area that WBAL-RADIO covers. If you're looking for a captive audience for your client, you can make beautiful music together with WBAL-RADIO.

Nationally represented by Daren F. McGawen Co., Inc. Associated with WBAL FM & TV

WBAL-RADIO, BALTIMORE

BROADCASTING, October 17, 1960
OPEN MIKE®

I bought my first station, KMHT Marshall, when I was 23, built KBCL in Shreveport when I was 25 (sold in 1958) and now also own KLUE in Longview. My age now is 28.

While Frosty manages only one of his stations, I manage both of ours. — H. A. (Tony) Bridge Jr., KMHT Marshall, Tex.

Mr. Bassett and Forjoe

EDITOR: In the interest of factual reporting, we will appreciate your kindly correcting the current publicity story released by Broadcast Time Sales for Mort Bassett in which it is stated that he was “a partner” of Forjoe & Co. Inc. (At Deadline, Oct. 26, page 10). For the record, Mort Bassett, who was formerly employed by us, is not and never was “a partner.” Inasmuch as this designation creates a misleading and non-existent legal relationship, which may possibly involve our company in serious legal matters, we will appreciate your kindly correcting any such statements now or in the future, sent in to your fine publication. — Joseph Bloom, President, Forjoe & Co., New York.

[Broadcast Time Sales' news release said “Mr. Bassett's most recent connection was as executive vice president and a partner of Forjoe.”—The Editor.]

BOOK NOTES

• “Yours Truly... Hugh Downs” by Hugh Downs, Holt, Rinehart & Winston Inc., New York, Oct. 17, 201 pp; $3.95.

This popular tv personality and announcer writes an entertaining review of the minor and major incidents that helped to shape his life. He minglest within it some succinct observations about the professions of broadcasting and advertising. Example:

“If ever there was a middleman, it is the ad agency. It stands between the arts and the purse strings. It is the buffer between creative pride and mercantile ruthlessness. And it gets bruised on both sides. It may well be the most pressured business in the world, constantly trying to effect a marriage of incompatible outlooks.

“I believe if all ad agencies closed for one month, and let business concerns work out their advertising problems directly with media, that at the end of that time, both media and the corporations would be so glad to see the agencies back that loud rejoicing would break forth. Maybe even a book or two would appear in praise of Madison Ave.”
IN PITTSBURGH THIS SEASON...

Take TAE and See

TAE-time is ABC-time!
Get your extra-hot adjacencies now.

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

REPRESENTED BY THE KATZ AGENCY
450 Druggists make W-I-T-H's Spotlight Drug Plan the fastest-drawing Merchandising in Baltimore!

W-I-T-H is first in Baltimore with more drug-store product advertisers than any other station... and no wonder! W-I-T-H's drug advertisers get their products featured in 450 top-volume drug stores in Metropolitan Baltimore by shelf talkers, window streamers, price tags and cash-register strips! These 450 druggists are set to push your product... so buy time where you get space.

RADIO PERSONALITY

Tom Tinsley, President, R. C. Embry, Vice President

NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JIM AYERS COMPANY in the South and Southwest.
WHO CONTROLS WHAT IN TV FILMS

FCC’s Hollywood probe hears big tv producers say they do
But they admit sponsors do have some program influence
Hearing reveals cost, talent, other production factors

“Don’t call me, I’ll call you.”
This old shoe, popularly attributed to the big Hollywood film producer, wound up on the other foot last week.
FCC did the calling. And the big Hollywood tv film producers did the answering.
The big names behind the big names were called to the witness stand as the commission opened the film capital phase of its overall, continuing investigation of network and programming practices in television. The Hollywood hearing continues into this week.

Asked by FCC counsel whether sponsors “control” the tv programs which they make, the producers appeared to answer in one voice: “no.”
However, they admitted that as a practical matter, and as common business sense or courtesy, they do accede to some policy wishes of the advertisers. In fact, exhibits introduced by the FCC counsel tended to show sponsors have exercised rather extensive “control” in certain instances (see story page 30).

Control: Yes & No Last week’s key testimony was given by top tv officials of Warner Bros., Screen Gems, 20th Century-Fox, MGM, Toreto Films (Loretta Young), Four Star (Dick Powell) and Stage Five Productions (Ozzie Nelson) among others. The producers, in essence, said:
- They (the producers) control the content of the programs they produce.
- But that control is mitigated some by the necessity to abide by rules of network continuity acceptance and by the practical policy (usually a contractual obligation) to give the sponsor the right to a final say on matters that might affect the sale of his product.
- They denied that these mitigating conditions present any real problem since most of the “suggestions” were matters of common programming or business sense. An example: a cigarette sponsor wanted characters in his program to smoke cigarettes instead of cigars or pipes or chewing tobacco.
- They work hard to eliminate violence and offensiveness from their films. They adhere to NAB’s Television Code.
- They have never talked to a television station manager although FCC, under the law, holds the station licensee responsible for what goes on the air and not the network, the advertiser, the agency or the producer.

The hearing will continue this week in the U.S. Court of Appeals courtroom on the 16th floor of the U.S. Post Office and Court House in Los Angeles. It is a continuation of the inquiry ordered by the commission Feb. 26, 1959, into the broad aspects of tv network programming. Hearings were held in May 1959 in Washington and in July of that year in New York. In November 1959 the scope of the inquiry was enlarged to include radio and tv programming and advertising matters.

Realistic Regulation “In initiating its broad inquiry, the commission sought to determine whether the regulatory pattern for broadcasting is realistic and adequate in the light of modern programming methods and practices in the industry,” Harold Cowgill, chief of the FCC Broadcast Bureau, said in an opening statement read into the record by Ashbrook P. Bryant, chief counsel of the Broadcast Bureau.

Although the law places on the broadcaster the responsibility for his program schedules, Mr. Cowgill pointed out that “in reality the station licensee has little part in the creation, production, selection and control of network programming. Licensees place ‘practical reliance’ on the networks for the selection and supervision of network programs which constitute the principal broadcast fare of the vast

William Orr  William Dozier  Peter Levathes  Loretta Young
majority of television stations throughout the country.

"Many if not most of the most popular television programs presently on the air are created and produced by the film industry ... which has made and is making a major contribution to the broadcast structure of the U.S. Indeed, that contribution is recognized by our very presence here and points to the fact that no intelligent and informed appraisal of broadcasting and its relation to the government can be made without a thorough knowledge of the operations of the film community in the creation and production of broadcast matter for television."

James D. Cunningham, chief hearing examiner of the FCC and presiding officer at the hearing, said at the outset that the proceedings is not judicial but "investigatory or fact finding." The objective is to make an official record for use by the commission.

Questioning was conducted by Mr. Bryant and FCC Attorney James Tierney. They paid considerable attention to the matter of crime and violence on tv, citing numerous criticisms to the effect that there is far too much of both in the programs fed into the American home by the tv networks. The producers admitted that this is a problem, but one of which they are well aware. Each testified that his firm is making every effort to meet it head on so that the programs will entertain and not corrupt the viewing public.

Warner Bros. Policy. The first witness was William T. Orr, vice president of Warner Bros. Pictures and executive producer of the tv division. He said that all Warner tv programs produced under his supervision were for broadcast on ABC-TV (Cartoons, commercials and the Bell science programs made by the company are in another division).

He said the main difference between producing films for theatres and for television is that there is an established budget for tv while in theatrical motion pictures one starts with a subject and perhaps a star and estimates what the box office potential is and then begins to set up a budget, which is much more flexible.

Warner's tv procedure is to start with an idea, usually developed internally but sometimes suggested by the network program department, expose it to advertising agencies to see if it evokes any interest and if it does to go ahead and create a format and characters. If the network likes the format, it may ask the producer to prepare a script or even to make a pilot film.

As to financing, Mr. Orr said that "we put up the money and at a later date collect from the network, who, we presume, collects from the sponsor." In exchange for underwriting the cost of the pilot, ABC shares in the syndication and merchandising rights, he said. Obligation to pay for the pilot does not guarantee that the network will broadcast the series, he said, and if they don't by certain specified dates the rights revert to Warner.

Warner prefers to develop its own programs and its own stars, using permanent studio employees under long term contracts. "We've laid down a policy that we're not interested in outside packages and we've not formed a program partnership with any package. We own all our shows," he said.

Warner Bros. is in constant touch with ABC about a new series right up to the final production of the pilot, Mr. Orr said, but he insisted that the creative control of the program belongs to the producer, subject only to the network's continuity acceptance department. Scripts also are sent to the sponsor's advertising agency and Mr. Orr said "we are mindful of the advertiser's desires, although we are"

---

Never say a bad word about an Indian

THAT'S ONE OF MANY SPONSOR TABOOS TURNED UP IN FCC HEARING

How much control do advertisers exert over the contents of programs they sponsor?

Not very much, according to producers who testified last week at the FCC's program hearings in Los Angeles (see accompanying story).

Quite a lot, according to exhibits entered in the hearing. Ashbrook P. Bryant, chief of the FCC's network study staff, introduced four letters that sponsors sent to producers to guide them in the production of shows. Three of the letters were to Screen Gems from General Mills, Liggett & Myers and Miles Labs. The fourth was from Coca-Cola to Ozzie Nelson.

The General Mills letter was the longest—a 22-point statement to guide the production of Tales of the Texas Rangers which General Mills sponsored a few years ago. Among its points:

"In general, the moral code of the characters in our dramas will be more or less synonymous with the moral code of the American middle class, as it is commonly understood."

"Ministers, priests and similar representatives of positive social forces shall not be cast as villains. Men in uniform shall not be cast as heavy villians or portrayed as engaging in any criminal activity."

"We will treat mention of the Civil War carefully, mindful of the sensitiveness of the South on this subject."

"There will be no material that may give offense either directly or by inference to any organized minority group, lodge or other organization, institutions, residents of any state or section of the country, or a commercial organization of any sort. This shall be taken to include political organizations, fraternal organizations, college and school groups, labor groups, industrial, business and professional organizations, religious orders, civic clubs, memorial and patriotic societies, philanthropic and reform societies (Anti-Tobacco League, for example), athletic organizations, women's groups, etc., which are in good standing."

"Special attention shall be given to any mention, however innocuous, of the baking business, as well as any other group of customers of the company."

For obvious reasons, it is essential that no sentiments be made on any of our shows which could be construed as being unfavorable to any special group of the company's customers or which would favor one type of customer over another.

"For example, no reference should be made to any difference in the prices charged by supermarkets as compared to independents."

"It must be borne in mind that General Mills has been a longtime sponsor, both on radio and television. References to western heroes of other shows should therefore be handled in the best of taste and references to other cowboy stars such as Gene Autry, Hopalong Cassidy et al should not be used in General Mills programs."

"The above paragraph pertains also to the horses used by those personalities. References should not be made to other 'competitive' horses such as Trigger, Silver, et al."

Smokers' Guide. Liggett & Myers, then sponsoring the Ed Wynn Show for Chesterfields, told Screen Gems how to handle smoking in its productions. The
not obligated to follow them."

**Sponsor Suggestions** • Asked for examples of advertisers’ suggestions, Mr. Orr said that a glass company sponsoring one program series asked that characters not be shown falling or walking through glass not knowing it was there or being hit by pieces of flying glass. When a cigarette company became a sponsor of *Maverick*, traditionally a cigar smoker, the new sponsor did not ask this to be changed, Mr. Orr reported, but it did ask that a new character being introduced into the series not be a cigar smoker. Warner complied with both requests, he said.

“Control of program content has never been a major problem for Warner,” Mr. Orr stated. “As respectable long time motion picture producers, we took it on ourselves to make these decisions. No one ever told me what sort of subject matter advertisers might object to.” Told by Mr. Bryant that some advertisers had issued lists of do’s and don’ts for producers, he said he’d never seen one.

Warner Bros. watches the NAB code because it affects the acceptance of the company’s programs, but there is no contact at all with individual stations, he said.

The parent company has an arrangement with Ford for a fleet of cars which are used by the TV division as well, he said, but he expressed no knowledge of the details. Asked about attempts to introduce trade names or items for the purpose of publicity or advertising into the TV programs, he said he had learned of this practice only a few months before and is completely opposed to it.

**Screen Gems** • Screen Gems, with shows on all three TV networks, starts out with an idea which may come from “the fertile minds of our own producers” or from the agent of a writer or producer or sometimes from a writer directly, said William Dozier, vice president in charge of west coast activities for Screen Gems, a Columbia Pictures subsidiary.

If the idea seems good, a script is ordered and if the script is satisfactory, a pilot is produced, either alone or in cooperation with a network, he said. Then Screen Gems tries to sell the pilot, either alone or with a network, and if a sale is made the series is put into production. **Dan Raven** is a co-production deal with NBC, he said, which means that the network finances the pilot, works with Screen Gems in the development of scripts, casting the continuing roles, etc., and shares in the profits all the way down the line, first run, second run, overseas sales and merchandising. The network’s share is never more than 50%, often less.

Screen Gems financed the pilot of *Route 66* itself, Mr. Dozier reported, and sold the program to CBS, which “took a large sized gamble and ordered 26 shows at $125,000 apiece before they’d sold the series.” The network’s participation in the profits of this series is much less than 50% and covers only the network run and first syndication in the U.S.

Mr. Dozier said Screen Gems has been offered packages by William Morris and has “run them down,” but this has not affected dealings with the agency for stories or talent. MCA made only one offer and “we didn’t like it, so we didn’t get far enough to learn whether it was for a package or not.” But Donna Reed and Elaine Stritch, stars of two Screen Gems’ series, are MCA clients, and Shirley Jones, also starred by Screen Gems, is a William Morris client, so “our position as a packager hasn’t stopped us from getting talent,” he stated, adding that the fees for the MCA actresses are

“portrayal of pipe or cigar smoking or chewing” was prohibited, and “shots of messy ashtrays crammed with cigarette butts” were to be avoided. “Use king-size Chesterfields only. Take Celophane off pack.”

Cigarette smoking was to be included in the programs. “While we do not want to create an impression of one continual smoke filled room, from time to time in the shows we feel ‘natural’ smoking action is a requisite by the cast. . . Do not use cigarette cases or boxes. . . The Chesterfield package [should be shown] in ‘natural’ use taken from side pocket or purse or the normal place where pack is carried. . .

“Are you and the too young or ‘too young looking’ to smoke. On the other hand, the high school and college market is extremely important to Liggett & Myers as future long time customers.”

**Prescriptions** • The Miles Labs in-

structions to Screen Gems were short: “There should be no reference to headaches, upset stomach or the taking of remedies to relieve same . . . no statement or situation in conflict with One-A-Day Multiple Vitamins . . . no taking of bromides or sedatives for which Nervine might be used . . . no use of disinfectants for wounds or abrasions—such as mercuriochrome, iodine—which might be in conflict with Bactine . . . no representation of doctors, dentists, druggists (or drugs or remedies) in a derogatory manner or situations embarrassing to them as a group.”

Pause that Refreshes • The Coca Cola letter to Ozzie Nelson was also short and confined to a “few helpful hints” on the presentation of the product in the program. Mr. Nelson said he asked for it when Coca Cola became a co-sponsor of *The Adventures of the Nelson Family.*

Among other “helpful hints” were these: Children under 13 ought not to be shown drinking Coca Cola. The product should be served like beer, with bottle and glass tilted rim to rim and “ice should always be in the glass.” Half-consumed bottles of Coke should not be left sitting around. “We do not have to see them finish drinking, but we would like to have it appear as if they did so.”

**Indian** got a special break when Screen Gems was producing "Tales of the Texas Rangers" for General Mills. Among the many instructions the advertiser gave the producer was this: "... any material dealing with Indians should be scrutinized carefully to insure its presentation of the Indians themselves, their life, customs and costumes in a true light... Any scripts dealing with Indians... must present them in an impartial light..."
the same as those paid by Revue, the production firm owned by MCA. Advertiser Control = Screen Gems retains artistic control of its programs, but its contracts with advertisers give them control over "policy and taste," Mr. Dozier said. (For some list of cautions received by Screen Gems from advertisers, see story page 30.)

Pilot films for a half-hour series will cost $65,000 to $100,000, he testified, and for an hour program from $100,000 to twice that amount. Other segments of a half-hour series will run $45,000-$50,000 each and for hour shows, $85,000-$115,000. Asked if it is true that a producer fails to get his costs back from the sale of the first run of a series, he said not at Screen Gems, which usually does recover costs.

Columbia Pictures has trade deals with Ford for a fleet of cars, which are used by Screen Gems as well, and with various manufacturers for refrigerators, radio and tv sets, office machines, boxes of Kleenex, dummy boxes of cigars, dummy cakes of soap, furniture and other items, which, unlike the autos, are used only on sets and returned when the scene is filmed.

Screen Gems has a definite policy against surreptitious plugs, he stated, and eliminates them from scripts, from dailies (unedited film screened as soon as developed) and, if necessary, will reshoot a scene.

Even more stringent measures are taken to keep excessive crime and violence out of Screen Gems' films, Mr. Dozier declared. One man is employed as a watch dog and reads every script. The company has no relations at all with individual stations, he said.

20th Century-Fox = Peter B. Levathes, president of 20th Century-Fox Television and vice president of the parent 20th Century-Fox Film Co., first witness on Tuesday, was making his second appearance before the hearing examiner. He first appeared more than a year ago when he was an executive at Young & Rubicam. At that time he told of the difficulties of getting prime network time for Y & R clients' programs. Last week, as a producer, he testified that selling a pilot to a network is no guarantee that it will get on the air.

He stated that the best way to get a program on the networks is to make it a good program. Two pilots made by his company last year and sold to networks didn't get on the air, he reported. A network wants a good show as much as a sponsor does, he said, and to put on one that doesn't measure up is to endanger the audience for following periods as well as at that time. "I can't imagine a network putting on a poor program just because it has an interest in it," he declared.

In creating a program, 20th Century-Fox Television starts with an idea that may originate within the organization or come from a writer or producer engaged to develop one, or perhaps the company will buy a package with several of the essential program elements. In any case, a treatment is prepared, a detailed description of plot, characters, kind of action, etc. This is usually taken to a network to see if there is any interest in it, he said, although sometimes his company makes a pilot itself to show what it has in mind and sometimes the sale is to an advertiser rather than to a network.

Audience Challenge = The real difference between tv and theatrical films, he commented, is in the kind of audience. A theatre audience is a multitude of people gathered together under almost compulsory viewing conditions. A home audience is 2.6 persons subject to all sorts of distractions that present artistic and technical problems to the producer.

Before he joined 20th Century-Fox Television, Mr. Levathes said, William Morris handled all its sales activities, getting 10% of gross receipts under a two-year contract (May 15, 1958, to same date of this year), except for national network. The agreement was not renewed.

William Morris also was to furnish the company with packages for 20th Century-Fox to produce and William Morris to sell. Mr. Levathes said. He assumed that the writers, directors, producers and actors in the packages would include people represented by the Morris organization, although Gardner McKay, star of Adventures in Paradise, which Morris brought to Fox TV, is not a Morris client.

An advertiser is sure to be concerned about program content as this is the atmosphere in which the commercials take place, Mr. Levathes noted. He gets scripts of the programs and can suggest changes. If they concern taste and policy, "we're bound to make the changes." If it's a matter of program creativity, "we'd consider his suggestions but we'd have the final say." There are no agency representatives on the 20th Century-Fox Television sets nor has there been any attempt to get them there, he reported.

As to trade deals, he said the parent company has them, including one with Chrysler for a fleet of 50-60 cars which the television company can draw on if it wishes. The motion picture company has other trade deals, but "in television we avoid them and mask trademarks as we never know who the sponsor of the program is going to be."

MGM Experiences = MGM has financed its own pilots and sold them to advertisers or networks and has sold program ideas to networks and sponsors who put up the money to make the pilots, said George Shupert, vice president in charge of television for MGM. Advertiser financing is not too common, he said, but occasionally a property is especially appropriate for a certain company, so by being selective in offering...
San Franciscans are sold on KRON-TV

FOR 2½ YEARS
KRON-TV
HAS BEEN NUMBER ONE
IN THE BAY AREA*

*ARB, JAN. '58-'60
WHO CONTROLS WHAT IN TV

FilM continued

the right program to the right advertiser a deal can be made.

Rexall, through BBDO, financed the pilot of National Velvet, "which was just what they wanted—a family show with no violence, suitable for airing between 7:30 and 8:30 p.m. and with a good chance of being successful enough to continue for a long time, so they could merchandise it." Rexall, however, could sponsor the program only every other week, so it turned its rights over to NBC, which agreed to sell the other half sponsorship and in exchange got a limited property participation.

Artistic control of all programs remains with MGM, Mr. Shupert said, subject to advertiser authority over matters affecting commercial policy, such as a cigarette company not wanting one of its programs to show a fire started by a cigarette carelessly thrown into the brush. To his knowledge, MGM has never received any written do’s and don’ts from a sponsor.

MGM has directors, writers and producers under contract, he said. Actors are usually hired on a per-program basis. The company buys no programs from packagers and has no selling arrangements with any outside firm.

MGM has a trade deal with Chrysler, he said, and the tv division also has its own "small deal" with General Motors for five or six autos. He knows of surreptitious product plugs through hearsay only, he stated, adding that scripts and dailies are carefully watched to prevent this sort of thing.

Mr. Shupert said MGM is an associate member of NAB and a subscriber to the Television Code and "we have never had a program rejected by the continuity department of any network."

Loretta Young, president of Toreto Films and whose Loretta Young Show is starting its eighth year on NBC-TV, said she got interested in tv early and wanted to be a part of it as an actress. She went to her agent, William Morris, but they didn’t come up with any tv offers for her, so after two years she and her husband, Tom Lewis, developed a program idea and took it to the Morris organization which took it to NBC which financed the pilot. NBC participates in the show’s profits and handles syndication and she is now employed by the network as executive producer of the program, with full creative control.

"Too Catholic!" Miss Young said that she thinks that under her contract she has to submit scripts to the sponsor or his agency in advance, but that in eight years on the air she has had only two scripts questioned. However, her sponsor, Procter & Gamble, told her they had received a lot of mail suggesting she was too much of a Catholic on the air and asked her to stay away from certain subjects. She refused. Meanwhile, they wanted to change the program’s time from Sunday to Wednesday. She refused and won the argument and NBC took over the contract and she’s still on at the old time but with a new sponsor. However, when the daytime program started, P & G bought into it right away, she stated, although it was the same program content they’d objected to before.

Four Star Television generally finances its own pilots, then sells the series to either a network or a sponsor, president Dick Powell testified Wednesday morning. For example, he said that CBS has a 50% interest in all profits on Wanted, Dead or Alive, which it got by a firm order for 26 films and agreeing to get a sponsor. "It was a good business deal for us," Mr. Powell said, "as the pilot was a segment of another series, so it didn’t cost us anything." He said he did not think that the deal had anything to do with getting time for the series on CBS-TV. Zone Gray Theatre, Black Saddle, David Niven Show, June Allyson Show, Law and Mr. Jones and Peter Loves Mary were financed by Four Star and sold directly to their sponsors, with no network interest, yet they all got good network time too.

Facts of Life • Asked why, in some of its deals with networks, Four Star was willing to "trade away" valuable syndication rights, Mr. Powell said that in one case, Four Star’s selling agent, William Morris, had been unable to sell the program to sponsors or to other networks, so he was more than willing to give up these rights in exchange for a firm order for 26 programs.

Morris has been the Four Star sales agency for four years, in which the producing company has grown from no shows on the networks to 12 at present and a 13th in preparation, Mr. Powell testified. In some cases the Morris agency has provided Four Star with stars or other package elements, but its principal service is to sell Four Star shows, he stated.

Asked if the use of the Morris agency as its sales arm had kept Four Star from getting talent from MCA, Mr. Powell said no, that Four Star gets a lot of talent from MCA. Under Mr. Bryant’s questioning, however, he admitted that he’d had difficulty getting Joan Crawford to do a show she’d promised and that the producer had told him that she’d been told that Revue was going to
They'll tell you about it in Carolina classrooms, in farm homes of the fertile Piedmont. WSOC-TV's worthy and practical public service features are another facet of the program structure that changed viewing habits in America's 25th largest TV market.

Viewers get more, advertisers get more on Charlotte's WSOC-TV—a great area station of the nation.

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton.
use her and therefore Four Star couldn't have her. The matter was
straightened out by a personal Powell-
to-Crawford arrangement, Mr. Powell
said, and Miss Crawford was doing the
show that day.

Violence Denied - Mr. Powell
denied that most of his programs in-
volved crime and violence or that any
of them contain excessive violence,
stating that scripts and dailies are
watched carefully to prevent it.

Another enterntainer turned producer,
Ozzie Nelson, president of Stage Five
Productions, said his firm has a con-
tact to produce The Nelson Family
for ABC-TV which finances the show
completely. If the show is syndicated,
ABC will get 40% of the selling price
and the Nelsons (Ozzie and Harriet
and their two sons, with each of whom ABC
has a talent contract) 60%. MCA,
which negotiated all the contracts, gets
10% of the sales price of the program
for "going into the marketplace
and selling the show to sponsors," Mr. Nel-
son stated, adding, "we don't pay the
commission to MCA; ABC does."

Stating that he has the right to make
the final decision on all artistic elements
of the program, Mr. Nelson declared
that in his opinion, all the talk about
sponsor domination is grossly exagger-
ated. "I've never once had an agency
or sponsor make an unreasonable de-
mand," he said. "We are now sponsored
by Eastman and Coca Cola and it
would be downright rude of us on
the show to walk into a malt shop and
order a Pepsi-Cola."

Mr. Nelson said that tv has done an
excellent job of policing itself and he
urged that there be as little government
interference as possible. "I'm afraid of
the socialistic tendencies in govern-
ment," he stated. He also pointed out
that with television competitive to
movies, magazines and newspapers,
"there's too much said about what's
bad about tv and not enough about
what's good. Television has a built-in
control. If people stop watching, the
advertiser stops sponsoring and the pro-
gram goes off the air. We entertainers
live by the realistic standard of public
viewing, not by what some group thinks
the public wants to see."

Frank Cooper of Frank Cooper
Assoc., who described his talent agency
as representing "authors, actors, pro-
ducers, directors and composers for all
branches of entertainment," said that
his chief competitors are William Mor-
ris, MCA and Famous Artists, "al-
though they won't like my saying so."

Frank and Dinah Did • Questioned
about reports that when talent becomes
well known it tends to leave smaller
agencies and go to MCA or William
Morris, he said that Frank Sinatra and
Dinah Shore had done just that. His
own agency, he said, had been trying
to sell The Real McCoys for the pro-
ducer, Irving Pincus, and had created
an interest in the show but felt it need-
ed Walter Brennan, under William Mor-
ris management, as the leading player.
Mr. Pincus talked to the Morris people,
then told Mr. Cooper that he could get
Mr. Brennan, but only if the Morris
agency became agent for the program
as well as the lead. It did.

Testifying Thursday were three
officials of the Screen Actors Guild:
George Chandler, president; John L.
Dales, national executive secretary,
and Chester Migden, assistant secretary.
Also testifying were three producers:
Don Sharpe and Don Fedderson, each
head of his own production company,
and James A. Schulke, vice president
of Paramount Television Productions,
a subsidiary of Paramount Pictures.

The SAG executives presented a
count of the union's members repre-
sented by four talents agencies, as re-
quested by Mr. Bryant. The count
showed that William Morris represents
635 SAG members, MCA 544, General
Amusements Corp. 388 and Jack Po-
meroy 157. Questioning brought the
admission that the Morris, MCA and
GAC clients include a "substantial number" of top stars, but Mr. Dales
stressed that many top stars are repre-
sented by other agencies and that actor-
agent relationship is a fluid thing.
"Actors change agents like women
change hats," he said.

Reviewing the history of SAG fran-
chises with agents, the guild executives
reported a provision that an agent can-
not also be a producer. From time
to time SAG permits exceptions for
specific programs, they said, but Revue
Productions, owned by MCA, is the
only blanket waiver the guild has
issued.

The Independents - Messrs. Sharpe
and Fedderson described the operations
of independent tv program producers.
Both said they have no creative control
problems with sponsors or networks.
Neither Mr. Sharpe, who puts together,
ells and finances his own program
packages, nor Mr. Fedderson, who
employs MCA as a selling agent, ad-
mits to any difficulty in obtaining
talent because of their packager status.

Mr. Schulke gave a detailed descrip-
tion of PTP's production of programs
on video tape. "Tape gives more qual-
ity for less money than film," he said.
"We're able to get studio quality on
location with tape."
From Egypt, Caesar went to Syria and Pontus, and in quick order, routed Pharnaces II, sending back his now famous message. Balaban Stations haven't taken to wearing the victor's laurel wreath around their brows, but it's a fact Balaban advertisers are conquering their markets. Balaban directs their messages, like Caesar's, straight to the point . . . the selling point. Balaban programming, stimulating personalities and get-up-and-go appeal gets listeners and keeps listeners — keeps 'em listening and keeps 'em buying! Let the Balaban Stations carry your message, straight to the buyer. Balaban Stations — 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.
The shadow of a new and potentially powerful competitor was cast over spot television last week, causing uneasiness among some of television’s leading salesmen.

The shadow was that of a relatively new medium—regional inserts in national magazines—which according to authorities has zoomed in billings from $48 million in 1959 to an estimated $100 million this year.

Among television sales authorities, opinion was divided over the seriousness of the threat, how much money the regionals have taken from television already and how much they’re apt to take. TVB, taking a calmer approach than some station representatives, noted that it had called attention to the potential competition of regional or split-run editions, or “fragmentation,” almost a year ago and had also pointed out some of this “medium’s” inherent drawbacks at that time.

Study Under Way • But in response to the latest hubbub, TVB, President Norman E. Cash asserted, the bureau has asked tv salesmen to report any instances of tv advertisers said to be swinging television money into regional editions, so that TVB can follow up and, by direct contact, determine exactly what inroads the sectionals have made.

Mr. Cash said it is not possible yet to provide documentation that will show whether the regionals are attracting new money, siphoning money from television, or taking it from other media—or to show the degree in which any of these possibilities, or a combination of them, may be responsible for the growth of regional editions.

He said with one exception he knew of no specific case where television money had been switched to regional inserts.

That “one exception” contributed to the uneasiness evidenced by a number of station representatives last week: the Tea Council of the USA announced on Oct. 11 that its November-to-March hot-tea campaign would shift emphasis from spot television to print. The council’s $1.4 million budget, up from $1.2 million last year, will go into black-and-white pages in regional editions of Look, Life and Saturday Evening Post, the announcement said.

Robert B. Smallwood, council chairman, said after a meeting in Hollywood, Fla., where the new strategy was decided upon, that these regional editions, covering 18 major markets, would enable the council “to cover in depth the same markets which were covered by last year’s spot tv campaign.” Thirteen pages are scheduled in Life and the Post and 10 in Look. These will be supplemented by pages in the New Yorker and in the Sunday Rotogravure sections of three newspapers. Council spokesman said the campaign “will be supported by an aggressive merchandising and public relations drive.” Leo Burnett Co., Chicago, is agency for the council.

“Threats to Spot • There were other indications that spot television was suffering, though not necessarily to the benefit of regionals in all cases.

On the West Coast, for example, where regional editions flourish most extensively, an official of the Honig-Cooper & Harrington agency told Broadcasting that C & H Sugar, a regional advertiser, had switched from television to print because television “got so expensive that we didn’t feel we could justify recommending it to the client.” C & H reportedly was putting $600,000 into television, but increased its total budget to about $1 million—of which about $250,000 is in radio—with the transfer of primary emphasis to print almost a year ago. The agency executive said regional editions

Record fourth quarter for television?

10% INCREASE PREDICTED OVER LAST YEAR’S RECORD FIGURES

A record fourth quarter tv gross billing is expected this year. According to estimates now current, network and spot volume will total more than $375.4 million, or $34 million ahead of October-December last year.

Those three months in 1959 generally are regarded by tv time salesmen as having registered more spot business than any other fourth quarter. Most time sales executives and many of their customers at the agencies concede a high volume quarter now underway. But there’s a cautious note voiced by a minority—an inference that the economy is getting sticky and a feeling (based on first-hand knowledge of the situation in many instances) that some stations are failing to get as much business as they might expect in prosperous tv times.

The biggest billing boost this quarter comes from network advertisers who will be responsible for an expected 10% hike over last quarter ‘60 (from $176 million to about $193.5 million). It’s anticipated that spot will bring in $181.8 million, also a near 10% increase.

[Editor’s note: Spot’s $181.8 million is estimated on the same basis as the reports which prevailed before issuance of the second quarter spot report. The latter report reflected a new tv policy wherein N. C. Rorabaugh Co. revised its method of estimating spot. In earlier reports, average spot rates were based on dividing the broadcast day into day-time, nighttime and late night. This was changed to daytime, early evening, prime nighttime and late night. The revision thus reflected “early evening average rates,” and subsequently a general reduction in the overall dollar estimate.]

$60 Million Ahead • On the basis of TVB’s estimates this year, the first six months’ gross billing alone showed tv nationally to be at least $60 million ahead of last year (Broadcasting, Oct. 3).

Trouble points in the tv business are in the spot area. Station representatives are charged at what they call “increased network sale this fall of participations in shows” on a basis they say is comparable to spot selling. Assert the reps: “This is business that normal-
In the WFBR audience, there are proportionately 12% more car owners and 82% more two car families than in the total sample, which includes listeners to all Baltimore stations.*

When you advertise on WFBR, you reach the people who have the spendable income and who spend it.

*In a recent Qualitative Survey in the metropolitan Baltimore area, The Pulse, Incorporated, matched certain socio-economic factors with radio station listening habits.

WFBR
BALTIMORE, MARYLAND
were being considered and might be used in 1962 but probably would not be in 1961.

He did not challenge television's effectiveness as an advertising medium. "I like it," he said. "It has more impact." But he expressed grave concern over its cost—especially rising talent costs—in relation to the ability of regional advertisers to pay.

The Honig-Cooper executive and officials at other agencies stressed the "prestige value" of regional magazine advertising.

"Say a client can't afford to buy the national edition of Life," one official explained. "He can buy a four-color page in a regional edition, one time; then he has it reprinted and merchandises it to all his dealers, distributors and the public—as advertised in Life."

Oil companies, local breweries, banks, insurance companies and travel agencies were said to be starting to make wide use of the new concept, which enables many of them to become "magazine advertisers" for the first time.

Reps Worried • Several station representatives expressed concern over split-run's potential effect. They said that spot business on many major West Coast stations has dropped in the past few months to levels below last year's marks for the same period. Some authorities estimated the West Coast drop-off at as much as "about 20%" for recent months, whereas they said business on stations in the East is up, in some cases dramatically. The first step, they said, is to find out why West Coast business is off, and to what extent, if any, the decline is a result of the growth of regionals.

Other reps, in contrast, reported no noticeable dips and said they had seen no cause for concern.

Last week's sudden interest in the effects of regional editions apparently was touched off by publication of the September-October issue of BARometer, a house newsletter put out by Broadcast Advertisers Reports, tv and radio monitoring firm. The newsletter devoted three of its four pages to an article headlined:

"Regional Magazines Grabbing Spot Tv Dollars."

Billings Going Up • The article cited Leading National Advertisers, an advertising reporting firm with which BAR is associated in preparing network television billing figures for TVD, as source of its information on the growth of regional inserts.

Last year, BAR said, LNA reported more than 3,000 brand campaigns totaling $48 million in regional and split-run advertising in 45 magazines. "Judging from activity to date," the article continued, "1960 total billing for regional advertising in magazines should go well over 100 million." It speculated that "A percentage of this growth" is probably being culled from current or prospective spot tv budgets.

The BARometer said regional magazine advertising in 1959 started slowly, with Life, Look and Post accepting some split runs. Several other magazines followed suit and "by the end of the year 45 major magazines were accepting split run."

The article continued: "The initial dollars to fuel this new exposure tool were probably new money, but our contact with stations indicates that at least some of its present momentum is coming from spot budgets. This fact has been particularly noticeable on the West Coast . . . ."

For Instance • BAR cited three examples:

(1) Bank of America had 55 tv spots a week in Los Angeles and 36 a week in San Francisco during the first quarter of 1959, but by the fourth quarter was placing no spots in these markets but had boosted regional magazine spending to $63,930, and in the first quarter this year was still out of television but spending more than ever in regional magazines.

(2) Scott Paper cut its television in

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NEW THREAT TO SPOT TV continued

American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Thur., Oct. 6</td>
<td>The Real McCoys (8:30 p.m.)</td>
<td>ABC-TV</td>
<td>23.7</td>
</tr>
<tr>
<td>Fri., Oct. 7</td>
<td>Twilight Zone (10 p.m.)</td>
<td>CBS-TV</td>
<td>22.6</td>
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<tr>
<td>Sat., Oct. 8</td>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
<td>30.0</td>
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<tr>
<td>Sun., Oct. 9</td>
<td>Jackie Gleason (9 p.m.)</td>
<td>CBS-TV</td>
<td>20.8</td>
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<tr>
<td>Mon., Oct. 10</td>
<td>Danny Thomas (9 p.m.)</td>
<td>CBS-TV</td>
<td>22.2</td>
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<tr>
<td>Tue., Oct. 11</td>
<td>Red Skelton (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>25.1</td>
</tr>
<tr>
<td>Wed., Oct. 12</td>
<td>Circle Theater (10 p.m.)</td>
<td>CBS-TV</td>
<td>22.2</td>
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Copyright 1960 American Research Bureau
CAPITAL TYPES #5

REFORMER
Making a career of a misnomer. For motherhood—in a non-clinical way. Against sin—and other popular institutions. People hang (literally) on his every word. He hangs (figuratively) on every word over WTOP Radio, the important station for reaching the 20-County Greater Washington area.

WTOP RADIO
Washington, D.C.
Represented by CBS Radio Spot Sales
Operated by THE WASHINGTON POST BROADCAST DIVISION:
WTOP RADIO Washington, D.C.
WTOP-TV Channel 5, Washington, D.C.
WJXT Channel 4, Jacksonville, Florida
Los Angeles, San Francisco and Seattle from 89 spots a week to 20 a week between the first and fourth quarters but had billed $168,983 in regional magazines by the end of 1959 and was billing faster than ever in the first quarter this year.

(3) Lever Bone Dressing was running one spot in San Francisco and one in Seattle in the first quarter of this year but was buying full pages in a regional magazine, while Lever’s Wishbone dressing was spending $4,000 in regionals at the same time but was not on television at all.

Rebuttal • Spot television salesmen tended to dismiss the Lever Wishbone dressing example as not involving enough money to have significant implications. An official of Needham, Louis & Brophy, Chicago, agency for All, said the detergent is continuing in television (primarily in network but with some spot) and is advertising in Sunset, a West Coast magazine, but not in regional editions of national magazines.

Bank of America, a California chain recognized as one of the biggest banks in the country, was reported—though unofficially—to have shown signs that it is thinking of returning to television.

An executive at J. Walter Thompson Co., agency for Scott Paper, was reluctant to discuss the client’s media strategy but indicated the purchase of regional print did not imply a threat to television but related to considerations other than straight advertising, presumably meaning such factors as the promotion and merchandising of magazine ads through reprints, etc.

Magazine Study • TvB’s earlier examination of sectional inserts was in a massive study, “The Changing Face of Magazines,” published in December 1959. As one of the magazine medium’s moves to capture advertising revenues, the presentation noted, “regional editions of nationally circulated magazines have been offered with the ostensible purpose being to make their coverage coincide with regionally distributed products, or national products with a need for extra regional support.”

TvB concluded that “The idea unquestionably has some merit,” but raised two questions: “First, do the regions really coincide with anyone’s marketing patterns? And what does it cost?”

The answer to the first question, TvB said, varies according to the degree of flexibility any magazine is able to offer, but “It is difficult to imagine that a several-state magazine edition would fit precisely the requirements of any advertiser—national or regional. Where circulation becomes a major consideration, desired advertising support, waste circulation coverage does not correspond to the cost question; TvB compared regional circulations of a number of magazines with their respective costs to advertisers. “There is a considerable premium to be paid for less than full national circulation,” the study asserted. It reported that the circulation of the western edition of Life, for example, amounts to 17.5% of Life’s total circulation, whereas its cost to advertisers is 21% of the cost of buying Life’s total circulation. For Look the western circulation was put at 13.9% of the total, its cost at 18.1%.

Other major magazines publishing West Coast regional editions include Time, Reader’s Digest, Better Homes & Gardens, McCall’s, Everywoman’s Family Circle, Woman’s Day, Parents, American Legion, Argosy, Sports Illustrated, True, Newsweek, Esquire and Farm Journal.

Agency appointments...

- Gold Seal Vineyards Inc., N.Y., has appointed Kastor Hilton Chesley Clifford & Atherton Inc. A $200,000 budget has been set for the coming year to advertise Gold Seal’s wines and champagnes in radio, tv and newspapers.

- The Wholesale Plumbing Institute of Southern California, L.A., appoints Coleman-Parr Inc., that city, to direct its advertising and public relations program. The institute is a new advertiser and Coleman-Parr is its first agency. Charles Parr, C-P president, announced that a radio schedule will initiate its campaign. No budget figure was announced.


- Cunningham & Walsh announces it has resigned the national advertising account of Sears, Roebuck & Co., which it has handled since 1956. Account bills less than $1 million compared with nearly $70 million at local dealer level.

- Electric Autolite Co., Toledo, Ohio, appoints BBDO, Detroit, to handle national, Canadian and export advertising for its spark plug, battery and other electrical equipment products. Account formerly was handled by Grand Adv. Inc.

- The Regina Corp., Rahway, N. J., manufacturer of household cleaning appliances, appoints Hicks & Greist, N. Y., effective Nov. 1. Marshall Murphy will be account executive.

- American MARC Inc., Redondo Beach, Calif., appoints Cunningham & Walsh, Los Angeles, to direct advertising, promotion and marketing activities for pleasure boats, diesel engines and electro-dynamic components divisions.

You get a lot to like in a Marlboro

A 40-ft. cigarette is on its way to a production date at Griffith Stadium, Washington, D. C., for Marlboros. The giant prop, engineered to glow and smoke at the tip, is on the gridiron set of a series of commercials on National Professional Football League games over CBS-TV. The Griffith Stadium spots, tentatively set to debut Sunday (Oct. 23) star the Washington Redskins’ marching band in commercial formations. Agency: Leo Burnett, Chicago.
HOW MANY FIRSTS MAKE A TREND?

Since July 27, the Nielsen 50-Market TV Reports have been issued for ten consecutive weeks. Two of the ten weeks were political convention weeks. The remaining eight times ABC-TV took first place.* In both ratings and share of audience. This is more than a trend—it's an established fact that where viewers have a choice of three networks they choose ABC-TV first. And to keep it that way, we are now offering the season’s most exciting line-up of new shows, both entertainment and public service. Controversial shows like the Bell & Howell series of specials. Important shows like the Churchill Memoirs. Fast-paced shows like Hong Kong, The Roaring 20's, SurfSide 6, The Islanders. Top sports coverage like NCAA and American League Football, Fight of the Week. All of which makes ABC-TV the network to watch...as millions of viewers know.


ABC TELEVISION
ly we could have and would have had."

There are other troublesome areas.
Of concern is the alleged siphoning or
diverting of monies which might ordi-
narily have been earmarked for spot
to regional editions of national maga-
azines (see story page 38).

Spot sellers express anxiety over the
economy, as well as over a noticeable
"hold back" in advertiser pre-Christmas
season allocations.

Economic Signs = Inventory cutbacks
and a weakening of "general business
conditions" are cited as economic dan-
ger signals, one executive in the broad-
cast business expressing this as a "side-
ways movement of the economy in
which advertising could receive the first
slap on the nose."

A media vice president with a ma-
tor tv agency echoed this sentiment,
noting flatly there's a "question of
whether we are entering a slump" and
that his agency believes there will be a
big spurt in spot in preparation of
Christmas once the elections are over.
He suggested that many advertisers psy-
chologically are holding back until af-
ter the "political business" is put away,
and "things are settled."

Another rep pointed up spot adver-
tiser patterns this fall of "later buying
and on short-term schedules" which
serve to soften an otherwise firm volume.

Among the reps—and this is re-
lected in part by some of the major
agencies—predictions divide this way:
the pessimists who find business condi-
tions unsettled think the fourth quarter
might "compete" with last year's record
high and the optimists who see clear
sailing ahead and hence a new record
high in billing.

A few of the "straws in the wind"
the optimists point to: continuous new
product flow, an expectation that the
fall tempo will increase with pre-
Christmas buying, an expected strong
use of tv by toy manufacturers (see
Ideal Toy story, page 46) and the
plus of political timebuys.

The pessimists note that July and
August this year have been poor months
for spot, that network sale of minutes
within programs to accommodate spot
advertisers has been "tearing down tv's
structure" and that while the overall
total of business may be up in tv, it's
misrepresentative because an increase
in the number of stations in the U.S.
have meant that "more stations are
sharing the slightly larger pie."

INCREASED TV BUDGETS

TvB report says coffee, tea,
insurance ads set new records

Coffee, tea and insurance companies
have increased their television adver-
tising budgets to record levels during
1960, according to tv usage reports re-
leased last week by the Television Bu-
reau of Advertising. Coffee and tea tv
expenditures are up 19% while insur-
ance companies' investments in the me-
dium (gross time billings) in 1960 will
top $16 million, or 2 million more than
in 1959, TvB estimated.

In the first six months of 1960, net-
work, national and regional tv gross
investments by coffee and tea com-
panies were $27,220,905, compared
with $22,795,977 in the same period of
1959. Spot tv gross in the same
period this year was $21,016,820, TvB-
Rorabaugh reported. Network gross
time represented $6,204,085, TvB/
LNA-BAR figures showed. Coffee com-
panies spent the greater amount with
network and spot tv gross time invest-
ments of $21,807,054 while tea adver-
tisers accounted for $5,413,851.

Leading tv coffee advertisers in the
first six months of 1960: General
Foods Corp. (Maxwell House, Sanka
and Yuban), $9,320,900 for network
and spot; Standard Brands (Chase and
Sanborn), $2,184,015 in network and
spot, and J. A. Folger & Co., spot bill-
ings of $2,125,420. Top tea advertiser
on tv was Lever Bros. for Lipton
with network and spot billings of $2,001,726.
Standard Brands' Tenderleaf followed
with $1,123,570 in network and spot.
advertising.

Mutual Benefit leads = In the first
six months this year, insurance com-
panies had gross time billings of $7,-
264,611 in national tv, including $5,-
584,611 in network and $1,680,000 in
spot. Prudential Life Insurance Co.'s
sponsorship of CBS-TV's Twentieth
Century is reported to have resulted in
more than one billion viewer impres-
sions through its commercials during
the first six months of 1960.

Leading insurance company on net-
work television in the first seven
months of the year was Mutual Benefit
Health & Accident Assn. with billings of $3,-
036,436. Runner-up was Prudential
with network billings of $2,369,634.

PREVIEW: Royalty speaks for Carnation

A pixy-like king, whose initial ad-
ventures involve a "royal secret," will
be the key protagonist in a new
60-second tv commercial created by
Erwin Wasey, Ruthrauff & Ryan for
its client, Carnation Co. The ani-
mated cartoon will debut shortly in
national television, including CBS-
tv's new Pete & Glady series. The
commercial was animated by
Playhouse Pictures of Hollywood
and produced by Edwin T. Morgan
from a script by Ruby M. Griffith,
head of EWR&R's tv copy depart-
ment in Los Angeles. It's part of a
general campaign theme, "The milk
you can use like cream with one-
half the fat calories." James T. Van-
diveer, EWR&R vice president, is
account supervisor on Carnation
Evaporated Milk, a long-time user
of broadcast media.
IN CHATTANOOGA, TENNESSEE

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's

WRGP-TV

More to see on channel 3 with NBC

*FIRST CHOICE* of more people, more times than any other Chattanooga TV station. That's why you'll tell more and sell more on WRGP-TV in Chattanooga, dominating 40 counties in Tennessee, Georgia and Alabama where over a million people spend $800 million dollars annually.

1960, N.C.S.3

Member The FRIENDLY Group

John J. Laux, Exec. Vice-President
IS THIS TV'S GOLDEN ERA?

Pete Cash says it may be in low advertising cost;
NAB meeting also gives retailer's TV use details

The cost of television advertising is going up: "It may never again be as inexpensive or as efficient as it is right now," Norman E. Cash, president of TVB, warned bluntly in an address prepared for delivery Friday at the NAB regional conference in Atlanta (see story, MEDIA section).

He predicted that by 1970 television's cost-per-thousand will be 38% higher than it is now—but that the people it reaches will have much more money to spend. Economists, he noted, expect that by 1970 people will have 45% more disposable income and enjoy a 69% increase in discretionary dollars. Moreover, he added, television has a very long way to go before its cost efficiency, is reduced to the low levels of other major media.

Mr. Cash's forecast was one part of three presentations by TVB at the Atlanta meeting.

The other parts, as presented by Mr. Cash:

- Results of a survey by the National Retail Merchants Assn. on its members' use of television.
- Results of a Pulse study showing that television improves a store's image, which in turn increases frequency of shopping and buying.

In his speech Mr. Cash observed that total advertising expenditures, currently totaling about $11 billion or $61 per person per year, are expected to reach $22 billion or $110 per person by 1970. If television holds its current share of the total, he said, audience gains will hold the increased cost to the advertiser to about 38%.

Up to now, he asserted, television audience has grown rapidly and cost-per-thousand has declined. But, he said, "We can't expect much further growth based upon new TV homes. From here on, we'll have to count more upon increased viewing from homes that own sets... television, while far from the critical cost efficiency of newspapers or magazines, is going to get more expensive."

The TVB head said that television has followed the growth pattern of newspapers, magazines and other media in their early stages. "When the medium is near saturation," he said, noting that TV's is now nearing 90%, "its audience growth slows but its costs do not."

Since 1950, he continued, television's CPM has dropped 40% while newspapers' increased 33% and magazines' 36%. "Television," he said, "is the cheapest of major media when it comes to reaching people, no matter which expert measures it."

The NRMA report showed that 94 member stores, out of a total of 235, used television last year (the study was made in January 1960). This represented a gain of 76% since 1955. Of all responding stores, 60% said they had used television at some time; of these, two out of three were still using it when the survey was conducted... Of the 40% who had never used TV, the majority—53%—said they could not use it because they had no local stations or because they were suburban outlets which could not afford major-market television advertising.

Ideal Toy bypasses networks with own show
IT CLEAR ITS OWN STATION LIST, SAVES COSTS

Ideal Toy Corp., New York, has adopted the policy of doing its own show production and station clearance on a spot basis. The toy advertiser also has a $2.5 million budget that's twice what it was a year ago.

These two related facts have a significance. For example:

- Ideal now has joined the ranks of advertisers who have tried "spot spectaculars." Once a rarity, this type of show now has become proven precedent.
- Ideal over the past few years has been the leader among toy advertisers in television. The firm reflects the attitude of the whole toy manufacturing business which has accepted TV as a must advertising medium.

Other advertisers (and their shows) which recently have cleared a program on stations and thus by-passed the networks: Shulton's Race for Space placed in more than 100 markets through Wesley Assoc., New York; Gamble-Skogmo's anniversary show (starring Herb Shriner) in some 70 markets, through BBDO, Minneapolis.

Ideal's program was Christmas in September with Shari Lewis. It was taped at Videotape Productions Sept. 9-10 in New York as a one-woman musical comedy revue. Ideal and agency Grey Adv., New York, supervised production and cleared stations (25 thus far). The program was aired on three separate dates, Sept. 18 and 25, and Oct. 2.

The toy company cleared in Sunday afternoon periods for the most part. Chief reasons: this keeps time costs down (mostly Class C time), and it is on the air at a time when jobbers (wholesalers) and dealers can watch. By placing the schedule on a spot basis and clearing stations through the agency, Ideal was able to exercise a control over the schedule (avoiding opposition and highly-viewed programming that could compete for Ideal's audience).

Own Format. In producing the show independently of packager or network, the toy advertiser was in a position to dictate format and also keep production costs to a minimum. (Credits: Marshall Stone directed production; Jim Sommers of Grey produced the show and bought the time; Lan O'Kun contributed some original music and lyrics and collaborated with Stan Taylor in writing the show's book; scenic design was supervised by Marvin Chemsky and dancer-singer George Marcy was a "guest" on the show).

Ideal's advertising has been breaking into main drives in the spring and fall-winter. This year, Ideal has been running this "spectacular" and will co-sponsor with another, non-competitive toy advertiser (Lionel Train Corp., New York, also handled by Grey), the colorcast on NBC-TV Thanksgiving Day on the Saucy's Parade (Nov. 24, 11 a.m.-noon). Last spring it ran a 35 major market spot campaign for plastic dog kits.

While the toy manufacturer sought the attention of children (and through them, parents) with Shari Lewis' revue, it also had its eye on jobbers and retailers. To get Ideal's message fully across, the hour-long show was a carrier for its major toy products (in all, 12 filmed commercials each one-minute long were aired). This served to catalog for the toy retailer a complete inventory of filmed commercials available. The toys included Mr. Machine (toy robot), Astro Base (a space toy), Fighter Jet (toy cockpit game) and count down (rocket launching base), the life-size Patti Playpal, the Saucy Walker walking doll, other "name" dolls—Betsy Wetsy, Bye Bye Baby and Shirley Temple—a diving sub and Battling Betsy toy tank (both model kits).

Though the show primarily presented Miss Lewis' singing-dancing-puppeteer
ventriloquist talents as entertainment for the family, there were frequent toy references (and displays) in various numbers.

Costs Cut = Ideal and Grey were able to keep down production costs (though the advertiser feels quality came up to network standards) because they had a format already prepared, rehearsals were not long and production chores were easily assigned. It’s estimated by the advertiser and agency that except for talent costs, which are comparable whether or not this is network or non-network, Ideal was able to bring in the program at about half of what an outside packager would have budgeted.

While Ideal has yet to compile ratings on the show, the advertiser reports they “were better than network shows.” The response: favorable reviews; audience mail; and most importantly, jobber and dealer orders and re-orders for Ideal toys advertised on the show have been placed earlier this Christmas season than in the past.

Also in advertising ...

Name change = Revill J. Fox & Co., Denver, has changed its name to Fox & Chenoweth Inc. The name of William B. Chenoweth, vice president of the agency for the past four years, is thus added to that of President Revill J. Fox. The agency was founded in 1956 and serves as advertising representative for Adolph Coors Co. (beer), Colorado Federal Savings & Loan Assn., and Meadow Gold Dairies.

D’Arcy expands = D’Arcy Adv., N. Y., has acquired Armstrong, Fenton & Vinson, San Diego advertising agency, as its office there. Gladstone Vinson, AE&V’s president will head the office as vice president and manager. This is D’Arcy’s eleventh office.
QUALITY RADIO Praised—but
Campbell-Ewald's Adams says bad taste of many stations is driving national spot business away

Three agency executives appeared before 28 broadcasters of the Quality Radio Group in New York last week. They came to sing the praises of quality radio—and to express some reservations about other kinds.

The forum was a two-day meeting of the 19-station organization, called to exchange and discuss ideas on programming, promoting and selling their brand of radio. The speakers were Richard P. Jones, vice president and general manager of the media department, J. Walter Thompson, New York; Harold Simpson, timebuyer, William Esty Co., New York; and Thomas B. Adams, president, Campbell-Ewald Co., Detroit.

Among the praises the agency men had for "quality" radio:

Mr. Jones: "We are dedicated to the proposition that our client's advertising will be listened to with greater respect and acceptance in [a quality radio] climate."

Mr. Simpson: "The standards you gentlemen adhere to are high on the list of requirements which we feel are essential for good station operation, and hence are an important part of any station evaluation."

Mr. Adams: "The quality advertiser's needs and will seek out...the stations that can give him a solid atmosphere."

Among the reservations:

Mr. Jones: "Better programming alone is not the answer...you've got to help us convince more advertisers of the merit of your medium for their specific marketing problem."

Mr. Simpson: "We recognize that maintaining a quality operation costs a great deal of money, and that one of the logical places to secure this money is from the advertisers. May we caution you to use discretion in passing on increased costs indiscriminately to the advertisers."

Tonnage Buying Fading • "The downright cheapness and bad taste of so many radio stations" is driving national spot business away, President Tom Adams of Campbell-Ewald, Detroit, told QRG's luncheon session on Wednesday. He promised that "in due time" agencies will know and deliberately avoid buying stations whose programming is cheap or in bad taste. The day of "tonnage" as a key consideration in spot buying is over, he asserted.

Already, he said, "there is a resurgence of responsibility that translates itself into programming that is increasingly good and increasingly responsible." He congratulated stations like those in the QRG group for leading the trend, and observed: "On the better stations, everything is getting better—including business."

In "too many cases," Mr. Adams declared, agencies "don't dare to use radio, low cost-per-thousand or no low cost-per-thousand, because we can't allow our clients to be lost in the chaos of the top forty."

He said that "big, dignified, national clients" want to appear on dignified ("not stuffy") programs in the company of other dignified advertisers. He told the group that Campbell-Ewald and probably other major agencies are "in process of developing not only a quantitative analysis of stations but a qualitative one."

He predicted that "once it becomes known to a thousand radio stations that a hundred agencies are looking at them through a qualitative microscope, there's going to be some pretty fancy footwork. Program schedules will be revamped—but fast—once they know that we know."

Mr. Adams maintained that the most successful stations in programming show good taste in selection of music, give adequate coverage to local and regional news, are mindful of their educational and cultural obligations "and are, all in all, behaving like respectable, responsible citizens"—and, as a result, are "the most successful money-makers too."

He told the QRG broadcasters that "I'm sure you're all perfectly aware that the purchase of spots by the ton, by so many fifties or hundreds of rating points per week—that day is about over for national advertisers. There is an increasing awareness of the need for talking to listeners—and having them listen. Mere numbers of noses, supposedly pointed in the direction of their radio set, is not enough. It's what they hear; what they retain; what, in the selling message, moves them to act. They'll never move if a station's programming is listened to as a more or less subliminal background to which they pay no attention."

What the advertiser wants to reach, he said, is "attentive audiences" who are made attentive by stations presenting "music that has to be listened to, news that has to be listened to, discussions so provocative they have to be listened to."

He said he was not advocating that stations "throw out profits" by abandoning d.j.s shows which produce steady local business or "that the character of a station be changed overnight." But, he urged, "please continue to move in the direction of quality programming. The quality advertiser needs and will seek out—and use—for dollars in your pockets—the stations that can give him a solid atmosphere."

Show Me • Mr. Jones made plain
Don't miss air-dates! Remember: it's there in hours...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive the same day they're sent!

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...right to the center of town. Greyhound travels over a million miles a day! No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...including weekends and holidays. What's more, you can send C.O.D., Collect, Prepaid...or open a charge account.

SEND THIS COUPON NOW! IT CAN SAVE YOU TIME AND MONEY!

GREYHOUND PACKAGE EXPRESS
DEPT. 81, 140 S. DEARBORN ST., CHICAGO 3, ILLINOIS

to us complete information on Greyhound Package Express service...including rates and routes. We understand that our company assumes no cost or obligation.

NAME__________________________

COMPANY_______________________

ADDRESS________________________

CITY_______________ZONE_________STATE__________

IT'S THERE IN HOURS...AND COSTS YOU LESS!
sages. It is more difficult with radio."

Mr. Jones asked for better quantitative and qualitative information about the radio audience, with special emphasis on the out-of-home audience. Beyond that, he said, stations should work out for advertisers "the most economical buying pattern" to obtain the same kind of blanket coverage with radio that can be provided by one or two insertions in newspapers and a minimum schedule of TV spots.

Mr. Jones discussed the possibility that mid-day listening (between the favored driving times) might be the best times to reach women, yet noted again that "for lack of proof" advertisers are still bidding for the crowded driving times and passing up mid-day availabilities. He also suggested that some JWT advertisers might be willing to cooperate with radio stations in establishing research to prove—or disprove—this point.

Mr. Jones congratulated the Quality Radio members on the standards they are setting, and said that if others would emulate them radio would rid itself of the image of "a wholesale house selling cut-rate advertising tonnage."

Deeds and Words — "It is not enough to say that you are a quality operation. It is necessary for you to demonstrate this fact to us."

That was the sentiment Mr. Simpson expressed after cautioning the Quality Radio members about indiscriminate price hikes. He echoed Mr. Jones about the need for qualitative research to prove stations' sales arguments. He stressed that "a prohibitive premium for quality — particularly underdemonstrated quality—might prompt advertisers to think twice about using your facility."

Mr. Simpson briefed the meeting on Esty's policy of checking commercial logs for over-commercialization and multiple spotting. He said that the problem had not proved as widespread as the agency anticipated, but that it is still there. Esty will continue the program, he said, in belief that periodic self-appraisals are beneficial both to the advertiser and the medium.

The Quality Radio meeting was directed by Ward Quaal, president of QRG and vice president and general manager of WGN Inc., Chicago, who expressed the hope that the group's policies would "separate us from the flock" in radio. Mr. Quaal said that the organization's annual stockholders meeting will be held at the Drake Hotel in Chicago Nov. 1.

Holland House head scores NAB ruling

Holland House Sales Co., New York, whose non-alcoholic cocktail mix was refused television exposure over WPIX (TV) New York at the suggestion of NAB TV Code Board, last week protested "both the double standard and the sanctimonious role in which the NAB and the station cast themselves."

David Sheinker, president of Holland House, last week pointed out that carbonated soda, quinine mix, vermouths with about 12% alcohol, beer and wines are advertised on TV and "the NAB is doing nothing about it." Mr. Sheinker also noted that only after the Holland House issue developed did the NAB amplify its code (BROADCASTING, Oct. 10). He commented: "In other words, their code didn't cover something to which they felt they should object, so they went and amplified it."

Before the amplification, the code prescribed that hard liquor advertising be prohibited. The ban now applies to products "which in their presentation induce the use of hard liquor." The application of the code board's amplification to carbonated beverages that are advertised on the air has not been determined. It is believed that the NAB will decide each case individually but the key point will be whether a commercial makes "a more or less overt" appeal for mixing a beverage with hard liquor. The degree of the appeal will be a criterion, according to an NAB source.

The Holland House commercial is carried on WNTA-TV New York. According to Mr. Sheinker, "no protests have been heard to date." WPIX is a code subscriber and WNTA-TV is not.

Rep appointments . . .

- KSWO-TV Wichita Falls, Tex.: Venard, Rintoul & McConnell, N. Y.
- KFOX Long Beach, Calif.: Robert E. Eastman & Co.
- KSDO San Diego: Adam Young Inc., N. Y.
- KXEN Festus, Mo. (St. Louis): WMNI Columbus, Ohio: Broadcast Time Sales, N. Y.
- KICN Denver: H-R Representatives, N. Y.
New research concept, measuring significant audience in seven areas, shows more families spend more time listening to WBZ than any other Boston radio station! Get the full Pulse report from your AM Radio Salesman.
New radio high: $11 million for WMGM

$7 MILLION SAN DIEGO SALE ALSO AMONG PENDING TRANSFERS

Multi-million dollar station sales were signed or under varying degrees of completion last week.

A record high price for an individual radio station was set last week when Crowell-Collier Publishing Co. revealed it was buying the 50 kW WMGM New York (on 1050 kc) for $11 million. This is exactly $1 million more than Storer Broadcasting Co. is paying for WINS New York (BROADCASTING, Aug. 1). This was the most recent high in radio station ownership sales.

In various stages of negotiations were two other multi-million dollar transactions involving both radio and tv properties:

- Considered imminent was the sale of KFSD-AM-FM-TV San Diego, Calif., to Hugh Half Jr. and family (WOAI-AM-TV San Antonio, Tex.), for approximately $7 million. KFSD stations are owned principally by Newsweek Magazine and Fox, Wells & Rogers investment firm, Newsweek paid $1.3 million for its 46.22% in 1957; KFSD outlets were tentatively sold several months ago to Triangle Publications Inc. (Annenberg) but the transaction subsequently was cancelled. KFSD operates with 5 kw on 600 kc; KFSD-TV is on ch. 10. Both are NBC affiliated.

Arrangements for financing, learned last week, are taking more time than anticipated, but the transaction should be closed within the next two weeks.

- A contract was being drawn late last week for the sale of Cowles Broadcasting Co.'s WHTN-TV Huntington-Charleston, W. Va., to Reeves Broadcasting & Development Corp. for approximately $2 million. The Reeves company, which is headed by Hazard E. Reeves, real estate developer and sound tape manufacturer, owns WUSN-TV Charleston, S. C., and only last week received FCC approval for its acquisition of ch. 29 KBAK-TV Bakersfield, Calif. from the San Francisco Chronicle (KRON-TV). Reeves paid $850,000 for the Bakersfield outlet, including assumption of $381,366 in indebtedness.

Cowles acquired the ch. 13 station and its am and fm adjuncts in 1956 from S. J. Hyman and family for $355,000 plus assumption of $100,000 in obligations. The radio properties subsequently were sold off.

Cowles, which retains KRNT-AM-TV Des Moines, is understood to seek other broadcast properties, primarily tv. Members of the Cowles family have interests in WCCO-AM-TV Minneapolis and KTVH-TV Hutchinson (Wichita), Kan.

Accepted by boards • The agreement between Crowell-Collier and Loew's Theatres Broadcasting Corp. was ratified by the respective boards of directors last Tuesday. This followed negotiations for several months.

The sale announcement followed by a flat assertion by Laurence A. Tisch, board chairman of WMGM, that the station was not for sale "at any price" (BROADCASTING, Sept. 25).

Arthur M. Tolchin, executive vice president of the Loew's, said that the price offered was so favorable "it was impossible not to give it consideration."

Mr. Tolchin said that Loew's was interested in acquiring other broadcast properties; that as late as last week it was investigating possible acquisitions.

The transfer involves $8 million in cash, with the remaining $3 million to be paid out over a period of 18 months. An application will be submitted to the FCC in a week or two, it was said. It must be approved by the FCC.

Robert M. Purcell, director of the broadcasting division of Crowell-Collier, said no personnel changes were planned at WMGM.

Crowell-Collier already owns three radio stations—KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB Minneapolis-St. Paul.

It has also contracted to buy WGMS-AM-FM Washington, D. C., from RKO General Inc. for $1.5 million. This transfer is contingent on the FCC approval of the NBC-RKO General exchange of stations in Philadelphia and Boston and NBC's $7.5 million purchase of KTVU-TV San Francisco. As part of this package, RKO General is buying the network's WRC-AM-FM-TV Washington, D. C., for $11.5 million.

Because FCC regulations prohibit any one entity from owning more than one broadcast property in a single market, RKO General must sell its WGMS stations.

Crowell-Collier, at one time publisher of national magazines (Collier's Weekly, American and Woman's Home Companion), contracted in 1956 to buy the Consolidated Television & Radio Broadcasters Inc. (Binner) group of radio-tv stations for $16 million. This fell through when the publishing company could not negotiate a bank loan on terms it felt proper. The Consolidated group (Indianapolis-Grand Rapids-Minneapolis) was later sold to Time Inc. for $154 million.

The publishing company paid $2.47 million for KFWB; $750,000 apiece for KEWB and KDWB. At one time it agreed to pay $1 million for KULA-AM-TV Honolulu, but this was cancelled by mutual consent.

Last July Crowell-Collier acquired a controlling interest in the Macmillan Co., book publisher. It had sales of $35.5 million last year, with net earnings over $5 million.

WMGM was founded in 1922. It used the call letters WHN until 1948 when Loew's and Metro-Goldwyn-Mayer Productions were divorced in the famous motion picture antitrust case.

Wometco's income up 51.6%

Wometco Enterprises Inc., Miami, has reported an increase of 51.6% in its net income after taxes for the 12 weeks ended Sept. 10, 1960 over the same period in 1959. Net income after taxes for the 12-week period was $210,702, compared to $139,019 in 1959.

Among Wometco's holdings are the following broadcast properties: WTVJ (TV) Miami; WLOS-AM-FM-TV Asheville, N. C.; 47.4% of WFGA-TV Jacksonville, Fla. The company's stock is traded over-the-counter.
We Salute
The Evening Concert
presented for
twenty consecutive years
on KFAC by
the Southern California
Gas Company and the
Southern Counties
Gas Company

The Evening Concert
KFAC AM & FM 8-10 P.M.
Monday through Saturday

KFAC AM-FM
PRUDENTIAL SQUARE • LOS ANGELES
COLLINS SIGNS THE CONTRACT
Florida's forceful governor, who's had long and gainful experience with broadcast media, takes NAB office Jan. 4

Gov. LeRoy Collins of Florida was elected NAB president by the NAB joint boards at a quick session Oct. 10 in Washington. He will take office Jan. 4 as the fourth paid president in NAB history.

Gov. Collins had been picked by a special selection committee headed by C. Howard Lane, KOIN-AM-TV Portland, Ore., after a thorough scanning of national figures (Broadcasting, Oct. 3, 10).

Although the NAB did not announce contract terms, it was understood he will receive $75,000 yearly salary plus $12,500 for expenses. This is close to the salary paid the late Harold E. Felows. The contract is for three years, but at the end of the second year it will be reviewed by the NAB board. An extension of perhaps five years will be considered, assuming the new president meets the expectations of those who picked him for the post (see exclusive interview with Gov. Collins below).

Clair R. McCollough, Steinman Stations, chairman of the NAB Policy Committee, presided at the joint board meeting. He reviewed the intensive search by the selection committee and answered a number of questions. In less than an hour a notification committee was named to inform Gov. Collins, waiting in a sixth floor room of the Statler Hilton, that his selection had been unanimously approved by the directors.

The contract was officially signed and the new president was led into the meeting room. Directors applauded as he entered. After greetings, the new president was guest at a board lunch with NAB staff executives participating. He thanked the board for its selection and told the staff he was anxious to sit down and talk individually with each member.

The next day he visited NAB headquarters in Washington, going from office to office. He was accompanied to Washington by James F. Southerland, his administrative assistant.

Gov. Collins sat in during part of the afternoon TV Board session. The TV directors reaffirmed NAB's stand against use of the airwaves for pay television, instructing the staff to ask FCC for permission to participate in the approaching Hartford pay TV hearing, beginning Oct. 24. At this hearing Hartford Phonevision Co. seeks authority to conduct trial pay TV operations over its Hartford, Conn., ch 18 station, WHCT (TV).

The board voted to continue NAB support of legislation designed to regulate community antenna systems. It instructed the NAB staff to continue support of the FCC's jurisdiction over location of tall antenna towers. The Federal Aviation Agency also claims it has authority in the field.

The Radio Board was told by John F. Meagher, NAB radio vice president, that 845 stations now subscribe to the Radio Code, which became a paid, self-regulatory structure last July 1. Enforcement procedure is being set up to replace the honor system. The code is now open to non-member as well as NAB member stations. Mr. Meagher told the board sample recordings of proposed audio symbols will be ready soon and one will be selected for subscriber use.

He's 'Roy' to Friends • Roy Collins figures he's going from one public service to another when he winds up his term as governor of Florida next Jan. 3, and takes over NAB's presidency the next day.

After 2½ decades as legislator and governor, the 51-year-old executive turns to private industry as head of the broadcasting trade association.

"I can't think of any service in industry more closely related to the public service I've been doing as governor," he said. "I look forward to the challenge of it."

The NAB members gathered in the Statler's Lily room in informal session after the board meeting. They were met by the governor, who was mobbed by the local radio and TV people. He was introduced to the visitors by the board chairman, Harold E. Felows.

Elected him president. Leading the escorts were W. D. (Dub) Rogers (l), of KDUB-TV Lubbock, Texas, TV board chairman, and Thomas Bostic, KIMA Yakima, Wash., radio board chairman.
There's a touch of crow's-foot fanning out from each eye but it generally goes with a smile and twinkle. His love of the outdoors and the bright Florida sunshine have given him a bit of a squat. After he moves to Washington, he'll miss the handy bass ponds around Tallahassee, where he could catch his supper between desk and kitchen. He likes hunting, too. The family has a summer place on the Gulf Coast, 40 miles from Tallahassee. He likes to water ski with the children but hasn't learned to navigate on one ski in the juvenile manner.

Congress, investigations, hearings. These don't faze Roy Collins. He's accustomed to trouble. "I've sat in some rough meetings," he said, smiling when he was reminded of the national fame that came with his taming of the Democratic convention in Los Angeles where he served as permanent chairman.

He's inclined to let dissident groups boil for a while and then placate them, a talent that will have ample opportunity for expression in his role as leader of the broadcasting industry.

Known for Fair Play • The governor's devotion to fair play is almost a religion. Since his new work will be non-partisan, he has resigned as chairman of the Speaker's Bureau of the Democratic National Committee, feeling this political work wouldn't fit into his role as NAB president-elect.

The Collins family—all six of them—has kept radio and TV sets busy. Two television signals are available in the Florida capital. "I like the discussions and interviews," he said, adding that he generally can get away from Sunday afternoon visitors to take in Meet the Press and similar programs.

Gov. Collins long has been an advocate of open conduct of state business. He has appeared regularly on radio and TV stations in Florida. Early in his gubernatorial term he opened all cabinet sessions to media, putting an end to executive meetings. He had the cabinet room lighted for television. "Government should be run in the sunshine, not the shade," he explained. His policy quickly attracted newsmen to Tallahassee, the reportorial corps rising from a small group to around 30 correspondents as Tallahassee became a Florida news center.

Last year as chairman of the National Governors Conference, meeting in Puerto Rico, he wiped out the traditional policy of closed sessions. This year at Montana the conference sessions were open again. "I'm right proud of this," he said. As governor he set up a policy of regular "news conferences," using the all-embracing term instead of "press conference."

Fulltime President • Roy Collins said he will be a "fulltime president" of NAB and will open a Washington home about Feb. 1. He will retain "The Grove," his historic home in Tallahassee, across the street from the governor's mansion. This landmark was built by Mrs. Collins' great grandfather, Gen. Richard Keith Call, a Florida pioneer. While his legal address will be Tallahassee, his residence will be Washington. At first he likely will take an apartment, giving the family time to go house-hunting. It's likely he'll be where he can get the feel of the outdoors and take walks.

Gov. Collins said he owes much of his political progress to broadcasting. For years he had served in the Florida Legislature but was not well known throughout the state.

"In 1954," he recalled, "I ran against Acting Gov. Charley Johns. His campaign managers ran a series of advertisements in newspaper after we were billed for a debate on television and radio.

"The evening of the debate they had
an ad in the early edition of the Miami Herald, which was on the street before we went on the air. 'You asked for it; you got it,' my opponent's ad said, announcing that Gov. Johns had won overwhelmingly although the debate hadn't even taken place."

When the two candidates met in the studios of WTVJ (TV) Miami, Roy Collins asked the moderator, Ralph Renick, if he could make a statement. Gov. Johns assented and he received a go-ahead from the moderator.

"I pulled out the Herald," Candidate Collins said. "Bring the camera up close," he asked, continuing, "I want everybody to see this ad. Since I've already lost and it says I have my tail between my legs, is there any point in going on with the debate? This demonstrates how shoddy their campaign is."

**Big News**  The unexpected flare-back befuddled Gov. Johns and gave media the local political story of the year. A statewide radio hookup carried the debate live and kinescopes were made for placement on other Florida tv stations. The effect was devastating and Roy Collins won easily.

"That was the turning point in the campaign and my political career," he said.

NAB's new president frequently turns a competitive maneuver into reverse, a knack that will come in handy in his new job. It's a spot that takes diplomacy, acumen, a long memory, understanding of intricate problems, administrative skill and a convincing manner. Gov. Collins has these attributes plus a temperament ideally suited to the popping pressures of one of Washington's hotter seats.

**Changing hands**

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

- **KXLF-AM-TV Butte and KXLJ-AM-TV Helena, both Montana:** Sold by Ed Craney to Joseph S. Sample, son of John G. Sample, former president of Blackett-Sample-Hummert Inc. (now Dancer-Fitzgerald-Sample) and wife for a total consideration in excess of $1 million (CLOSED CIRCUIT, Oct. 10). Mr. Sample owns KOOK-AM-TV Billings, Mont., and 50% of KUEN Wenatchee, Wash. He will sell the Helena stations to Helena TV Inc., operator of the local common tv system for an estimated $250,000-350,000. Mr. Sample and his wife will acquire Mr. Craney's 90% interest in Z Bar Corp. It is this company which holds varying interests in the Butte and Helena stations. KXLF is 5 kw on 1370 kc; KXLF-TV is ch. 4. KXLJ is 250 w on 1240 kc; KXLJ-TV is on ch. 12. The radio stations are affiliated with NBC; the tv with CBS. Broker was Blackburn & Co.

- **KGMS Sacramento, Calif.**  Sold by A. C. Morici and associates to A. J. Krisick for $650,000. Mr. Krisick owns KFTV Modesto, Calif. KGMS is on 1380 kc with 1 kw power.

- **WKYN Rio Piedras, P.R.**  Sold by Julio Morales Ortiz to Supreme Broadcasting Corp. for $300,000 including assumption of $80,000 in obligations. Supreme Broadcasting owns WJMR-AM-FM and is 40% of WVUE (TV) New Orleans plus 28% of WORA-TV Mayaguez, P. R. WKYN is 1 kw daytimer on 630 kc.

- **WKTL Sheboygan, Wis.**  Sold by William E. Walker to Richard P. McKee for $150,000. Mr. McKee is former owner of KOWB Laramie, Wyo., and of WBNC Conway and WMOU Berlin, New Hampshire. WKTL is a 500 w daytimer on 950 kc. Broker was Blackburn & Co.

- **WEAS College Park, Ga.**  Sold by Robert A. Corley to F. Richard Coughlan for $125,000. WEAS is a 1 kw daytimer on 1570 kc. Broker was Blackburn & Co.

- **KPON Anderson, Calif.**  Sold by Universal Electronics Inc. to group comprising Frederick Van Dyke, Raymond Golden, William Enis and Ted E. Randal for $55,000. Mr. Van Dyke is a California rancher; Mr. Golden, a former program director of KAYO Seattle; Mr. Enis, program director of KEBW, San Francisco; and Mr. Randal, owner of T. R. Productions, San Francisco radio programming service. KPON is 1 kw on 1580 kc. Broker was Hamilton-Landis & Assoc.

**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 102).*

- **KBAK-TV Bakersfield, Calif.**  Sold by San Francisco Chronicle (KRON-TV) to Reeves Broadcasting & Development Corp. for $468,634 and cancellation of $381,366 indebtedness. Reeves owns WUSN-TV Charleston, S. C.

- **KGHF Pueblo, Colo.**  Sold by Gifford Phillips to TV Colorado Inc., licensee of KKTU TV Colorado Springs, for $120,000. TV Colorado is headed by James D. Russell, president.
NAB Tv Code Board to review post-‘48 films

NAB’s Tv Code Board has offered to help stations and networks as well as film distributors if they’re worried about the moral aspects of post-‘48 theatrical films (CLOSED CIRCUIT, Oct. 10).

While the board won’t admit it officially, the code staff has stepped in because subscribers have asked help in buying and editing the newer films. Many of the requests show concern over daring costumes, borderline dialogue and so-called adult themes.

Since the tv code is voluntary, the code board serves in an advisory role and as a clearing house for information on questionable films and what individual stations are doing. It reviews films and monitors air performances but the responsibility is that of code subscribers. In one case the board issued a special bulletin dealing with a foreign film deemed unsuitable for broadcast.

E. K. Hartenbower, KCMO-TV Kansas City, chairman of the TV Code Review Board, told subscribers post-‘48 films provide “a rich new source of television programming and undoubtedly are in great demand among stations. As in all programming, there are instances when interpretation of the code may be required.”

“This was one of the subjects reviewed by the code board at its Oct. 4 meeting in Washington. When such occasions arise, the board and its staff will be available to assist code subscribers and film distributors as we have done since the code was adopted almost nine years ago.”

Chairman Hartenbower reported to the tv industry last week on code developments in the last year, speaking by film over network closed-circuit facilities. The number of subscribers has increased from 271 to 380 in a year, now embracing over 70% of tv stations. Hollywood and New York offices have been opened, he said, providing code service in the film and advertising capitals.

Ratings battle lands In Providence courts

The battle of ratings took a new turn last week in Providence, R. I., when one radio station filed suit against another.

WICE Providence filed a 10-point bill of complaint against WPRO Providence and C. E. Hooper Inc. It charged that the August-September Hooper ratings of share of audience in Providence were “false, deceptive and misleading.” It claimed that the survey “does not accurately measure the share of audience of the stations it refers to.”

The August-September Hooper showed WPRO leading in share of audience. WICE claimed that its share of audience was larger and WPRO’s smaller than that shown in the Hooper survey.

A hearing on the request for temporary injunction was scheduled to take place today (Oct. 17) in Providence Superior Court. A temporary restraining order was issued Oct. 6 when the complaint was filed. This enjoined WPRO from circulating the August-September Hooper.

In asking damages for “false disparagement against its business,” WICE asked the court to order an accounting to be made of WPRO’S profits gained from the circulation of the Hooper rating and that WICE be awarded compensatory and punitive damages.

Daniel P. Weinig, general manager of WPRO, said last week that he could not understand the purpose of the suit. He said WPRO had issued no promotion on the survey, although it had been shown to 14 or 15 advertisers and agencies at their request. He said Hooper was a reliable rating service which enjoyed high standing in the field. The only reason he could think of for the suit, Mr. Weinig said, was that Mr. Elliott’s move was based on sour grapes.”

Negotiators tackle live-film-tape issue

The American Federation of Television & Radio Artists and networks and producers start negotiations today (Oct. 17) on the live-tape-film commercial area of a new contract. They will discuss AFTRA’s revolutionary proposal for a unit system of payment dependent on the population of cities (BROADCASTING, Oct. 3). The present pact expires Nov. 15.

The Screen Actors Guild will negotiate with AFTRA for the first time, and SAG officials were expected to arrive in New York from Hollywood over the weekend for the talks. SAG is not involved in network program discussions.

Management and the union met last Tuesday (Oct. 11) and the networks turned over their counter-proposals. It was reported they had scaled down the union’s demands in the areas of network commercials and programs, particularly

BROADCASTING, October 17, 1960
Radio's audience in non-prime time

An important measure of radio's penetration: its average audience composition in the non "prime" hours 9 a.m.-3 p.m. inclusive.

This is one of the side products developed by Peters, Griffin, Woodward, from spot radio findings produced for the station representative by A. C. Nielsen Co. (Broadcasting, Sept. 26).

Results of the Nielsen findings were given wide circulation by Thomas Wright, media vice president, Leo Burnett Co., Chicago, in a speech at a Louisiana Assn. of Broadcasters meeting in New Orleans. Since then PGW has been busy compiling off-shoot data. The audience composition figures, for example, were shown only this month in presentations to national advertisers and their agencies.

PGW executives explained last week that data on spot radio in the 9 a.m.-3 p.m. period has been lacking in detail such as that presented by Nielsen in the accompanying table. The composition into male and female audience, the unduplicated reach and frequency of impressions along with the number of spots and approximate rating points gained each week (including costs) are shown for the advertiser on the basis of three-station use in the top 100 markets.

**SPOT RADIO'S PENETRATION—3 AM-3 PM**

<table>
<thead>
<tr>
<th>Approx. Rating Points</th>
<th>Weekly Cost Mins.</th>
<th>Weekly Unuplicated Reach</th>
<th>4 Wks. Unduplicated Reach</th>
<th>Average Audience Composition</th>
</tr>
</thead>
<tbody>
<tr>
<td># Spots Per Mkt. Per Wk.</td>
<td>13 Wks.</td>
<td>13 Wks.</td>
<td>4 Wks.</td>
<td>5 Markets</td>
</tr>
<tr>
<td>38 70</td>
<td>$11,600.</td>
<td>224.</td>
<td>3.0</td>
<td>40-43</td>
</tr>
<tr>
<td>102 160</td>
<td>$26,300.</td>
<td>32.0</td>
<td>5.0</td>
<td>48-54</td>
</tr>
<tr>
<td>6 through 12 Markets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26 70</td>
<td>$4,300.</td>
<td>26.8</td>
<td>2.5</td>
<td>48-51</td>
</tr>
<tr>
<td>70 160</td>
<td>$9,700.</td>
<td>38.0</td>
<td>4.3</td>
<td>57-64</td>
</tr>
<tr>
<td>13 through 20 Markets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 70</td>
<td>$5,600.</td>
<td>27.2</td>
<td>2.4</td>
<td>49-52</td>
</tr>
<tr>
<td>62 160</td>
<td>$18,800.</td>
<td>38.5</td>
<td>4.4</td>
<td>57-65</td>
</tr>
<tr>
<td>21 through 100 Markets</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>24 70</td>
<td>$20,500.</td>
<td>29.0</td>
<td>2.3</td>
<td>52-55</td>
</tr>
<tr>
<td>66 160</td>
<td>$57,400.</td>
<td>38.2</td>
<td>4.1</td>
<td>57-65</td>
</tr>
</tbody>
</table>

the union's proposals for a strengthened re-use formula. Negotiators were set to discuss the radio codes at a meeting last Friday (Oct. 14). AFTRA reportedly is not seeking an increase in radio fees, except for sportscasters and for transcriptions.

**WICE surveys listener tastes**

WICE Providence, R.I., has inaugurated a continuing postcard survey of the listening habits and tastes of the 1.5 million residents of southern New England. Recipients of the double jumbo postcards are asked to answer 14 questions and return the self-addressed, postage-paid survey cards to the station.

Among the 14 questions on the cards are: a ranking of best-liked types of programs; preferred music types; amount of time spent listening to radio daily, and place and hour of listening. There is also space for the respondent to tell the station how radio might improve its service. To serve as a double-check on accuracy, two sets of cards are mailed by the station. One set identifies WICE as the sender; the second "control" set bears the name of a fictitious survey firm with a special address.

**Hayes names CBS committees**

CBS Radio Affiliates Assn.'s new executive and convention committees for 1960-61 were announced Thursday (Oct. 13) by John S. Hayes, WTOP Washington, D. C., chairman of the association's board of directors. Mr. Hayes will preside over the executive committee, while J. Frank Jarman, WDNC Durham, N. C., heads the convention committee.

Members of Mr. Hayes' committee are: E. K. Hartenbower, KCMO Kansas City, secretary-treasurer of the board; Jay W. Wright, KSL Salt Lake City, vice chairman of the board; Robert McConnell, WISH Indianapolis, and F. Ernest Lackey, WHOP Hopkintonville, Ky. Serving under Mr. Jarman will be Joseph K. Close, WKNE Keene, N. H., and F. C. Sowell, WLAC Nashville.
A copywriter is questioning a WMAL-TV executive.

Copywriter: "You say that station 'C' was 27 steps (their steps) ahead of us when we began pursuit."

Exec: "That's right."

"And they take eight steps to our five."

"True."

"Then how on earth did we catch them?"

"Bigger steps.* Two of our steps equal five of 'C's'. Your experience with those puzzle ads should enable you to compute exactly how many steps we took to catch them. In fact, you might be able to make an ad from this."


*First-rate local personalities, first-run movies, ABC programming and a number of other big WMAL-TV steps that an H-R representative will be happy to discuss.

wmal-tv
Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

The ‘about face’ in government control

NAB CONFERENCE TOLD OBLIGATIONS GO WITH THE NEW FREEDOMS

The government is slightly loosening its control over broadcasting, the open-
NAB Fall Conference was told at its Oct. 13-14 session in Atlanta.
G. Richard Shaf To, WIS-AM-TV
Columbia, S. C., a member of the
NAB's three-man Policy Committee,
called attention to this shift in the reg-
ulatory trend. But, he cautioned, the
new freedom requires broadcasters "to make certain they are conversant with
the needs of the communities they
serve." He spoke at the Oct. 13 lunch-
een.
Mr. Shaf To was one of two-dozen
speakers and panelists who took part in
the Atlanta meeting, attended by broad-
casters from all over the Southeast.
The next NAB meetings will be held in
Dallas (Oct. 18-19) and San Francisco
(Oct. 20-21). The eighth and final
meeting of the series will be held Nov.
21-22 in Chicago.
These steps have somewhat eased
regulation of the industry, Mr. Shaf To
said:
* Shifting of FCC emphasis from
program formulas based on fixed per-
centages to programming on the basis
of specific community needs.
* Modification of the Communica-
tions Act to give broadcasters more lar-
tude in handling candidates for Presi-
dent and Vice President. Congress set
aside the equal-opportunity rule for the
presidential campaign to permit the
joint debates.
* Withdrawal of an FCC policy state-
ment implying broadcasters should an-
nounce the source of records received
free of charge and used only for broad-
cast purposes.
Mr. Shaf To found it encouraging that
the commission had concluded "it is the
obligation of the licensee to pursue a
diligent, positive and continuing effort
to discover and fulfill the taste, needs
and desires of his service area." He
added the commission "will revise its
application forms to require of the ap-
plicant a narrative statement of the
measures he has taken, and the effort
he has made to determine the taste,
needs and desires of his community or
service area—and the manner in which
he is meeting them.
"What this means in essence—assuming
final favorable FCC action—is that a
broadcaster will be able to forget
about percentages or most of them and
organize his programming structure to
meet the needs and desires of his com-

community in light of other services that
are being provided to the community.
These other services, as I interpret the
expressed sentiment of the commission,
would not be limited to other commer-
cial broadcasting stations, either radio
or television.
"Educational radio and television sta-
tions, wired music systems, theaters,
educational institutions—these and
other forms of entertaining and inform-
ing the public would make their respec-
tive contributions to community life, as
indeed they now do—and a broadcaster,
intent upon designing an original and
useful program service, would not be
required to duplicate these contribu-
tions."
Mr. Shaf To recalled that broadcasters
have long complained the fixed percent-
age requirements on license application
and renewal forms are meaningless
since they prevent flexible service re-
fl e c t i n g community changes and often
result in duplication in many program-
mimg areas while other areas are neg-
l ect ed.
He paid tribute to Gov. LeRoy Col-
 lins, of Florida, who last week was rati-
 fied as president of NAB to take office
Jan. 4 (see page 54). James F. Souther-
land, Gov. Collins' administrative as-
sistant, attended the Atlanta meeting as
an observer.

Political Problems
Problems of broadcasters during the presidential and
local campaigns were reviewed at a
political-regulation discussion by NAB
staff executives.

Vincent T. Wasilewski, NAB govern-
ment affairs vice president, said both
friends and antagonists of broadcasting
on Capitol Hill "recognize the great
potential for political power inherent
in this industry and practically all are
concerned about this force which, as
has so often been said, can be harnessed
for evil as well as for good."
He suggested this concern of legis-
lators is due to their realization of the
role newspapers have played in shaping
public attitudes. "In the minds of many
legislators, the print media do not have
a great tradition of fairness," he said.
He explained some legislators figure
radio and tv also are unfair, adding,
"This is the root of a lot of our prob-
lems in maintaining freedom under li-
cense." As to the last session of Con-
gress, he said, "The legislation which
resulted from this Congress is 95% ac-
teptable, or even desirable."

John F. Meagher, NAB radio vice
president, reviewed announcement re-
quirements for phonograph records and
the FCC's procedure.

Charles H. Tower, NAB tv vice
president, felt tv stations were harder hit
than radio by the FCC's March 16 or-
der requiring stations to divulge the
source of records. "One area of par-
ticular concern was that of the furnis-
hing of props to be used on a particular
program—especially in the case of
kitchen equipment used in the sets for
cooking shows," he said. "It is clear
under the new law that no announce-
m ents are required. And of course, no
announcement is required for animals
furnished by a zoo, nor do you have to
identify the university supplying a
professor. On the other hand, if a re-
frigerator is furnished for the kitchen
scene with an understanding for a
brand-name identification on the air,
an announcement would be required."
As to politics, Mr. Tower said broad-
casters should broadcast campaign news
because of their role as citizens, their
self-interest through public interest in
campaigns, and besides, political pro-
grams are interesting and fun, competi-
tive and absorbing. He referred to pol-
itics as "life's gymnasium."
The Offensive
Howard H. Bell,
NAB vice president for industry affairs,
said broadcasters can best preserve their
freedom by establishing wider contacts
and mutual understanding among pub-
lic officials. He urged them to take the
offense in seeing to it that broadcasting
"remains free and unfettered by govern-
ment. The mutual understanding and
add i t i ona l contacts you establish are
the essential ingredients of a formula for
improved government relations and for

Sarnoff predicts

Television set circulation in the U.S., now more than 52 million,
will increase by another 25 mil-
lion, aside from replacement sets,
during the next 10 years, NBC
Board Chairman Robert W. Sar-
noff predicted last week. He also
foresaw for the next decade "a
sharp upturn in color set circula-
tion, which will really come into
its own in the sixties"; interna-
tional transmission via space satel-
lites, and mural television whose
screen is hung like a painting "and op-
 erated from a small box beside your
chair." Mr. Sarnoff made the
forecasts in a speech on "Pros-
perity: Sin or Salvation?" before
the annual convention of the
American Gas Assn. last Wednes-
day at Atlantic City.

60 (THE MEDIA) BROADCASTING, October 17, 1960
No matter what your tape problems, WNBQ is better equipped to handle them than any other station in the country. This is no idle boast. WNBQ has complete tape to film facilities, more color-equipped tape recorders than any other local station in the country, and a staff of technicians and production experts second to none.

**WNBQ**
Video Recording Sales
Merchandise Mart
Chicago 11, Illinois
SUperior 7-8300
Automation in radio termed 'inevitable'

GROWING NUMBER OF OUTLETS CUTS MANPOWER SUPPLY

Delegation of jobs that are archaic, unnecessary and futile in the face of automation in broadcasting "is a criminal waste of manpower," according to C. L. (Chet) Thomas, a 30-year broadcaster and manager of KXOK St. Louis.

"The explosion in the number of radio stations has stretched the number of skilled workers dangerously thin," Mr. Thomas told the opening NAB Fall Conference at Atlanta. He spoke Oct. 14 at a radio session.

"Automation will require greater skill and knowledge, more people who can think and then turn over the heavy work to a machine," he said. "Until education can catch up, we must depend upon semi-skilled minds and hands. In an industry as sensitive as radio, this is unsatisfactory. The worthy man and woman must be free to develop skills without being confined to tasks which a machine can do better."

Mr. Thomas said automation is "the inevitable solution to meet the needs of this nation. Automation is equally inevitable in the radio business. The challenge of the 60s and beyond will require the best efforts of everyone in the industry."

"The engineer twirling knobs is on the way out," he added. "The announcer who has a beautiful set of vocal chords, but no creative ability, is doomed. The salesman who sells time instead of ideas had better look for another job. The station manager who does not recognize the direction in which the industry is headed is stupidly contributing to his own demise."

Praising NAB's annual management seminar at Harvard business school, Mr. Thomas said it was one of "the most rewarding experiences" of his life.

He urged NAB to make this type of executive training available "to other than the management group so that the managers of the future will become better able to meet the increasing demands for knowledge and skill."

Last month's hurricane Donna destroyed property worth millions but few people were killed or hurt, Mr. Thomas said, because of radio warnings and broadcast reports of the storm's progress. He listed these advantages of radio:

- It is indispensable as a communications medium to advise, inform, warn, direct and instruct people; it reports news while it happens; it is the only form of communication that can instantly reach over 96% of the American people; it delivers more advertising impressions for less money; it contributes more free time to charities, community events, state and national patriotic campaigns than any other medium; it is local in service to listeners within signal range; it can pinpoint an audience and minimize unproductive listeners through programming techniques; it controls its programming; it is personal, intimate and an untiring companion; it is flexible, dependable, powerful.

John M. Couric, NAB public relations manager, reported "a snowballing acceptance" by member stations of NAB's "Build Radio With Radio" campaign. He said the association will soon offer radio members prepared announcements on such specialized programming as sports results, popular music, editorializing and farming. During National Radio Month last May, he said, better than 90% of NAB's 2,000 radio station members used the special recorded jingles supplied by the association. A speech text, "Careers in Radio," is being prepared for early distribution to members.

Elmo Ellis, WSB, Atlanta, a member of the NAB Radio Code Board, took part Friday in a review of the expanded code program, taking the theme "Self-Regulation Equals Self-Interest." The radio code membership has passed the 800-mark since it was placed on an enforcement structure similar to the tv code. In the past it had been operated on the honor system. Non-members may now subscribe to the radio code.

Hausman Describes TIO's first year

Television is growing as a community force as well as an effective advertising medium, the NAB Fall Conference in Atlanta was told Oct. 14.

Two top figures who are leading the industry image and sales activities of television related in detail the progress being made by the visual medium. They were Louis Hausman, director of Television Information Office, and Norman (E.) Pete Cash, president of Television Bureau of Advertising (see story page 46).

Mr. Hausman said TIO is observing its first anniversary. He listed what has been done in the year to raise program standards and meet criticism of the television industry. He also described a new TIO publication, Interaction. This 288-page book describes over 1,000 programs and program series broadcast by 264 stations in 162 cities "in an effort to provide an exchange of ideas that will assist stations in planning and produc-
YOU MAY NEVER DIVE 36,000 FEET*

BUT... You Can Penetrate Deeper In Kalamazoo-Battle Creek and Greater Western Michigan With WKZO Radio!

There's no doubt about it... WKZO Radio has once again proved to give greater audience penetration in Kalamazoo-Battle Creek and Greater Western Michigan than any competitor!

In the new Pulse (see left), WKZO Radio has stretched its long-standing lead to a spectacular average of 73% more listeners than Station "B" (6 a.m. to Midnight, Monday through Friday). WKZO Radio easily holds the No. 1 position morning, afternoon and evening in all 360 quarter hours surveyed, Monday through Friday.

Ask Avery-Knodel for availabilities on WKZO Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

*The bathyscaphe, "Trieste," recently set a new world's record by diving 36,000 feet below the Pacific Ocean's surface.
tion of local public affairs programs."

The TIO program of joint intra-city station cooperation is meeting with good reaction, he said. Under this project joint monthly schedules of informational and educational programs are being published in Los Angeles, Chicago, San Francisco, Denver, Norfolk, Boston, Hartford-New Haven, Fort Wayne, New Orleans and Indianapolis. Others are in the works. The joint program schedules are being sent to over 100,000 community leaders.

Mr. Hausman listed other TIO activities such as institutional announcements in national opinion magazines and two educational, cooperative projects. These consist of an in-service tv course for teachers in New York City schools and a resources book on tv to be published by the National Council of Teachers of English. TIO is supported by individual stations, the three tv networks and NAB.

On the tv Code • In the field of tv code relations the three most severe areas of concern are personal product advertising, movie trailers and post-48 feature films, according to Robert W. Ferguson, WTRF-TV Wheeling, W. Va., a member of the NAB TV Code Review Board (see tv code story page 57).

Improvement in personal products commercials was noted by Mr. Ferguson. He gave credit to the code's personal products subcommittee headed by Gaines Kelley, WMFT-TV Greensboro, N. C., for constructive work in the field. "Our reception at the agency and advertiser level has improved greatly," he said. He advised stations to check movie trailers carefully and advised them to screen post-48 feature films carefully.

Edward H. Bronson, NAB tv code director, presented a film demonstration covering questions raised about code interpretations.

Media reports...

Aids etv • WICI (TV) Pittsburgh has made a cash grant of $2,000 to WQED (TV), that city, educational tv station. The grant will be used to buy soundproofing materials for WQED's studios which will bring the facilities into close approximation of the technical standards set professionally throughout the industry, according to WQED's general manager, William C. Dempsey.

Affiliation • WDAS-FM Philadelphia has affiliated with the QXR network, which is composed of 27 fm stations from coast-to-coast. The network's parent station is the New York Times' WQXR. New York. This will greatly add to WDAS-FM's sources of classical music, according to the stations president, Max M. Leon, and will enable Philadelphia to hear live broadcasts of the Boston Symphony Orchestra, the QXR String Quartet and other concert features. Times newscasts will also be heard each hour over WDAS-FM.

Name change • Townsend U. S. & International Growth Fund Inc, which owns three radio stations, has changed its name to Townsend Growth Fund Inc. The name change includes modification of investment requirements which before required the Fund to have 25% of assets invested in international companies. Fund principals own WDKA Nashville and KNOK Fort Worth. Fund itself owns KITE San Antonio.

Power raise • WIKE Newport and WTWN St. Johnsbury, both Vermont, will both boost power from 250 w to 1 kw, effective noon, Oct. 24. The stations comprise the North Country Stations of Vermont.

N.M.'s metro area • A new market and tv station study has been released by Averty-Kindel Inc., N. Y., on behalf of its nationally-represented KOAT-TV Albuquerque, N. M. Titled "Albuquerque... It Grows as it Goes," the guide details market characteristics of the city's position as the country's 56th most populous city, and examines KOAT-TV's growth in audience acceptance and circulation.

CBS Foundations awards annual collegiate grants

CBS Foundations Inc., New York, announced Friday (Oct. 14) its annual grants to state associations of colleges and universities. Following the same general plan as practiced in the past four years, CBS Foundations, on behalf of CBS owned stations and other CBS operations, awarded the unrestricted grants to 103 colleges belonging to state and regional independent college fund-raising associations.

Grants were made to The New England Colleges Fund Inc. ($9,645.77); The Empire State Foundation of Independent Liberal Arts Colleges Inc. ($4,984.42); The New Jersey College Fund Assn. ($9,045.91), and The Foundation for Independent Colleges Inc., of Pennsylvania, ($9,553.46). Five other state associations, two in California, and one each in Missouri, Indiana and Illinois, also shared in the grants.

All recipients are located in areas served by CBS operations, including WCBs-AM-FM-TV New York, WEEI Boston, WCAU-AM-FM-TV Philadelphia, CBS Electronics, CBS Labs, Columbia Records and CBS Films Inc.
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 1028 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 1 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 12-page Engineering Department Bulletin for complete details.

VIDEO PRODUCTS DIVISION - AMPEX PROFESSIONAL PRODUCTS COMPANY
934 Charter Street, Redwood City, California

*TM AMPEX CORP.

BROADCASTING, October 17, 1960
Helpful, intelligent programming sets the mood that means response to your sales messages on KOIN-TV, the medium in Portland, Oregon and 32 hard-buying surrounding counties. Your customer tuned to KOIN-TV is in a receptive mood ... a mood we've cultivated with a program format that's tailored to fit the needs and desires of our community.

Check the latest Nielsen for proof®.

INTERNATIONAL

No color telecasts planned in Canada

“The time has not yet come for introduction of color telecasting in Canada,” the Board of Broadcast Governors has announced in a statement from Ottawa.

BBG will license only for black-and-white television until color broadcasting and reception have received wider acceptance in the United States and Canadian border areas.

In reaching its decision, the BBG reports that after seven years of color telecasting in the United States, networks this fall plan only a limited number of hours of such telecasts, with NBC planning 1,664, CBS 27 and ABC none. It reports that after seven years the number of color receivers in the U.S.A. is only 500,000, as against 52 million black-and-white receivers.

“Canada has frequently profited by technical experimentation in the United States and from experience there,” the BBG states, “and the progress of color telecasting in the United States has been watched closely in Canada. Because of the changing techniques and the slow acceptance of color in the United States, the Canadian Dept. of Transport has not approved specifications for color telecasting, and television stations are not licensed to broadcast in color. The BBG is not prepared at this time to recommend to the Dept. of Transport that it approve specifications for color telecasting. . . . However, the BBG will continue to watch developments.”

A number of Canadian tv stations are equipped to broadcast color, including CFPL-TV London, Ont., CHEK Victoria, B.C., and a number of the new stations licensed this year and soon to begin telecasting.

BBG announces deadline for second network bids

Applications for a second Canadian television network franchise will be heard at Ottawa Nov. 29 by the Board of Broadcast Governors. The BBG has announced applications must be in its hands by Nov. 10.

The network franchise will cover a network for the eight stations licensed as second stations in eight major Canadian markets this year. Rules for the establishment of a network, announced in September by the BBG, are likely to limit the number of applicants. Only one applicant is expected to apply, Spencer W. Caldwell of S. W. Caldwell Ltd., Toronto, film distributor and Canadian operator of TelePrompTer, who was one of the unsuccessful applicants for a Toronto tv license last March.

The second tv stations which will make up the network want to own and control the network, while the BBG regulations will only permit the member stations to own 49% of the stock of the network company. Negotiations are still underway for an arrangement which will permit Caldwell or other applicants for the franchise to work with the stations who combined would have a minority interest. The stations want to have a mutual co-operative, open to any other second stations in Canadian cities which may be licensed in future.

Canadian radio-tv set sales gain in August

Radio and television receiver sales in Canada were up in August over the previous months. But total sales for the first eight months of the year were down from the same period last year, according to figures released by the Electronic Industries Assn. of Canada.

Radio receiver sales for August totalled 42,554, highest for any month this year, but lower than last year August at 45,125 units. For the first eight months radio receiver sales were 205,470 units as against 245,168 units last year.

Television set sales in August at 28,091 were second best for any month this year, but below the 31,105 sets in August 1959. For the January-August period tv sets sold totalled 184,155 units this year, 222,552 units in the same period last year.

Abroad in brief...

New rep - Paul L'Anglais Inc., is new station representative firm with head-office at 1405 Maisonneuve, Montreal. Que. The firm will represent CFTM-TV Montreal, a new French-language station of which Paul L'Anglais, veteran program producer, is licensee, and also CHLT-AM-TV Sherbrooke, Que. Guy Daviault is manager of Montreal office, and Gaston Boulanger of an office being opened at Toronto.

CBC-TV sold out—almost

Only two alternating half-hour programs are available on the 1960-61 Canadian Broadcasting Corp. television network, and all network sponsors have signed 52-week contracts, Bill Cooke, CBC English network sales manager stated at Toronto.

“This is CBC television's best commercial year, yet,” he said. “Sponsorship comes from all important areas of the economy.”
WBEN-TV strip programming is EASY STREET for spot advertisers

WBEN-TV strip programming of top-rated film shows can put your products on EASY STREET in the Western New York market. Viewers find the night-after-night variety of action and adventure a welcome beginning to their evenings TV fare. And you’ll find it a welcome place to spot your product sales story. Class B rates for the avid, adult audience plus WBEN-TV’s outstanding coverage and penetration of the Western New York-Canadian Niagara Peninsula market make these Channel 4 spot-carriers a “best buy” and an attractive package to small-budgeted accounts.

National Representatives: HARRINGTON, RIGHTER AND PARSONS

WBEN-TV CBS in Buffalo
Affiliated with WBEN Radio
Will there be a fifth ‘Great Debate?’

NETWORKS ARE WILLING AND ABLE—IF CANDIDATES CAN AGREE

The tv and radio networks checked to two seemingly pat hands last week in an important subsidiary issue that has developed between the Democratic and Republican presidential candidates: whether there will be a fifth “Great Debate” between the two to be aired shortly before election day.

ABC, CBS, NBC and Mutual informed the candidates they are ready to co-operate in setting up a fifth tv-radio network simulcast for early November, as Democratic nominee John F. Kennedy has suggested. They also said they are willing to talk over a counter-suggestion by GOP nominee Richard M. Nixon that, instead of a fifth debate, the presently scheduled Oct. 21 hour for the Kennedy-Nixon appearances be turned over to the two vice presidential candidates and another date, before Oct. 28, be set for a full two-hour debating match between the two presidential aspirants.

The networks as of Thursday said they were standing on a joint statement sent to Messrs. Kennedy and Nixon saying in effect: “We are ready to discuss any modifications of the remaining network debate periods. We hope you can agree substantially on something as soon as possible. We are ready to meet with your representatives; just name the time and place.”

An earlier offer by the networks of time for a debate between the Democratic and Republican vice presidential candidates, Lyndon B. Johnson and Henry Cabot Lodge, had been rejected by both. (BROADCASTING, Oct. 10). But Sen. Johnson was reported by Democratic Committee sources as agreeable to a meeting with Mr. Lodge “anywhere.” Mr. Lodge was quoted as saying the idea of a debate with Sen. Johnson was “something to think about.” He could not be reached for further comment later in the week, but a party spokesman said Republicans would “go along.”

Fever Pitch — Sen. Kennedy was reported by Democratic spokesman last week as hoping Vice President Nixon would meet him for a fifth debate on or about Nov. 4, when the campaign is at its “highest pitch.” But he also indicated that he would be glad to give any additional tv-radio exposure and would accept Mr. Nixon’s proposal for a two-hour set-to as a second choice.

Mr. Nixon’s spokesmen said he opposes the fifth debate for the late date suggested because his commitments schedule precludes any such meeting after Oct. 28. Although his opposition to the fifth debate was in the form of his counter-suggestion, his aides took his statement to mean he is firmly against an early November debate.

Neither the networks nor the candidates would speculate last week on the possibility that viewing and listening might fall off appreciably during a full two-hour round of debates.

The idea for a fifth debate—the networks have indicated all along that they were ready to provide more time if the candidates can agree on it—had been proposed over the previous weekend by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, Chairman John O. Pastore (D-R.I.) of the committee’s communications Subcommittee and Sen. A. S. Mike Monroney (D-Okla.), a member of both groups. Sens. Magnuson and Pastore are considered the architects of the congressional resolution which suspended the equal time provisions of Sec. 315 for presidential candidates this year.

Networks Approve — The networks were prompt to accept the proposal and Sen. Kennedy quickly placed his approval on it. After Vice President Nixon’s counter-suggestion, the networks wired that the debates had been held to four by “the expressed wishes of the representatives of the candidates.” They thought exchanges about the debate indicate a “critical need” for another meeting between party and network representatives.

Sen. Kennedy reportedly favors a fifth debate because he feels he has made a better impression on tv than Vice President Nixon; because there is Democratic fear of a “tv blitz” of purchased time by Republicans during the last days of the campaign which the Democrats can’t match.

Last Thursday’s debate was carried off with only one opening shot of the much-heralded split-screen technique ABC-TV had announced would be used to show the two candidates—Mr. Nixon in Los Angeles and Mr. Kennedy in New York—on the screen together.

The scant use of the split-screen was decided upon despite extensive treatment by ABC-TV’s promotion depart-
The ABC-TV “Great Debates” set in New York received careful last-minute checks before Thursday's broadcast. David Escheibacher (l), Ken Palius and Rolf Drucker (r), all of ABC-TV, reviewed the set from every vantage point—on the pains the network planned to take to see that the physical facilities afforded both candidates would appear to viewers to be “equal.” Bill Shadel, ABC newsmen, moderated the program. Panelists were Charles Von Fremd, CBS news; Frank McGee, NBC news; Roscoe Drummond, New York Herald Tribune and Douglas S. Cater, Reporter magazine. Mr. Shadel and the panel of newsmen were in Hollywood, but in a different studio from Mr. Nixon’s. The control room was also in Hollywood.

Production Crew - Donald G. Coe produced and Marshal Diskin directed the program for ABC. Mr. Coe also served as timekeeper for both candidates. In a last-minute switch, representatives of the candidates agreed to return to the format used in the Oct. 7 debate, with each candidate allotted 2 1/2 minutes to answer each direct question and his opponent given 1 1/2 minutes for rebuttal. Originally it had been planned that each candidate would have three minutes to give his answer and no time would be allotted for rebuttal, although each candidate would have been permitted to use part of his three minutes, if he wished, to answer points previously made by his opponent.

Meanwhile ABC, which will also produce the fourth debate, was proceeding with plans for that as originally scheduled, although preparing also to make whatever changes may be necessary if representatives of Messrs. Nixon and Kennedy reach a suitable agreement on their alternative proposals.

The fourth debate, under the original agreement, is slated for Oct. 21 (10-11 p.m. EDT) at the ABC studios in New York. Quincy Howe of the ABC News staff has been designated as moderator and John Edwards as ABC News' representative on the panel of questioners. CBS, NBC and Mutual will name one panelist each. Messrs. Coe and Diskin will again produce and direct, respectively.

Kennedy: no ad tax

Based on what he knows about it now, Sen. John F. Kennedy would oppose a tax on advertising. The presidential candidate took that stand last week at a conference of the Associated Business Publications in New York. He said he had not discussed such a tax, never proposed it and would oppose it unless someone advances better reasons than he’s heard “superficially” to date. The question was motivated by critical remarks about advertising, and suggestions for a tax on it, by Arthur Schlesinger Jr., a Kennedy adviser.
Television Views
By Tom Chauncey
Pres. KOOL Radio-TV
PHOENIX, ARIZONA
YOUTH, MATURITY & TV
Librarians know that younger people are reading better books years earlier than ever before. One report shows youngsters borrowed eight times as many books in '58 as in '54. While Lincoln, Nebraska's population had increased 30% in ten years, the book borrowing has increased 100%. Shallow literature is now less read, with New York's 75 branch system reporting up to half of last year's adult-book readers were between the ages of 13 and 18, whereas a national survey indicates teenagers of 1960 read two years ahead of their counterparts of '35.

The capacity for responsible and penetrant thinking now develops earlier in life. Maturity in the United States has a continuing trend toward a younger common denominator. In refutation of the darkest predictions, Margaret Scoggin, co-ordinator of Young Adult Services for New York Public Libraries says, "Any story which appears on television creates an instant demand for the book in the libraries." Television encourages more reading and earlier maturity.

For a good story turn to "Witness" on KOOL-TV, CBS, Channel 10, at 9:30 P.M. Thursday.


In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Oct. 31. The GOP also is ready to go ahead with a national TV spot campaign in the top 100 markets, starting later this month.

The Democrats, too, were busy with TV spot purchases, but Democratic headquarters, though acknowledging buying was in progress, said purchases have not been definitely confirmed.

Nixon notes Kennedy's notes
Vice President Richard Nixon, who said during last Thursday's debate that a man in the public eye ought to keep his temper under control, allowed his own to desert him briefly immediately after the telecast when he charged his opponent, Sen. John F. Kennedy, had used notes during the debate although there was a prior agreement no notes would be used by either candidate.

"Somebody fouled up in New York," he said after the telecast, observing he had seen Sen. Kennedy shuffling papers immediately before debate. "I think the moderator should have done something about it." Herbert Klein, Mr. Nixon's news secretary, seconded Mr. Nixon's views, saying the original agreement among candidates and network spokesmen prohibited the use of notes.

ABC-TV newsmen Bill Shadel, who moderated the debate, said he saw Mr. Nixon after the telecast but no mention had been made of the notes.

Pierre Salinger, Sen. Kennedy's news secretary, said there had been no original agreement prohibiting notes and that Sen. Kennedy merely read verbamt statements quoting President Eisenhower and others.

John Daly, ABC vice president of news and public affairs, said the original agreement did prohibit use of notes. When ABC officials saw Sen. Kennedy reading the documents they presumed verbatim texts of public statements were not included in the ban, he said.

"This is obviously an area for further study," he added.

Mr. Nixon said that at one point in the debate he attempted to summarize Sen. Kennedy's views on one subject from a public statement the latter had made. A copy of the statement would have been helpful, he said, but because of the no-notes ban he had to depend on his memory.

Election coverage plans arranged by CBS News
State-by-state vote reporting procedures for election night coverage are currently being finalized by the CBS News Div. in a series of meetings with news directors and other reporters of major network affiliates throughout the country.

Arrangements were completed in Chicago Tuesday for midwest feeds from 13 states to CBS News headquarters in New York on Nov. 8. Attending were network representatives and news directors from 12 key affiliates. The feeds will include state results on the presidential, senatorial, gubernatorial and key congressional races and be telephoned directly to New York.

Key CBS reporters in each state will be responsible for the feeds and also for setting up satellite operations in their respective areas. Commentary and interpretation will be supervised out of CBS-Chicago by Bernard Eismann, Chicago bureau manager and staff correspondent. States included in the midwest periphery are Illinois, Wisconsin, Indiana, Tennessee, Missouri, Iowa, Minnesota, Nebraska, Kansas, Oklahoma, Texas, Michigan and Ohio.

Attending the meeting for CBS were Sam Zelman, director of tv news; Paul Levitan, special events director and executive producer of election night coverage; Mack Johnson, assistant on political coverage, commentators Stuart Novins and Bill Downs, and Mr. Eismann among others. Meetings also are being held on the east and west coasts and in southern regions.

DEBATE NOSE COUNT
3.7 million more tuned second round
The combined tv-radio audience for the second Nixon-Kennedy debate (Oct. 7) was 4% larger than the first, according to Sindingler & Co. The comparative totals: 89,909,000 for the second go, 86,261,000 for the first.

Sindingler's research counted 70,241,000 tv viewers (against 69,142,000 for the first debate), and 19,668,000 radio listeners (against 17,119,000). These figures include sizable out-of-home audiences.

Another audience count on the second debate, released last week by ARB, found a drop-off in tv viewing compared to the first meeting (61 million against 75 million). But ARB's counts do not include out-of-home. On an in-home basis, Sindingler's tv count of 62,977,000 corresponded closely with ARB's figures.

The bigger bonus of out-of-home viewing came to radio, Sindingler reported. The 9,588,000 who listened in cars, at work and in public places was almost as big an audience as the 10,080,000 who listened at home. TV's out-of-home audience was 7,264,000.

Sindingler's study, conducted by
Political barbs • WGMS Washington, not carrying last Thursday's Great Debate, nevertheless arranged for a Mort Sahl 'demi tasse at 8:30 p.m. The comedian, currently gaining attention for his political barbs, held a news conference on arrival in Washington Thursday afternoon. WGMS taped the entire proceeding for use immediately after the latest Nixon-Kennedy bout.

Campus coverage • KNXT (TV) Los Angeles is doing live remote telecasts of one-hour talks by both presidential candidates on the U. of Southern California campus. Mr. Nixon's address to area college students and answers to their questions were telecast Oct. 14 from 10:30-11:30 a.m. from the university's Alumni Memorial Park and a talk by Sen. Kennedy on Nov. 1 will be carried at the same hour. Robert D. Wood, vice president of the CBS-owned station, said the telecasts are being made in association with the university.

Late for lunch • The face-to-face debate technique will be utilized by WGN-TV Chicago Oct. 20 for Illinois senatorial candidates. Democratic incumbent Paul H. Douglas and Republican nominee Samuel W. Witwer will speak at a luncheon of the 42d annual meeting of the Illinois State Chamber of Commerce in that city. The debate, first face-to-face encounter of the candidates during the current election campaign, will be carried by WGN-TV that evening (10:15-11:30 p.m.) and by WGN radio (8:15-9 p.m.).

State debate • Two hour-long debates were carried in prime time by KWTX (TV) Oklahoma City on Sept. 8 and 15 on three proposals by Gov. J. Howard Edmondson for changes in the state constitution. The debates were of the formal type, with Gov. Edmondson and attorney W. J. Holloway teamed against opponents Martin Hauan of Oklahomans for Local Government and state Sen. Ed Berrong. Bruce Palmer, news director, organized and produced the debates, and Gene Linder, production chief, produced them. The proposed changes were defeated in a Sept. 20 vote.

Potluck • A series of eight 15-minute segments called What's Cooking With the Stars?, featuring tv and screen stars discussing Democratic candidates with well-known Democratic political figures, is being carried on KABC-TV and KTTV (TV) Los Angeles up to election day under sponsorship of “Teas for TV,” women's division of the California Democratic Central Committee. The series was produced by Mobile Video Tapes Inc., L.A., and moderated by Mercedes McCambridge.

Political sidelights . . .
Loophole • Republicans in Texas have served notice that since Democratic vice presidential candidate Lyndon B. Johnson also is running for reelection to the Senate they're going to demand equal time for the Republican senatorial candidate for every Johnson appearance free on a Texas TV or radio station. Equal time for GOP senatorial aspirant John G. Tower will be asked for Sen. Johnson's appearances on Presidential Countdown (CBS-TV, Sept. 26) and Face the Nation (CBS-TV, Oct. 2), GOP Chairman Thad Hutcheson said. He added: "... We cannot agree to any theory that Sen. Johnson can wear his vice presidential candidate's hat on some appearances and his senatorial hat on others. He is a candidate for ... the U.S. Senate and will be in this role in every broadcast appearance in Texas between now and election day. . . ."

Handicap • President Eisenhower thinks Vice President Nixon is giving away odds to appear in the televised "Great Debate" programs, according to attorney John Dempsey Jr. of Wellesley, Mass. Mr. Dempsey said the President told him as much during a conversation last week in Washington. Although Mr. Eisenhower thinks Mr. Nixon has done an excellent job in the first two debates, Mr. Dempsey said he was told, the President said in effect he doesn't think TV debates are a sound idea politically for the man in office, who is in position to be criticized and second-guessed by a man not in office. Mr. Dempsey didn't explain, but apparently the President distinguishes between a candidate holding office in the executive branch and in the legislative, as does Sen. Kennedy.
David’s slingshot misses target; wounds sponsor only

Soviet Premier Nikita S. Khrushchev’s appearance on WNTA-TV New York’s Open End program on Oct. 9 touched off a chain of events, including cancellation by Sutro Bros. of its portion of the program. Also the station was criticized for inserting Radio Free Europe spots during station breaks. Widespread critical reaction approved the airing of the program but questioned David Susskind’s capabilities in the role of the interviewer.

Sutro Bros., New York, an investment company, which had been the sponsor of the first half of Open End for two years, announced it was withdrawing from the program because the station had declined to carry a message during the teletcast, stating that Sutro was not sponsoring that particular program. Sutro held a news conference on Monday (Oct. 10) pointing out that it considered its contract broken because WNTA had refused to carry the disclaimer message. A spokesman said the company’s wish to “disassociate” itself from the Khrushchev program rested on the belief that the Soviet premier would use the teletcast as “a propaganda platform.” The contract had 12 more weeks to run.

In ratings, the program emerged third in New York, behind WCBS-TV and WNBC-TV between 9 p.m. and 12 midnight, according to Arbitron. For example the Jackie Gleason special on WCBS-TV between 9:30-9:45 p.m. scored 35.2, as compared with 7.6 for Open End and Candid Camera on WCBS-TV achieved a 34.7 between 10-10:15 p.m., as against 8.7 for the Khrushchev teletcast. The American Research Bureau reported that the Khrushchev show reached an average of 360,000 homes in the New York area between 9-11 p.m.

The audio portion of the program was carried on more than 200 radio stations and the tv show was carried live on six educational tv stations and four commercial stations; WNTA-TV; WHCT (TV) Hartford, Conn.; KPLR-TV St. Louis; and WIBW-TV Topeka, Kan. On a delayed basis, it was carried on the BBC, the CBC, the Australian Broadcasting Commission outlets and the NHK network in Japan.

The program ran for more than two hours—from 9 p.m. to 11:10 p.m. At the conclusion, a panel of well-known newsmen discussed the show. The panel continued on the air until 12:45 a.m. Monday.

The teletcast had extensive newspaper coverage. More than 100 reporters viewed the show on monitors in the press room of the United Nations in New York, where Open End originated that night. The program was given page one treatment by several New York newspapers the next day, and, according to WNTA spokesman, attracted “considerable newspaper space in metropolitan newspapers throughout the country.”

The newspaper reviews the next day (Oct. 9) largely defended the station’s right to carry the program but were critical of Mr. Susskind’s role as interviewer and the station’s decision to insert free plugs for Radio Free during station breaks.

The other regular sponsor of Open End, Thermo-Fax Sales Corp., San Jose, Calif., also withdrew from the Khrushchev teletcast but plans to remain on the program.

A WNTA spokesman said the program resulted in “more than 5,000 telephone calls” on the night of the teletcast and the next two days but said it “is impossible to evaluate them.” Some calls objected to the Soviet premier’s appearance on the show and others voiced approval. The spokesman said: “The calls came in so furiously that our switchboard operators could not keep up a running tabulation.”

WNTA officials reported they had received “highly favorable” reports from educational stations which had carried the program live. KQED (TV), San Francisco said an appeal for new subscribers at $10 each resulted in 187 new subscriptions. An appeal for donations by KVIE (TV) Sacramento brought in a total of $675. Some of the educational tv outlets, WNTA officials said, planned to repeat the Khrushchev teletcast.

WTTG (TV) Washington, and KTTV (TV) Los Angeles which air Open End on a delayed basis, last week announced they would not teletcast the Khrushchev appearance.

Film sales...

"Big 10 Football" (Sportlite Inc.); Half-hour series sold in 30 Midwest markets, with Prudential Insurance Co. of America purchasing program for WGN-TV Chicago, WCIA (TV) Champaign, WICS (TV) Springfield, WREX-TV Rockford, KHQA-TV Quincy, all Illinois, and WTVV (TV) Evansville, WISH-TV Indianapolis, and WKJG Fort Wayne, all Indiana. The series has also been made available to the Armed Forces Radio & TV Service. Sea Hunt (Ziv-UJA); Renewed by Bristol-Myers for WCBS-TV New York and by Standard Oil of California for stations in Los Angeles; San Francisco; Salt Lake City; Sacramento; Fresno; Spokane; Seattle-Tacoma; San Diego; Portland; Yakima; Bakersfield; Phoenix;

“The Robert Herridge Theater” is an unusual half-hour television series offering special treatments of dramas, jazz and ballet. Produced for CBS Films Inc. by Mr. Herridge, all 26 shows have been recorded exclusively on “SCOTCH” BRAND Video Tape.

Why video tape? Because it reproduced the “live” feeling of the original performances, eliminated fluffs, cut production costs sharply and made schedules more flexible. People throughout the television industry are turning to video tape for incomparable fidelity, speed and economy in recording TV specials, location and commercial programming.

Order your copy of “The Show Is On Video Tape,” booklet of three television case studies in planning and production of a network commercial, a drama program and a local “spectacular.” Send 25¢ in coin to cover mailing and handling to 3M Co., Box 3500, St. Paul 6, Minnesota.

MINNESOTA MINING AND MANUFACTURING COMPANY


BROADCASTING, October 17, 1960
Eugene-Roseburg; Medford; Salinas; Monterey; Boise-Nampa; Eureka; Klamath Falls; San Luis Obispo, and Honolulu.


**CHRISTOPHER AWARDS**

Nine programs chosen for exceptional merit

A total of 37 producers, directors and writers, representing four NBC-TV programs, three CBS-TV programs and two on ABC-TV, were named winners today (Oct. 17) of the annual Christopher Television Awards for the year ended Sept. 25. Winners were cited by Father James Keller, founder of The Christophers, who said their programs "exemplified the great potential of television to inform, inspire and entertain."

Recipients of the bronze medallion inscribed with the Christopher motto, "Better to light one candle than to curse the darkness," are:

Producer Harry Ackerman, director Norman Tokar and writers Joe Connolly and Bob Mosher for "Teacher Comes to Dinner" on Leave It to Beaver (ABC-TV, Nov. 28).


Producer-director Clark Jones and writers Herbert Baker, Billy Friedberg and Will Glickman, Perry Como's Kraft Music Hall (NBC-TV, March 16).

Producer Burton Benjamin, writer James Dugan and musical composer Franz Waxman, "The Mysterious Deep" on Twentieth Century (CBS-TV, March 27 and April 3).

Producer Frederick Heider, director Jack Sameth and writer Draper Lewis, Music For A Spring Night (ABC-TV, March 30).

Producer-writer Lou Hazam and photographer Joe Vadala, "Way of the Cross" on World Wide 60 (NBC-TV, April 16).

Producer-director Donald B. Hyatt, writer Richard Hansen and musical director Robert Russell Bennett, "Mark Twain's America" on Project 20 (NBC-TV, April 22).

Executive producer Julian Goodman, producers Reuen Frank and Elmer Lower, supervisor William R. McAndrew and anchormen Chet Huntley and David Brinkley for coverage of the national political conventions (NBC-TV, July 11-15 and July 25-28).

**L. A. Emmy's to be given over manager's protest**

Despite opposition from managers of the seven Los Angeles television stations, the Los Angeles chapter of the Academy of Television Arts & Sciences is going ahead with plans to give Emmy awards on the local level at its Beverly Hilton Hotel membership meeting on Oct. 27.

Stressing that there is no feud between station managers and the academy, Elton Rule, KABC-TV manager, said that there was unanimous objection to the method of voting and to the categories and station managers as result will have no part in it.

The managers, in a three page signed statement, declared they are not officially endorsing or cooperating as stations in these awards. They suggested "the local awards be postponed until such time as the stations can meet and work out with the academy a procedure for local awards which would better suit the community."

Gail Patrick Jackson, Los Angeles chapter president, in reply said "the mandate of our membership compels us to proceed with this year's local awards as planned." She pointed out that the nominating ballots are in and have already been tabulated and further...
**Shrimp Creole** OLD NEW ORLEANS FAVORITE

Here's how to make Shrimp Creole:

Put 3 tbsp. shortening in heavy pot; heat. Chop 1 large onion, 2 stalks celery, 2 small green peppers. Sauté in hot shortening until tender, but do not brown. Add two cups canned tomatoes, 1 cup tomato paste, 2 bay leaves, 1 lb. peeled and deveined shrimp. Cook 45 minutes to 1 hour. Salt and pepper to taste. Serve over base of cooked rice. (Rice should be steamed until light & fluffy.) Serves 4. Superb with a bottle of rosé wine.

WWL-TV... new New Orleans Favorite

Seven days each week the New Orleans audience now gets comprehensive reports of local and world news on WWL-TV — New Orleans' most alert reporter. WWL-TV's expanded news coverage includes:

**Mon.** 15 minutes of news 8:00-8:15 a.m.

**thru** 45 minutes of news, sports and weather each afternoon 5:45-6:30

**Fri.** 15-minute news final nightly 10:30-10:45

**Sat.** 30 minutes of news, sports and weather 6:00-6:30 p.m.

15-minute news final 10:00-10:15 p.m.

**Sun.** 15-minute Sunday news special 10:00-10:15 p.m.

Ask Katz about WWL-TV's big new news lineup.

WWL-TV
NEW ORLEANS

WWL-Tv NEW ORLEANS

Prepared by Chef Dan Evans at the Pontchartrain Hotel

*Broadcasting, October 17, 1960*
stated the awards will be presented at the general membership meeting as scheduled.

Local Emmy awards were discontinued two years ago because of dissatisfaction by the Los Angeles station managers with categories and methods of selection.

Court rules against post-'48 sale restraint
New York Supreme Court Justice Saul S. Streit last week denied an application for an injunction by Triangle Publications to restrain the Seven Arts Associated Corp., New York, from selling the post-'48 Warner Bros. features in the five areas in which Triangle owns and operates tv stations.

Triangle had contended that it had an option from P.R.M. Inc. and Associated Artists Productions, which marketed the pre-'48 features, to buy the post-'48 films and further claimed that Seven Arts was in essence, a successor company to P.R.M. and Associated Artists. (BROADCASTING, Sept. 26). In denying Triangle's application, Judge Streit asserted "there is no proof whatsoever that Seven Arts is a dummy corporation controlled by P.R.M. or Associated Artists."

Yogi to go solo in January
Screen Gems Inc., New York, has concluded the sale of its third animated TV program from Hanna-Barbera Productions to the Kellogg Co., via Leo Burnett & Co., Chicago. One of the comic characters in the Huckleberry Hound TV series, "Yogi Bear," has been deleted from future episodes to head a new show of his own this season. The half-hour Yogi Bear Show will be sponsored by Kellogg on more than 130 TV stations, starting in January 1961.

With the sale of Yogi Bear, Hanna-Barbera Productions, through Screen Gems, will have four animated shows telecast on a national basis. Besides Huckleberry and Yogi, Quick Draw McGraw is sponsored by Kellogg on over 180 stations and The Flintstones show is on ABC-TV, under sponsorship of Miles Labs and R. J. Reynolds.

A personality building series
Commercial Recording Corp., Dallas, has developed a series of announcements and jingles designed to give a radio station its own personality in sound. Mel Blanc, Hal Peary, Sterling Holloway, Marjorie Main and others have recorded 20 comedy vignettes, each less than one minute in length, to brighten station formats. Don Elliot, jazz musician and composer, has recorded 20 musical bridges of various lengths. The two series are part of a complete station personality package called "Radio U.S.A."

Program notes...
Mobile tape = Magna Film Productions Inc., Boston and Watertown, Mass., is reported to be ready to meet expanded programming requirements in New England with its new mobile television tape recording unit. The company has acquired an Ampex 1001A compact Videotape recorder, mounted in a walk-in panel truck, which may be used for on-location recording or connected to studio facilities at Magna's new film and TV operations center at 55 Berkeley St., Boston.

Faster tempo = Video Tape Unlimited Inc., N.Y., increased its activities with the addition of a completely custom-built video tape bus, which was built in Hollywood at a cost of $350,000. Henry R. Alexander, president of Video Tape Unlimited, invites interested producers and agencies to set up appointments by phone and he will drive the air-conditioned, 40-foot unit to the "front door" of their offices for a complete 15-minute demonstration.

Moral values = The Hour of St. Francis, a continuous series of inspirational dramatic radio programs for the past 14 years, will be available Nov. 13 in a tv version free of charge to stations which will offer a favorable time segment. The series of 13 half-hour tv programs will feature professional direction and acting with such hosts as Raymond Burr, MacDonald Carey, Danny Thomas and Jane Wyman. The programs are financed by The Third Order of St. Francis, L.A., as a missionary effort.

Religious feature = The Protestant Radio & Television Center, Atlanta, has produced a new series of two weekly 15-minute radio programs entitled Take Time for Thought which it offers gratis to stations for Monday-Wednesday or Tuesday-Thursday scheduling. Sponsored by the Presbyterian Church, U.S., the series features speakers who have appeared previously on the Protestant Hour radio network. The new program is being used on over 150 stations, according to the center.

Yearend reviews = Hearst Metronome News Inc., New York, announces the availability of its annual yearend wrap-up TV programs News Review of 1960 and Sports Review of 1960. The programs have been offered for the past 12 years. Last year, Gillette sponsored Sports Review on Christmas Day over the full NBC-TV network. This year, both programs are offered on an exclusive basis in each market, to be used separately or combined back-to-back.
WHEREVER the federal government gets into business, it starts with built-in advantages—subsidies and various kinds of exemption from taxes.

Thoughtful people—and particularly businessmen who have to compete on a handicapped basis—wonder if this is constructive in any way—or simply destructive of American business enterprise.

An example is the federal government's venture into the electric light and power business. Proponents of federal "public power" boast that its rates are lower than those of the independent electric companies. And at the same time, they insist on preserving the special status that makes those rates possible.

Federal power systems pay no federal income taxes and little or no state and local taxes—contrasted with investor-owned systems, which produce 23 cents in taxes out of every dollar of revenue. In fact, federal "public power's" plants and lines were paid for by more than $5,000,000,000 in taxpayers' money. And the spending of many billions more is proposed!

THE STORY IS IN A NEW BOOKLET
Published specially for businessmen, this booklet has facts and figures showing how such spending affects your costs, prices and profits. And how unnecessary it is, when the hundreds of independent companies are able and ready to fill the nation's ever-growing power needs. Please send the coupon below for your free copy. It will be mailed promptly.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

POWER COMPANIES
Room 1130-U, 1271 Ave. of the Americas
New York 20, N. Y.

Please send promptly the material checked below, without charge:

☐ "How Federal Government Electricity Affects the Businessman"

☐ Names of the companies that sponsor this message

NAME (Please print)
ADDRESS
CITY ZONE STATE

BROADCASTING, October 17, 1960
for a full hour one-shot, for national, regional or single market use.

Tv classics • Six two-hour dramatic programs based on classical works, are being distributed to 48 educational tv stations this fall by the National Educational Television & Radio Center, New York. The series, called NET Drama Festival, was compiled from various sources, including the BBC, CBC and WQED (TV) Pittsburgh. The productions are: The Tragedy of Julius Caesar, Henry IV, Lower Depths, The Master Builder, She Stoops to Conquer and The Death of Socrates.

'Shrimp' set • Four Star Television has signed contracts for Format Films to produce a half-hour animated tv series, The Shrimp, created by Sy Gomberg and based on Mr. Gomberg’s magazine stories.

Film series sold • Herts-Lion International, Hollywood, tv and motion picture producing company, reports the sale of two tv programs to ABC Films Inc., N.Y. The first still in script stage, is a half-hour series entitled Famous Ghost Stories, starring Vincent Price, and is planned for network use. Production starts on the 39 episodes in early December, and the release date will be sometime in January. The second, a five-minute interview series called The Inquisition, was bought for syndication. Herts-Lion is scheduled to make 200 episodes, starring Paul Frees of The Millionaire series. Its format consists of “interviews” with infamous people in history, such as Nero, Hitler and Pancho Villa.

Mexican soap opera • KHI-J-TV Los Angeles has arranged to telemat a soap opera produced in Mexico daily at 9:30 a.m. in Spanish without English subtitles. KHI-TV has signed a contract with Tele-Programas of Mexico, a subsidiary of Mexico’s tv network, Televisión de México. Each story runs for 10 weeks, after which a new cast and story are introduced.

Miami locale • Ziv-United Artists has offered a new “suave-action” mystery adventure tv series for sale. Titled Miami Undercover, the program stars Lee Bowman and marks the sixth syndicated release by Ziv-USA this year. Sales meetings to launch Miami Undercover were held simultaneously in New York, Chicago, Los Angeles and Cincinnati, Ohio.

Kids, kids • Programs for Television Inc., N.Y., has acquired distribution rights to Art Linkletter and the Kids, a new quarterly filmed tv series. The 78-program John Guedel production presents Mr. Linkletter in ad-lib interviews with four youngsters.

Fore! • Martin Enterprises Inc., Chicago, has purchased the national television rights to the Palm Springs Golf Classic (Feb. 1-5, 1961). Martin Enterprises is now offering the rich 90-hole tournament coverage to sponsors. It has also made a similar arrangement with the promoters of the Los Angeles Open golf tournament. The company says sponsorship, network and number of hours to be televised will be announced prior to Jan. 7, 1961.

GOVERNMENT

FCC DUCKS FREE-FOR-ALL
It restricts witness list in pay tv hearing;

Leland Hayward to direct Phonevision programs

Next week’s subscription tv hearing before the FCC shapes up as one of the thinnest proceedings thus far on this 10-year-long controversial issue.

Only two groups have been authorized to fully participate as parties. They are Hartford Phonevision Co., licensee of ch. 18, WHCT (TV) Hartford and the Connecticut Committee Against Pay Tv. In previous hearings and proceedings on this subject, the FCC has been flooded by hordes of witnesses and pleadings for and against the pay-to-view tv idea.

Approved as a non-participant last week was NAB. Charles H. Tower, NAB tv vice president, was told he would have about 30 minutes to testify as a public witness, subject to cross examination.

The NAB television board last week reaffirmed its opposition to the use of the airwaves for pay tv.

Hartford Phonevision is owned by RKO General Inc. and has asked the FCC for permission to try out the Phonevision system of toll tv in Hartford. It proposes to spend $10 million in the three-year test. Associated with RKO General are Zenith Radio Corp. and Tecro Inc. Zenith is the developer of Phonevision. Tecro is licensed by Zenith to promote the system, and last week announced the appointment of theatre and motion picture producer Leland Hayward as director of programming for Phonevision. (CLOSED CIRCUIT, Oct. 10).

Included in the opposition Connecticut Committee’s group are five Hartford theatre owners: Stanley-Warner, Loew’s, Connecticut Theatres, Manchester Drive-In and Outdoor Theatres.

The hearing, scheduled to begin Oct. 24 before the full FCC, was ordered two weeks ago (BROADCASTING, Oct. 3).

The Hartford application was filed in response to an FCC notice and order which stated that the commission would accept applications for test demonstrations of various pay tv systems. This was issued last year. The RKO General application is the first and only application filed so far.

Teco to Furnish Programs • In announcing Mr. Hayward’s association, Tecro President Pieter E. van Beek said that this would permit Tecro to become one of the program suppliers for the Hartford test.

Mr. Hayward declared: “There are 50 million American families waiting to have box office entertainment delivered at home. If it is good enough, they will buy it. And if it is not, they will spend their money on some other recreation. It is as simple as that.”

Subscription tv, Mr. Hayward said, is in essence the largest theatre ever built. If the right programs are presented, he added, it will “give us the largest number of box office customers the entertainment industry has ever had.” This may mean a new era in entertainment, he stated, and called for the support of “everyone who belongs in show business.”

Mr. Hayward currently is represented on Broadway with “The Sound of Music” and “Gypsy.” He has been identified with such stage productions as “A Bell for Adano,” “State of the

Leland Hayward Phonevision P. D.
STRETCH OUT FOR PROSPECTS
WITH TELEGRAMS-FOR-PROMOTION SERVICE!

Want to reach everybody, everywhere, all at once? Western Union's Telegrams-For-Promotion Service is the one quick, sure, efficient way of doing just that. Your message is delivered to all your prospects simultaneously . . . with the importance only a telegram can provide. Read and remembered with real impact! How to do it? Just give us one copy of the message and your list. We do the rest.

Wire us collect for information and action. Address: Western Union, Special Service Division, Dept. 10-8, New York, N. Y.

WESTERN UNION
SPECIAL SERVICES
The licensee of KWTW-TV (ch. 2) Casper, Wyo., has asked the FCC to waive its multiple ownership rule to permit it to operate a second television station in Casper. The rule says that a licensee may not own more than one station of the same kind, serving a particular area. There is no similar commercial operation in the country at this time, although the commission now has pending an application from WEAU-TV (ch. 13) Eau Claire, Wis., to operate another station on ch. 25 in Eau Claire (BROADCASTING, April 4). Educational stations have, in the past, been awarded waiver of the multiple ownership rule.

The request for rule waiver was made by Rocky Mountain Tele Stations, which is also the licensee of KTWW-TV Sheridan, Wyo., and KLFM (FM) Long Beach, Calif. The firm told the commission that ch. 6 in Casper has been idle since its operation by Donald L. and Georgiabell C. Hathway was discontinued in 1959.

Rocky Mountain said that the Wyoming area cannot support two independently-operated tv stations at the present time. This means that network service in the area is sharply curtailed, the company claimed.

The firm asked the commission to OPPOSING a request by the Connecticut Committee that the hearing should require more specific information on programming plans, RKO General last week told the commission that it cannot outline in detail a schedule of programs because first it must have FCC authority to begin the test before it can make firm commitments with program suppliers.

RKO General also objected strenuously to a suggested issue which the Connecticut Committee had recommended regarding the effect of the proposed pay tv programming on other program services. If this is meant to refer to television programs available without charge in Hartford, RKO General said, it is already contemplated in the FCC order. But if this is meant to apply to theatre programs or other services available in other media (night clubs, sports, educational institutions), "we strongly object to such an expansion of the issues," RKO General said.

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ALL NEW FROM AMPEX

In sound quality, in operating principle and in features, this is the compact professional recorder that will set the standards for all others. New in every detail and Ampex throughout, the PR-10 is all you expect of the name. It is a worthy companion of the big Ampex recorders that make the master tapes of nearly all the recorded performances sold in the world today. To a heritage of excellence, the PR-10 adds the completely new electrodynamic frictionless tape handling system that makes possible studio-quality performance in a compact machine. Your dealer has it. See it operate soon.

FEATURES AND ESSENTIAL DATA

PR-10-2 stereo/monophonic model records and plays back stereophonic, monophonic, sound-on-sound, cue-track, selective track and mixed or unmixed two-microphone sound • PR-10-1 monophonic available full track or half track • Pushbutton controls of professional relay/solenoid type • Full remote control provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact electronics • Professional monitoring includes A-B switches, VU meters, phone jacks and output circuits • Separate erase, record and play heads • 4-track stereo playback optional on open fourth head position • Two speeds with options: 15 and 71/2 ips or 7 1/2 and 3 3/4 ips • Hysteresis synchronous motor • Electrodynamic tape handling for lowest flutter ever in a portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack mount • Dimensions for both models: 19” w by 14” h permitting easy replacement of many older rack recorders.

Complete descriptive literature available from Ampex. Write Dept. B-1.

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BROADCASTING, October 17, 1960
waive the rule in this instance to permit it to operate on ch. 6 in Casper as well as on ch. 2. Such an operation, it said, could be carried at an operating cost of no more than $36,000 per year and would provide for twice the amount of network programming now available.

Court issues stay in Boston ch. 5 case

A general stay against the FCC's July 14 order setting aside its 1957 grant of ch. 5 Boston to WHDH Inc. has been issued by the U. S. Court of Appeals in Washington.

The order told the FCC to report in 30 days its recommendations on what it intended to do with respect to the Boston ch. 5 ex parte case. Meanwhile, it stated, the commission should do nothing.

Issued per curiam by Circuit Judges Henry W. Edgerton, John A. Danaher and Warren E. Burger, the Oct. 7 order referred to the court's instructions in 1958 to maintain the status quo pending a new hearing on the allegations of off-the-record contacts. The 1958 order, the court said, also directed the commission to file findings and recommendations.

The July 14 order by the FCC has "altered" the status quo, the court said. In its July 14 order the commission rescinded its grant of ch. 5 to WHDH Inc. (Boston Herald-Traveler-WHDH) and ordered briefs to be filed by all original parties to determine whether a new grant should be made. The FCC authorized WHDH Inc. to continue broadcasting on ch. 5 on a temporary basis.

More Argument - The court also said that the stay and instructions "shall be deemed to be without prejudice to such further action as to the court shall seem desirable." Possibility of further argument before the court was raised by the court's final words indicating that the court "may wish to specify issues for briefing and oral argument or to make such other disposition as may be deemed appropriate."

Although the order did not specify that the court was acting on any particular pleading, an appeal by the Boston Herald-Traveler from the FCC's July 14 order took the same approach—that the commission exceeded its authority when it voided the ch. 5 grant and ordered further proceedings on the case.

The filing of briefs in the renewed Boston hearing was scheduled for Oct. 12, but this was postponed following the court's order.

Plea that it be permitted to continue as an applicant in the Boston ch. 5 case was filed with the FCC last week by Fairchild Camera & Instrument Corp., as the successor to Allen B. DuMont Labs. Inc. Fairchild and DuMont merged in 1959. The pleading was filed in opposition to a petition by Massachusetts Bay Telecasters Inc. that the DuMont application be dismissed since that company was no longer in existence (Broadcasting, Oct. 3). This position was also taken by the Broadcast Bureau of the FCC, which pointed out that DuMont had not participated in oral argument. The Broadcast Bureau said it would be difficult to evaluate the DuMont application since the company had merged with Fairchild.

Love is denied

Although "Dove" and "Love" have specifically different meanings, they are associated in spelling and sound and in their use as terms of endearment, a Patent Office appeal board held last week in a battle between two detergent manufacturers over trade name rights. Dove is a bar and powder form toilet detergent manufactured by Lever Bros., New York. Love is a liquid dishwasher and laundry detergent made by Texize Chemicals Corp., Greenville, S. C. The board found against Love, concluding that "confusion, mistakes or deception of purchasers is likely."

Praise from FTC head

Broadcast stations and newspapers can "bell the cat" of business racketeers, Federal Trade Commission Chairman Earl W. Kintner told the Washington Advertising Club last week. Speaking of media campaigns against misrepresentations in the Washington area, Mr. Kintner singled out for praise the WWDC Washington campaign last year against tricky TV repairmen. He also commended Washington newspapers for their exposures.

NBC appeals FCC tv network rep order

SOME REPRESENTED STATIONS ALSO DECRY DECREE

Relief from the FCC's ban on network representation of non-owned tv affiliates in the spot advertising field (Broadcasting, Nov. 9, 1959), is being sought in the U. S. Court of Appeals. Briefs were filed with the court last week by NBC and a number of stations which are represented by NBC Spot Sales.

The commission's order last year held that spot sale representation by the networks gives them the power to curb competition and creates an inherent conflict of interest. The commission turned down earlier appeals in April (Broadcasting, April 18).

In its filing with the court last week, NBC stated that the ruling divests NBC of a valuable and proper business enterprise without evidence of impropriety or "even of any threatened harm or danger to the public interest." KOA-TV Denver, Colo., and WRGB (TV) Schenectady, N.Y., reiterated the network position and said that the ruling is invalid because it was not predicated on an evidentiary hearing, oral argument or appropriate findings of fact.

WAVE-TV Louisville, Ky., and KSD-TV St. Louis, Mo., also filing against the ruling, said that the commission should have sought a rule which would not destroy existing private rights. "Where there is no harm to the public interest," the station said, "the commission cannot disregard private rights."

The Station Representatives Assn., which also filed a brief with the court, upheld the commission ruling.
The FCC last week...

- Told KHOL-TV Kearney, Neb., and WIBW-TV Topeka, Kan., both on ch. 13, that their applications for change of transmitter sites would be consolidated for a commission hearing. Relocation of transmitters would place the stations 182 miles apart, eight miles short of the 190-mile minimum for the area. Commissioner Robert E. Lee dissented to the inclusion of a waiver of the mileage separation rule as an issue.

- Heard from Comstock Telecasting Corp., whose application for Reno ch. 4 is in hearing with five others, that it will seek a cp for ch. 2 in place of ch. 4. The tv table of assignments was amended by the commission last May to give Reno ch. 2. Comstock Telecasting is headed by Robert L. Stoddard, owner of KBET Reno.

- Learned that the three applicants for Medford, Ore., ch. 10, have reached an agreement which will leave only Radio Medford Inc. seeking the facility. Medford Telecasting Corp. (C. E. Wilson, president) and TOT Industries Inc. (John F. Williams Jr., president) will be compensated for "out-of-pocket" expenses incurred in filing their applications. It is expected that they will ask the commission to dismiss their applications within a matter of days. Radio Medford, the remaining applicant, is licensee of KMED Medford.

- Was asked by TBC Inc., a firm owned by WTYY (TV) Dothan, Ala., to dismiss its application for ch. 13 in Panama City, Fla. Cited as the reason for the request was recent improvement in WTYY's coverage area which now creates a definite overlap with the service area of ch. 13 in Panama City. TBC's withdrawal leaves only Bay Video Inc. (John S. Thompson, president) as applicant for the Florida channel.

- Was told by its Broadcast Bureau that it will need more time to file pleadings in the New Orleans ch. 12 proceeding. The Bureau said that all parties involved had agreed to an extension of time to Oct. 24. Applicants are Coastal TV Co., which holds an interim authorization to operate WYVE-TV New Orleans, and Supreme Broadcasting Co., licensee of WJMR-TV seeking change of operation from ch. 20 to ch. 12.

- Granted more time for filing comments in proposed rulemaking to permit am stations to operate with full carrier and single sideband. The new filing date is Oct. 31. A request for the extension was filed by Kahn Research Laboratories Inc., Freeport, N. Y.

- Gave permission to WINR-TV Binghamton, N. Y., to use an on-channel booster and a telephone line circuit for remote control. This was the first such authorization under a rule change made in May which authorized the use of tv boosters by uhf station to amplify and retransmit its signals on the same channel.

- Was asked by the Bi-State Co., licensee of KHOL-TV Kearney and KHPL-TV Hayes Center, both Nebraska, to initiate rulemaking to add ch. 4 to Superior, Neb. Bi-States will file for ch. 4 in Superior to duplicate KHOL-TV. The firm believes that the locality can only support a satellite to an existing station.

- Dismissed a petition filed by WATE Knoxville, Tenn., to have the commission reconsider its grant of call letters WROL to nearby Fountain City. The WROL call was formerly used by the Knoxville station.

Grand jury complains about Mobile stations

Charge that Mobile, Ala., radio stations are playing records that "are suggestive, vulgar, vile and sometimes downright obscene" was made last week by a Mobile County grand jury. No stations were identified. The jury's report, a complete surprise to Mobile broadcasters who had had no inkling it was considering the matter, did not name any records but said, "the words on these records and the methods of delivering those words are deliberately given double meanings." The 15-man grand jury asked that its report be forwarded to the FCC and that the federal agency be asked to take steps "to see that suggestive and vulgar records be removed from the broadcasts in this community." Last week the FCC had still not received this request. Of Mobile's seven radio stations, two are considered rock and roll stations.

Philby deejays sign payola consent decrees

All but four Philadelphia radio disc jockeys charged with accepting payola when they worked in that city signed consent decrees agreeing to cease the practice. Philadelphia District Attorney Victor H. Blanc announced last week. The judgments were entered in the city's common pleas court, and involved 11 record distributors and 58 deejays, of whom 35 had left Philadelphia and had to be reached by mail. The four who did not sign were unreachable, Mr. Blanc said. The case resulted from an eight-month investigation of the under-the-counter practices of record sellers and disc jockeys and resulted in the charge of violating the state's commercial bribery law (BROADCASTING, Oct. 3).
WHITESIDE FOUND NOT GUILTY
Ex-Commissioner Mack ruled too ill to stand trial now

Miami attorney Thurman A. Whiteside was acquitted last week of charges he conspired with former FCC member Richard A. Mack to obtain the FCC grant in 1957 of ch. 10 in Miami for National Airlines.

The not guilty verdict in Federal District Court in Washington was returned by a jury of seven men and five women four hours after Judge Alexander Holtzoff turned the case over to the group Thursday, advising that evidence should be strong enough to point inescapably to guilt before they voted for conviction.

Earlier in the week Judge Holtzoff postponed trial for Mr. Mack upon a finding by government-appointed physicians that he is a chronic alcoholic, too ill to stand trial. Messrs. Whiteside and Mack were tried jointly on the conspiracy charges last year, but the trial ended with a hung jury. Mr. Mack failed to appear for the retrial after collapsing and being hospitalized in Fort Lauderdale, Fla.

Question of Definition • In charging the jury Thursday, Judge Holtzoff said the only question is whether money advanced by Mr. Whiteside to Mr. Mack amounted to ordinary loans or was bribes. Last year's joint trial ran from April 7 to July 10. Mr. Whiteside's separate trial began Oct. 4, running little more than a week.

Judge Holtzoff described the jury's verdict as "entirely reasonable."

The two doctors, who examined Mr. Mack at a hospital in Fort Lauderdale, Fla., said that for many years he has drunk a half-pint to a pint of liquor a day; that he probably has anemia and is suffering from cirrhosis of the liver and malnourishment.

Judge Holtzoff, who read part of the physicians' report in court last week, said Mr. Mack's condition is "self-inflicted" and that when it's found safe for him to travel the court will issue a bench warrant and set his case for trial. Mr. Mack collapsed at Fort Lauderdale shortly before the joint retrial with Mr. Whiteside was to start and Judge Holtzoff severed the case and ordered the Whiteside trial to go ahead separately.

Mr. Whiteside took the stand voluntarily Tuesday and testified that Mr. Mack was under psychiatric treatment 1 1/4 years, beginning in September 1951 while on the Florida Railroad Public Utilities Commission, and that he paid all Mr. Mack's bills for treatment. He also provided Mr. Mack's bond and paid his fine after he was arrested for driving under the influence of liquor in December 1952, Mr. Whiteside said.

Denies Allegations • Mr. Whiteside denied conspiring to defraud the government or to corrupt Mr. Mack in the Miami ch. 10 case and said he only gave a "character recommendation (to Mr. Mack) regarding National Airlines." Testimony by the defendant and other defense witnesses was adduced to show that Mr. Whiteside had helped Mr. Mack financially since 1951. One, a certified public accountant, detailed the Whiteside-Mack financial transactions and said of more than $13,000 loaned by Mr. Whiteside to Mr. Mack, all was paid back but $250. Other defense witnesses included John L. FitzGerald, FCC general counsel, and Herbert Sharfman, who wrote the examiner's decision in the ch. 10 case.

New issue raised in Miami ch 10 case

A new element has cropped up in the Miami ch. 10 case. Five of the six applicants for ch. 10 Largo, Fla., have asked the FCC to reconsider its September grant to L. B. Wilson Inc. (BROADCASTING, Sept. 12).

The commission granted Wilson temporary authority to construct TV station WLBW-TV on ch. 10 Miami. It waived the mileage separation rules and permitted WLBW-TV to construct its antenna site nine-tenths of a mile less than the required 220 miles co-channel separation between the Miami station's antenna site and that proposed by the Largo ch. 10 applicants.

According to the Largo applicants, ch. 10 is assigned to Tampa-St. Petersburg but the mileage separation requirements with co-channel 10 Miami has forced them to specify transmitter sites from which is impossible to obtain principal service in those cities. Because of this, the Largo applicants implied that they, too, should be granted such a mileage separation waiver. They told the commission that the grant to WLBW-TV does not give them proper consideration and they asked that the grant be set aside.

Joining in the request to the commission last week were WSUN-TV; WTSP-TV; Suncoast Cities Broadcasting Corp. (Hurley W. Holland, president); Tampa Telecasters Inc. (Kenneth R. Giddens, president) and Bay Area Telecasting Corp. (Louis Fried, principal stockholder). The sixth applicant for the channel is Florida Gulfcoast Broadcasters Inc., a firm headed by Nelson Poynter.
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BOSTON IN ST. LOUIS
KTVI (TV) case may be linked to Boston ch. 5 court action

The future of ch. 2 KTVP (TV) St. Louis may be wrapped up in the Boston ch. 5 case.

This was the tone of the oral argument before the FCC en banc last week on the ch. 2 case. It was expressed in varying ways by the commissioners as they heard counsel argue the St. Louis ex parte case.

The gist of the commissioners' comments, and the replies of the lawyers, was whether the FCC can take any action in the St. Louis case in the light of the court ordered stay in the Boston ch. 5 case (see page 82).

The Boston stay was ordered by the U.S. Court of Appeals on the ground that the court retained jurisdiction and had ordered the status quo maintained pending the FCC findings and recommendations. The commission voided the Boston decision and ordered new proceedings in the case. This is what the court stayed.

The St. Louis ch. 2 proceeding was remanded back to the FCC last year to look into allegations of off-the-record conversations with FCC commissioners by principal KTVP owner Harry Tenenbaum.

Special FCC Hearing Examiner Horace Stern recommended last March that the move of ch. 2 from Springfield, III., to St. Louis be voided because of KTVP's activities, but held that no disqualification accrued to that station. He also suggested that no commissioner disqualified himself by talking about the case while it was in rulemaking status, and that Mr. Tenenbaum cease seeing commissioners after the cutoff date for submission of comments in the rulemaking proceeding. He recommended that the FCC reconsider the whole question of the move.

Move Made in 1957 - Ch. 2 was moved from Springfield, Ill., to St. Louis in 1957. KTVP, then operating on ch. 36 there, was authorized to use the vhf channel, pending the outcome of a contested hearing for ch. 2. This was obviated when the opposing applicant, Newhouse Broadcasting Corp., agreed to merge.

Originally ch. 2 was assigned to WMAP Springfield. The grant forbade, however, construction pending the outcome of the deintermixture proceeding then underway. The losing applicant, Sagamon Valley, appealed this grant. WMAP, the original grantee, has dropped out. This is still pending before the court—awaiting the outcome of the ex parte case.

Six of the FCC's seven commissioners sat at the oral argument. Commissioner T. A. M. Craven did not participate.

Monroe Oppenheimer, counsel for KTVP, argued that conversations with commissioners in rulemaking proceedings were not prohibited by any rules or practice until recently. He said the other parties could rebut these contacts, but that the case was still a rulemaking proceeding.

James T. Brennan, FCC counsel, agreed that there was no bar to commissioners talking to parties in a rulemaking proceeding at that time, but expressed the feeling that Mr. Tenenbaum went too far. He urged a review of the rulemaking case.

Duke Patrick, representing Sagamon Valley, insisted that the court had vacated the ch. 2 move out of Springfield and that the commission should adhere to this ruling.

Vernon K. Wilkinson, representing WICS (TV) Springfield and ABC, warned the commission that if it decided to open the St. Louis case wide, it would be imperilling other pending cases, such as Peoria, III. The Peoria case was also remanded with the St. Louis case under the same ex parte cloud. Both WICS and ABC favor keeping ch. 2 in St. Louis.

Supreme Court refuses review of baseball suit

A minor league baseball club's $250,000 damages suit against the major league ball teams ended last week when the U.S. Supreme Court refused to review a lower court dismissal of the suit.

By denying a petition for review, the Supreme Court upheld the decision of a federal district court in New York dismissing the suit filed by the Portsmouth (Va.) Baseball Club against Baseball Commissioner Ford C. Frick, the National and American Leagues and their clubs. The suit was filed in 1954 and charged that the broadcasting and telecasting of major league ball games into the Portsmouth area violated one of the provisions of the Major-Minor League rules. This provides that no major league team will invade the territory of a minor league team without compensation. The Portsmouth club claimed that the broadcasting of major league games into its area "invaded" its territory. The district court held that the rule (1-A) did not contemplate broadcasting. This view was upheld last May by a federal appeals court also in New York.

BROADCASTING, October 17, 1960
EQUIPMENT & ENGINEERING

TALKS, TAPE & TUNERS

Developments and techniques in tape recording shown and discussed by Audio Engineering Society

Tape-recorder competition is brisk, it was apparent last week in New York, as more than 700 engineers gathered for the 12th annual convention and professional exhibit of the Audio Engineering Society Oct. 11-14. Other items on the exhibition floor showed microphones, disc cutters, tape, headphones, tuners, etc.

The AES heard a record number of technical papers, elected new officers headed by Dr. Harry F. Olson of RCA Labs, gave out annual awards and named some of the group's 2,500 members as society fellows.

Ampex Corp., Redwood City, Calif., chose the event to introduce a new compact tape recorder with self-threading reels. The machine, Model PR-10, is engineered to professional standards and designed for both field and rack use, weighing 44 pounds unmounted, 53 pounds portable, priced at $895 monophonic or $995 stereo/mono. Electrodynamic frictionless clutches practically eliminate the possibility of tape damage, even with thin base tapes, the manufacturer says. Head assembly has four positions for erase, record, playback and space for extra head. All functions can be remotely-controlled and design features include front access to electronic alignment controls, pushbutton operation, locked head alignment and others. The no-hands automatic threaders take two seconds, Ampex says. Recording speeds and track arrangements are optional.

Preview RCA, Camden, N. J., was previewing at the AES show a transistorized professional tape recorder slated for the market the first of the year. Called the RCA RT-21A, it is designed for dependable, low-cost, low-maintenance operation and is as yet unpriced. The RT-21A is for rack or console mounting, utilizing a flexible two-panel design for tape transport and control. Monaural or stereo versions are available with modular space left on the former for later incorporation of stereo.

The RT-21A tension adjusts for varying tape reels and speeds. Other features are continuously variable cue control, tape lifter and sapphire tape guides, optional track arrangements and DC remote control.

Newest equipment in the AES exhibit for the Gates Radio Co., Chicago, was its “Cartritape,” which was beginning shipments last week. The Cartritape is an automatic cartridge assembly especially suited to announcements, effects, themes and record lineups. Units can be stacked and connected for automatic programming with switch operation to manual. A single Cartritape ($520 for playback unit and $345 for recording amplifier) plays up to 46 minutes at 7½ inches per second at NAB standards. Tapes are cued and rewound automatically after play and remote operation is possible by switching. The Cartritape's 7 inches high by 14¾ inches. Gates also showed its ST-101 spot tape recorder, which puts 101 spot announcements up to 90 seconds long on a single tape 13 inches wide. This unit, on the market earlier this year, sells for $995.

The Nagra III portable tape recorder from Switzerland was among equipment exhibited by Electronic Applications, Stamford, Conn. This is a flashlight battery-electric unit weighing 20 lbs. with case and sells for $1,045, engineered to broadcast and recording standards.

GE Audio - General Electric had on display custom audio consoles it has completed for WTWIC Hartford, Conn., and WERE Cleveland, Ohio, where it is installing complete audio systems, and a radio-television audio job for WFAM-TV Dallas. In the GE BC-21-A audio console, transistors have completely replaced tubes and expandable, modular construction is emphasized. The GE Communications Products Dept. of Lynchburg, Va., also showed its transistor portable amplifier ($845), type BA-26-A, which weighs 19¾ lbs. with batteries and measures 7x15x12 inches. With four microphone inputs and a high-level input, it boasts studio quality for am, fm and tv.

McIntosh Laboratory Inc., Binghamton, N. Y., showed a radio receiver of broadcast monitor quality for broadcast relay. It works to quiet noise in fm intervals, has automatic frequency control and claims the precision equivalent to a crystal-controlled receiver. The McIntosh MR66 am-fm receiver is $325 and the MR65 fm is $225.

Gimmickry - Audio Instrument Co. of New York reported broadcast interest in a piece of equipment not sought by many broadcasters before.a reverberation chamber. This was attributed to a need for "more sophisticated gimmicks." The Audio Instrument Co. reverbera-
tion unit 44A sells for $1,485 and is in use by both television and radio stations. It is a multiple-head tape loop device that fits on a 19x18¾ inch panel.

Bogen-Presto, Paramus, N. J., showed its professional tape and disc gear and gave a hint of things to come later this year in a somewhat simplified professional tape unit. The educational electronics division of Thompson Ramo Wooldridge Inc., New York, showed a compact tape duplicator that handles three duplicates simultaneously at 30 inches per second. The MR1 Model 10 sells for $4,950, user's price.

Electro-Voice Inc., Buchanan, Mich., had a full range of microphones on exhibit, and several microphone papers were read in AES technical sessions. L. R. Burroughs, vice president of Electro-Voice, described use of polyester foam to reduce wind noise and told engineers how to make their own. R. J. Tinkham, marketing director of Vega Electronics Corp., Cupertino, Calif., described development of the Vega-mike wireless system in lavalier and handheld styles, which was used in television network convention coverage. Willard C. Terrill, sales engineering director of the Port-O-Vox Corp., New York, described advantages of his company's lavalier rf microphone in television production, live and taped, where pre-recorded sound otherwise must be used.

ENGINEERING CONFABS
Told of manpower shortage and intercity tv channels

A new method for doubling existing intercity tv channels, plus talks on the technical manpower shortage and the Midwest's apparent lag as a creative production center, highlighted electronics and electrical engineering conventions in Chicago last week.

Approximately 12,000 engineering, science, and electronic specialists attended the two forums—the American Institute of Electrical Engineers' fall general meeting (Oct. 10-14) and the 16th annual National Electronics Conference (Oct. 10-12).

The use of interstitial channels on TD-2 microwave routes, normally utilized for telephoning as well as tv, will increase intercity channels from 6 to 12, it was reported in a joint paper delivered Wednesday by H. E. Curtis and T. R. D. Collins of Bell Telephone Labs and B. C. Jamison, American Telephone & Telegraph Co.

The system (frequency band 3700-4200 mc) has been in use for the past 10 years and when it became apparent in 1958 that six radio channels were not adequate, the interstitial type provided the answer. Nearly all main TD-2 routes will have additional channels in the next few years, they predicted, operating on a route as a system separate from existing regular channels.

Field tests have proven satisfactory in the Midwest (between Chicago and Mishawaka, Ind., and between Indianapolis and Terre Haute, Ind.) and plans are underway for additional installations "in many portions of the U. S.,” they reported. Also described at an AIEE radio communication symposium was Lenkurt Electric Co.'s 57 Arizona micro-wave protection system, designed to guard the quality of up to three broadband (1200 kc) transmission channels per protection channel. The system is claimed to transfer a communication traffic load from a failing regular channel to a normally unassigned channel.

Technical manpower was explored in a paper given by S. B. Ingram, Bell Telephone Labs., and J. R. Weir, California Institute of Technology. Mr. Ingram scored the Selective Service System's drafting of young scientists and likened the practice to "trench warfare." He felt the Soviet Union's approach is "more realistic." He suggested a new Selective Service law under which engineers and scientists could discharge their obligations through either civilian or military service. He recommended increasing the number of graduates in those ranks, more efficient use of their talents and improvement in quality of scientists and engineers at the highest level.

Mr. Weir felt the technical shortage "will be with us from here on," possibly for centuries, because of the growing importance of technical brainpower.

Dr. Frederick E. Terman, vice president and provost of Stanford U., charged that the Midwest is lagging as

Private satellites may soon be reality

The door to commercial privately-owned and operated global space communications including tv relaying was opened for the first time last week by the federal government.

Dr. T. Keith Glennan, administrator of the National Aeronautics & Space Administration, said that the government would furnish launching rockets and facilities at cost to commercial companies interested in orbiting their own communications satellites.

The NASA chief, speaking in Portland, Ore., to the Oregon Department of Planning and Development, also made known that NASA was planning an early demonstration of an active relay communications satellite.

The announcement immediately brought a comment from the giant AT&T which said it was "all ready to pay its way" in a space communications system in cooperation with other communications companies and governments.

AT&T previously had reported its planning for establishment of a $170 million space communications system, using 50 satellites in random orbit about the earth at 3,000 miles high.

IT&T officials said they too were interested in participating in such a system.

The offer of government aid to private companies is expected to open a basic policy debate in Congress which undoubtedly will involve the FCC. Related to this will be the government's position in relation to the policy of other countries, and to the policy of the United Nations.

Got to Be Promising Dr. Glennan made it clear that the government aid will be based on proposals by private companies that are technically promising.

He emphasized that the policy of permitting private companies to furnish communications facilities is a basic U. S. position. He said he saw no reason to change it because of the use of space for relays.

In discussing NASA's projected active-repeater satellite, Dr. Glennan described it as a lightweight active communications satellite to be orbited 3,000-5,600 miles above the earth.

The Echo passive relay satellite, launched August 12 by NASA, is still in orbit 1,000 miles above the earth. The Army's Courier active satellite, launched Oct. 4, is orbiting 600-750 miles above the earth. In the Defense Dept.'s planning is Project Advent—a plan to orbit three active satellites 22,300 miles above the earth. Because such an orbit would keep step with the earth's daily rotation, the satellite would seem fixed in space. Thus it would cover virtually the entire earth and would be supplemented with a single satellite in a polar orbit to cover blank spots.

Up to now it was assumed that NASA was experimenting with passive radio space reflectors and the Department of Defense with active communications satellites. Dr. Glennan's remarks last week were the first indication that NASA too was experimenting with active sky relays.
...and there are those who will swim to the Fifth Annual Convention of Broadcasters' Promotion Association at the Sheraton Charles Hotel in New Orleans, LA. November 14-15-16.
Radio stereo group completes its study

GIVES FINDINGS TO FCC FOR DECISION ON STANDARDS

The way for FCC action on stereophonic broadcasting was cleared of a major obstacle Oct. 11 when the National Stereophonic Radio Committee, an all-industry group, completed tests and analyses of field work on stereo. The report was to be submitted by weekend to the FCC.

A commission decision on standards for stereo seems feasible to NSRC because of the thorough field work and the comprehensive data developed by the group, according to A. Prose Walker, NAB engineering manager.

Addressing the NAB Fall Conference at Atlanta Oct. 14 (see Media), Mr. Walker described in detail the field tests conducted by NSRC's Panel 5, of which he is chairman. The panel conducted field tests of six systems in July, taking extensive measurements in the Pittsburgh area and around Uniontown, 50 miles out.

Panel 5 found that all six systems will produce stereo on a compatible basis. One system, however, would not permit both stereo and a subsidiary background service such as functional music or storecasting, Mr. Walker said. Costs of the systems vary, with General Electric found to have the cheapest set adapter. The EM1 system was described as "not true stereo" but was said to produce an illusion of stereo. The other four systems were those submitted by Calbest, Zenith, Halstead and Crosby.

The FCC may adopt any of the six systems or come up with a hybrid, he explained. He said the future of stereo depends on how broadcasters use and promote the service, quality of transmission and the system adopted.

If FM stations want to recapture the hi-fi audience which they are losing to home tape and records, he said, they should embrace stereo when it becomes available, promote it and provide quality service. He demonstrated latest Ampex stereo equipment and some of the test tapes from the field experiments.

Mr. Walker listed 12 types of technical citations by the FCC, noting that the commission has intensified its checking of stations. Violations stem from this increased activity and from shoddy operations due to lack of attention to technical operations, he said.

He added that NAB is completing its long-range automation program for radio and will ask the FCC to amend its rules in November to provide automatic logging of transmitters and antenna parameters. He said the program has initiated automation for television.

New warning method won't replace Conelrad system

A Civil Defense attack warning system which can utilize power lines to carry a signal to every home in the nation in one minute was demonstrated at Charlotte, Mich., Tuesday (Oct. 11).

The proposed warning device, the National Emergency Alarm Repeater (NEAR), receives a signal within a power system and converts a portion of the normal 60 cycle current to the 240 cycle warning signal. The device itself is a buzzer that plugs into an 110 AC outlet in the home to warn the homeowner of an impending disaster. Initial cost to the homeowner was said to be between $5-15.

Since it uses a power system, the NEAR signal can be sent throughout the nation from one power company into adjacent systems. In addition, special coded devices are contemplated which would allow for warning only key Civil Defense personnel.

While the NEAR system proposes an inexpensive device for every homeowner, it does not contemplate replacement of the Conelrad system. The radio warning system would still be necessary to provide information and instructions relative to an imminent attack or disaster.

Last week's demonstration of NEAR was made before an audience of Civil Defense officials, power company executives and broadcasters. Tests of the system have been in progress in Michigan during the last two years.
FATES & FORTUNES

Clayton G. Going and Charles P. Murphy of BBDO, elected vps. Mr. Going, who is account executive on Western Airlines in agency’s Los Angeles office, joined company in 1949. Mr. Murphy came to BBDO in 1952 as assistant account executive. He was appointed account executive in 1955 and transferred to Detroit in 1959 to work on Valiant. He is now account supervisor for Pittsburgh Plate Glass in agency’s Pittsburgh office.

Jack Denney, former creative group supervisor at Gardner Adv., N. Y., joins The Wesley Assoc., that city, as copy director. Mr. Denney, who handled Jo-Lo Corp., MCA-TV and Ann Page and coffee divisions of A & P while at Gardner, was previously senior writer at Ted Bates. He was also associated with Grant Adv., and Warwick & Legler, both N. Y.

Harry B. Smith, account executive at Parker Adv., Saginaw, Mich., promoted to vp of pr and made member of board of directors.

John E. Stoller appointed broadcast media manager of The Rumill Co., Rochester, N. Y. He formerly was advertising account executive.

Robert M. Rehbock, formerly head of Hedon Productions, N. Y., joins The Wesley Assoc., that city, as production supervisor for radio-tv department.

John Tully, formerly account executive at Kane Adv., Bloomington, Ill., to Batz-Hodgson-Neuwoehner, St. Louis advertising and marketing agency, as member of account service staff.

Perry Schofield, formerly creative director at Bozell & Jacobs, N. Y., joins Friend-Reiss Adv., that city, as vp in charge of creative services. Mr. Schofield was, at one time, copy vp at Lennen & Newell, as well as executive vp of Joseph Katz Co.


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WDBJ-TV
Roanoke, Virginia
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Larten & Newell promotes three to vp

Max D. Johnson, Arnold Nodiff and Beverly G. Ellis, art directors at Latten & Newell, N. Y., elected vps. Mr. Johnson and Mr. Nodiff, who joined agency in 1957 and 1958, respectively, are on P. Lorillard account. Mr. Ellis, former art director at Geyer, Newell & Ganger, came to Lennen & Newell in June of 1952. He is art director in Chicago, as tv producer, assistant research director and art director, respectively.

W. Watts Biggers appointed vp at Dan-
cer-Fitzgerald-Sample, N. Y. He is account executive on General Mills. Mr. Biggers is veteran in advertising field, having served in various capacities.

Larry Paulus, with CBS-TV, appointed assistant program director of WCBS-TV New York.

Dan Vaughn, announcer at KWTO Springfield, Mo., promoted to program director, succeeding Joe Slattery.

Jack Coppersmith, formerly commercial manager and program manager of KSIR Wichita, Kans., rejoins KIRL, that city, as station manager, succeeding Howard O. Peterson. Mr. Coppersmith has been member of sales staff of KFBI (now KIRL) for three years before moving to KSIR. Tom Leathy appointed news director.

Glenn W. Maehl, with KTVU(TV) Oakland-San Francisco since it began in 1958, appointed local sales manager.

Smock is elected

Jack W. Smock, Young & Rubi-
cam vp in charge of Los Angeles office, elected 1960-61 western region chairman of American Assn. of Advertising Agencies today (Oct. 17). Mr. Smock, former-
Donna Butler, formerly assistant to director of advertising of NTA, joins KTVU as assistant to audience promotion director and Michael James, from U. of California's Graduate School of Business Administration, becomes assistant to sales promotion director.

Edward R. Rooney joins sales staff of WKRC Cincinnati. He had been with Bell Telephone Co., that city.

Webb Hunt named program director of new KQUE (FM) Houston.

Howard Green, WOND Pleasantville, elected president of New Jersey Broadcasters Assn., succeeding Frank Martangola of WCMC Wildwood. Glenn C. Jackson, resident vp and general manager of WTTM Trenton, elected vp.

Ted Nielsen, formerly with WTTW (TV) Chicago (educational tv), to WHA-TV Madison, Wis., etc., as producer-director.

Ray Grandle, formerly with Paul H. Raymer Co., New York, and eastern representative for WGN-TV Chicago, appointed general manager of WLUK - TV Green Bay, Wis.

James P. Hensley, executive director of KROY Sacramento, Calif., resigns. Future plans not available at this time. Before joining KROY, Mr. Hensley was with CBS, Los Angeles, San Francisco and Chicago for seven years in various capacities.

Floyd Fletcher, WTVD (TV) Durham, elected president of North Carolina Assn. of Broadcasters, succeeding Robert R. Hilker, WCGC Belmont. Other officers: Dick Dunlea Jr., WMFD Wilmington, vp for radio; Earle Gluck, WSOC-TV Charlotte, vp for tv; Cecil Hoskins, WWNC Asheville, secretary; Edmond H. Smith, WIRC Hickory, western director; Frank Lambeth, WMFR High Point, central director; William S. Page, WELS Kinston, eastern director; Harold Essex, WSJS-TV Winston-Salem, tv director.

Richard L. Freund, director of labor relations at ABC, elected vp in charge of labor relations, ABC Div. of American Broadcasting-Paramount Theatres. Before joining ABC, Mr. Freund was attorney for labor law at NBC.

Mrs. Shirley M. Ott, office manager and sales manager of KRB Mason City, Iowa, promoted to general manager.

Judith Lawton, formerly assistant to director of radio and tv at Vance-Fawcett Assoc., Honolulu, to KNDI, that city, as station manager, succeeding Dotty Abbott, who resigns to return to mainland.

Joe Oswald, owner of WBOX Bogalusa, La., appointed area (Louisiana, Mississippi, Alabama, Georgia, Florida) representative for Hamilton-Landis & Assoc., brokerage firm, with headquarters in Dallas. He retains ownership in WBOX along with new responsibilities.

Gaines Kelley, general manager of WFMY-TV Greensboro, N. C., has returned to his home after being hospitalized more than month, following heart attack.

William Clark, vp of Communications Inc., assigned station supervisor, WCUA Akron, Ohio.

Norton Bloom, director, joins NBC as production supervisor on creative projects for NBC News and Public Affairs.

Douglas Smith, WFBC-TV Greenville, S. C., elected governor, third district, Advertising Federation of America. Otis H. Seigler, sales manager, WDEF-TV Chattanooga, elected governor, seventh district.

Peter Theg (Pete Winters Assoc.,
advertising-sales promotion) retained by Broadcast Time Sales in new business development capacity; Paul O'Brien, formerly sales executive at WNTA-AM-TV Newark, named director of Philadelphia branch, and Ward Glenn, formerly sales manager of KCBH-FM Los Angeles, appointed manager of San Francisco office.

Donald H. McGannon, president of Westinghouse Broadcasting Co. (KDKA-AM-TV Pittsburgh, KYW-AM-FM-TV Cleveland, WOVO Ft. Wayne, Ind., WIND Chicago, KPIX (TV) San Francisco, WIZ-TV Baltimore, WBZ-AM-FM-TV Boston and KEX-AM-FM-Portland, Ore.) to be named "Man of the Year" by The Pulse Inc., in ceremonies Wednesday (Oct. 19). Dr. Sydney Roslow, director of The Pulse, cited Mr. McGannon for... "dedication to the industry and enlightened leadership of the Westinghouse Broadcasting Co. and of the NAB TV Code Review Board which set industry goals and was instrumental in raising public service programming and industry commercial standards."

Previous winners: Robert Kintner, president of NBC; Marion Harper Jr., board chairman and president of McCann-Erickson; Dr. Allan B. DuMont, formerly head of DuMont tv network; and personalities Arthur Godfrey and Ed Sullivan.

John Rossiter, formerly New England sales representative for Screen Gems, to WJAR-TV Providence, R.I., as member of sales staff.

Willard S. (Bill) Smith named director of promotion for WJBK-TV Detroit. He was in station's sales department. Prior to joining station in 1955, he was with Sullivan, Stauffer, Colwell & Bayles.

Joseph J. Sands joins KNXT (TV) Los Angeles as associate producer in public affairs department.

James B. Faichney, award-winning producer-director-writer for tv and motion pictures, joins creative projects, NBC News and Public Affairs, to develop programs in new Victory series on U.S. defense activities.

John F. Falletta, formerly assistant director of promotion at H-R Representatives, N.Y., joins The Bolling Co., that city, as director of promotion-publicity. He was with H-R for four years.

Art Kevin, formerly news and public affairs director of KEZY Anaheim, Calif., moves to Los Angeles to handle promotion and publicity of morning block of foreign language programming on KMLA (FM) and as after noon evening announcer on KFI, both that city.

Herbert D. Seiter, producer at KQED (TV) San Francisco educational station, named to one year appointment as assistant professor of journalism at Montana State U., Missoula, Mont.

Harry Hughey, news director of WBSS Pensacola, elected president of Florida United Press International Broadcasters. Don Miller, news director of WDAE Tampa, named vp.


Art Roberts, formerly air personality at WKDW Buffalo, to WLS Chicago, in similar capacity.

Eddie Clark, formerly air personality at WHB Kansas City, to WHK Cleveland in similar capacity.

**PROGRAMMING**

Mauri H. Goldberg, formerly director and production manager at Transfilm-Caravel, N.Y., joins Robert Lawrence Productions, New York and Hollywood, as senior producer-director. In addition to this assignment, Mr. Goldberg will serve on creative plans board.


John Wilson (Jack) Berch, formerly vp at Transfilm-Caravel, N.Y., joins Robert C. Durham Assoc., that city, as senior vp in charge of special services in communications field.

Lester S. Tobias appointed director of special feature sales for Seven Arts Assoc., N.Y. Herbert G. Richel named director of operations and services.

Norman C. (Buck) Long named western sales manager with headquarters in Los Angeles.

Melvin Ligon, formerly continuity director at WDNC Durham, N.C., joins Radio Press International, N.Y., as associate editor.

James A. Jurist, director of accounting at NBC, appointed director of business affairs, California National Productions, NBC film subsidiary.

**EQUIPMENT & ENGINEERING**

Arthur W. Randall appointed Chicago district manager for Raytheon Co.'s distributor products division. He has been with company for eight years.

Harry Geise, administrative operations manager for applications engineering section of Nortronics, Div. of Northrop Corp., appointed assistant to manager of marketing for Nortronics, responsible for sales promotion activities.


J. Ray Topper named product sales manager for industrial and military tubes in receiving tube department of General Electric Co., Owensboro, Ky.

Your Ad Headquarters in Chicago

Executive House
71 E. Wacker Drive
Chicago's new hotel within walking distance of over $5 Billion Dollars in ads bidding
PRIVATE MEETING & BANQUET FACILITIES
Visit Executive House Dining Room & Cocktail Lounge

94 (FATES & FORTUNES)
AIEE annual award winners are announced

Rudolph Kompfner, radio and electronics research director of Bell Telephone Labs., was named recipient of the David Sarnoff award at the American Institute of Electrical Engineers’ fall general meeting in Chicago last week (see story page 19).

Mr. Kompfner, one of five AIEE award winners, was cited for “creative achievements in research and development of electronics and for his leadership in this field.” The award is named after David Sarnoff, RCA board chairman and is now being offered annually by the institute.

Other winners: Dr. Ernst Weber, president of Polytechnic Institute of Brooklyn—Medal in electrical engineering education for “excellence” as a teacher, creative contributions in research and development, broad professional and administrative leadership and a “considerate approach to human relations.” Prof. Perry Borden, electrical engineering department, U. of Dayton—Morris E. Leeds award “for outstanding contributions to electrical measurements in . . . recording, control and telemetry . . .” Dr. Seldon B. Cray, system analysis engineer, Electric Utility Engineering Section, General Electric Co.—William M. Habibshaw award for contributions involving bulk power transmission systems and international leadership. Dr. Mervin J. Kelly, retired board chairman of Bell Telephone Labs—for “outstanding contributions in the technology of telecommunications . . .”

The concurrent National Electronics Conference, also meeting in Chicago, doled out awards jointly to Dr. David K. Cheng and Mark T. Ma of Syracuse U.’s electrical engineering department, for best original paper and to Dr. Glen Wade, Raytheon Mfg. Co., for the best tutorial work.

Reed V. Bontecou, formerly vp of marketing at CBS Electronics, Danvers, Mass., to Pacific Semiconductors, Los Angeles.

INTERNATIONAL

Ken Campbell, formerly with Ed Sullivan Show production staff, named director of operations in Europe for Intercontinental Television, S.A., with headquarters in Paris.

W. Hugh Clark named vp of English-language radio and tv of Young & Rubicam Ltd., Toronto, with Gaby Lalande to similar position with French-language radio and tv in Montreal office.

Charles Baldour, formerly of KFSD TV San Diego, Cal., and NBC Hollywood, to station manager of CFTO-TV Toronto. Donald B. Williamson, president and general manager of CHUC Cobourg, Ont., named chief engineer of CFTO-TV.

DEATHS

Donald Withycomb, 63, widely known former network and station executive, died suddenly Wednesday night at his home in New York. He had been in poor health for several years. Mr. Withycomb headed station relations for NBC in the early 1930s and subsequently was manager of WFIL Philadelphia and represented Voice of America in Germany. He served as assistant to president of NBC and later was with multiple-owner Meredith Broadcasting Co. Mr. Withycomb had not been active in broadcasting in recent years. Survivors include his wife, former Mathilde Harding, pianist well known in radio some years ago.

Hector Fraser Dougall, 62, president of CKPR and CFCJ-TV Port Arthur-Fort William, Ont., died Oct. 5 of heart seizure. He started CKPR in 1930.

Ralph L. (Roy) Harlow, 75, vp of BMI, music licensing organization, died Oct. 7 in Framingham, Mass. Mr. Harlow, long time industry veteran, began career in 1912 as manager of Marconi wireless station in Boston. Later, he organized and became president of Knickerbocker Attractions, booking agency. He was vp and program manager of Yankee Network from 1928-1943 and also served as vp of Colonial Network and Yankee Network News. He joined BMI in 1943 as director of station relations, advancing to vp in 1945.

Basil Ruysdael, 72, motion picture actor and former “voice” of Your Hit Parade, died Oct. 10 in Hollywood. Mr. Ruysdael, voice teacher of late opera star Lawrence Tibbett, also was announcer on several NBC and CBS shows.

Frederick Dietrich, 80, retired manufacturer of radio equipment, died in New York Oct. 10, following brief illness. He was member of Engineers Club and Fellow of Institute of Radio Engineers.
Two years to plan three-day promotion

THAT'S THE INVESTMENT WNAX MADE FOR IT'S 'PLOWTOWN U.S.A.'

How can you measure the success of a major promotion by a radio station?

For instance, 160,000 farm folks turned out for the annual soil conservation field days and national plowing contests staged by WNAX Yankton, S. D., Sept. 21-23 on Burton Ode's farm near Sioux Falls, S. D.

That's one measure. A good attendance.

In this case the head count was unusually significant and probably overlooked in many news stories. It rained most of the time. Yet 160,000 people turned out anywhere at "Plowtown U.S.A." They sloshed through the quagmires of mud to watch the plowing matches, listen to presidential candidates Nixon and Kennedy and inspect a 100-acre display of farm equipment worth more than $5 million. Co-sponsors with WNAX were the Sioux Falls Chamber of Commerce and the South Dakota Assn. of Soil Conservation Districts.

But attendance isn't the only measure. It doesn't begin to tell the real story behind the story. The two years of meticulous planning by WNAX officials. The months of coordination with several hundred local citizens and dozens of regional organizations and groups. The round-the-clock super-human endurance records set by the WNAX staff as the event arrived. The spirit of getting on with the show despite unexpected obstacles. And, not least, the major investments in both time and money by the other principal participants, the big commercial exhibitors.

In essence, the measure of success depends upon the measure of planning and execution—the patient attention to infinite detail by many people over a long period of time. In this sense, the WNAX event was typical of the many big promotions that broadcast stations undertake every year.

The Pay-Off • For just a three-day event, were the months of headaches and heartaches really worth it? "They certainly were," said Don Sullivan, general manager of WNAX and its area affiliate KVTV (TV) Sioux City, Iowa. "I can't imagine engaging in that much activity without leaving a good corporate image.

"We've established better rapport with our advertisers than ever before. We've broken bread together and solved the common problems involved in putting on this big national event. We've helped win new customers for them. And we've had a wonderful opportunity to prove again to the folks in this region that WNAX is a good citizen and a friendly neighbor."

WNAX, a CBS Radio affiliate, is a Peoples Broadcasting Corp. outlet. On 570 kc with 5 kw, directional night, WNAX emphasizes its "five state radio" service.

Germination Period • How did a major promotion such as this come to birth? For WNAX it began more than two years ago when Mr. Sullivan and WNAX Business Manager Clair Giles, after investing $3,000 and considerable time in preparation of the initial prospectus, flew to Houston where the National Assn. of Soil Conservation Districts was holding its annual convention.

NASCD, which headquarters in Washington, D. C., and represents 2,900 conservation districts throughout the U.S., sets the rules and selects the sites for the annual plowing contest. The national event stems from the regional contest first staged in 1939 by Herb Plambeck, farm service director of WHO Des Moines, but interrupted by World War II. It was resumed in 1945 and became linked with national conservation efforts in 1946. Mr. Plambeck covered the WNAX promotion for WHO.

Once NASCD accepted the WNAX prospectus, the endless routine of detailed work had to begin. Broad regional participation was necessary, so the Sioux Falls Chamber of Commerce and the state association of conservation districts were invited to participate.

Both steering and executive committees were named to coordinate the work of 16 committees. All met frequently. Careful minutes were kept, published and circulated. Comprehensive "work to be done" lists and "how to do it" manuals were prepared and circulated among the committees. Check lists followed. Precise committee budgets were estimated to keep the work on a business-like basis.

Where? • The first big job was to find the farm site. It had to be done a year before the event dates so the crops to be used could be planted and grown and the necessary conservation demonstrations put into practice. Basic factors such as public access, electric power, water and communication facilities also were involved. Sioux Falls, at the edge of the Great Plains, which were ravished by dust storms during the 1930s, was a logical geographical area in view...
of the successful soil conservation that since has been accomplished in that area.

The site selection committee inspected nearly two dozen farms over a period of several months. Finally, the farm of Burton Ode was chosen. Mr. Ode had long practiced soil conservation and had participated in the plowing contests, so he knew just what would be involved.

All of these decisions and agreements involved legal contracts. Mr. Ode, for instance, received seed for his planting, fencing, construction of certain buildings and stock water dams, plus cash rentals of $2-10 per acre for the 540 acres of his farm which were involved. County officials cooperated by pushing up a year the paving of the main road to the site, completing the hardtopping just before the event.

Another typical example of the thousands of details: a special license had to be obtained to cross a train track of the Chicago Northwestern. The track ran between the fields used for parking the thousands of autos.

The Planners = Coordination of this planning fell to Rex Messersmith, WNAX farm service director, while Nick Bolton, commercial manager, was responsible for selling the commercial exhibit space which would help recover the $60,000 out-of-pocket expenses which WNAX, chiefly, and the other sponsors incurred. These expenses didn't include the considerable trade-out and co-op arrangements which all of the principals were able to negotiate.

Mr. Bolton's salesmen worked on the exhibit space while making their regular calls, selling it out almost completely within two months. Their efforts were supported by a heavy mail campaign, both advance and follow-up.

The 100 acres of exhibit area were divided into 122 lots, each 40 ft. wide by 100 ft. deep. These were rented for $180 each. Additional small tent sites for the little exhibitor were rented for $100. In other areas 25-machine demonstration plots were developed and crops grown on them. Each plot measured 60 x 500 ft. and rented for $360. A total of 82 exhibitors was signed, some taking multiple lots.

At the eastern end of the exhibit area a huge outdoor stage was erected. Here WNAX stationed its studio trailer and VIP hospitality trailer (rental, $200 each). To solve the critical water problem, a gasoline distributor steamed out one of his big tank trucks, filled it with water and parked it by the WNAX trailer. Rubber hose made the link.

Tent Village = Three big tents also were erected in this area. One was for the contest headquarters. The second was for newsmen. (It was furnished with several dozen typewriters, telephone switchboard, eight Western Union transmitters and AP photo wire. UPI used motorcycle relay to its city office.) The third tent was used for program originations by Wynn Speece, "Your Neighbor Lady" on WNAX. It blew down during a rain and wind storm Sept. 21 while several hundred people were inside watching Miss Speece record interviews for her show. The men in the crowd sprang into action, holding up the poles and sides as their womenfolk escaped. Not a single person was injured. After repairs the next day, the tent was put up again.

To protect itself in such emergencies, WNAX spent $1,000 for a $1 million liability insurance policy for three days. Contracts with individual exhibitors specified each would be liable for his own space, an important factor not to be overlooked when large crowds are involved.

Several weeks before the event the local rural electrical cooperative began installing the power lines—supplying enough power for 14 big farms. The phone company ran in 36 lines for official phones, public phones and program lines. Since the site crossed into two different telephone franchise territories, a special agreement had to be negotiated between the two companies involved.

Champlin Oil & Refining Co., Fort Worth, Tex., supplied oil drums for trash containers. As for human comfort, six country-style structures were dug and built around the grounds (cost: $750).

Royalty, Too = In the months leading up to Plowtown, WNAX conducted regional contests to find the "Queen of the Furrow." Finalists competed at Plowtown. During the same period WNAX worked into a steady on-air promotion and sent frequent news releases to a list of 1,000 radio-tx stations, newspapers, magazines and advertisers in the Midwest. Billboards, posters, handbills, auto stickers and other material were used. This phase was handled by Pete Peterson, WNAX promotion manager.

WNAX Production Manager Jack Bruce and Chief Engineer Clif Todd invested as much time and planning to

**Broadcasters unite for retail promotion**

All the broadcasters stations in the highly competitive Medford, Ore., market forgot their differences last month to present a joint two-hour retail promotion kicking off the Greater Medford Fall Festival.

Cooperating as the Medford Broadcast Media Assn., the five radio and single tv station presented the retailers with a simulcast resembling in aural form the daily newspaper type of special-event retail promotion. Medford retailers serve as a merchandising hub for southern Oregon and northern California.

For three days preceding the promotion, participating stations cross-plugged each other, urging listeners to listen to their competitors during the simulcast. Stations were KBOY, KMED, KDOV, KWIN (Ashland), KYJC and KBES-TV.

The simulcast opened with KBES-TV feeding the radio network, featuring community leaders, officials of the Retail Merchant's Committee and managers of the broadcast stations. It switched to a radio studio for the rest of the program. Special program segments saluted communities in the marketing area. Retailers bought commercials calling attention to values available during the fall festival. The stations pooled personnel to handle sales, programming and engineering involved in the joint effort.

Station principals in the promotion were (1 to r): Edward P. Barnett, KBES-TV; Tom McLeod, KYJC; Winston K. Marks, KBOY; Henry Peck, KWIN, and Ray Johnson, KMED. Not in photo, James Silkwood, KDOV.
the remote broadcasting details as might be necessary for getting a new station on the air. Farm news remote from Plowtown began Sept. 19. All WNAX programming between 6:30 a.m. and 6:30 p.m. originated there on the three event days.

A total of 15 stations took feeds from the WNAX program line. KELO Sioux Falls originated shows from its own trailer on the grounds. A number of other stations also were represented during the promotion. CBS and NBC, both radio and tv, covered the political candidates and the plowing contests.

Aside from the cold and the rain, other little obstacles helped make life interesting for WNAX News Director Bob Hill. It was his job to get things off the ground in the morning with news, weather and market reports. Arriving at the WNAX studio trailer at 6 a.m. Sept. 22, he found that the news wire, for the previous three hours, had been crumbling up its paper. No news. But fast leg work and the open phone to Yankton studios saved the show.

Governor Leads VIP List = Gov. Ralph Herseth and other dignitaries turned out for the big occasion. Some local schools closed for all three days and students and their bands came by the busload.

The National Guard and state highway patrol supplied dozens of men, equipment and communication facilities for traffic control and public security. Plowtown hired its own force of policemen (off-duty regulars) for night protection. Although many cars and busses got mired in the mud, there were always tractors handy to pull them out.

The high spirit of cooperation was in evidence everywhere. Pioneer Hi-Bred Corn Co. sponsored three dozen tractor-wagon trains to haul spectators over the long muddy routes from parking lots to exhibits and conservation demonstrations. McCall Corp. and the National Cotton Council supplied dresses for local girls to model during some WNAX feature programs. Champlin supplied all fuels and oils for the contest vehicles. Local auto dealers provided courtesy cars for official use. So the list continued.

Adjacent to the commercial exhibits a large area was devoted to the "Conservation Wheel of Cooperation," a circle of exhibits by 14 public and private agencies, national and local, interested in conservation.

The plowing contests themselves involved months of preparation and the cooperation of hundreds of people in many states across the nation. Contest arranger was Lyle Hansen, WNAX associate farm director. Farm equipment firms usually assist state winners using their tractors to enter the national event. Winners of the national level land and contour plowing contests will be flown to France next year by WNAX to enter the international competition.

Just how much did the commercial exhibitors have at stake in a promotion of this kind? Some had planned for it for a year. They showed off equipment worth more than $5 million and in three days they spent an estimated $250,000 in out-of-pocket expenses, not counting wages, traveling and housing expenses. Most of the bigger exhibitors have been regular broadcast advertisers and expressed high appreciation for the value of an event sponsor such as WNAX. Used to exhibiting at major out-of-doors events, they seemed to take the weather in stride, seldom complaining about the thousands more who might have come if the weather had been brighter.

Republic Steel Corp.'s fencing exhibit, for example, gave away $1/2 tons of farm-help brochures and 16,000 wire splicers, together worth $10,000. The three-day participation cost Republic about $17,000.

"This is sound business for us," said Robert E. Taylor, editor of Republic's Farm Spokesman.

After a 20-year hiatus, Republic is back in radio this year, using 28 stations in eight states this fall for its fencing products. Agency is Meldrum & Fewsmit, Cleveland.

International-Harvester spread its big exhibit over a dozen lots, much of it under canvas in a huge circus-size tent. Inside, grandstands held 1,800 people for each showing of a fast-paced half-hour entertainment show that featured exciting acts using I-H tractors and other equipment. Finale was a stirring "square dance" performed by eight I-H babycrawler tractors. The show, backed by a country-music band, was narrated by Jim Hill, radio-tv personality from WCCO Minneapolis.

International-Harvester gave five of these shows daily and enjoyed a packed house each time. The show involved 60 men. For the kiddies, the exhibitor featured junior peddle-tractor races.

Big Task = It took 20 men nine days to set up the International Harvester exhibit. Some 150 tons of crushed rock had to be spread for groups foundation. "Out-of-pocket expenses for this exhibitor: more than $60,000."

John Hansen, sales promotion supervisor for International-Harvester's Sioux Falls district, felt WNAX had done an excellent job of promoting the event. Of his own firm's participation: "We either do it right or we don't do it."

Also using a dozen lots for a huge display-type exhibit was Ford Motor Co. Bright, red sawdust walks lured passersby out of the mud to inspect machines and talk to salesmen. Without the expense of an entertainment show, Ford's cost ran only $10,000-15,000.

"Three days here are better than 10 days at most state fairs," said A. L. Lawson, district manager for Ford at Hopkins, Minn. He said 95% of the visitors could be considered prospects. He also complimented WNAX's role, noting, "we invest big in an event like this, and we expect to get people."

Another major exhibitor, Massey-
Saga of the missing K

For KQV Pittsburgh it has been touch-and-go for the past few weeks following what it calls "one of the most daring robberies" in that city in the past decade when the KQV of its call letters was pilfered. Last week, after an intense area-wide search, the KQV was located by a KQV listener who received a $500 reward for his efforts. Station Manager John Gibbs (pointing in photo above) and Dick Drury, KQV's program director (with Mr. Gibbs in photo) explain their plight to the investigating officers. Because of sentimental reasons the station did not replace the original K while it was missing but simply operated as QV.

Ferguson Ltd., featured an entertainment show that headlined Tex Ritter. A major TV advertiser in both the U.S. and Canada, Massey-Ferguson spent $20,000 for its three-day Plowtown participation. This included a helicopter which was used for VIPs and publicity impact.

A veteran in putting on its "Jubilee" tent shows and exhibits, the big manufacturer carefully ties its shows with its TV programs in both countries.

"We plan 18 months ahead," according to E. N. Everett, exhibit and display supervisor from Toronto headquarters. Company trucks carrying exhibit and show materials fan out from Toronto across Canada and the U.S. to meet exhibit schedules. This pre-packaging helps trim costs. Another simple economy: to soak up ground moisture and give solid footing, the company buys corn cobs from local farmers. They're easier to clean up after show, too. "The firm actually is able to keep per-head costs down to less than a dollar," Mr. Everett said. Needham, Louis & Broby places the advertiser's TV business.

Deere & Co., another major manufacturer, used five lots for an economical display exhibit. "WNAX has been very helpful to us," said R. E. Windland, Omaha branch advertising manager. Deere likes to keep its exhibit simple, providing chairs so visitors can rest, and the equipment that they can climb upon, turn the switch and try out for themselves. "We like to stick to the solid things," Mr. Windland said.

Solid is the word for Deere in national promotion. The firm uses radio through Gardner Adv., St. Louis, and a few weeks ago spent $2 million to fly 5,000 dealers to Dallas for the unveiling of the new line of John Deere tractors with four and six cylinders. Deere had been making two-cylinder tractors since the end of World War I.

Allis-Chalmers representatives felt the sponsor role of a station like WNAX was significant in the success of such a major event. "We've had tremendous interest here in our $12,000 combine picker-sheller for corn," A. Parkes Howard, Sioux City branch manager, said.

Allis-Chalmers spent about $3,000-4,000 on its display-type exhibit. "A show like this gives us an opportunity to show what's new," Mr. Howard said. "That's what's important. Your customers also stop by, because they're proud of what they have, of the equipment they've already bought and made a big investment in."

Another big manufacturer, J. I. Case Co., went heavy for educational-type displays at its exhibit. "We spent $3,000 alone for our signs and displays," R. B. Harris, Sioux Falls assistant branch manager, said. A dozen sales and farm service representatives were involved in the Case exhibit. Farmers were invited to register and prizes later were drawn. This permitted follow-up personal letters to each.

Case costs ran about $30,000, including personnel expenses.

How did the farmers rate the big event? Of those interviewed, nearly every one said he came because he heard about it on the radio or television. WNAX personalities reported constant greetings from the visitors who told them they came because their favorite radio neighbor had invited them. A Nebraska farmer brought his young son, "because it's better than three weeks in school."

And then there was the WNAX shuttle to the airport—to pick up the farmers who flew cross country in their own planes.

'Huck for President'

A decision has been made in smoke-filled rooms that will change the complexion of the presidential race. Huckleberry Hound will withdraw his hat...
from the ring and throw his weight to the other candidates.

It has been an open secret in the trade but closely guarded from the public. In fact, there's another Huck-for-President rally scheduled by Rich's department store and WSB-TV in Atlanta next week. Only last week the tv hound addressed more than 5,000 at a Freedomland rally in New York after stamping other cities across the country. His campaign assistant, Quick Draw McGraw, led a rally at St. Louis' Busch Stadium.

The presidential bandwagon got rolling last summer (Broadcasting, Aug. 8) and inspired local promotions in many of 180 markets where Huckleberry Hound is on the air for Kellogg's (through Leo Burnett Co.). Screen Gems spearheaded the drive. Stations and department stores carrying Huckleberry Hound merchandise rallied around with their own tub-thumping.

Now more than a third of the stations have received a series of recorded announcements containing the political secret that will swing the child vote in two other directions. Actually it is a public-service campaign to pressure parents and other fans of age to register and vote.

The first in the series of transcriptions is a standard "Vote for Huck" appeal. The second, planned for use during local registration season, urges fans to register for the vote. In the last, containing the political bombshell, the candidate announces he is quitting the race ("a joke's a joke"); but he asks all voters to return to polls election day. This is for release shortly prior to Nov. 8. All run behind the standard Huck-for-President slide.

The Freedomland appearance was the last of the season for the paid act packaged by Screen Gems. The gate Oct. 8 was 11,000, up 2,500 (on a World Series day) from the Saturday before, with the help of promotion by WPIX (TV) New York, where Huckleberry Hound appears, and Macy's department store. Performer Eddie Albertian, who plays the hound part on the amusement park-fair circuit, will take to the road with the cartoon company again next spring promoting also Quick Draw McGraw (he's on the same Kellogg lineup) and The Flintstones, which just debuted on ABC-TV. All are Hanna-Barbera Cartoons productions.

There are 25 more department store promotions between now and December, using local talent, tieing in with stations at football games and local special events, but the race for the White House has been conceded by one of the politicians' best friends.

A STACK OF ACES

'Hole-in-One Club' registers 323 winners in golf contest

WNEW New York had a bag-full of "aces" to show for its successful summer promotion. Golfers on the 250 public and private courses in the metropolitan New York area were prospective members of the WNEW "Hole-In-One Club," which was in session between July Fourth and Labor Day. The Metropolitan Broadcasting station offered a personal transistor radio to any player who scored an authenticated hole-in-one. Plaques attached to the radios attested to each winner's ace and names were also announced on the station's Kyle Rote Sports Show.

Before the club was activated, WNEW asked area golf pros for estimates on how many aces might possibly be scored during the two-month period. Guesses ranged from three to 3,578, but the actual number reported totalled 323. Among those scoring holes-in-one were several advertising agency executives, including Raymond Sullivan, board chairman, Sullivan, Stauffer, Colwell & Bayles; William Bancroft, BBDO, and William Mahu, Lennenn & Newell. The WNEW club was promoted by a few on-air announcements before July 4, nightly announcements of winners and display cards in area golf clubs. A transistor radio also was awarded to the golf pro whose case closest to the final tally of aces.

After feeding all the figures into computing machines, WNEW's research department revealed that the average hole-in-one was 153 yards and it was scored on the ninth hole with a seven-and-a-half iron.

Meet Mr. Bear, fund solicitor

Yogi Bear has been named chairman of the 1960-61 fund raising drive of Radio-Television-Recording & Advertising Charities of Hollywood, a united, once-a-year drive among members of the broadcasting, recording and advertising operations. The cartoon character, featured in the Huckleberry Hound series created and produced by Hanna-Barbara Productions, announced that the 1961 RTRA goal will be $325,000. Last year, RTRA raised $287,000.

RTRA President J. Neil Reagan, vice president of McCann-Erickson, in announcing the appointment of Mr. Bear as chairman of the new fund drive to begin this month, said that as in previous years the money raised by RTRA will be distributed among eight major causes. Community Chest (which embraces 170 individual welfare and health agencies), American Red Cross, American Cancer Society, American Heart Assn., City of Hope, Crippled Children's Society, United Cerebral Palsy Assn. and the YMCA.

WSBT's prize-winning float

WSBT-AM-TV South Bend came away with first-place float honors in a recent parade honoring Studebaker-Packard Corp. in that Indiana city.

The stations' float was intended to highlight the role played by radio and television in telling the world about S-P through the years. The parade was sponsored by Time magazine as a tribute to South Bend citizens for their support of the company and its new car preview.

Adorning the float were Miss Radio, Miss Television and Miss Newspaper, representing the South Bend Tribune, which had been "Telling the World About Studebaker since 1872" (its first publication date). WSBT-AM-TV are Tribune properties. Highlight of the float was a 1902 Studebaker electric auto.
Win, place and show at Wheeling Downs

NBC-TV's fall programs led all the way at Wheeling Downs race course when each of the nine races was named after one of the programs to be carried by WTRF-TV Wheeling, W.Va. Shown lined up at the starting gate are the station's "Starsview Starlets," local girls who served as jockey-dressed hostesses for the special "NBC-Starsview 7" night-at-the-races promotion. More than 10,000 people, reportedly the largest crowd of the season at Wheeling Downs, were admitted free. How many lost money later will never be known, but one person was lucky enough to win the station's giveaway of a 1961 sports car.

Radio in Southern California

Radio is particularly suited to Southern California's indoor-outdoor living pattern, Robert M. Light, president, Southern California Broadcasters Assn., said in previewing the 1960 fall edition of "The Sound of Selling," slide-film presentation of SCBA at a meeting of the Los Angeles Ad Club. On Oct. 23 Mr. Light leaves for an Eastern trip during which the market and radio data will be presented to top advertisers' organizations in New York, Philadelphia, Detroit, Cleveland and Chicago.

Southern California Radio reaches 98% of Southern California homes at a lower cost than in other areas, he said, stating that an analysis of station rates revealed that the amount of time that can be purchased for $1 in Los Angeles would cost $1.37 in Chicago, $1.42 in Philadelphia and $1.50 in Detroit.

Drumbeats...

Academic reference work = WWDC Washington invited school superintendents in the capital area to accept an educational packet on radio for free distribution to libraries in more than 200 secondary schools. The booklets had been prepared by the NAB and purchased by WWDC through its president, Ben Strouse. Each packet contains nine fact-filled publications, including the Code of Good Practices, the Code of Conduct for Broadcasting Public Proceedings, a nine-page bibliography on radio and TV and other valuable background material.

News on views = WREX-TV Rockford, Ill., took large sections in The Rockford Register, Freeport (III.) Journal-Standard, The Beloit (III.) Daily News and The Janesville (Ill.) Daily Gazette to celebrate its seventh anniversary and to announce its fall season shows. Several sections were 20 pages or more. Included were stills from some of WREX-TV's ABC and CBS programs as well as from local shows. Ads and show schedules were also run in the special sections.

Magoor at Mugu = World premiere of the new Miltet Magoor series of five-minute TV films which UPA Pictures is producing and syndicating was held Sept. 30 at Point Mugu, Calif., headquarters of the Pacific Missile Range. Films were shown during the following weekend (Oct. 1-2) when the post held a space fair, open to the public, to inaugurate the 1960 Navy Relief campaign. UPA and KTTV (TV) Los Angeles, which will broadcast the Mr. Magoor series in that market, drove a busload of TV editors to Point Mugu for the initial showing.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting: Oct. 6 through Oct. 12. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna, cp—construction permit. ERP—effective radiated power, kw—kilowatts, ghertz—mega-, ultra high frequency, ant.—antenna, aural—audible, vis.—visible, kw—kilowatts, w—watts, mc—megacycles, Hertz—frequency, local—local station, mod.—modulation, trans.—transmitter, unr.—unlimited hours, kw—kilowatts, SCA—subauditory communications authorization. SSA—special service authorization. TTA—television temporary authorization. SH—specified hours. ——Announced.

New tv stations

 ACTIONS BY FCC


APPLICATIONS


Existing tv station

 ACTION

 WEEK-TV, Peoria, Ill.—By letter, denied application of commis sion action of July 7 dismissing application for mod. of up to one kw of annection to station ch. 35. Com. Lee voted for grant; Comr. King not participating. Ann. Oct. 12.

 CALL LETTERS ASSIGNED

WICD (TV) Muncie, Ind.—WIPR-TV Corp. Changed from WDN-TV.

New am stations

 ACTIONS BY FCC


Bulture, Ohio—Tri-City Broadcast, Co. Co., $100 kc. 1 kw. P. O. address Box 196, Ocean Drive Beach, E. C. Estimated construction cost $29,500, first year operating cost $5,400, revenue $6,000. Principals include William H. T. Tilmaghian and John H. Nye. 25% each. Mr. Tilmaghian has interests in several com- panies. Mr. Tilmaghian has interest in real estate companies. His eye owns real estate company. Ann. Oct. 7.

Buena Vista, Va.—Jesse J. Goodrow 1500 kc. 1 kw. P. O. address Box 191, Falls Church, Va. Estimated construction cost $3,000, first year operating cost $4,800, revenue $5,400. Mr. Goodrow owns cloth ing store in regional market. Charleston, S. C.—Col. L. Poule 1500 kc. 1 kw. P. O. address 6502 Greenwood Ave. In partnership with Mr. D. M. Mitchell. Estimated construction cost $18,625, first year operating cost $5,400, revenue $6,520. Mr. M. Poule is employed by sporting goods store. Ann. Oct. 16.

Crystal City, Tex.—Crystal City Beastrs. 1470 kc. 500 kw. P. O. address Box 26. Estimated construction cost $23,000, first year operating cost $38,000, revenue $65,520. Principals include John G. Greenberg, Laban Hagard, 75%, and Kenneth R. Rogers, 25%. Dr. Hagard has private medical practice. Mr. Rogers is employe of KITE San Antonio, Tex. Ann. Oct. 12.

CORRECTION TO APPLICATION IN OCT. 6

Bryan, Ohio—Williams County Beastr, Sys tem. 1250 kc. 25 kw. P. O. address ch. 64, Box 128, Circleville, Ohio. Estimated construction cost $38,700, first year operating cost $69,000, revenue $115,000. Principals include Mr. D. G. and Mr. W. J. Murphy, each (father and son). Messrs. Greene and Klarke are employes of WIOF Neighbors in the market. Mr. Greene is home supply business. Mrs. Worstell is sales agent in the market. Ann. Oct. 28. The above was printed incorrectly in Oct. 10 issue.

Existing am stations

 ACTIONS BY FCC

WBIG Dothan, Ala.—Granted increased daytime power on 1510 kc. 250 kw to 1 kw—LS, continued nighttime operation with 250 kw w; retransmitted; engineering condition. Ann. Oct. 12.


KCDI Caldwell, Idaho—Granted increased daytime power on 1420 kc to 1 kw—LS, continued nighttime condition with 250 kw w; retransmitted; engineering condition. Ann. Oct. 12.

WDY-TV Clifton, N. J.—Granted increased daytime power on 1250 kc from 250 w to 1 kw—LS, continued nighttime operation with 250 kw w. Ann. Oct. 12.

APPLICATIONS


EDWIN TORNBERG & COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

EVALUATIONS

FINANCIAL ADVISERS

HARRISCOPE INC.

HARRISCOPE INC.

250 K.C. HARRISCOPE INC.

BROADCASTING, October 17, 1960
**SUMMARY OF COMMERCIAL BROADCASTING**
Compiled by BROADCASTING Oct. 12

| LICENSED | CP
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<td>Lic.</td>
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<td>AM</td>
<td>3,455</td>
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<td>FM</td>
<td>729</td>
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<tr>
<td>TV</td>
<td>479</td>
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</tbody>
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**TOTAL APPLICATIONS**
For new stations

| FM | TV |
| 3,468 | 721 |

**OPERATING TELEVISION STATIONS**
Compiled by BROADCASTING Oct. 12

| Lic. | Cps. | Not on air |
| VHF | UHF | TV |
| 454 | 8 | 535 |

**COMMERCIAL STATION BOXSCORE**
As reported by FCC through Aug. 31, 1960

| LICENSED | CP
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<tr>
<td>Total</td>
<td>Licenses</td>
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<tr>
<td>AM</td>
<td>50</td>
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<tr>
<td>FM</td>
<td>34</td>
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<tr>
<td>TV</td>
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1 There are, in addition, nine TV stations which are not on the air, but retain their licenses.

2 There are, in addition, 35 TV cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

WEZV, Cocoa, Fla.—Cp to increase daytime power to 300 w to 1 kw (1350 kc). Ann. Oct. 11.


KFRC, Valley City, N. D.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Oct. 11.


WVEC—Cp to increase daytime power from 250 w to 1 kw, install new trans. change antenna location, operate transmitter by remote control and make changes in antenna system. (1400 kc). Ann. Oct. 7.

**CALL LETTERS ASSIGNED**

KEVR (FM) Bill, Calif.—Heavenly Valley Radio

KCUIF (FM) Redwood City, Calif.—Frank James

WCMN-FM Brunswick, Me.—Westminster


WUPV (FM) Dighton, Mass.—Harvey Sheldon

KSKY (FM) Joplin, Mo.—William B. Neal

KTXX-FM Lubbock, Tex.—Texas Technological College

New fm stations

**ACTIONS BY FCC**


North Wilkesboro, N. C.—Wilkes Bestg. Co. Granted 97.3 mc. 4.5 kw. P.O. address P.O. Box 900. Estimated construction cost $8,100, first year operating cost $12,000, revenue $12,000. Applicant has same ownership as WKBG North Wilkesboro, N. C. Ann. Oct. 12.

Odeessa, Tex.—Audiofidelity, granted 91.3 mc. 3.4 kw. P.O. address 1318 36th St., Lubbock, Tex. Estimated construction cost $10,385, first year operating cost $24,000, revenue $26,000. Principals include Elton Ray Cox, 90%, and others. Mr. Cox is in electronics. Ann. Oct. 12.


**APPLICATIONS**


Hampton, Va.—Peninsula Radio Corp. 103.3 mc. 262 kw. Ant. height above average terrain 377 ft. P.O. Box 481. Estimated construction cost $39,551, first year operating cost $50,000, revenue $65,000. Applicant will duplicate WVEC Hampton. Ann. Oct. 7.

**EXISTING FM STATIONS**

**ACTION BY FCC**


**APPLICATION**

WAYL, Minneapolis, Minn.—Mod. of cp (which authorized new fm broadcast station) to change frequency from 96.3 mc to 98.1 mc, change from 3,515 ERP to 10,101 kw and make changes in ant. system. Ann. Oct. 7.

RADIO CORPORATION OF AMERICA

NEWEST IN THE LINE OF RCA FM TRANSMITTERS

**1 KW FM Transmitter for Full Fidelity Operation**

Only a single PA stage is used beyond the exciter to assure true high fidelity performance while keeping operating costs low. Distortion and noise are extremely low even when the transmitter is multiplexed. When combined with the RCA broadband FM antenna the BTF-1D is capable of producing ERP’s up to 12 KW. This new 1 KW transmitter can easily be expanded to 5, 10, or 20 KW by adding higher power amplifiers.

CALL LETTERS ASSIGNED
WOWW Naugatuck, Conn.—Naugatuck Valley Service Inc. Changed from WNTS. WSOOR Windsor, Conn.—Tobacco Valley Bstg. Co. Changed from WIF.
WRIZ Coral Gables, Fla.—Sioux Bstg. Corp.
WSFR Sanford, Fla.—Sanford-Seminole Bstg. Co. Changed from WTD.
WEST Tampa, Fla.—Dixieland Bstts. Changed from WDEA.
WERX Anderson, Ind.—Radio WBOW Inc. Changed from WDCB.
KJPX Wichita Kan.—Jayhawk Bstg. Corp. Changed from KFPL.
WSBT Whittier, N.C.—Foy T. Hinson. KFRC Forest Grove, Ore.—Triple G Bstg. Co. Changed from KGBG.
WTID Newport News, Va.—United Bstg. Corp. Changed from WBNV.
KQGT Bellingham, Wash.—A. V. Bamford.

Ownership changes

ACTION BY FCC
KAMC Corpus Christi, Tex.—Granted assignment of license to KGHI Inc., 100% owned by TV Colorado Inc. (KKTV Colorado Springs); consideration $120,000. Ann. Oct. 12.
KEST Boise Idaho.—Granted assignment of license to KGHI Inc., 100% owned by TV Colorado Inc. (KKTV Colorado Springs); consideration $7,080 for expenses. Ann. Oct. 12.
WONK Baton Rouge, La.—Seeks transfer of control from the estate of William Dates, to John Cohan for $52,000. After FCC approval, Mr. Cohan, 54%, will have control. Ann. Oct. 12.
KOKO Portland, Ore.—Seeks assignment of license of Johnsen County Bstg. Inc. from Leslie and Ruth Ware, 99% (husband and wife) and C. Willard Max (deceased), 1% beneficially owned by Mr. Ware, to William Tucker, 50.5%, and Avis Tucker, 49.5% (husband and wife), for $57,000. Mr. and Mrs. Tucker own newspaper publishing company. Ann. Oct. 11.
WKAA-TV San Juan, P. R.—Seeks involuntary transfer of control of El Mundo Inc., from estate of Angel Ramon (deceased), 74%, to Jose & Pablo Badillo, 74% under terms of will. No financial consideration is involved. Ann. Sept. 29.
KEAG Alcoa, Tenn.—Seeks transfer of license from Taft Bstg. Co. to WMRC Inc. for $3,250,000. WMC, of which Mr. Jelley, the president, owns WFCB-AM-FM-TY Green- ville, Tenn., will have control. Ann. Sept. 11.
KPAR-TV Sweetwater, Tex.—Seeks assignment of license from Texas Telecasting Inc., which owns KPAR-FM, to Texas Key Partnership, a ten year lease agreement with purchase option, for $799,440. Mr. H. T. Main, 50%, and Mr. A. R. A. Main, 50%, will have control. Mr. Main is in insurance business. Ann. Oct. 12.
WBIR-AM-FM-TV Knoxville, Tenn.—Seeks transfer of control of Blount County Bstg. Co. to WMRC Inc. for $3,250,000. WMC, of which Mr. Jelley, the president, owns WFCB-AM-FM-TY Green- ville, Tenn., will have control. Ann. Oct. 11.
KPAR-TV Lexington, Ky.—Seeks assignment of license from Texas Telecasting Inc., which owns KPAR-FM, to Texas Key Partnership, a ten year lease agreement with purchase option, for $799,440. Mr. H. T. Main, 50%, and Mr. A. R. A. Main, 50%, will have control. Mr. Main is in insurance business. Ann. Oct. 12.
KVRN Camas, Wash.—Seeks assignment of license from William N. and Cathryn C. Murphy, equal partners (husband and wife), to Cathryn C. Murphy, sole owner, according to terms of property settlement agreement. No financial transaction is involved. Ann. Oct. 12.

Hearing cases

FINAL DECISIONS

- By decision, commission granted (1) application of W. D. Frink, t/as Jefferson Radio Co., for new translator on 1480 kc, 5 kw, D, in Ironton, Ala., and (2) petitions of others to reconsider without prejudice its application to change facilities of WEBF, from 1480 kc, 250 w, U, to 1480 kc, 5 kw, D. Bartley was denied from voting Supplemental initial decision of Feb. 9 looked toward this action. Ann. Oct. 12.

STAFF INSTRUCTIONS

- By commission, Oct. 12 directed preparation of document looking toward granting application of Suburban Bstts. for new Class A f m station to operate on 103.1 mc;
NEW BROADCAST COMMISSION ENGINEERS OF AND DISSENTED HEARING STATUS

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- Granted motion by Broadcast Bureau and continued Oct. 8 hearing to Oct. 27 in proceeding on applications for construction permit and license to operate television station WTVN(TV) ch. 2, Frankfort, N. Y., for revival of license and to make changes in station facilities.
- Granted motion by Broadcast Bureau and extended from Oct. 12 to Oct. 29 for revival of license and to make changes in station facilities for television station WTVN(TV) ch. 2, Frankfort, N. Y.

By Hearing Examiner Elizabeth C. Smith

Pursuant to agreement reached at Oct. 4 prehearing conference, continued Oct. 26 hearing to Jan. 1, 1962, in proceeding on applications for renewal of license to operate television station WTVN(TV) ch. 2, Frankfort, N. Y., for revival of license and to make changes in station facilities.

BROADCAST ACTIONS

By Broadcast Bureau

- Commission has revised its list of transmitters and monitors considered acceptable, as of Aug. 24, for use in the broadcast service (am and fm). List, "Radio Equipment List, Part B," includes those transmitters which had been type-approved under rules existing prior to June 1, 1961. Under present rules, type-acceptance is required for transmitters listed in Part B. It is further required that the Commission consider the applications requirements continue applicable. Designation "P" in emission columns indicates fm broadcast type-accepted for multiplex operation.

- It is not possible for the Commission to print a list in sufficient quantity to permit general distribution. However, copies are available for purchase, in 10,000-unit quantities, at the Federal Communications Commission, Washington D.C.

By Hearing Examiner David I. Kraus

- Granted motion by Broadcast Bureau and extended from Oct. 14 to Nov. 14 for replies in proceeding on applications for permit to operate television station WTVN(TV) ch. 2, Frankfort, N. Y., for revival of license and to make changes in station facilities.

By Hearing Examiner Herbert Sharfman

- Closed record in proceeding on applications for construction permit and license to operate television station WTVN(TV) ch. 2, Frankfort, N. Y., and motion by Broadcast Bureau to reopen record and to make changes in station facilities.

- Granted motion by Broadcast Bureau and extended from Oct. 7 to Oct. 17 for file and hearing on applications for construction permit and license to operate radio station WTVN(TV) ch. 2, Frankfort, N. Y., and motion by Broadcast Bureau to reopen record and to make changes in station facilities.

By Hearing Examiner J. A. Kyle

- Granted motion by Broadcast Bureau and extended from Oct. 3 to Oct. 7 time to file proposed findings and replies, if any, to Oct. 17 in proceeding on applications for construction permit and license to operate radio station WTVN(TV) ch. 2, Frankfort, N. Y.

- Granted motion by Broadcast Bureau and extended from Oct. 7 to Oct. 14 for file and hearing on applications for construction permit and license to operate radio station WTVN(TV) ch. 2, Frankfort, N. Y.

- Granted motion to reopen record and to make changes in proceeding on applications for construction permit and license to operate radio station WTVN(TV) ch. 2, Frankfort, N. Y.

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Help Wanted—Management

Sales

Salesman-announcer, excellent opportunity with growing station from New York metropolitan area, WENK, Beacon, New York.

Top-station, Jackson, Miss. See our ad under Management, P.O. Box 197, Jackson, Miss.

Walker Employment has midwest jobs waiting. Write Walker, 83 So. 17th St., Minneapolis, Minn. For application now!

的帮助了—管理

销售

销售员-广播员，优秀的机会与成长的电台来自纽约都会区，WENK，Beacon, New York.

顶级的电台，Jackson, Miss. 看我们的广告在管理下，P.O. Box 197, Jackson, Miss.

Walker Employment在中西部有工作机会在等待。写Walker, 83 So. 17th St., Minneapolis, Minnesota。现在申请！

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced staff announcer, KHUD, Athens, Texas.

K-EPY—Disneyland Hotel-Anaheim, Cali.

Immediate openings for experienced announcers with 1st phone. Announcement present, contact us.

Habla Ud Espanol? Announcer-salesman, with experience in Spanish language stations. KSFA, Santa Paula, California.

Announcer-daytimer, Mail tape, photo, resume. KVWM, Showlow, Arizona.

 Experienced staff man for fulltime 5 kw. AM station near Philadelphia (with other stations pending). Experience with first phone. Send tape and resume. One return. Box 404C, BROADCASTING.

 Rare opportunity in east Tennessee—Some-where in the southeast there's a good announcer interested in sales looking for a home in progressive market of 20,000. He can project a happy modern sound with enthusiasm. Send resume, tape and references. No phone calls. Contact WCOJ, Cossettus, Pa. DUDLEY 4-2160.

 5000 watt adult station in medium market wants announcer with bright, mature delivery. Highest consideration for man with imagination, experience, versatility. Salary $10,000 plus. Send resume, tape, photo to Howard, Ashford, WCRK, Morristown, Tennessee.

Announcer-daytimer, Mail tape, photo, resume. KVWM, Showlow, Arizona.

 Experienced staff man for fulltime 5 kw. AM station near Philadelphia (with other stations pending). Experience with first phone. Send tape and resume. One return. Box 404C, BROADCASTING.

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WCSI, Columbus, Indiana has immediate opening for experienced announcer. Con- temporary staff, modern equipment, plus new studios and adult programming.

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### Announcers

**Professional announcer** with a thorough knowledge of the entire standard classical repertoire; a real speaking knowledge of at least two languages other than English. Experience in general entertainment, concert, and soap opera. Must be capable of growing with us. Personal interview only. Call or write: Howard McCormick, WCCJ, Covington, Ky. 41011.

**Northern California** needs top announcer. Good voice, good experience. Call Box 1135, BROADCASTING.

**Engineer—Minimum 3 years experience, 1 year in production.** Edit tape, operate auto tape, control board, and some maintenance. Requires 1st phone. Transportation. Morning shift—$425 to start. Send resume to Chief Engineer, KSTT, Davenport, Iowa.

### Technical

**Chief engineer—Non-technical** maintenance engineer for one thousand watt fm station and closed circuit television on university campus. Must have a valid and current radio license. Excellent working conditions in new studios and offices. Should have at least 4 years experience, part with directional and be able to do good air work. Call C. R. Taylor, Delaware, Ohio. Phone 2-0021.

**Chief engineer** to help build new am station in Delaware, Ohio. Immediate opening. $550 monthly, minimum. Should have at least 4 years experience, part with directional and be able to do good air work. Call C. R. Taylor, Delaware, Ohio. Phone 2-0021.

### Production—Programming, Others

**Attention, Texas:** A young man who walks, talks, and sleeps modern radio wanted to add his spark and fire to solid but sleepy network station in Midwest. Send tape, resume and salary expectation to Box 516C, BROADCASTING. Come grow with us as production man.

**Engineer—Assistant director with minimum three years radio news experience for established operation.** Send resume to Box 517C, BROADCASTING. 

**News director with minimum three years radio news experience for established operation.** Send resume to Box 518C, BROADCASTING.

**Announcer, experienced, and able to relocate in east.** Good, smooth dl. Multi-cities. Presently employed, best references. Details on application. Box 519C, BROADCASTING.

**Copywriter, experienced and good typist, who can write saleable production copy.** Contact Leo A. Jythes, WBCM, Bay City, Michigan.

**Open, a permanent position in radio copy.** Past experience and good record necessary. Good speaking conditions in Keno, Wisconsin. Midway between Milwaukee and Chicago. Call or write Bill Lipman, WLIP.

Wanted: Copywriter for Florida east coast station. Must be fully acquainted with production. Good pay, top station. Call Dick Clark, WMFY, Daytona Beach, Florida.

Opportunity for good, experienced local news man on 3 man news staff in Midwest. Good Future also can gather, write and deliver local news. Starting salary $460 to $500. 4 months. Contact Box 520C, BROADCASTING.

**Chief engineer—Non-technical** maintenance engineer for one thousand watt fm station and closed circuit television on university campus. Must have a valid and current radio license. Excellent working conditions in new studios and offices. Should have at least 4 years experience, part with directional and be able to do good air work. Call C. R. Taylor, Delaware, Ohio. Phone 2-0021.

### Situations Wanted—Management

**Experience, education, energetic, reputable, reliable, and ready.** Manager, Southeast only. Box 497C, BROADCASTING.

**Executive** sound engineer, experienced radio executive five figure bracket may be available November 1st. Strong on sales, program management, and personnel handling. Currently running station rated first in large western market. Established, strong reputation and reputation. Will make you top management, or at least top management. Box 517C, BROADCASTING.

**Employed manager seeks change in Midwest.** Big on promotion and administration. Box 530C, BROADCASTING.

**Manager or sales manager.** Experienced large and small markets in sales, production, account work. First phone. Box 555C, BROADCASTING.

**Profitable, expanding operation can be built from economical start.** Interview requested. Box 556C, BROADCASTING.

**I've served over two years as general manager—this profitable operation, I personally bill over 50% of gross. I earn in five figures, and this in a depressed area. I know I can move more (and you can see) my potential exists. I'll substantiate my capacity of sales and value with credible references. If you seek and are prepared to deal with capable management—let's exchange telephonic information. Box 511C, BROADCASTING.

**First phone swinging dj—College and experience.** Prefer South Florida. Box 656C, BROADCASTING.

**Announcer, experienced, vet, run own board.** Prefer Burbank, Calif., prime Donna, Nebraska. Box 471C, BROADCASTING.

**Negro announcer, personality, 2 years experience, type program's including comedy. Reliable, dependable manager.** Box 542C, BROADCASTING.

**Natural type announcer seeks chance to relocate in east. No rock 'n roll or formal. Presently employed, best references. Details on application upon request.** Box 518C, BROADCASTING.

**Announcer, mature. Authoritative news.** School, college dj. Multi-station markets only. Box 550C, BROADCASTING.

**Sports play-by-play.** New York City area. Must be able to get into top spots. Box 552C, BROADCASTING.

**Carolina-Virginia; mature announcer-dj continuity writer; 10 years experience.** Box 553C, BROADCASTING.

**Young, aggressive, broadcasting graduate, musician and arranger, desires position as announcer, or jazz disc jockey. Full resume and tape on request.** Married. Box 555C, BROADCASTING.

**Capable, intelligent and aggressive young married dj seeks good time and lots of sun in Florida. Willing to work until I drop for the right deal. Please help me, I'm falling.** Box 498C, BROADCASTING.

**Presently rated #1. Four station market.** Top forty production—wish to relocate. Florida or California. Box 531C, BROADCASTING.

**Attention—Philadelphia stations.** 15 years as personality dj, announcer, news, P.D. Top ratings, best references. New major market. Box 544C, BROADCASTING.

**Announcer for good music station.** 15 years experience, very familiar with major market. Box 545C, BROADCASTING.

**Mature announcer, 31, married, 5½ years radio, some tv booth, available first of year, anywhere.** Both western and eastern stations which is changing ownership. Reference from employer available. Box 547C, BROADCASTING.

**Radio or tv announcer, beginner.** College degree in broadcasting. Managed Armed Forces stations. Has excellent background for news and sports. Box 548C, BROADCASTING.
**Situations Wanted—(Con'd)**

**Announcers**

Available immediately. First phone announced position in Oklahoma. Strong on news and commercials. Experienced. Box 55OC, BROADCASTING.

First phone. Relaxed morning show. Author over film. Experience. Plate salary, please! Box 560C, BROADCASTING.

Available immediately, 3 years, staff disc jockey, married, location not only. Joe Baum, Themon 2-3895, N.Y.C.


All-night disc jockey and news shift wanted, 8 years experience. B.A. Jim Dougherty, 103 Middle Road, Muscatine, Iowa. AmHerst 3-6600.

Announcer, three years experience, college, family. Informal, resonant voice—good memory. Phone Ted Ehrle, 560, Wewoka, Oklahoma.

Need a ticket? Physically handicapped announcer, with first class license. Limited number of board work. Have car. Byron Keunzel, 817 3rd St, Havre, Montana.

D-J experiences. Good ad lib personalities. Fast board. Good sell. Contact New York School of Broadcasting, 180 West 72nd Street, New York City.


**Technical**

Metropolitan announcer with first phone, sales experience. Prefer west, or southwest. Box 539C, BROADCASTING.

Technical director or chief engineer, 17 years experience, in new construction. Can handle engineering application to FCC or new construction. Presently engineer with electronics firm. Prefer midwest area. Box 525C, BROADCASTING.

Experienced on 1 kw directional, first fone with one year experience. Prefer Illinois or Wisconsin. Box 565C, BROADCASTING.

West far west, first phone, second, telegraph. Married, age 29. Any phase communications considered. Strohmeier, 238 N. 13 St, Kansas City, Kansas.

**Production-Programming, Others**

Program director available in two weeks. Veteran with varied knowledge entire broadcast field seeking position with mature, dependable operation. Box 45SC, BROADCASTING.

Married man with first phone desires position in programming with no manhã. Lively programming ideas—writes lively copy. Not a drifter. Wants a steady job with chance to move up. Can run own board. Two years experience. References. West U.S. preferred Box 445C, BROADCASTING.

Broadcaster—associated with major market station. Higher echolem changes force relocation. Experienced in radio-tv news writing, filming, editing, audio-recording, news planning, personnel utilization, handling of new studios and individual market situations. Highly recommended. Send resumes. Box 510C, BROADCASTING.

News director—associated with major market station. Higher echolem changes force relocation. Experienced in radio-tv news writing, filming, editing, audio-recording, news planning, personnel utilization, handling of new studios and individual market situations. Highly recommended. Send resumes. Box 480C, BROADCASTING.

Beginner disc jockey writes jingles, news editing, music library, mild cerebral palsy. Tape resume. Box 461C, BROADCASTING.

**Help Wanted—(Con'd)**

**Help Wanted—(Con'd)**

**Production-Programming, Others**

FM stations: AM refugee desires to use creative energies in production, programming and voice work in background. Box 515C, BROADCASTING.

Englishman, 21, Oxford graduate, author over film, has written scripts, dramas, documentaries, comedies, networked B.B.C., C.B.C., has lived in Canada two years, is available, seeks responsible position with local radio station, anywhere in U.S.A. or Canada. Possibilities. Highly successful investment reasonable capital for share of business. Box 541C, BROADCASTING.

Top broadcaster seeks years radio-tv. Exciting sportscaster always top-rated. National reputation major league baseball, football, basketball, all sports. Successfully handled tv: bowling show, commercials, daily show, etc. Family man. Stable. Tired of extensive circuit travel, not seeking play-by-play, wants in demand as mc, speaker. Box 542C, BROADCASTING.

Mature, dedicated newsmen, ready for news directorship in growing organization. 7 years experience radio-tv news. Available shortly after personal interview. Currently employed major market. Box 559C, BROADCASTING.

Currently well situated major market newscaster and experienced program director desires position as program director or news director in large Florida market. A well rounded background includes 13 years of radio and television experience in finest refer- ences. Familiar with production, personnel, and in-studio and building adult audience. Appeal programming for metropolitan sta- tion. Competitive by contacting "Director, 18681 Washburn, Detroit 21, Mich."

Girf. Trained. Write commercials, type, do limited air, have quality, good speed. Modest salary. Good worker. Alice Wireman, Gaspilly, Kentucky.

**TELEVISION**

**Help Wanted—Sales**

UHF independent station needs aggressive sales manager who will call on national agencies, plus direct local salesmen. Excellent future with incentive plan. Send complete resume to Box 365C, BROADCASTING.

Announcers

Major market midwest television station has immediate opening for announcer who also directs or is interested in training in directing, for camera and picture. Box 431C, BROADCASTING.


Wanted, announcer-director, salary plus top talent rate. East coast Florida tv station. Box 539C, BROADCASTING.

Announcer-director. Live programming ex- pansion in new million-dollar plant creates opening for versatile man who is a proven self-starter and experienced as well as capable director. Send complete resume, tape, picture. WSAV-TV, Savannah, Georgia.

**Technical**

Maintenance engineer with emphasis on microwave equipment. First class license required, with location in midwest. Good references and member of radio-tv station group. Send full details of training and experience to Box 467C, BROADCASTING.

First class engineer for transmitter and studio operation and maintenance. Network vhf located in midwest and member of group desires position in engineering field. Resume and experience to Box 463C, BROADCASTING.

Engineers with some announcing experience for fm maintenance and operation. Excellent opportunity. West Lakes area. Give full details in letter. Box 469C, BROADCASTING.

Midwest vhf has vacancy for maintenance engineering position with more years maintenance experience. Send photo, resume, and recent work history to J. H. Seide, C. E., XNP-7V, North Platte, Nebraska.

Transmitter supervisor for PT 2B8H. Apply or call should be a competent trans- missioner. Good pay for right man. Contact: Thomas Lockwood, C.E., Chief Engineer, KSWO-TV, Lawton, Oklahoma.

Television transmitter engineer, strong on maintenance, hunting, fishing, skiing. Contact Marion Cunningham, Chief Engineer, KTWO-TV, Casper, Wyoming.

Assistant chief engineer or studio operations engineer. Salary open. Prefer 2 to 3 years experience in major markets. Box 570C, C. E., Box 840 Corpus Christi, Texas.

**Situations Wanted—Management**

Broad experience all phases tv management. Strong on sales - creative, sales, family. Seek position with future. Box 484C, BROADCASTING.

Station manager. Thoroughly experienced and successful in competitive broadcasting administration—sales management—sales—programming—19 years (TV—6 years). BA degree, BA in business. CBS affili- ate tv station—sales manager—sales man in 1 million dollar market. Present opportunity for advancement too limited. Can produce effi- cient, quality, profit-making operation in larger or small market—radio or television. Have done it, I am doing it. Box 501C, BROADCASTING.

Program—production manager. Qualified, not thru friends or ambition, but thru actual work history in various fields and recent agency head. Only 26. Family of five. Box 561C, BROADCASTING.

Manager-sales manager. 17 years broadcasting same tv station, experienced and manage sales department producing among top medium market stations. College grad, veteran, married, family, civic worker. Finest national and local references. Personal interview position for this ad. Box 567C, BROADCASTING.

**Technical**

Studio technician, first phone, age 43, three years experience, weak on maintenance, exc- cellent references. Box 461C, BROADCAST- ING.

Tech school graduate, one year experience. lst phone, vet. Box 656C, BROADCASTING.

Stop gambling on new employees. Duds and hot-shots never complete our comprehen- sive production and operations pro- gram. Contact Intern Supervisor, WHIS- TV, Miami.

**Production-Programming, Others**

Young, industrious, creative producer-direc- tor opens seven year studio. Works all phases of production desires same position in larger market—excellent recommenda- tions. Box 473C, BROADCASTING.

Number 2 position in photo department. Some graphic art. lst phone. Box 551C, BROADCASTING.

Ready for production manager slot. 8 years diversified odoo experience. Can tighten up procedure, air-time. Believe ratings begin at station. Box 384C, BROADCASTING.
Situations Wanted—(Cont'd)

Production-Programming, Others

Producer-director with meaning! Four years television. Two years agency, Designing and advertising. No experience in broadcasting. Offers experience in any branch of broadcasting.

Former university instructor in television and theater desires directing position in commercial or educational television. Experienced director, scene designer, and lighting director. Geographical location unlimited. Contact: James W. Armaciott, 54 Bond St., Westminster, Maryland.


For Sale

Equipment

Three used 50 kw am broadcast transmitters, two used 5 kw transmitters, one used 1 kw transmitter. Will sell all or parts. Write for details. Box 447C, BROADCASTING.

Trailer for video tape unit or mobile control room. 18'x7'x7' two room, corrugated steel-aluminum, rockwool lined. AC generators installed, heating, ventilation, storage, cable, electric brakes, new tires. Should be seen. Details available. Box 538C, BROADCASTING.

Schafer .automatic program equipment. Used less than one year. Manufacturer's guarantee 4 years, $7,000.00. Call Clean, N.Y. 2-0181.


Gates remote—Model RDC-10 like new, with monitors and associated parts—$800.00. Cash. Mr. Martens, C.E., WENN, FA 3-2641, Birmingham, Alabama.

Tower—immediate delivery—Utility heavy duty 180' with lighting kit—dismantled—ready for shipment. WORJ, Box 2997, Jacksonville, FL 4-6896.

Centennial Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6856.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofin, 550 Fifth Avenue, N.Y.C.


Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Special sale. We're moving to our new plant in New Brighton, Minn. Several used lab and demo video monitors. 17" models $185.00 @ new warranty. Miratel, Inc., 1063 Dionne St., St. Paul, Minn.


Microwave transmission line-Anderh 1¼" and 1¾" teftlon insulated. Large quantity, complete with connectors, etc., hardware, cables and dehydrating equipment. New. Unused. Bargain. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Four legged self supporting tapered tower 185' high. First check for $500 will take United Broadcasting Company, Hotel Shoreham, Washington, D.C., CO 5-7143.

WANTED TO BUY

Radio station grossing between $70,000 and $125,000 per year. Prefer southern part of nation. Box 474C, BROADCASTING.

Will buy all or controlling interest in am station, small Ohio market. Reliable, financially, confidential. Box 595C, BROADCASTING.

Experienced broadcaster wants to buy all or part of station or cp from owner. Box 564C, BROADCASTING.

Daytimer in western states or part interest in fulltimer or daytimer. Send particulars to J. Wallace Gutzler, Attorney, Woodburn, Oregon.

Equipment

One dual channel console, used and in good condition. Two RCA 90C turntables. S. Hawes, KFPK, Los Angeles 38, California.

WANTED TO BUY—(Cont'd)

Equipment

Used uhf transmission equipment including transmitters, filters and antennas. Give full particulars including type numbers, location of equipment, channel number and price. Box 425C, BROADCASTING.

One kw am transmitter suitable for Conrail operation only. Please contact George Carlson, Engineering Director, WDSM-TV & AM, 230 East Superior Street, Duluth, Minnesota.

Do you have white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in southern California ready to go. Prefer complete station setup. Write, wire or phone Cordell Fray, 8048 Fulton Avenue, North Hollywood, California, Triangle 3-1897.


YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

☐ TF (until forbid)

RATES

☐ Situations Wanted—$2.00 per word—$2.00 minimum (Payment in advance)

☐ Help Wanted—$2.00 per word—$2.00 minimum

☐ Display ads $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ $1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ All other classifications $4.00 per word—$4.00 minimum

[No charge for blind box number]

Indicate whether Radio or TV

☐ Radio ☐ TV

HELP WANTED

☐ management ☐ sales ☐ announcers ☐ technical ☐ production-programming

SITUATIONS WANTED

☐ management ☐ sales ☐ announcers ☐ technical ☐ production-programming

ADDITIONAL CATEGORIES

☐ instructions ☐ Business Opportunity ☐ Miscellaneous

COPY

[If larger space is needed, please attach separate copy]

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed ☐ $ ☐ Bill

BROADCASTING, October 17, 1960
INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for free 40-page brochure. Grantham School of Electronics, 3133 Gillham Road, Kansas City 3, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins Radio School of Broadcasting, 2003 Inwood Road, Dallas 25, Texas.


Broadcasting—The National Academy of Broadcasting, 3338 16th St., N.W., Washington, D.C., starts new classes November 1st. Be an announcer, disc jockey—writer or producer. Phone DE 2-5580 for catalog and job list.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license. Resident class or correspondence. First class license instruction completed in five or six weeks. No added cost for added time if needed. This is the shortest, most practical and least expensive training course of its kind. Free literature. The Pathfinder Method, 3054 Hollywood Boulevard, Suite #216.

RADIO

Help Wanted—Management

Sales Executive Wanted

Community Club Awards, prestige Radio-TV promotion firm adding executive in territories. E.C. W.C., mid-West. Full time, travel, home weekends, $15,500.00 plus, 15,000 draw against expenses. CCA Station Experience a plus-regular. Available all NAB district meetings. For personal interview with appointment, Resume, pix first letter.

John C. Gilmore
P.O. Box 537
Westport, Connecticut
Phone, Capital 7-0841

Help Wanted—(Cont'd)

ANNOUNCER

Top flight with first phone for medium size growth market central California. Top station with new sound, adult music, strong local news. Wonderful opportunity for right man. Send complete resume, picture and tape cut at 7/10 ips first letter.

Box 553C, BROADCASTING

MORNING MAN

Must be solid personality DJ with good, friendly style. If you have comic approach, so much the better. No news. $7500 per annum to start.

KSTT
Davenport, Iowa

Production-Programming, Others

CONTINUITY DIRECTOR

Experienced in production spots; able to write selling copy. Permanent position, salary open. Send complete resume including starting salary, when available, etc. To Bob Wiley P.D., WAKR Radio-TV Center, Akron 20, Ohio, PO 2-8811.

RADIO

Situations Wanted—Announcers

MORNING PERSONALITY

Radio people, television people, advertising people, my wife, creditors, etc., everybody here tells me my show is big time. It is amusing, it is entertaining, it is DIFFERENT. Nielsen rates it the #1 morning show in this metropolitan area. So I'm convinced. Mr. Big Market, hear my tape and enjoy yourself.

Box 566C, BROADCASTING

Production-Programming, Others

AGGRESSIVE PROFESSIONAL

Young (25), experienced (7 years) ingenuous (Idea Man).


Box 542C, BROADCASTING

TELEVISION

Situations Wanted—Management

STATION MANAGER, SALES EXECUTIVE, FILM BUYER

Have executive ability in television administration, production, programming, sales, 15 years experience. Now employed in major market. Available after January first.

Box 564C, BROADCASTING

Production-Programming, Others

PRODUCTION MANAGER

Experienced in all phases of highest quality of graphic arts. Letterpress printing, black and white and color offset, 4-color process, extensive knowledge of handling newspaper and magazine engravings, electrotypcs, and media. Wishes to relocate with television network or agency. Write:

Box 533C, BROADCASTING.

FOR SALE

Equipment

NO. 1
IN CARTRIDGE TAPE EQUIPMENT
SEE THE NEW SPOTMASTER 500
A complete tape cartridge and self-queuing record-playback combo unit.

For details or demonstration, write

VISUAL ELECTRONICS CORP.
29 W. 50 STREET, NEW YORK 11, N.Y.

EMPLOYMENT SERVICE

JOBS IN RADIO & TV
THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—

Announcer-Engineer

Engineers-Salesmen

Announcer-Newsmen-DJ's

PROFESSIONAL PLACEMENT

458 Peachtree Arcade, Atlanta, Ga.

MISCELLANEOUS

Specializing in Broadcast Telemetry
Radio Remote Control and Multiple Systems
For

STUDIO TRANSMITTER LINKS
John A. Morely Associates
Box 3192
Woodland 7-1469
Santa Barbara, California

BROADCASTING, October 17, 1960
STATIONS

For Sale

PACIFIC NORTHWEST REGIONAL

Fine fulltime facility in good market. Valuable real estate included in price of $40,000 with 29% down and long paynt.

Box 501C, BROADCASTING

UPPER MIDWEST

1 KW Daytimer

Medium market. Grossing $75,000. Full price $120,000 29% down, balance 10 years.

Box 5520, BROADCASTING

NEVADA FULLTIME

Largest southern Nevada city, asking $80,000. Low Down payment. Long Terms. Perfect for owner-manager.

Box 5560, BROADCASTING

WANTED TO BUY

STATIONS

Management team desires to lease, buy all, or control of Eastern radio station in or near metro area. Present financial condition of property no concern. Will consider all propositions.

Box 549C, BROADCASTING

Dollar for Dollar

you can't beat a classified ad for getting top-flight personnel

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Broadcasting, October 17, 1960)

(Continued from page 101)
e. et al (all stockholders of NT&K, Inc.); without prejudice to whatever action com- may deem and, in appropriate light of any determination in (1) United States v. National Telephone Ass'ns et al., 119-287 (U.S.D.C. S. D. of New York) and Standard Radio & Telev. Pubis- Co. et al. v. Sup., Cal., California, Santa Clara Case; and (2) with respect to studies and inquiries now being considered or conducted by commission as part of its study of network broadcasting.


- Granted licenses for following fm sta- tions: WRFK(FM) Richmond, Va.; WPLR(FM) Providence, R. I.; and specifi- license covering change from noncommercial educational fm station to AM station, change in ant.-trans. location and installation new ant. and trans.

- Granted license to use old main trans. for use as aux. trans.

- Granted license to operate trans. by remote control; conditions.

- Granted license for low power station.

- Granted license for following vhf tv re- stations: BWC (TV) New York, ch 7 and 11; Belt, Mont. (KFBB-TV, ch 5, KRTY, ch 3, Great Falls, Mont.); Boysen, Wyo. (KBEL, ch 13, Hammond, and Boysen, Mont. (KKBW and KGBI), ch 9, 15 and 3, Rapid City and Lead, S. D.); Harlowton W. T., Wibaux, Mont., and specify trans. license for low power station.

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- Granted license for following fm stations: WPLR(FM) Providence, R. I.; and specifi- license covering change from noncommercial educational fm station to AM station, change in ant.-trans. location and installation new ant. and trans.

- Granted license to use old main trans. for use as aux. trans.

- Granted license to operate trans. by remote control; conditions.

- Actions of October 5

KAFY Bakersfield, Calif.—Granted as- signment of licenses to Bullys and Hearne trans.

- Granted licenses for following fm stations: WXTC Annapolis, Md. and specify studio location and deletion of remote control point; WFYA Fredericksburg, Va.

- Granted license to install new type trans.

- Granted license to operate trans. by remote control; using DA-N conditions.

- KVII-FM Tulsa, Okla.—Granted license to install new type trans.

- WDBA-FM Memphis, Tenn.—Granted license for new fm station.

License renewal


Précision

A French word that means the same thing in English: quality or state of being precise; accuracy; definiteness. It's a precise description of an Air France pilot. Exacting. Accurate. Definite. An alert mind guiding skilled hands to precise action. Everyone expects it. Everyone who's ever flown Air France finds it. They find something else, too. The same quality of precision in everything. Food that is prepared in the great French tradition. Service that is accurate, and attentive to every detail. Atmosphere that is friendly, enjoyable, and authentically French. Precisely what you want...precisely what you get...every time!
OUR RESPECTS to Lewis Berkley Davis, president of EIA

He's made a national reputation without leaving home

The new president of the Electronic Industries Assn. is one of the few top-echelon executives in American business to spend a whole career within 15 miles of his birthplace.

Lewis Berkley Davis was born in Lewisport, Ky., Oct. 27, 1911.

He started his business life in the neighboring Owensboro, Ky., in 1934, and he hasn’t moved his headquarters since.

Mr. Davis, called “Berk” by his friends, got started in electronics by playing basketball. He was center on championship teams at the U. of Kentucky.

At the time the president of Ken-Rad Tube & Lamp Co., of Owensboro, was a red-hot basketball fan. When Mr. Davis graduated in 1934 with a degree in engineering, the Ken-Rad boss saw a chance to get a fledgling engineer and, more important, a piece of polished talent for the company’s professional basketball team.

Big Break During the early stages of his association with Ken-Rad, then a well-known manufacturer of radio receiving tubes, Mr. Davis played basketball and simultaneously advanced in engineering. He got his first important executive break when the U.S. Navy asked Ken-Rad to set up facilities for manufacturing transmitting tubes.

The job of putting Ken-Rad in the transmitting tube business was given to Mr. Davis and with it the title of chief engineer. By Dec. 7, 1941, when the Japanese struck Pearl Harbor, Mr. Davis had Ken-Rad turning out Navy tubes on schedule.

From then on Mr. Davis took on more and more responsibility. He was manager of Owensboro operations for Ken-Rad when the company was acquired by General Electric in 1945. In December 1949 he was made general manager of all of GE’s receiving tube operations, responsible for a whole complex of plants in Owensboro, Tell City and Huntingburg, Ind., and in Anniston, Ala.

In 1956 Mr. Davis was named general manager of the newly-formed Electronic Components Div., the job he still holds, and in 1960 was elected a vice president of GE.

The division that Mr. Davis heads produces in the whole range of tubes and semi-conductors. It makes television picture tubes, radio receiving tubes, power tubes, transistors, rectifiers and specialized components.

The Big Problems As the new president of the electronics association (he succeeded David R. Hull, formerly of Raytheon and now of Hoffman Electronics, last May), Mr. Davis sees two vital problems facing the electronics industry.

The first is the growing volume of imports, especially from Japan. Last year, Mr. Davis noted recently, 50% of all small transistor radios sold in the United States were Japanese.

The second problem is the fear of lost markets because of fast changing technology. “Things happen so fast today,” Mr. Davis said, “that unless a manufacturer keeps up with new developments and research, he’s likely to wake up one morning and find his market pre-empted by another and better item.”

Mr. Davis is optimistic about radio and television in this decade. He expects manufacturers to break out of their present sales plateau with new products like wall television sets and wrist-watch radios.

He is a firm believer in EIA’s position on the need for a broad study of uses of the radio spectrum to find out if more efficient allocations to various services can be made. He also joins EIA in opposition to proposals that manufacturers be required by law to produce all-channel tv sets capable of receiving both uhf and vhf transmissions.

Mr. Davis believes that another major problem of the day is keeping costs in line. “The achievement of cost reduction in the face of constantly necessary and expensive technological improvement on the one hand and ever stiffer competition on the other will continue to be the single most important objective within the industry,” he said.

Activity Man Mr. Davis has been active in community as well as business affairs.

He served as a member of the Owensboro Board of Education for three years and as a city commissioner for two two-year terms. He is past president of the Owensboro Chamber of Commerce and of Associated Industries of Kentucky. He is chairman of the Owensboro-Daviess County Industrial Foundation and president of the alumni association of the U. of Kentucky. He is a member of the Institute of Radio Engineers and of Alpha Sigma Phi, college social fraternity.

Mr. Davis married Elizabeth Miller of Rumsey, Ky., in 1942. They have two children, a 16-year-old son and 10-year-old daughter.

For relaxation, Mr. Davis plays golf in the low eighties ("sometimes in the high seventies"), and he water skis on the Ohio River which is near his home.
Spirals and statistics

WINS New York is sold for $10 million. A week later WMGM New York is sold for $11 million. And once again conversations turn to the spiral of station prices.

Is there no limit in sight? Are station prices inflated? Can the buyer who pays $10 million or more for a radio station hope to make a reasonable return?

The answers to those questions, in order, seem to be: yes, no and probably. At least those answers seem sensible in the light of forecasts by Arno Johnson, J. Walter Thompson's respected economist.

Mr. Johnson, at the annual conference of the Advertising Research Foundation, predicted that total advertising expenditures would rise to $13 billion in 1961 and to $25 billion in 1971 (Broadcasting, Oct. 10). If he turns out to be anywhere near right, it means that television and radio revenue will more than double in the next 10 years, even if neither takes a proportionately bigger share of total advertising than it has been taking.

Total advertising volume in 1959 was about $11.1 billion, according to McCann-Erickson's estimates for Printers' Ink. Television took $1.5 billion, or 13.5% of the total, and radio took $643 million, or 5.7%.

Assume that Mr. Johnson's predictions are correct. Television volume will increase by some $250 million per year and radio volume will increase by nearly $100 million, if both do no more than hold their present percentages of the total advertising economy. In 10 years television will increase by $1.8 billion over its 1959 record and radio by $782 million—both more than doubling in volume.

With projections like these, it is possible to believe that a few years from now the purchases of WINS and WMGM may look like bargains.

Nyet

THE appearance of Premier Khrushchev on David Susskind's syndicated Open End on WNTA-TV New York and other tv and radio stations a week ago raises questions which, perhaps fortunately, do not arise very often. In reviewing them we find ourselves in accord with the station on basic principles but not, regretfully, on the end result.

The first question is whether Premier Khrushchev should have been invited in the first place. Note that we say "should have been." Under the Constitution, any station's or network's right in inviting him is not open to question—a fact that State Dept. officials flagrantly ignored when they asked the tv networks (but not, apparently, WNTA-TV or Mr. Susskind) to forego special programs that would give Mr. Khrushchev a platform for his propaganda.

We do not buy that "platform" argument for a moment. WNTA-TV and the other stations no more provided a platform than did the newspapers that stationed men under Mr. Khrushchev's Park Avenue balcony and reported in endless columns whatever propaganda he cared to mouth whenever he cared to come out and mouth it. A studio is no more a platform than is a balcony when both are used for the same purpose, but if the State Dept. asked newspapers to lay off, they were sensible enough to ignore the suggestion.

Our complaint is with the handling of the "interview"—with what came out on the screen. Mr. Susskind's talents as a showman are well known; his credentials as a newsman are negligible if not nonexistent. Despite what we are sure were commendable efforts to bone up for the performance, he was woefully overmatched against the Russian premier. His first mistake, then, was not in inviting Mr. Khrushchev but in deciding to take him on himself.

His second and perhaps equally disastrous mistake was his decision, conscious or not, to turn the interview into a debate. Mr. Susskind acted as if the whole free world were depending on him. The free world is exposed to many hazards, but this should not be one of them. We would hate to think that the free world suffered from Mr. Susskind's performance, but we cannot think it gained anything. The substitution of an accomplished newsman would have given the program far more weight, balance and authority.

There was one other mistake that was regrettable from the standpoint of good taste if nothing more serious. This was the decision to insert anti-communist plugs for Radio Free Europe in place of the commercials for the Open End. The roundtable discussion by newsmen immediately following the program was an excellent and effective method of putting Mr. Khrushchev's remarks in perspective. But interrupting the program to present what amounted to disclaimers was distasteful, quite apart from whatever propagandistic value it may have for the communists.

Fortunately, as we suggested, broadcasters do not have to decide every day whether to present the likes of the Russian premier. If there is a lesson in the Open End episode, it is that in broadcast journalism in any other kind there is no substitute for trained and talented newsmen.

Punishment enough

THE tragic case of former FCC Commissioner Richard A. Mack lingers. Since his forced resignation from the FCC two and a half years ago, during which he has been under indictment for conspiracy in the Miami tv cases, he has been in and out of hospitals. When the thricerepostoned conspiracy trial was called in Washington two weeks ago, he was in the Broward County Hospital in Fort Lauderdale and, according to physicians, in serious condition.

There is no plausible defense for the actions of the former FCC member while he was in office. Judge Alexander Holtzoff, of the Federal District Court, has commented on his intemperate use of alcohol. Court appointed physicians last week reported that he is a chronic alcoholic, too sick to be tried. They said he probably has anemia and cirrhosis of the liver.

The career of Richard Mack ended with his forced resignation. He has not been gainfully employed since. The conspiracy case against him ought to be quashed. He has paid his debt. No useful purpose can be served in an agonizing trial of a man who already has arranged his own punishment.

"Now with this model, refrigerator raiders won't miss the commercials!"
RTNDA Judges WOOD-TV Editorials Best, Cites WOOD RADIO Documentary

Last week, the Radio and Television News Directors Association gave top award to WOOD-TV for its series of editorials during 1959.

At the same time, RTNDA awarded a special citation to WOOD Radio for its documentary of a community skid row problem, "THE WASTED WORLD."

WOOD and WOOD-TV editorials are the work of News Director Dick Cheverten. His News Department turns up leads and helps on research. Station management approves all material prior to broadcast, but WOOD and WOOD-TV editorials are essentially Dick's. He has a fine writing ability and a believable air personality. He's honest and fair but has the ability to get hot under the collar over a situation that is cockeyed. We're grateful to RTNDA for the recognition given our editorials and awfully glad we've got a fellow like Dick working for us.

WASTED WORLD is the work of WOOD reporter Del Blumenshine. For one week of a Michigan winter, he lived as a bum named "Doc Bennett" on skid row. He slept in the two-bit flop houses, ate mission food, drank cheap wine and sterno with his new-found buddies—all while recording on a miniature tape machine. The result was an extremely accurate picture of a community problem that has since been much improved. We're equally proud of Del's recognition by RTNDA and of his enterprise, perceptiveness and disdain for comfort that led to his citation.

Willard Schroeder
PRESIDENT & GENERAL MANAGER

WOOD AM

WOODland Center, Grand Rapids, Michigan
WOOD-TV—NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio—NBC.
CAPTURES THE
ADVENTURE
EXCITEMENT
ROMANCE
of America's fabulous playground!

Stories of the man hired to
“KEEP TROUBLE
OUT OF MIAMI!”

ACTION! DRAMA!
From Oceanfront To The Everglades!

“Miami Undercover”

starring
LEE BOWMAN
as Jeff Thompson

with
ROCKY GRAZIANO
as “Rocky”

FILMED ON LOCATION IN MIAMI!
Against a background of luxurious hotels, exotic nightclubs
... interesting people seeking fun and excitement! A gay care-
free resort that must be kept free of undesirable guests, em-
barrassing scandal, crime of any sort!
Here is superb television entertainment destined to be the
season’s most unusual success. The Ziv-UA man can tell you
if your market is still open.