Kennedy's stock got the greater boost the debates, says Sindlinger 27
hearing on alleged concert frauds 70
Toronto families spend 80 cents a week for movies on Telemeter's toll tv 62
The Texas lawyer who is investigating election activity; meet Creekmore Fath 50

Hip Hip
Hooper-Ray!
Look here
Mr. "K"

There's a summit Meeting in Big "D"
happening any day!

Buy K-BOX... the Dallas tiger now!

The Balaban Station serving Dallas
Sold Nationally by THE KATZ Agency, Inc.
C. E. HOOPER FIGURES

K-BOX Dallas KONO San Antonio
K-NUZ Houston KXOL Ft. Worth

A Texas Quadrangle Station

- - - - BALABAN RESEARCH PROJECTION
IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO
delivers more for the money

Peach orchards, Stanislaus County

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

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

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

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

(Nielsen & SR&D)
*Sales Management's 1960 Survey of Buying Power

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE
VITAL BUY/6TH CITY/KTRK-TV HOUSTON
tomorrow's selling is here today

in the LANCASTER/HARRISBURG/YORK market

WGAL-TV

This station with its multi-city coverage looks to the future. It's your profit buy for today and tomorrow, because it is the outstanding favorite in these three metropolitan areas, plus many other communities.

A LOOK INTO THE FUTURE

Now in planning stage for Chicago's Loop is world's tallest apartment house. 60-story twin circular towers are to contain 896 units; 900-car parking ramp to spiral first 18 floors.
Ad agency stock

Don't look for action right away, but McCann-Erickson, one of advertising's most organization-conscious agencies, reportedly is thinking of becoming publicly owned. That at least is substance of reports coming out of Wall Street (agency is now employee-owned). If decided upon, move presumably would be made primarily for usual reason—additional capital for long-range expansion—but officials reportedly are not overlooking subsidiary effect of helping to improve advertising's public image by getting more people interested in, and aware of, what advertising does and how it works.

Dalton heads NCTV


Mr. Dalton's reported selection three weeks ago by NCTA board in Denver, culminated long search for top level spokesman and Washington contact head. Formerly with National Assn. of Manufacturers, he became head of Rayon Institute-Tyrex in 1958.

AFTRA relaxes demands

American Federation of Television & Radio Artists is reported to have reduced its demands considerably in crucial "wild spot" area, but management thinks this is still far too high (story, page 54). AFTRA's initial demands (BROADCASTING, Oct. 3 et seq.) were calculated to raise talent fees to more than 400%, its latest proposals still will hike fees to more than 300%—even if advertiser launches extensive campaign and obtains package discount rate.

Sources close to negotiations said AFTRA's latest proposals are still tied to its new unit system, based on population of 22 major cities, but dollar rate has been cut. In its original demands, AFTRA stipulated $15.80 would be dollar rate on all buys; now it is seeking rate of $15 each for first 10 units; $7.50 for each unit above first 10 and up to 100 units, and $1 per unit for all subsequent units. If sponsor bought spot schedule in 150 markets, his cost for each principal performer would rise from present $312 to $950. AFTRA's theory: tie talent fees to number of viewers in market—just like station rate cards.

From Capitol Hill

Jolt of week from Sen. Yarborough's election subcommittee was unexpected request to ABC network for explanation of way it handles program libel insurance. Creekmore Fath, subcommittee counsel, said letter was based on incident in which columnist Drew Pearson was offered $500 to sub for ill Walter Winchell on Oct. 23 Hazel Bishop election forecast program. He said Pearson would have been forced to pay $1,500 for insurance to collect $500 fee. Network is noncommittal on subject.

Rating raids

Files of rating companies are getting close scrutiny by Federal Trade Commission, engaged in look at way stations use ratings in their promotion. Special attention given correspondence between companies and subscriber stations.

Border bonus

Stemming from conference in Mexico City during week of Oct. 24 will be exchange of notes between two governments within next fortnight making available three dozen additional vhf tv assignments in border zones of both countries. Assignments would be in accord with standards hereafter with which are consistent with U. S. separations. No changes in present channel assignments either in Mexico or U. S. are indicated, since assignments will merely earmark new locations available for future allocation. Of three dozen new locations for v's, dozen would be on U. S. side—most of them in areas in which station operations now would not be regarded as economically attractive.

After it's all over

Post-election activity at FCC will include consideration of two vexatious problems—license renewal requirements and station requests for renewals. FCC Chairman Ford has placed these topics on agenda next week (Monday, Nov. 14) presumably to remain unfinished business until conclusive actions are taken.

Whole question of promise vs. performance is involved in license renewal forms, revision of which has been under consideration for two years. It's known emphasis will be placed on narrative presentations in seeking renewal. Based upon stations' appraisal of its community requirements, but there's no assurance that FCC will evaluate program category requirements (percentages of time to be devoted to each) or counting of spots as indicated by so-called "program interruptions."

Tab for broadcasters

Committee arranging Jan. 20 Presidential inaugural wants to force network news departments to help pay for cost of high stands across street from White House, where tv cameras work on upper deck. It's meeting stiff resistance however. Networks point out that seats in stands are sold to public; that newsreel and still photographers as well as reporters are perched at same spot; that independent stations also use facilities. Lewis Shollenberger, head of Radio-Tv Correspondents Galleries, told committee this stand is expensive to build because of large number of seats sold, not because of tv. He added tv won't put up with unfair treatment. Networks, incidentally, donate to inaugural guaranty fund.

State Dept. aloof

Despite continuing repercussions to the Krushchev-Susskind performance of Oct. 9 originated by WNTA-TV New York, U. S. government intends to keep its hands strictly off public interviews with visiting chiefs of state. Suggestions that State Dept. supervise such public interviews have been met informally with observation that freedom of our public media shouldn't be sacrificed for any temporary advantage that might be gained in attempting to control public appearances of foreign visitors.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.
Somebody went network and stayed local

"Somebody" like WJQS in Jackson, Miss., a station that had a wallet-stuffing boost in business of 100% since they became a Mutual affiliate. As Lew Heilbroner, General Manager, puts it: "We did not know what we were missing before we signed with Mutual. WJQS now does more local business than any other station in Jackson."

There's money for YOU in a Mutual Radio Network affiliation. Mutual gives you the most and requires the least. Mutual gives you 12 hours of news weekly to sell locally — Mutual asks 12 hours of local time for their use. Your station has the Mutual advantage, too — the prestige of world-wide network news, plus sports and music. And you are still free to do your own profitable local programming — personalities, features, immediate area coverage.

Go network — stay local — that's the Mutual success story.

MUTUAL RADIO NETWORK
A Service to Independent Stations
Subsidiary of Minnesota Mining and Manufacturing Company
A question that will be asked long after the election, Who won the 'great debates'? now yields to extensive research by Sindlinger & Co. The main finding: Kennedy gained, Nixon lost prestige and following. Also what the candidates think of debates. See . . .

WHO WON THE ‘GREAT DEBATES’? . . . 27

It's costing the average family 80 cents a week to get movies on pay TV in Etobicoke, Ont., at least two-thirds of subscribers use toll service at least once a week. A look into wired Telemeter in Toronto suburb. See . . .

WHAT CANADA PAYS FOR PAY TV . . . 62

The serious charge of "fraud" was directed at KWK St. Louis last week by the FCC. Station ordered to revocation hearing because of complaints centering around conduct of contests. Station flatly denies charges. See . . .

KWK CALLED TO FCC WOODSHE D . . . 70

Broadcasters enter final hours of the political campaign with elaborate preparations to feed returns to public. Parties pour last-minute money into timebuys in effort to sway the uncertain and hold the certain votes. See . . .

POLITICS DOWN HOME STRETCH . . . 46

Voters are becoming highly aware of balanced presentation of political issues. An FCC official in the know says news exemption and suspension of Sec. 315 during campaign have created a new climate. And FCC handed down an opinion in the case of Ike's California speech, which drew Senate subcommittee queries. See . . .

SEC. 315-1960 STYLE . . . 48

Congress has been out of town but a new Washington figure probing deep into broadcasters' problems is operating on Capitol Hill. He's Creekmore Fath, Texas lawyer investigating election activities. See . . .

NEAREST MAN ON A HOT SEAT . . . 50

Pattern of labor negotiations between talent unions and networks following traditional lines—employees asking too much, employers offering too little. National discussions held up as parties touch local aspects. See . . .

WHERE DO YOU START FROM? . . . . 54

An answer to research problems—more careful interpretation, less emphasis on conclusions. This formula is advanced by Kenneth E. Runyon, of Gardner Adv., St. Louis, in an article dealing with the proper use of research. Questions, too, should be improved. See . . .

MONDAY MEMO . . . . 18

The latest in tv advertising techniques occupied last week's meeting of American Assn. of Advertising Agencies, in New York. Greater skill in processing and planning of tv commercials advocated. Need of cooperation between agencies and producers stressed. See . . .

SEARCH FOR NEW TV METHODS . . . 30

Savings and loan associations are finding television an effective advertising medium, buying more programs and announcements, according to Television Bureau of Advertising. TVB starts campaign to bring more of these institutions into the tv fold. See . . .

TV ADS CAN SELL MONEY, TOO . . . 36

A case for Perry Mason, or the tribulations of a station that changes format. Intricate details of a promotion by KRLA Pasadena, Calif., heard by FCC in renewal case growing out of "Find Perry Allen" contest designed to tell Southern California about new format. See . . .

KLRA OFFERS ITS DEFENSE . . . 80

All eyes are on the ionosphere. Dreams of generations are materializing as newest Explorer missile with sophisticated instrumentation sends down the secrets of the sky. Seventy-seven types of data are being transmitted. See . . .

EYE-VIEW OF THE IONOSPHERE . . . 86
when you think of Kansas City remember our H. P.

Farm Lots... Meetings, Too

Wading through stockyards, feedlots, attending county farm meetings and dealer sales meetings, KCMO Farm Director George Stephens and Farm Reporter Paul Pippert gather the news where it happens... when it happens.

By objectively analyzing, interpreting and reporting all agricultural events, farmers within our 200-mile-wide area gain greater insight on markets and new farm developments.

That's why farm folk (and thousands of decision-making absentee farm owners living in Metropolitan Kansas City) consider KCMO-Radio and KCMO-TV "musts" for up-to-the-minute farm coverage.

Beaming out at maximum power, KCMO-Radio (50,000 watts, reaching 800,070 homes) and KCMO-TV (100,000 watts, invited into 616,940 homes) give you our entire area potential of 2,320,499 cash customers at low cost-per-thousand.

Kansas City MO TV-Radio-FM


Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.
KRLA renewal probe hears log details

Edwin V. Schulz was solely responsible for adding Thought for the Day as daily two-minute religious program to program logs of KRLA Pasadena, Calif., for week of Oct. 18-24, 1959, according to affidavit made by Mr. Schulz on Feb. 5, 1960. FCC hearing on license renewal of KRLA was told Friday (earlier story, page 70). Question as to whether additions to program logs were made contrary to fact and for purpose of deceiving FCC was raised in letter to Mr. Schulz, then general manager of KRLA, by commission on Dec. 16, 1959.

Donald Cooke, owner of KRLA, testified that he had not known there was any question about KRLA logs prior to commission letter. In Jan. 1960 he went to Los Angeles to investigate this and other questions raised by commission with Mr. Schulz and Herb Hieman, production director. In Mr. Schulz' affidavit, in section read into record by Thomas B. Dowd, KRLA counsel, Mr. Schulz accepted "full responsibility" for adding Thought for the Day to Oct. 18-24 program logs.

Section said:

"There was no intention to mislead the commission by the addition of these notations, but in fact the additions were made to reflect what had actually taken place . . . the broadcast of Thought for the Day as a regular feature commenced during the second week of Oct. 1959. Unfortunately the traffic department did not receive instructions to schedule announcements on the program logs. When the analysis was completed it was noted that that analysis did not reflect any religious programming which we knew to be contrary to the actual facts. Pursuant to my instructions the notation with respect to Thought for the Day was added to the program logs . . . my decision was made without instruction from or advice to Donald Cooke."

Four days later, Mr. Cooke testified, he accepted Mr. Schulz' resignation. Suit filed by Mr. Schulz against KRLA for breach of contract is pending.

WMCA, GOP at impasse over Kennedy editorial

Stations all over nation were wrapping up extensive plans for coverage of election returns as weekend approached. Assembled facilities and personnel were well ahead of past elections (election coverage starts page 27).

Epitome of equality

Rex Howell, KRXE-AM-FM-TV Grand Junction, Colo., has come up with new technique designed to maintain high level of broadcast influence on electorate.

"In order that we may not contribute to any post facto influence from eastern states bearing upon the outcome of the election, KRXE-AM-FM-TV will not broadcast predictions of election based on electronic computers as released by networks prior to the closing of the polls in our time zone," he said.

Late Friday Straus Broadcasting group (WMCA, New York, WBNY, Buffalo) had failed to reach agreement with GOP on spokesman to answer station's editorial endorsing Sen. Kennedy (see page 52). GOP had proposed Sen. Jacob Javits of New York to answer editorial for Nixon-Lodge ticket. Negotiations broke down when GOP refused to accept station's condition that Javits appearance would be full and complete satisfaction of stations' fairness obligation.

Cancellation by GOP creates net problem

Four advertisers over weekend were resolving potentially political-charged network problems into which they'd been forced. As consequence, CBS-TV was left dancing jig with GOP (early story page 46). This was as of late Friday evening:

General Foods and P. Lorillard retracted initial positions of refusing to reinstate Haldeman for regular time period (10-10:30 p.m.) Nov. 7 to permit half-hour reduction in Republicans' initial 10-11 p.m. preemption. They did so only after special appeal from GOP with CBS-TV up to that point sticking to its commitment. (GF and Lorillard had known of order, verbally in April and confirmed in August and thus had not budgeted for Nov. 7 half-hour show.)

GOP, in meantime, reserved 11:30-midnight on CBS-TV hoping to bracket election eve telecast of Sens. Kennedy and Johnson (Kennedy-Johnson have 11-11:30). This Republicans abandoned when they began negotiating with CBS-TV for preemption of General Electric's Theatre (Sun., Nov. 6, 9-9:30) but there GOP ran into cost snag—because of lateness in order, such preemption costs as promotion and advertising of show (was to star Gene Tierney that night) had been included and half-hour period had gone up reportedly to more than $125,000 in costs. As of late Friday (Nov. 4), GOP hadn't decided whether to preempt.

Firestone Tire & Rubber Co. suddenly asked to withdraw from its Nov. 4 Eyewitness to History program (CBS-TV) because of program's concentration on election format (Firestone is 52-week sponsor of series).

It appeared that on election eve GOP's 10:30-11 p.m. show on CBS-TV will be taped and then played on ABC TV and NBC-TV against Kennedy-Johnson's 11-11:30 program on CBS-TV.

Broadcasters, FCC study payola rules

Attitude of broadcasting industry toward new laws covering sponsorship identification and payola was made known to FCC Friday at meeting between network and NAB representatives and FCC Broadcast Bureau staff.

This was second such fact-finding exploration on subject of revised Sect. 317 and new Sec. 508 of Communications Act, passed by 86th Congress last Aug. First was with motion picture film producers two months ago (Broadcasting, Sept. 26).

Gist of meeting was broadcasters' feeling that new regulations do not cover filmed and taped programs begun before Sept. 13; that they do not embrace feature films made for theatrical exhibition and that rules should, perhaps, be made simple so "body of cases can be built up.

Broadcast representatives were asked to submit written statements on their viewpoints in three weeks, leading to belief that proposed rules may be forthcoming within month.

FCC staff was headed by Harold G. Cowgill, Broadcast Bureau chief, and included Joseph N. Nelson, Dee Pincock, Ashbrook P. Bryant, among others.

FCC vacates initial grant on N. Y. fm channel

Grant of last fm facility available in New York City hung in balance last week when FCC vacated its 1958 initial decision awarding construction permit to New Broadcasting Co., licensee of WLIR New York. Commission sent three original applications back to hearing examiner to determine what efforts
**WEEK'S HEADLINERS**

**John B. Burns**, director of national sales for MGM-TV, promoted to newly-created position of general sales manager. Mr. Burns, who will supervise all MGM-TV sales divisions in his new post, joined company in April, 1959, after serving as vp and director of national sales for ABC Films Inc. Announcement was made simultaneously with resignation of vp George Shupert.

**Mr. Burns**

John S. Graetzer Jr. and John Goodwillie elected executive vps of C. J. La Roche & Co., N. Y. Mr. Graetzer, contact supervisor on Norelco, joined agency in 1952 as member of contact department. Elected vp in 1958, he will now head contact department. Mr. Goodwillie became account supervisor in 1956 and vp two years later. In addition to his new post of executive vp, he has been named vice-chairman of plans board.

**Mr. Graetzer**

**Mr. Goodwillie**

**Sam Pierce**, Guild, Bascom & Bonfigli consultant on programs, named director of tv programming. Agency last year had $13 million in spot and network tv programming. Mr. Pierce, who will be sole executive in tv department responsible for programming, started in radio in 1933 as staff announcer. He joined Lennen & Newell in 1940 as manager of west coast in charge of radio. He went to Ruthrauff & Ryan, Hollywood, in 1941. He was elected vp following year. Later, on free-lance basis, he wrote and produced radio and tv programs. In new position, Mr. Pierce headquarters in GB&B's Hollywood office.

**Mr. Pierce**

Plea filed to reopen Petersburg, Va., ch. 8

FCC was asked Friday to reopen six-year old Petersburg, Va., ch. 8 case. Petition for reopening was filed by Southside Virginia Telecasting Corp., unsuccessful applicant in 1954 case. Request to reopen hearing was based on alleged ex parte representations by Petersburg Telecasting Corp. (WXEX-TV) principal Thomas G. Tinsley Jr. with FCC Commissioner Robert E. Lee as reported in 1956 before House Small Business Committee. Mr. Tinsley owns also WITH-AM-FM Baltimore and WLEE Richmond, Va.

Petersburg Television Corp. won grant Oct. 1, 1954, by vote of 3 to 2, with two commissioners abstaining. FCC decision reversed examiner's recommendation in favor of Southside. This is second move by Southside to recapture Petersburg ch. 8. Early in September it filed application for Petersburg vhf channel on top of renewal application by WXEX-TV (BROADCASTING, Sept. 12).

Southside is owned principally by Louis H. Peterson, owner of WSSV Petersburg, WNOR Norfolk and with 21% interest in WLVA-AM-TV Lynchburg, Va.

Announcer sues KXTV (TV)

Tv announcer Bob Stone has filed $100,000 damage suit in Superior Court at Sacramento, Calif., against strike-bound KXTV (TV) there. Mr. Stone claims Corinthian station is using previously-made video tape without his approval and without pay, thus forcing him into "involuntary servitude" and "strike-breaking against myself." Besides damages for "unfair competition, breach of contract and libel," suit asks for injunction to stop use of tape. Strike of 10 AFTRA and 32 NABET employees began Sept. 26. Corinthian headquarters in New York declined comment Friday.

Sign payola decrees

Three more record distributors have agreed to stop engaging in payola, Federal Trade Commission announced Friday. Signing consent judgments were: Scepter Music Inc. and Old Town Record Corp. (both New York, and B&B Distributing Co., Detroit. This brings to 83 the number of payola complaints settled. There were 102 issued by FTC during its campaign against this under-the-counter activity.

Zenith earnings off

Zenith Radio Corp. Friday reported estimated net consolidated earnings of $8,577,752 ($2.88 per share) for itself and subsidiaries during first nine months ended Sept. 30, compared with $9,319,921 ($3.50 per share) for like period last year. Consolidated sales (for almost exclusively civilian products) reached $183,952,012, rising 45% over $175,990,037 in 1959. Decline in profits was attributed to continuation of "unrealistic pricing and liquidations" on part of "several principal competitors," plus August strike and high starting costs and delays in producing new cathode ray tubes at Rauland plant. Third quarter profits and earnings were $3,268,287 and $65,688,191 respectively.

Business Briefly...

Probable touch of spot Stations that backed up Esquire tv network promotion of "no odor" and "brighter than bright" shoe-polish improvements appear likely bets for more business as Esquire aggressively adds to and upgrades line. President Irving J. Bottner has unveiled Touch of Magic, plastic-packaged liquid polish with self applicator that will sell for 49c. More innovations are to come, but Esquire's agency, Mogul Williams Lewin & Saylor, is not ready to disclose plans.
(Just a matter of Relativity)

- CHARLOTTE IS FIRST TV MARKET IN ENTIRE SOUTHEAST WITH 636,900 TV HOMES*

- WBTV DELIVERS 55.3% MORE TELEVISION HOMES THAN CHARLOTTE STATION “B”***

*Television Magazine—Sept. 1960
**ARB 1960 Coverage Study—
Average Daily Total Homes Delivered

LET'S COMPARE MARKETS!

<table>
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<th>City</th>
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<tr>
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JEFFERSON STANDARD BROADCASTING COMPANY

WBTV
CHANNEL 3 © CHARLOTTE
There's more to Florida...
There's **WJXT** in Jacksonville, where the most alluring curves are found on sales reports! Only **WJXT** reaches out to cover the *entire* booming Northeast Florida—South Georgia region. With 65 vs. 39 county coverage . . . **WJXT** consistently delivers *more* viewers, *more* coverage, *more* value to advertisers!

**WJXT**

**JACKSONVILLE, FLORIDA**

Represented by CBS Television Spot Sales

---

Operated by The Washington Post Broadcast Division:

**WJXT** channel 4, Jacksonville, Florida  **WTOP RADIO** Washington, D.C.  **WTOP-TV** channel 9, Washington, D.C.
DATEBOOK
A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

NOVEMBER
Nov. 7—Hollywood Advertising Club Luncheon, Robert J. Bauer, president of the Better Business Bureau of Los Angeles will discuss his organization and the way in which it works to promote truth and good taste in advertising. Hollywood Roosevelt Hotel at noon.

Nov. 9—Maine Assn. of Broadcasters annual meeting and election of officers. Paul Offner, general manager of WBZ Boston, will be guest speaker. Stork's Restaurant, 140 Middle St., Lewiston, Me.

Nov. 9—Western States Advertising Agencies Assn. informal round table discussions on “Solving New Problems of Agency Operations.” Nikakob Restaurant, 9th and Western Ave., Los Angeles, 6 p.m.

Nov. 10—WSBK Radio-Television News Broadcasting Conference, held in association with the Henry W. Grady School of Journalism of the University of Georgia. Creative contests will be a feature of the broadcast-newscast educational session. WSBK-AM-TV Atlanta.

Nov. 10—Nov. 11—North Dakota Broadcasters Assn. annual meeting. Gardner Hotel. Fargo, N.D.

Nov. 12-16—Assoc. of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

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

Nov. 14-16—Broadcasters’ Promotion Assn. annual convention. Sheraton Charles Hotel, New Orleans. 36th national convention. Robert W. Sarcoff, NBC board chairman, will be keynote speaker. Among topics: on-air promotion TV, budgets, merchandising, FCC’s and other probes, audience surveys and the role of video tape, graphic arts and motion pictures.

Nov. 15—Radio & Television Executives Society’s timebuying and selling luncheon. Premiere, New York, 3:15 p.m. Details for first program to be announced.

Nov. 15—Television Board of Advertisers’ Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 16—Radio & Television Executives Society’s newsmaker luncheon. Roosevelt Hotel, New York.

Nov. 17-18—Tennessee Assn. of Broadcasters meeting. Peabody Hotel, Memphis.


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

Nov. 18—Television Bureau of Advertising, membership luncheon, Waldorf-Astoria Hotel, New York. Speaker will be Leslie B. WorthINGTON, president of U.S. Steel.

Nov. 18—Tennessee AP Broadcasters meeting. Hotel Peabody, Memphis.

Nov. 18-19—Oklahoma Assn. of Broadcasters meeting. Salem, Ore.

Nov. 18-19—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 ABC board chairman and James Beach, ABC vice president.

Nov. 18-19—Oregon Assn. of Broadcasters meeting. Salem, Ore.

Nov. 19-20—South Carolina UPI Broadcasters fall meeting. Wade Hampton Hotel, Columbia, S. C.

Nov. 22—Hollywood Ad Club luncheon at Hollywood Roosevelt Hotel. Jerome Guild, designer, will discuss “Importance of Packaging.”

Nov. 22—Radio & Television Executives Society’s timebuying and selling luncheon. Seminar, Matthew J. (Joe) Culligan, McCann Erickson, will moderate and Art Durham, Fuller & Smith & Ross, and Rodney Jackson, Erickson Assoc., will discuss whether or not network TV can have both quality and quantity. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Nov. 23-27—National Assn. of Television & Radio FarmDirectors annual meeting, Conrad Hilton Hotel, Chicago.


Nov. 26—Deadline for reply comments in FCC’s rulemaking proceeding to drop in vhf channels at less than present minimum mileage separations. Docket 13340.

Nov. 28—Radio & Television Executives Society’s timebuying and selling luncheon. Maury Long, Broadcasting magazine, will moderate, and Bill Quarto, CRT, Capa Ritas, and Bob Bordey, WTOP Washington, will discuss how trade paper advertising helps them. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Nov. 30—American Assn. of Advertising Agencies east central region annual meeting. Statler Hilton Hotel, Detroit.

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

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

Dec. 6—Radio & Television Executives Society’s timebuying and selling luncheon. Lawrence A. Johnson, Television Information Office, will moderate and C. Wrede Petersmyer and Herman Land, Corinthian Broadcasting Corp., are among participants.


NAB Fall Conferences
Nov. 21-22—Edgewater Beach, Chicago
Nov. 25-26—Biltmore Hotel, New York

AFA 1961 Conventions

Feb. 1—AFA annual mid-winter conference and convention. Statler-Hilton Hotel, Washington, D.C.

April 6-7—AFA 1st district convention, Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—AFA 4th district convention, Davenport Plaza Hotel, Miami.

April 21-22—AFA 8th district convention, Savery Hotel, Des Moines, Iowa.

May 27-31—AFA 5th annual convention, Sheraton Park Hotel, Washington, D.C.
There are plenty of sad little Cinderellas in television today...almost all of them commercials. It may be human nature to be carried away by the glamour and glitter of a network show, but don’t get carried too far. ... We at Ayer believe that the three minutes that sell the product should be among the most exciting and compelling of the program. In our book, the only profit vehicle is the coach and four. We have no place for pumpkins.

The commercial is the payoff. N. W. AYER & SON, INC.
who?
Close to ten million viewers each week—that's who!—watch The Late Show on the five CBS Owned television stations. That's a 20% larger audience per night than last year. And 21% larger than for the nearest late-evening competition!

Contact CBS Television Spot Sales. Because, on the five CBS Owned television stations, it's better late than ever!

CBS TELEVISION STATIONS
A Division of Columbia Broadcasting System, Inc.
Operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.
Do your research results beg for an argument?

Much of the disagreement over the findings of media research could be eliminated if those who deal with these results would be a little more circumspect in interpreting findings and less emphatic in drawing conclusions.

Research is a tool that must be used properly. In reality it is simply an approach to answering questions.

Because of this characteristic, it follows that the definition or framing of the question also defines the research needed. If a question is framed properly and clearly, 90% of the research job is over. There remains, then, only the detail of selecting or devising a research technique and applying it to the solution of the question at hand.

I would hazard that most of the frustration, controversy and dissatisfaction that arises around research arises because the initial question is ill defined.

Vital Question = Corollary to this problem of definition is the fact that the type of research employed depends upon the question which is being asked. A mistake that is made too often in advertising and media research is the failure to recognize that a specific research technique may be well adapted to one question but poorly to another.

A case in point is in the field of broadcast ratings. National magazines publish articles on what's wrong with our rating measurements; big name entertainers blame ratings rather than the mediocrity of their programs when their contracts aren't renewed. Let's face it. The rating services aren't that bad. The only thing that is really bad is the way they may be misused.

For instance, if I wanted to take a critical look at programming on the basis of program popularity, I would prefer to use some form of the coincidental method. If I wanted to determine the socio-economic characteristics of my audience, perhaps I should turn to the roster method. If I wanted to observe audience composition and audience flow, I'd use a diary. And, if I wanted to study audience duplication over a period of time, I would like to have data from some electronic gadgets. This may be a oversimplification, but the point is that I wouldn't expect to get each of these different measures with the same research technique, and further, each technique has something which it does better than the others.

Choosing Media = Perhaps the outstanding example of expecting too much from media research lies in the area of attempting to qualify or disqualify a medium as an advertising vehicle because it does or does not sell goods. I don't know how many millions of research dollars have been spent in trying to solve this problem; a fortune has been spent by network broadcasters alone. The results of all of the studies conducted—and there have been some excellent ones—indicate that every medium examined from this point of view does sell merchandise, but I've never seen the study that has, without qualification, proved this point.

The one thing that we must keep in mind at all times is the tremendous complexity of the factors with which we are dealing when we work with advertising, with media, or with the effectiveness of either in selling a product. The factors that can affect the sale of an advertised product range all the way from the product itself to the weather, with dozens of intermediate steps in between. A research study which controls all of these variables—and these variables must be controlled to prove the case—is a virtual impossibility.

What to Expect = I am not questioning the value of studies conducted by media and private research organizations. Each has helped in giving more insight into the whole problem of media and advertising effectiveness. The point I am trying to make is simply that the results of these studies are indicative, not definitive, and that we are unrealistic when we expect more than that.

The whole course of advertising and media research is one of successive approximation; by that I mean no single study gives us the whole answer, but each gives us another bit of evidence which, when weighed, evaluated and tempered with judgment and experience, adds to our sophistication and increases our competence. If we keep this point in mind, I don't think that we will expect too much from media research.

There is no magic in statistics. But sometimes people in our business seem to become enamored with statistics. The underlying philosophy seems to be that if something can be expressed in numbers it must be so. We should be less concerned with numbers and more concerned with how these numbers were obtained and what they represent.

More Than Results = There is more to research than results. This is simply a corollary to everything I already have said. It merely means that before we can use the results of research properly, we must know something about the method used to get those results. The Advertising Research Foundation outlines eight criteria by which research should be evaluated. Each of these criteria themselves deserve serious consideration. ARF suggests that these questions be asked about each piece of research:

1. Under what conditions was the study made? That is, why was it made, who did it, who paid for it, how well was it done, who observed it, and who directed it?
2. Has the questionnaire been well-designed?
3. Has the interviewing been adequately and reliably done?
4. Has the best sampling plan been followed?
5. Has the sampling plan been well-executed?
6. Is the sample large enough?
7. Was there systematic control of editing, coding and tabulation?
8. Is the interpretation forthright and logical?

These are penetrating questions, and obviously, they cannot be answered without a thorough study of the research job in question. Further, very few laymen have the knowledge and skills that are necessary for such an evaluation. Nonetheless, this evaluation needs to be made, and anyone who uses the findings of a research study without answering these questions systematically and honestly, is not only kidding himself but is begging for an argument.

Kenneth E. Runyon has been vice president and director of marketing of Gardner Adv., St. Louis, since 1956. He also is chairman of plans board. A native of Oklahoma (born 1921), he spent most of his youth in Independence, Kan., and received his A.B. and M.A. (psychology) from U. of Kansas. He served in Air Force in World War II, was instructor in psychology at U. of Kansas before joining agency in 1950. He started in media department, was named director of research in 1952.
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 rose 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.
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
College radio not ‘play’

EDITOR: We sympathize with David J. Baseler who says in the Oct. 10 issue, page 22, that some “people connected with commercial radio tend to look down on college radio stations.” And I’m delighted to see the response on page 18 of the Oct. 24 issue of Lincoln Diamant.

Adding to Diamant’s list of college broadcasters who are now successful in the commercial playground I send you the names of these former staff members at the Harvard College undergraduate station, now called WHRB: Kim Kirchwey, WBCN (FM) Boston; Andrew Sihler, WBCN; Dick Kaye, general manager, WCRB Waltham, Mass.; Duncan Pirnie, WQXR New York; Preston Townley, WNAC Boston; Bill Hahn, WNAC; Ed Hinshaw, KSTP Minneapolis-St. Paul; Ben Dawson, KISN Vancouver, Wash. (Portland, Ore.); Matthew Rubin, WCRB.

To show you that we mean what we say, we can point to the newly-appointed assistant to the manager, Tracy Coudert, who last year was sales manager of WHRB.—Robert S. Kieve, General Manager, WBBF Rochester, N. Y., and formerly President of Harvard College station (Crimson Network).

Comr. Lee: ‘misinterpreted’

EDITOR: I am deeply concerned that your editorial this week (“Lee tide,” page 104, Oct. 31 issue) refers to me as “jumping the gun” on the New York City uhf project by allegedly proposing an immediate move to uhf.

In my speech before the National Assn. of Educational Broadcasters I outlined an 11-point program which would stimulate the health of uhf broadcasting. You will note that the program would invite vhf stations to operate simultaneously on uhf channels, would give stations the lowest frequencies available and would deintermix such cities when such actions are ripe.

I am sure you will agree that this is not an all uhf proposal.

[A reading of my NAEB speech] will show at a glance that as your reporter puts it I “would not ignore the outcome of the New York City test” (Oct. 24 issue, page 72). You will note... that I enumerate some of the possible outcomes of the uhf test. Conclusions B and C are on the point and I repeat them:

"B. It may demonstrate that the uhf will not work well within the metropolitan area and we will have to continue use of vhf in such locations. (Emphasis supplied)."

"C. It may demonstrate that it will
If you're impressed by facts and figures, we can show you plenty--ARB and Nielsen both put WJAC-TV in the Number 1 position in the Johnstown-Altoona market.

But there's more to our story than mere statistics! Sales results—that's where WJAC-TV really shines. Mr. Leonard Fischler, Manager of DeRoy's Jewelry Store in Johnstown, puts it this way:

"We're interested in people... people who will buy our merchandise. WJAC-TV draws people into our store like a magnet, and turns them into customers!"

Looking for customers? In the Johnstown-Altoona market you'll get them by advertising on WJAC-TV!

for full details, get in touch with HARRINGTON, RIGHTER AND PARSONS, INC.
work well but because of the economic factors relative to making it work well, it might not be practical in large metropolitan areas.”

You will note also that... I emphasized my views in this regard by stating, “If our New York City test shows that uhf signals do not provide an adequate service, of course, we would have to turn to other alternatives.”

It is hard for me to understand how I could have given the impression that I want to jump the gun. Perhaps you consider that the commission should not help the uhf generally until the results of the New York tests are obtained. If this is the point of your editorial, it is not clear nor could I agree with it.

As to the cost of a conversion to uhf, it is appropriate to observe that the 50-channel uhf system proposed by the commission, had it been possible, would have cost the taxpayers and the industry an amount far greater than conversion to uhf.

It is indeed unfortunate that your editorial was not based upon what I actually said. I appreciate your right to your own opinion, but I do feel you have misinterpreted my remarks and I should like to correct false impressions.


(The record shows that Commissioner Lee did not always advocate a full-scale move to uhf. In 1955 he urged reduction of mileage separations and directional stations as an immediate means of weaving more vhf stations into the allocations.) Of course, it is his prerogative to alter his view based on what he may regard as new developments. We contend the FCC should not move precipitously and impose freezes on new and improved vhf stations and new uhf stations, as Mr. Lee proposes. It will be remembered that in 1946 the FCC imposed a freeze that was to have lasted only a few months. It wasn’t lifted until 1952—after years later—to the chagrin of the public, Congress and the FCC itself.—The Errores]

Audience, market facts

EDITOR: In planning marketing strategy for one of our clients we have encountered a question concerning television penetration and tv set ownership which I hope you will be able to help us answer.

We want to know what the trend has been over the past five years concerning tv set ownership (percentage of tv homes) and, if possible, tv viewing habits in rural and farm homes? ...


(The 1960 Broadcasting Yearbook Marketbook, published in September, contains answers to almost all questions concerning tv penetration, ownership, and viewing habits. In addition to county-by-county retail market data, it also contains number of tv homes and both Nielsen and Arbitron percent of tv homes. Copies are available, $4 each. —The Errores.]

EDITOR: In your 1960 Broadcasting Yearbook Marketbook you quote...
The "network atmosphere" of WPIX-11 extends also to our advertisers, 98% of which are national. You're with the best company... and companies... on WPIX-11, New York's Prestige Independent. Here is one station, that can guarantee you will never be near "mail order" pitches, over-long commercials and other types of high-pressure selling. Add the "network atmosphere" of WPIX advertisers to the "network look" of our programming and the Nielsen-proved quality of our audience and you have at least three reasons why your selling messages count more on WPIX-11.

GENERAL MILLS, INC.
COCA-COLA COMPANY
GENERAL MOTORS CORP.
KELLOGG COMPANY
COLGATE-PALMOLIVE COMPANY
NATIONAL BISCUIT COMPANY
BROWN & WILLIAMSON TOBACCO CORP.
MILES LABORATORIES, INC.
WANDER COMPANY
GENERAL FOODS CORP.
DEL MONTE FOODS
BORDEN COMPANY
STANDARD BRANDS, INC.
WARNER-LAMBERT PHARMACEUTICAL COMPANY
BRISTOL MYERS COMPANY
F & M SCHAEFER BREWING COMPANY
GENERAL ELECTRIC COMPANY
TEXAS COMPANY
REVLOM, INC.
P. BALLANTINE & SONS
WESTINGHOUSE ELECTRIC COMPANY
CONTINENTAL BAKING COMPANY, INC.
R. J. REYNOLDS TOBACCO COMPANY
PROCTOR & GAMBLE COMPANY
AMERICAN TOBACCO COMPANY
RALSTON PURINA COMPANY
FORD DEALERS
SIMONIZ
MINNESOTA MINING
AND MANY MORE

where are your 60-second commercials tonight?

WPIX
new year
1958 retail sales figures. Is this correct? Should not that read 1959?

Joe Lobaito, Sales Manager, WHRV
Ann Arbor, Mich.

[The 1958 figures are correct. The market data was provided by the 1958 national census of business conducted by the U.S. Dept. of Commerce, Bureau of the Census. These figures, released in late summer, 1960, represent the most up-to-date analysis of the U.S. commercial spectrum available. They should be distinguished from the unofficial estimated figures which appeared in the 1958 Yearbook.—The Editors.]

EDITOR: In past years you have published radio and television financial data in the Broadcasting Yearbook & Marketbook, but this information does not appear in the 1960 edition. Why?

—Sid Klein, Sales Manager, KWWL-TV Waterloo-Cedar Rapids, Iowa.

[Mr. Klein refers to the annual financial reports by the FCC which were carried in the weekly Broadcasting as released. The 1960 Broadcasting Yearbook & Marketbook has a summary of annual financial report on page A-20, but the detailed story appeared in the Sept. issue. The radio report appeared in the Oct. 24 issue. —The Editors.]

BOOK NOTES


This survey of published research is the third volume in the series on "Foundations of Communication Research" edited by Paul F. Lazarsfeld and Bernard Berelson. Mr. Klapper prepared much of the book while he was research associate and project director at the Bureau of Applied Social Research at Columbia U. It was made possible by a grant from CBS Inc. Mr. Klapper now is conducting communication research programs in the Behavioral Research Service of GE.

The book integrates the findings of published research and offers some "provocative conjecture regarding certain social and psychological effects of mass communication." Among these the author offers: "Mass communication ordinarily does not serve as a necessary and sufficient cause of audience effects, but rather functions among and through a nexus of mediating factors and influences. These mediating factors are such that they typically render mass communication a contributory agent, but not the sole cause, in a process of reinforcing the existing conditions."

Mr. Klapper reports that communication research "strongly indicates that media depictions of crime and violence are not prime movers" toward juvenile delinquency. "The content seems rather to reinforce or implement existing and otherwise induced behavioral tendencies." He concludes the problem must be attacked on more basic levels: family, school, church etc.
we keep putting ourselves on the spot...

And *this* kind is a highly rewarding spot to be on — or in. It’s the home grounds of the stations we represent. To gain a better understanding of these and their markets, our HR&P salesmen made 107 on-the-spot visits in the past 12 months, traveling 91,310 miles to do so.

All this mobility is no one-time hoopla performance. Studying markets and stations at firsthand is a continuing process that goes on month-after-month, year-after-year, at HR&P.

Although indoctrination is the main purpose of these trips, they sometimes lead to surprisingly direct sales. (Take the case when a visiting salesman saw an angle on a woman’s show that resulted in selling a good schedule to a shotgun manufacturer!)

We believe you can’t sell spot TV effectively unless you really know the personality of the station and market you’re selling. It helps keep the station image to the fore and pushes the “numbers” back into proper perspective. That’s why we have our salesmen go to such lengths (and distances) to get the “feel” of each HR&P station.

Such trips more than justify the time and effort invested. We like the idea, the stations like it, and so do the buyers we call on when we return. This all ties in with our specialty of representing television only — and brings more truly creative results for both the stations we represent and the entire spot TV industry.
WKBW LEADS THE NATION

FIRST

...in Buffalo  By a 2 to 1 Margin
...in New York State
...in the United States

The August 1960 Metropolitan Area Pulse
shows that WKBW has a larger total share of audience
than any other radio station in the top twenty
markets in the United States.

WKBW - BUFFALO - 1520
50,000 WATTS  •  Clear Channel

Represented by
AVERY - KNODEL
Debate score: Kennedy up, Nixon down

SINDLINGER STUDY SHOWS SWITCH IN SENTIMENT TOWARD CANDIDATES

It may never be known for sure who won the "Great Debates," no matter who wins the presidency tomorrow.

But it appeared from evidence that came to light last week that if Richard Nixon is elected, it will be despite his four face-to-face appearances with John Kennedy on television.

The charts on this page tell part of the story. In five surveys made by the research firm of Sindlinger & Co. during the debate period Mr. Nixon's stock fell while Mr. Kennedy's rose.

More of the story is told in tables on the following two pages. It adds up to this: If the debates were themselves causes of shifts in voter allegiance, Mr. Kennedy was helped and Mr. Nixon was hurt by their joint appearances.

Before and After = The trends can be read by comparing the survey taken before the first debate with that taken the day after the last one.

Of those interviewed in the first survey 37.3% thought Mr. Nixon would win while only 23.4% were betting on Mr. Kennedy. By the day after the fourth debate Mr. Nixon's vote of confidence had fallen to 29.1% and Mr. Kennedy's had risen to 33%.

A similar switch in voter allegiance also took place. Before the first debate 39.3% said they would vote for Mr. Nixon and 31.2% for Mr. Kennedy. After the last debate Mr. Kennedy had pulled ahead in preference, 40.5% to 38.1%.

The Uncommitted = If the research may be trusted as a guide to the thinking of the whole electorate, several million voters made up their minds in the weeks that the debates were aired. Before the first debate 29.5% of those polled were unable to or refused to state a preference for either candidate. After the last debate the uncommitted or non-committal had decreased to 21.4%.

That still left many millions of votes in a state of uncertainty—enough to swing the election either way. It will take more research to find out whether the debates had a long enough effect to be a factor in decisions that were not made the day after the last debate but will be made by the time the polls close tomorrow.

Idea Favored = The one thing on which a clear majority of respondents in the surveys agreed was that the debates themselves were a good idea. And that majority increased with each debate. By the time the fourth debate was over 75.8% of all men and 79.1% of all women who had been in the radio or television audience approved the principle of face-to-face appearances.

Most of the members of the minority who thought the debates were a bad idea were supporters of Mr. Nixon.

Radio vs. television = Kennedy supporters may be grateful that television was invented before the "Great Debates" took place. The Sindlinger research showed that Mr. Kennedy was routed by Mr. Nixon on radio.

In answer to the question who won the debates, 48.7% of the radio audience named Mr. Nixon and only 21% picked Mr. Kennedy. Among those who watched the debates on tv, 30.2% named Mr. Kennedy the winner and 28.6% picked Mr. Nixon.

According to Sindlinger projections,

Who people thought would win the presidency

<table>
<thead>
<tr>
<th>Before</th>
<th>Day After 1ST Debate</th>
<th>Day After 2ND Debate</th>
<th>Day After 3RD Debate</th>
<th>Day After 4TH Debate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nixon</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>Kennedy</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
</tbody>
</table>

This chart shows the percentage of people answering "Nixon" or "Kennedy" when asked, on the dates shown:

"If our presidential election were being held today, who do you think would win?"

Who people wanted to win the presidency

<table>
<thead>
<tr>
<th>Before</th>
<th>Day After 1ST Debate</th>
<th>Day After 2ND Debate</th>
<th>Day After 3RD Debate</th>
<th>Day After 4TH Debate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nixon</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Kennedy</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
</tr>
</tbody>
</table>

This chart shows the percentage of people answering "Nixon" or "Kennedy" when asked, on the dates shown:

"If our presidential election were being held today, who would you, yourself, want to win?"
Vice President Nixon listed a few of the impacts of tv on the campaign: "Television makes it easy for voters to hear and see candidates and thus become interested in studying the campaign issues. "The voters get a chance to hear and see the candidates in the relaxed surroundings of their own homes. "The voters have a better chance to size up the mettle and the character of the candidates—their temperament, poise, and maturity, and their grasp of the issues. . . . Seeing a candidate from afar in a crowded rally is quite different from the close-up, penetrating view afforded by television. And seeing a candidate as he is interviewed in his office or in his own home gives the viewer additional insights that he could not have otherwise. So does a panel interview, or an interview in depth."

Another Aspect ■ But tv brings its problems, Vice President Nixon told Mr. Clare, especially "one new and massive problem, cost." In comparison to traditional political expenses the cost of a national tv circuit is "phenomenal," he said, but "the scope and impact of television makes its use mandatory and worthwhile." He described the donation of time by major networks for the four joint debates as "a public service of the highest order, and the networks are to be commended for setting aside this valuable time. . . . This is a real service to our democratic form of government. For I believe firmly that our election system is the guarantor of our republic and the protector of all our freedoms, and I believe further that an informed, interested electorate is a vital necessity to that election system."

Sen. Kennedy's Views ■ The Democratic candidate told Mr. Clare television has made a tremendous difference in political campaigning, particu-

### How people changed their minds about the winner

**Question:** If our presidential election were being held today, whom do you think would win?

<table>
<thead>
<tr>
<th>Population (12 and over)</th>
<th>Before 1st Debate</th>
<th>Day After 1st Debate</th>
<th>Day After 2nd Debate</th>
<th>Day After 3rd Debate</th>
<th>Day After 4th Debate</th>
</tr>
</thead>
<tbody>
<tr>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**How the radio audience scored the debates**

<table>
<thead>
<tr>
<th>First Debate Number (Millions)</th>
<th>Second Debate Number (Millions)</th>
<th>Third Debate Number (Millions)</th>
<th>Fourth Debate Number (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**How people changed their minds about 'Great Debates'**

**Question:** Do you think these face-to-face meetings between Nixon and Kennedy are a good idea, bad idea or just what do you think?

<table>
<thead>
<tr>
<th>Opinion among males</th>
<th>Day After 1st Debate</th>
<th>Day After 2nd Debate</th>
<th>Day After 3rd Debate</th>
<th>Day After 4th Debate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good idea</td>
<td>60.1%</td>
<td>66.7%</td>
<td>70.3%</td>
<td>75.8%</td>
</tr>
<tr>
<td>Bad idea</td>
<td>20.4</td>
<td>10.2</td>
<td>9.3</td>
<td>6.7%</td>
</tr>
<tr>
<td>Other ideas or no opinion</td>
<td>19.5</td>
<td>23.1</td>
<td>20.4</td>
<td>17.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opinion among females who watched or listened</th>
<th>Day After 1st Debate</th>
<th>Day After 2nd Debate</th>
<th>Day After 3rd Debate</th>
<th>Day After 4th Debate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good idea</td>
<td>70.4%</td>
<td>72.3%</td>
<td>75.9%</td>
<td>79.1%</td>
</tr>
<tr>
<td>Bad idea</td>
<td>6.1%</td>
<td>5.3%</td>
<td>5.1%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Other ideas or no opinion</td>
<td>23.5%</td>
<td>22.4</td>
<td>19.0</td>
<td>16.7%</td>
</tr>
</tbody>
</table>

Source: Sindlinger & Co., Philadelphia
How people changed their minds about their votes

Question: If our presidential election were being held today, whom would you, yourself, want to win?

<table>
<thead>
<tr>
<th>Population</th>
<th>Before</th>
<th>Day After 1st Debate</th>
<th>Day After 2nd Debate</th>
<th>Day After 3rd Debate</th>
<th>Day After 4th Debate</th>
</tr>
</thead>
<tbody>
<tr>
<td>(12 and over)</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Want to win:

<table>
<thead>
<tr>
<th></th>
<th>First Debate</th>
<th>Second Debate</th>
<th>Third Debate</th>
<th>Fourth Debate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>Number (Millions)</td>
<td>Percent</td>
<td>Number (Millions)</td>
<td>Percent</td>
</tr>
<tr>
<td>Total</td>
<td>100.0</td>
<td>69.1</td>
<td>100.0</td>
<td>70.2</td>
</tr>
<tr>
<td>Kennedy won</td>
<td>27.8</td>
<td>19.2</td>
<td>29.5</td>
<td>20.7</td>
</tr>
<tr>
<td>Nixon won</td>
<td>18.5</td>
<td>12.8</td>
<td>24.1</td>
<td>19.9</td>
</tr>
<tr>
<td>Draw or no opinion</td>
<td>53.7</td>
<td>37.1</td>
<td>46.4</td>
<td>32.6</td>
</tr>
</tbody>
</table>

Source: Sindingler & Co., Philadelphia

How the television audience scored the debates

<table>
<thead>
<tr>
<th>Time</th>
<th>First Debate</th>
<th>Second Debate</th>
<th>Third Debate</th>
<th>Fourth Debate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Percent</td>
<td>Number (Millions)</td>
<td>Percent</td>
<td>Number (Millions)</td>
</tr>
<tr>
<td>1. Sept. 26, 9:30-10:30 p.m. NYT</td>
<td>100.0</td>
<td>30,000,000</td>
<td>75,000,000</td>
<td></td>
</tr>
<tr>
<td>2. Oct. 7, 7:30-8:30 p.m. NYT</td>
<td>24,000,000</td>
<td>61,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Oct. 13, 7:30-8:30 p.m. NYT</td>
<td>26,000,000</td>
<td>70,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Oct. 21, 10-11 p.m. NYT</td>
<td>25,000,000</td>
<td>65,000,000</td>
<td></td>
<td></td>
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</table>

Source: American Research Bureau

How big a tv audience the 'Great Debates' drew

NOTE: There are discrepancies between these total audience measurements—made by the American Research Bureau—and the estimates made by Sindingler & Co. as shown in the table headed: "How the television audience scored the debates." ARB's figures are national Arbitron ratings, obtained by a combination of metering devices and coincidental telephone calls in what ARB calls a true national sample of U. S. tv homes. Sindingler makes his national projections from personal interviews in selected counties throughout the nation. Sindingler's figures are confined to persons 12 years of age and older. ARB's include persons of all ages.

The new President’s debut

The new president-elect of the U.S. will be heard Wednesday (Nov. 9) opening the first broadcast of a four-part study of freedom prepared for the CBS-owned radio stations. CBS Radio officials announced last week. They made the announcement with some assurance, having already taped “openings” by both candidates.

The four 25-minute broadcasts will present statesmen, educators, clergymen and leading figures in the creative arts in an examination of the concepts and practices of democracy.

Dr. Frank Stanton, president of CBS Inc. will participate in the first program. The series, narrated by CBS news correspondent Robert Trout, will be introduced by the managers of the CBS-owned outlets in their respective markets: Samuel J. Slate, WCBS New York; E. H. Shomo, WBBM Chicago; Thomas Y. Gorman, WEEI Boston; Thomas J. Swafford, WCAU Philadelphia; Robert F. Hyland, KMOX St. Louis; Maurie Webster, KCBS San Francisco, and Fred Ruegg, KNX Los Angeles. The programs will be carried Nov. 9, 16, 23 and 30.
Unending search for new tv ad methods

AAAA MEET HEARS CALL FOR HONESTY AND ACCURACY IN COMMERCIALS

The selling aspects of television—as seen through a commercial's power to attract and influence—dominated last week's annual eastern conference in New York of the American Assn. of Advertising Agencies.

But the broadcast-oriented agency man during the two days of meetings also could brush up on latest copy testing and methods and on current media research in the field.

In summary, this is what the meeting at the Biltmore Hotel contained for broadcast agency executives in attendance:

Gail Smith, director of tv advertising for General Motors, served as “keynoter” of Thursday morning's meeting on tv commercial production. Mr. Smith's theme was that the advertising commercial ought to continue to be the area in which skilled hands and creative minds are at work.

Don't Play It Safe * Mr. Smith suggested this four-point philosophy: The most dangerous thing possible in tv commercial production is to “play it safe” (“take some chances in the area of ideas”); commercials ought not be created nor recommended which give “aid and comfort” to stereotyped anti-Madison Ave. views; the influence on the buying public has to be remembered and acted upon; and the client cannot be expected to execute these while the agency can.

In emphasizing the importance of the commercial message at a time when, he said, “advertisers are finally sharpening their pencils in earnest in comparing investment versus return,” Mr. Smith asserted “I hope the time comes when the commercials you create are so good that the reservoirs throughout the country will feel their greatest strain during the program and never during the commercial.”

In discussing advertising malpractices, Mr. Smith noted that “no one ever failed to do a proper selling job because he confined himself to honesty and accurate representation. How ingenious he was in presenting his sales message is another matter.

“But when misrepresentation, direct or even by innuendo, is employed, then aren't you forcing governmental regulator bodies to step in and do what you should be doing on your own initiative? And how can you complain if they do?”

Freshness * Gordon Webber, vice president and director of tv at Benton & Bowles, told the AAAA session that it isn't enough for a tv commercial producer to have technical knowledge. He also must have talents that'll bring “freshness and creativity. Mr. Webber returned to the producer as one having nine “attributes”: he must be an advertising man; have imagination; see things in terms of pictures; be technically-skilled in film and video-tape techniques; have knowledge of music (how it can add extra dimension to commercials); be an administrator who understands budgeting; a “diplomat” (“says the right word at the right time and never misses an air date”); a “constitutional worrier” (takes “nothing for granted, hopes for the best, expects the worst”); and has taste (“taste makes the difference”)

The producer, noted Mr. Webber, ought to be made a “close and equal partner in the creative trinity of copy, art and production.”

Jack Sidebotham, vice president of tv art and production, Young & Rubicam, demonstrated commercial tv ideas, some of which never got on the air and some experimental, but all dramatizing his point that the better commercials are primed to “beautiful” ideas. Needed, said Mr. Sidebotham, are “diligence and dedication”—and “not necessarily to your job or your client, but to your idea.”

A panel of tv film and tape producers explored the area of cooperation between them and agency producers. The most often expressed view was the desire of film producers to be included early in plans, indicating that they'd like their ideas to get a hearing and not be treated solely as services. A tape problem that came up: agencies often compel tape firms to submit competitive bids on a commercial job based on a given number of work hours, a figure which becomes unrealistic when the agency is tempted to do various scenes over repeatedly and thus push up the budget.

Acceptance * In another part of the session, Don Tennant, vice president in charge of Leo Burnett's tv commercial department, said that while there are “new worlds to conquer in tv commercials,” there's an “old one” to conquer first: to get the viewer to accept the commercial not as a “necessary evil but as a welcome piece of product information and salesmanship.”

“Americans,” Mr. Tennant said, “are not against the idea of selling; he implied that the latter commercials are representative of canned, stereotyped selling approaches—“a nice, safe bunch of formats and dramatic situations that can be used over and over again.”

His hope for the future: A fresh point of view, a theme he embellished with a film he especially prepared for the AAAA.

The film included a running in of various tv commercials which attempt to get a sales message across but which obviously had a choice of making them with either good or bad taste.

Warned Mr. Tennant, the way to “new worlds” in tv commercials is not in the direction of “bigger and more opulent commercials” but through the means of talking to people “in friendly, realistic terms they understand, respond to and enjoy.”

Tv Code * Stockton Helfrich, director of NAB's New York tv code office, directed his talk at the AAAA session on the tv code, the functions of his office and a discussion in general terms.
LEÇON BILINGUE DE LA TÉLÉVISION or how to get the most out of your advertising dollar in Quebec City.

L'ÉCONOMIE: get over 206,000 TV HOMES on a combined rate card for low cost per thousand; use the resulting sales increase to enjoy LE CONFORT of a satisfied advertiser.

LA MANEUVRABILITE of Canada's largest private station facilities i.e. 6 cameras, VTR, remote unit, 3 studios (largest 75' x 50'), bilingual staff. Le Network: supplies its best and often originates with us.

La BEAUTÉ of reaching the French-speaking audience in their own language and offering the same high standards in English as well. LES EXTRAS: are intelligent and imaginative sales and program promotions. LE NEXT STEP:

Les Stations Hot:

---

With thanks to LE CAR HOT RENAULT Dauphine

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BROADCASTING, November 7, 1960
of good taste in tv advertising, of advertising or selling without hitting out at competing products and their claims, and of greater responsibility in the matter of tv plugs.

Bufferin's old "mechanical man" was invoked at the AAAA's research meeting Thursday morning. Research Vice President Peter Langhoff of Young & Rubicam, answering the question in his speech topic, "Should the agency test copy?" predicted the mechanical man's effectiveness and history confirmed the findings—"ad nauseum." (Bufferin changed its art last spring.)

This is the area where an agency's copy-testing resources should be concentrated, Mr. Langhoff feels, developing the creative approach. Post-tests might better be left to the client, for if "air technology had concentrated on the speedometer, we'd never have arrived at the jet age."

Young & Rubicam and McCann-Erickson are picking up more syndicated support for the new tv rating service they commissioned Audits & Surveys to establish, thus lightening one of the "post" testing chores for the agency. He also mentioned client-supported Gallup & Robinson auditing of tv as well as magazines.

Picking up the Ball • Speaking as chairman of the AAAA standing committee on research, Dr. Langhoff said the group has taken up the challenge flung down by Darrell Lucas of New York U., Donald Kanter of Tatham-Laird and others who have questioned certain testing techniques including measures of recall and noting. A sub-committee under Paul Gerhold, national media and research vice president of Foote, Cone & Belding, has drafted a report and the group on standards for these measurements and the parent AAAA committee is reviewing it now. Copy testing has come into fashion again, Dr. Langhoff said. It is an ingredient of an agency's creative process and is going to improve in quality and administration.

William M. Weibacher, introducing the morning's program on "Researching the creative product: the state of the art," said that researchers hold a good many meetings but generally neglect the state of the art. Donald Kanter of Tatham-Laird reviewed some pendulum swings in research to the point where today "we realize that the consumer is a whole man and now we study him as a person in a market." The research man today is recognized in an agency as "the consumer's advocate" and the agency values the consumer viewpoint.

Mr. Kanter has been reading Stanislavsky's An Actor Prepares in his quest for the consumer viewpoint and has found some help in the "method" actor's manual in understanding the consumer. As actors switch roles to gain understanding, the researcher can switch roles with the consumer and come up with some new insights, he has found. Much of the look-alike work in advertising is directed to people who do not exist, Mr. Kanter is convinced. It's time to go back to the consumer and find out who he really is.

Clark L. Wilson, research vice president of BBDO, in a review of copy-testing methods, put his finger on a flaw in tv testing. Work done in groups with viewers filling out their own questionnaires, he finds, yields less than satisf-

Manischewitz flows again on television screens

Manischewitz is playing a new sociability theme on television, but in one of the commercials not a sociable soul is in sight. Other spots in the series, prepared by Grant Advertising, New York, for Monarch Wine Co. of Brooklyn, show a young married set playing at ping pong, darts and puppeteering at home parties. "The pleasure is all wine," the jingle says. In the lone, unpopulated commercial, the action performed is all wine, too. This one relies on the product to sell itself without benefit of cast, beyond a bottle-pouring or glass-holding hand.

A 60-second montage of flowing wine, it looks like a studied appeal to thirst. Actually, it was almost an afterthought in a campaign that in all must be costing Monarch around $750,000, according to one informed guess (advertiser and agency won't say). The all-wine minute was done without benefit of storyboard and is a good example of the film cutter's art, using footage from the other spots. All the happy young couples are filtered out, leaving for this one an essence of wine commercial. Visual drama, pace and movement are provided by bottles, their berry and grape distillations, the way they are served, whether traditionally, on-the-rocks, as coolers or frappes. The picture is backed by announcer, orchestra and jingle-singers with the refrain, "Time for wine / It's that happy, happy time again / Time for wine / Time for Manischewitz wine again . . . ."

The celluloid improvisation is part of a heavy six-week schedule that marks renewed emphasis on tv by an old spot stalwart (Broadcasting, Oct. 31). Debuts of the commercials vary through the middle of the month in a national pattern that has dates and schedules tailored to individual markets with the assistance of Grant's branch offices. The commercials, in 60-second and 20-second versions, have alternate endings introducing a new gift package.
Educational services add to the big picture in CHARLOTTE

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
factory information. BBDO found it could get 50% more by interviewing the viewer personally, even on the telephone, than in the group situation.

Research Perspective • A panel of four media experts met Thursday afternoon to discuss "How to put media research into proper perspective in media planning."

Speakers were Larry Deckinger, vice president in charge of media strategy, Grey Adv., who described "The magnitude of the media problem and what to do about it;" Paul E. J. Gerhold, vice president and national director of media research, Foote, Cone & Belding, who corrected "Seven fallacies in audience measurements;" G. Maxwell Ule, senior vice president for marketing, Kenyon & Eckhardt, who examined "New approaches in the use of audience measurements,;" and Leonard S. Matthews, vice president, marketing services, Leo Burnett, who stressed "The role of judgment in media planning." Francis X. Brady, executive vice president, Cohen & Aleshire, presided over the media buying meeting.

Looking at the media problem from the standpoint of "inside media," Mr. Deckinger said the importance of media selection can be understood when it's considered that 85 cents of every advertising dollar goes to the medium and only 15 cents to the agency. The basic problem in facing a media problem is to reach an agreement on terms, he said. "We have to agree on what it is we're talking about," objectives must be clear and conditions must be determined for each of the components involved in a media selection.

Mr. Gerhold asserted that more and better audience information is needed. "Audience measurements are the yardsticks of our business . . . they are the great levelers . . . and the basic rationale for most media solution, but they are good only to the point where you use good sense and experience."

Mr. Ule stated that the use of "media numbers" requires discipline, understanding and judgment. The proper use of numbers "separates the really creative agency thinkers from the hacks," he said. The role of the media planner was defined by Mr. Matthews, who said "I don't believe there is any other man in the advertising business who must consider, weigh, sort, discard, subtract and add up as many different facts, half facts, opinions and individual judgments and weld them into a homogenized whole as the media planner." Mr. Matthews said "judgment is the catalyst, the homogenizer, which creates a media strategy out of an everglades of fact and opinion. Good judgment is the prime requisite for a good problem solver, and a good problem solver is a good media planner."

<table>
<thead>
<tr>
<th>August network billing figures</th>
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<tbody>
<tr>
<td><strong>ESTIMATED EXPENDITURES OF</strong></td>
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<td><strong>NETWORK TELEVISION ADVERTISERS</strong></td>
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<td><strong>BY PRODUCT CLASSIFICATION</strong></td>
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<tr>
<td><strong>Source:</strong> Tvb/LNA-BAR</td>
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<td><strong>AUGUST 1960</strong></td>
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<tr>
<td>Agriculture &amp; farming</td>
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<td>Automotive, automotive accessories &amp; equipment</td>
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<td>Beer, wine</td>
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<td>Confectionery &amp; soft drinks</td>
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<td>Consumer services</td>
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<td>Drugs &amp; remedies</td>
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<td>Entertainment &amp; amusement</td>
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<td>Food &amp; food products</td>
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<td>Freight, industrial &amp; agricultural development</td>
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<td>247,530</td>
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<td>Gasoline, lubricants &amp; other fuels</td>
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<td>Horticulture</td>
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<td>Household equipment &amp; supplies</td>
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<td>Household furnishings</td>
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<td>Industrial materials</td>
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<td>Insurance</td>
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<td>Jewelry, optical goods &amp; cameras</td>
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<td>Office equipment, stationery &amp; writing supplies</td>
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<td>Publishing &amp; media</td>
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<td>Radio, tv sets, phonographs, musical instruments, accessories</td>
<td>8,684</td>
<td>3,625,530</td>
<td>3,082,087</td>
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<td>Retail or direct by mail</td>
<td>38,792</td>
<td>36,792</td>
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<td>Smoking materials</td>
<td>6,253,957</td>
<td>51,119,428</td>
<td>50,468,762</td>
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<td>Soaps, cleaners &amp; polishes</td>
<td>5,619,125</td>
<td>45,544,573</td>
<td>44,548,240</td>
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<td>Sporting goods &amp; toys</td>
<td>154,860</td>
<td>1,597,652</td>
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<td>Toiletries &amp; toilet goods</td>
<td>10,275,627</td>
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<td>Travel hotels &amp; resorts</td>
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<td>Miscellaneous</td>
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<td>TOTAL</td>
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<td>$442,940,834</td>
<td>$402,836,885</td>
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| ESTIMATED EXPENDITURES OF TOP 15 NETWORK COMPANY ADVERTISERS |
| Source: Tvb/LNA-BAR |
| **AUGUST 1960** |

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<thead>
<tr>
<th>Network</th>
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<td>Amer. Home Prod.</td>
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<td>Lever Bros.</td>
<td>2,687,039</td>
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<td>Colgate-Palmolive</td>
<td>1,948,079</td>
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<tr>
<td>General Foods</td>
<td>1,514,360</td>
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<td>Sterling Drug</td>
<td>1,309,466</td>
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<td>R. J. Reynolds</td>
<td>1,278,578</td>
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<tr>
<td>General Motors</td>
<td>1,223,315</td>
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<tr>
<td>Brown &amp; Williamson</td>
<td>1,207,606</td>
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<td>Alberto-Culver</td>
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<td>Texaco</td>
<td>1,098,748</td>
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<td>American Tobacco</td>
<td>1,071,433</td>
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<tr>
<td>Bristol-McCormick</td>
<td>942,365</td>
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<td>General Mills</td>
<td>905,603</td>
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<td>National Biscuit</td>
<td>889,631</td>
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| ESTIMATED EXPENDITURES OF TOP 15 NETWORK BRAND ADVERTISERS |
| Source: Tvb/LNA-BAR |
| **AUGUST 1960** |

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<tr>
<th>Brand</th>
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<td>Anacin tablets</td>
<td>725,173</td>
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<td>Winston cigarettes</td>
<td>570,328</td>
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<td>Bayer aspirin</td>
<td>558,037</td>
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<tr>
<td>Pall Mall cigarettes</td>
<td>523,978</td>
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<tr>
<td>Dristan tablets</td>
<td>519,085</td>
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<tr>
<td>Kent cigarettes</td>
<td>513,365</td>
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<td>Bufferin</td>
<td>476,866</td>
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<tr>
<td>Alberto VO-5</td>
<td>450,240</td>
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<td>Colgate dental cream</td>
<td>448,881</td>
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<td>Gleem tooth paste</td>
<td>436,317</td>
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<td>Tide</td>
<td>425,011</td>
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<tr>
<td>L &amp; M cigarettes</td>
<td>412,190</td>
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<tr>
<td>Phillies cigars</td>
<td>378,764</td>
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<tr>
<td>Salem cigarettes</td>
<td>375,426</td>
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Into the 21st Century goes Philadelphia, determined to be free of slums and traffic jams. First came Penn Center, downtown, where eight years ago stood a monstrous, smoke- and soot-blackened train-carrying viaduct called, with some affection, the “Chinese Wall.” Almost complete: $26 million restoration and landscaping project around Independence Hall. On the boards: Washington Square East—$55 million residential re-development. Already helping relieve traffic congestion are 14 of 100 new expressway miles planned for inside city limits. Another Philadelphia center of attention, WIP, has kept Metrodelphians informed of the big changes, and helped mobilize understanding and support. This is typical of the public-consciousness which has helped differentiate WIP from its opposite numbers for 39 years. And with the added impact of Metropolitan’s new concepts, WIP is growing rapidly to the foremost audience position... in Philadelphia. WIP, Metrodelphia, Pa.
Television ads can sell money, too

AND THEY DO A BETTER JOB FOR BANKS, CHEAPER THAN OTHER MEDIA

In the major markets, more banks and savings and loan companies are using television. They are buying more programs and increasing their purchases of announcements.

During the first quarter of this year, 319 financial institutions bought 339 programs and 1,822 spots per week in 52 markets alone.

These are but two points in a new Television Bureau of Advertising platform, with which the bureau is stepping up its campaign to attract more financial institutions to TV advertising.

TVB President Norman E. Cash and Vice President-General Manager George G. Huntington opened the new drive today (Nov. 7) by unveiling a first-time presentation on the use of TV by financial institutions at the 45th convention of the Financial Public Relations Assn. in Boston.

TVB's approach:

Television is abetted by the "humanization" of financial institutions which is a new phenomenon in modern-day banking. The firms include commercial banks, savings banks and associations, finance, loan and mortgage companies and investment institutions, all of which are depicted to be a major effort "to court the general public."

Here are some of the visible factors found by TVB of a growing TV use by financial institutions:

In 52 markets alone, a total of 361 companies use television, an average of seven companies in each market. An analysis shows 57% of the financial organizations use spot TV only, 29% buy programs only and 14% buy programs and increasing their purchases of announcements.

In 52 markets alone, a total of 361 companies use television, an average of seven companies in each market. An analysis shows 57% of the financial organizations use spot TV only, 29% buy programs only and 14% purchase both. News and weather reports account for 82% of programs sponsored by financial organizations. Advertising schedules on TV are spread throughout the broadcast day.

In the first quarter of 1960, TVB found 319 financial institutions in 52 markets alone buying 339 programs and 1,822 spots a week.

Among long-term users of TV, all use the medium in some form with a wide range percentage (10-80%) of their advertising budgets allocated to television. 58% expect to keep the same rate of TV advertising and 42% plan to increase TV activity.

In nine major markets where data is available for 4 1/2 years, a 181% increase can be traced in the number of announcements used by banks and savings and loan companies.

Much of the detail presented by TVB came from the bureau's own surveys and Broadcast Advertisers Reports.

TVB noted that the humanizing of banks began in 1954 when the Bank of America promoted "instant money" on TV and people asked for it by name. The bureau's look at banking today:

"No longer is the banker on a foreboding pedestal, no longer is the bank a hallowed hall to be entered silently. Now the banker is a jolly good fellow and advisor to all, the bank a light, pleasant open place which is fun to drop into."

Test Survey In addition to the formal presentation, TVB disclosed results of a survey conducted by Benton & Bowles and TVB for the Savings Bank Assn. of New York using Buffalo as the test market. The bank in the past had used the regional edition of Saturday Evening Post, Sunday supplements and daily newspapers, but for test purposes added equal dollars to TV spots adjacent to the Jack Paar Show (NBC-TV) and in sponsorship of a local TV news program.

Results: people's ability to recall having seen the advertising was 1% more for TV than for all print combined. Ability to correctly cite two or more differences between savings banks and commercial banks showed TV superiority to be 2 1/2 to 1 over print. Said TVB: "The intrusive nature of

But many financial institutions prefer radio

There's still plenty of big money in radio advertising. This was the evident result in a survey made by Cleveland's Union Commerce Bank in conjunction with the annual convention of the Financial Public Relations Assn. held last week in Boston.

Raymond F. Blosser, Union Commercial's director of public relations and advertising, who handled the survey, reported that of the 125 leading U.S. banks (all among the nation's 150 largest) sampled, nearly 80% of those replying (74 of 125) said they use radio advertising.

The theory in surveying leading banks was that large bank users of radio have more advertising resources and dollars than do smaller banks, and presumably should represent the highest skills in the effective use of radio, according to Mr. Blosser. All banks surveyed are FPRA members and all large population centers were included except Union Commercial's home city of Cleveland.

But radio's popularity among financial institutions is waning rapidly. The survey shows that there was some resultant a good deal more strength. Only about 10% replied that the rate card was completely ignored.

A further breakdown revealed that 63% of the ads were placed in more than half of the stations serving their areas. One-minute spots and sponsorship of news programs generally prevailed as the "best" buy with a solid 81% preferring "straight" commercials as compared to gimmicks, sound effects or jingles.

The rush hours (morning 89%, evening 65%) were far and away the choice time segments. FM-only advertising found some favor among the advertisers but it generally was considered as something for the future.

Strongest selling point for radio was in the area of savings, checking and/or installment loans. Least effective was for trust services.

Overall, media preference, however, went to newspapers with television second and radio solidly in third. Reasoning: ... (newspapers) still gives the advertiser the largest audience per dollar.

Biggest problems in radio advertising, according to those polled, were (1) weak station-agency-bank relationships (2) scheduling problems (3) validity of ratings and audience surveys.

Alluding to weak relationships between all concerned, the feeling was that advertisers are not particularly making the best use of radio according to their needs but rather what stations offer in the way of "plans" and "packages." Scheduling (excluding rush hours) still remains a battle of how to effectively reach the female audience; how to reach upper income people on am; radio vs television in prime time. Evaluating and comparing results (from other media) is the problem in ratings. How to determine if advertising pays and how to prove it to management.

All in all the banks felt radio is a "very effective medium" but must go to better things to erase its "present transitional headaches."
Good Music rings up sales* in Southern California over KFAC AM-FM

*46 advertisers now in their 2nd to 21st continuous year

The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.

KFAC AM-FM
PRUDENTIAL SQUARE - LOS ANGELES
where people can choose

**Most homes watch ABC-TV most of the time:**

In major markets where all three networks have facilities—the markets where people can really express their preferences—ABC-TV is the number one network, week after week! Moreover, as these current Nielsen Reports show, ABC has a dominant lead 4 nights a week. And ABC-TV was number one in 21 half hours for each of two consecutive weeks. If you have something to say in these markets, doesn’t it make more sense to say it on ABC-TV?

*Half hour wins, two weeks ending Oct. 23, 1960*

<table>
<thead>
<tr>
<th></th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<td>9:30-10:00</td>
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<td>Y</td>
</tr>
</tbody>
</table>

*Source: Nielsen 24-Market TV Reports, Week ending Oct. 16, 1960 & Week ending Oct. 23, 1960; 7:30-11:00 P.M.
Mon.-Sat., 6:30-11:00 P.M. Sun.
Note: ? indicates 1/2 hrs. where no network led both weeks. First place ratings for time periods of Great Debates were credited to networks winning in similar periods for previous or following week.
Summary of 1/2 hr. wins for two consecutive weeks.

<table>
<thead>
<tr>
<th>Network</th>
<th>Wins</th>
</tr>
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<tbody>
<tr>
<td>ABC-TV</td>
<td>21</td>
</tr>
<tr>
<td>Net Y</td>
<td>15</td>
</tr>
<tr>
<td>Net Z</td>
<td>4</td>
</tr>
<tr>
<td>?</td>
<td>11</td>
</tr>
</tbody>
</table>

ABC TELEVISION NETWORK
television took the association's story to people who were not interested, who would not read, but who should know."

Bank of America, TVB explained, had figures developed for it which disclosed 144 people were reached in 12 markets for each dollar spent in newspapers but 513 people were reached for each dollar allocated to tv. The basis was the delivered audience of an actual newspaper campaign as against a tv spot campaign.

Still another example: Onondaga County Savings Bank of Syracuse, N.Y., which was the largest financial advertiser in terms of amount of time on the air in the first quarter of 1960. A study at Syracuse U. found 91% of families in the area recalled seeing or hearing some bank advertising. Of this amount, 40% associated this with tv, 23% with radio and 14% with newspapers.

MRA: 'We're unhappy, but we pay for ads anyway'

Moral Re-Armament, worldwide organization promoting democratic ideology and opposing communism, has discriminated against radio in Jamestown, N.Y., by asking free time while paying for newspaper space, according to a complaint made to the organization by Simon Goldman, WJTN Jamestown.

In a letter to William J. Edwards, WKNX-TV Saginaw, Mich., volunteer MRA worker, he said MRA paid perhaps $300 for an ad in the Jamestown Post Journal but asked free time from WJTN. Paying tribute to MRA's high ideals (BROADCASTING, Sept. 12), Mr. Goldman said MRA "should practice their ideals in their dealings with means of mass communication."

Replying to Mr. Goldman, Garrett R. Stearly, director of the MRA Mackinac Island (Mich.) training center, said the work is supported entirely by voluntary contributions. He said about 25% of newspapers have given MRA free space, 50% have cut their rates substantially, "and a few have been adamant." He added, "We have been especially grateful to the radio and tv stations who have almost without exception cooperated through their public service programs in this drive to wake America ... We are not at all happy to pay newspapers for space."

Mr. Stearly said the question had been discussed by Michigan Asst. of Broadcasters. He offered this solution: "It strikes me the best thing for us to do is to lay our cards down frankly so that you all know what our aims are; then perhaps together we can work out the right procedures and instill into our newspapers, at least the self-centered ones, the necessary insight and patriotism."

Replying to Mr. Stearly, Mr. Gold- man said MRA can't get away from the fact it's paying money to buy newspaper while radio and tv give up "their more valuable service at no cost." He said he can prove "that the coverage by radio and tv is far more important for this type of project than any advertising in any newspaper in the United States."

Tv campaign for toys to use kids' movies

An advertising campaign, tied in directly with children's tv fare, is being launched later this month by General Toy Co., New York, on behalf of its Remco Industries (boys' toys) and American Doll & Toy Co. (dolls). It includes full sponsorship of three feature films with children's appeal in the 27 top markets of the country. The cost of this effort, designed to stimulate Christmas trade, is estimated at $500,-000.

Bernard Shiff, tv director of Webb Assoc., agency for the client, explained that the sponsor will merchandise and promote these well-known pre-1948 Paramount features as spectacul ars under the title of "Children's Film Classics." The project involves the purchase of late afternoon time periods on Saturday and Sunday for a single presentation of each film in each market. The kick-off, Mr. Shiff said, will be on WCBS-TV New York on Nov. 19 (4-5:30 P.M.) with the feature, "Tom Sawyer," followed on that station on Nov. 26 by "Huckleberry Finn" and on Dec. 10 by "Alice in Wonderland." In other markets this pattern will be approximated, but "Hansel and Gretel" will be used as a substitute if the other features are not available.

This special campaign will supplement a $1.2 million spot tv campaign in top 50 markets of the country, started by Remco and American Doll & Toy in mid-September and continuing through the end of the year. In addition the advertiser is spending about $400,000 for segments on CBS-TV's Captain Kangaroo and NBC-TV's Shari Lewis Show for a 13-week campaign that ends in late December.

Ruppert shifts agencies

The Jacob Ruppert Co., New York, will transfer its account from Norman, Craig & Kimmel, New York, to Warwick & Legler, New York, on Jan. 1, 1961. The account bills about $3 million and is active in spot radio and television. The account had been at Warwick & Legler in 1956, shifted to Compton Adv., New York, in 1957 and subsequently to NC&K last January.

Is advertising losing its believability?

The public is losing confidence in advertising because of the fantastic claims and lack of a fresh approach, according to Wendell D. Moore, director of advertising and sales promotion for the Dodge Division of Chrysler Corp.

Addressing the Washington Ad Club, Mr. Moore said a national sampling of 5,000 persons showed 56% do not believe cigarette advertising, 52% do not believe toothpaste claims, 49% do not believe what they read about headache remedies and 28% do not believe automotive advertising.

Sales promotion should be based on economic facts, he said, adding that people are becoming "harder to please and easier to bore" as they are exposed to advertising. He criticized Firestone, Lux and especially auto dealers in their use of "nonsensical superlatives." Mr. Moore called for more integrity and ingenuity in advertising, emphasizing points he brought out in a Sept. 13 address to the Los Angeles Ad Club (BROADCASTING, Sept. 19).

New production firm opens

Bob Klein and Alan Barman, formerly general manager and chief writer, respectively, for Freberg Ltd., Hollywood, have opened their own creative, production and consulting firm, Klein, Barzman, with offices at 706 N. La Cienega Blvd., Los Angeles. Telephone is Oleander 5-6555. The new firm will specialize in freelance creation of humorous commercial campaigns and all phases of radio and tv live-action and animation production.

Rep appointments...

- WKNX Detroit: Everett-McKinney Inc., N. Y.
- WBNB-TV St. Thomas, Virgin Islands: Caribbean Networks Inc.
- KSFE Needles, Calif.: Torbet, Allen & Crane.
- KUDP Phoenix, Ariz.: Torbet, Allen & Crane.
- KANS Kansas City; WCRT Birmingham, Ala., and WQTM Wilson, N. C.: Weed Radio Corp.
- WICD-TV Danville, Ill.: Young Television Corp.
- WSAP Sarasota, Fla.: Spot Time Sales.
Come now, gentlemen!

Just which radio station is Number One in San Francisco? Oddly enough, at least three radio stations claim to be Number One in San Francisco. By "Number One" each means, of course, that it is the most popular station in the city.

Understandably enough, KSFO suggests that it is Number One because the rating services—Pulse, Hooper and Nielsen—insist that KSFO is the most popular station, not only in San Francisco, but in the entire Bay Area.

Agreeably enough, you can get the full details of KSFO's audience dominance in this big 9-county market by simply calling the station or your nearest AM Radio Sales office.

KSFO
San Francisco — Oakland

GWB A Golden West Broadcasters Station
KMPC Los Angeles KVI Seattle — Tacoma

GMM&B GETS CAPLES CO.

Combined agencies expect $35 million billings, Cables will operate as a division of GMM&B

Geyer, Morey, Madden & Ballard Inc., New York, has acquired the advertising business of The Caples Co., a Chicago-based agency, it was announced today (Nov. 7) by Sam M. Ballard, president of GMM&B, and Ralph N. Hartsing, president of Caples. Combined billings are expected to exceed $35 million.

The statement added that while the advertising business of Caples will be incorporated in the GMM&B organization structure, its principal office in Chicago and other offices in Los Angeles, Omaha, New York and Portland, Ore., will function as The Caples Div. of the parent GMM&B agency, with all personnel being retained intact. GMM&B has branch offices in Detroit and Dayton, Ohio.

Key posts in the enlarged agency will be held by B. B. Geyer, Sylvester M. Morey and Ralph Hartsing, all of whom were founders of their respective agencies. Mr. Morey, founder of Morey, Humm & Warwick which was merged with Geyer two years ago, continues as chairman of the board of directors. Mr. Geyer, who established the Geyer agency in 1911 in Dayton, Ohio, remains chairman of the executive committee. Mr. Hartsing, who founded The Caples Co. in 1921 with the late Ralph C. Caples, will be executive vice president in charge of the Caples division in the Chicago office. The New York executive lineup remains unchanged with Richard J. Farricker as executive vice president and Mr. Ballard as president.

Free of Conflict • Both agencies serve a diversified list of national, international and regional advertisers, GMM&B has concentrated largely on accounts in the consumer and industrial fields; Caples, while serving many consumer accounts, is particularly strong in transportation and travel. Three of the accounts which came to Caples in the agency’s first year—Union Pacific Railroad, Illinois Central Railroad and Seaboard Railway—are still being served.

“It was because of the complete freedom of conflict between our two account lists that we have viewed this consolidation with growing satisfaction since negotiations began last summer,” Mr. Hartsing said.

Also in advertising . . .

B & B abroad • Benton & Bowles’ international operation has been expanded to Australia, New Zealand and Italy, working affiliations made respectively with Jackson, Wain & Co., Sydney; Goldberg Adv., Wellington, and Itam (Italian American Agency), Milan.

NETWORK RADIO’S LEADING ADVERTISERS

Based on Four Weeks Ending Sept. 4, 1960

Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

<table>
<thead>
<tr>
<th>HOME BROADCASTS</th>
<th>COMMERCIAL MINUTES</th>
</tr>
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<tbody>
<tr>
<td>Rank</td>
<td>Advertiser</td>
</tr>
<tr>
<td>1</td>
<td>Pepsi-Cola</td>
</tr>
<tr>
<td>2</td>
<td>Chevrolet-Gen. Motors</td>
</tr>
<tr>
<td>3</td>
<td>Midas</td>
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<td>4</td>
<td>Liggett &amp; Myers</td>
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<tr>
<td>5</td>
<td>R. J. Reynolds</td>
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<tr>
<td>6</td>
<td>Metropolitan Life Ins.</td>
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<tr>
<td>7</td>
<td>Ex-Lax</td>
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<td>8</td>
<td>Kellogg</td>
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<td>9</td>
<td>Frito</td>
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<td>10</td>
<td>General Foods</td>
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<td>11</td>
<td>Brooke Div.-Bristol-Myers</td>
</tr>
<tr>
<td>12</td>
<td>Time, Inc.</td>
</tr>
<tr>
<td>13</td>
<td>Hudson Vitamin Products</td>
</tr>
<tr>
<td>14</td>
<td>Seven-Up</td>
</tr>
<tr>
<td>15</td>
<td>A. E. Staley Mfg.</td>
</tr>
<tr>
<td>16</td>
<td>American Tel. &amp; Tel.</td>
</tr>
<tr>
<td>17</td>
<td>Automotive-Amer. Motors</td>
</tr>
<tr>
<td>18</td>
<td>Nyleonet Corp.</td>
</tr>
<tr>
<td>19</td>
<td>General Mills</td>
</tr>
<tr>
<td>20</td>
<td>Bristol Myers</td>
</tr>
</tbody>
</table>
Every important food chain in Fargo uses big time on WDAY-TV—on a year-round basis!

This does more than confirm the judgment of the large national advertisers who use WDAY-TV. Because these big local advertisers don’t have to depend on ratings, coverage maps or other printed material that may or may not tell the whole story of any station’s effectiveness. These local advertisers know their market and its preferences. They just simply can’t be wrong.

PGW has all the facts. Ask your Colonel!

Jane Johnston speaks for Red Owl on the Red Owl Theatre on WDAY-TV

Bill Weaver speaks for Super Valu in their very heavy spot schedule on WDAY-TV

Carol Olson speaks for Fairway-Super Fair in the Phil Silvers Show on WDAY-TV

Glen Hanson speaks for Piggly Wiggly on “Bold Venture” on WDAY-TV
Columbia’s tv capsules subtly sell sound

A national tv format is taking shape and it’s hard to define. Interestingly, it’s a firm that sells recorded sound that is doing new things with the tv picture. Is Columbia Records Playback a commercial or a program? Perhaps a hybrid? The five-minute breed does not fit easily into the old television mold. As much as some producers say of Person to Person, it is one of those innovations representing a “pure television form.”

Playback runs seven nights a week in New York (they change the taped “record” once a week), three in Los Angeles and will start after the first of the year in Chicago. It is a spontaneous exchange between the president of Columbia Records, Goddard Lieberson, and his album artists, drawn from the whole stable, Igor Stravinsky to Johnny Cash. Sometimes they don’t even bother to play or sing, just talk. The only semblance of a script is a short albums commercial read by an announcer at the end of the show. This takes 20 to 30 seconds. Columbia Records thinks of Playback as a show. Apparently, so do viewers in New York and Los Angeles who write to say it’s too short. Columbia doesn’t keep a count of letters but does hear regularly from viewers and is delighted with this complaint, the only one.

When the disc company went to stations for a rate there was a bit of consternation. The ordinary rate card doesn’t make much allowance for five-minute orders. Columbia and agency Wunderman, Ricotta & Kline, New York, conferred and negotiated the spot they wanted. On WNTA-TV New York, following the two-hour Play of the Week at 10:30 p.m. Monday-Friday. Weekends they try for a different audience at 6:55 p.m. Saturday and 4:55 Sunday afternoon. The coast outlet for Playback is KCOP (TV) Los Angeles, where it runs Thursdays and Fridays at 9:55 p.m., Saturdays at 10:25.

What to charge — Playback is a special case and can’t be shoehorned into the standard rate card concepts of announcement rates vs. program rates. WNTA-TV says. No one wants to say what it costs but Deborah Ishlon, Columbia’s creative services vice president (she handles advertising, sales promotion, design and packaging, literary and information services), admits that tv represents an important part of her company’s budget. Columbia packages Playback itself through CBS Television Production Sales, which tapes the show on both coasts, wherever President Lieberson and the artists happen to be.

On the commercial vs. program question, Mr. Lieberson says, “it’s a mistake to think of our program as a commercial. It’s a five-minute show which has a little commercial at the end. Now, if it turns out to be a five-minute commercial, so much the better, and we’ll have to admit that’s subtle.” Columbia’s president regards his show as advertising, advertising of “a very high calibre” which practices “soft sell” to the point of being gelatinous.

Columbia uses some orthodox national spot announcements on am and tv (the company is thinking about fm too) but Playback is a chance to add sound and movement to a special “personality” ad series that had previously been confined to print. These advertisements introduce the artists and tell something about them. To do this on tv, you need five minutes, Miss Ishlon thinks.

But Does It Sell Records — It’s hard to pinpoint sales impetus, Miss Ishlon says, but sales people and distributors are enthusiastic in the

TEXACO’S NEW RADIO CONCEPT SET Special network of 108 stations to carry Met Opercasts

With some of the leading affiliates of all four traditional networks participating, Texaco Inc.’s new radio-network concept—a 108-station specialty program set to carry the New York Metropolitan Opera broadcasts this winter—emerged last week and was pronounced ready to go.

There were indications that it was not only ready to go, but ready to expand. Other advertisers were reported to have shown interest in buying time on the same lineup, and one, it was learned, already has done so. Although the purchase has not been announced, Stromberg-Carlson Co. was reported unofficially to have signed to sponsor a news-cast on the same lineup, live, immediately following the opera broadcasts each Saturday.

The opera series, sponsored by Texaco on CBS Radio for the past two years and on ABC Radio for 18 before that, will be carried live on the special lineup each Saturday from Dec. 3 through April 15, starting at 2 p.m. EST. The 20 programs will average about three and a half hours each.

Although no figures were released, the total cost to Texaco—for station time, lines, rights to the opera performances, talent and other personnel payments and all other expenses—was expected to come to about $1 million, or “just a little more” than Texaco had been paying CBS Radio.

95% Coverage — Creation of the special lineup was attributed to failure of many CBS Radio stations to clear for live broadcasts of the opera. After Texaco’s plans to build its own “network” were disclosed last spring (Broadcasting, June 6), CBS Radio said it had offered live clearance on 144 stations representing 81.5% coverage of the U.S. Spokesmen for Texaco reported last week that the 108 stations in the special lineup reach 95% of U.S. radio homes.

A breakdown of the Texaco station list shows CBS Radio affiliates predominate by better than 2 to 1 over those of the three other networks combined. The list consists of 47 CBS Radio outlets, (including one o&o, KMOX St. Louis), 18 NBC Stations, 17 ABC, 2 Mutual and 24 non-network stations. In its recent modifications of weekend programming CBS Radio explicitly revised its requirements to accommodate stations carrying the opera, baseball or football because “we fully realize the value of these programs to your community and we want to cooperate with you in every way.”

G. H. Johnston, New York, a radio program packager who was associated with the Texaco account when Kudner agency had a portion of it, organized the special lineup and will produce the broadcasts. The project was negotiated with representatives of the stations involved and did not clear through the Texaco agency, Cunningham & Walsh. A total of 32 station representation organizations was involved. The Henry I. Christal Co. was generally credited with a key role in the project.

Although Cunningham & Walsh presumably will not receive commission on Texaco’s expenditure for the opera lineup, it was understood that the Stromberg-Carlson news-cast purchase on the same lineup was handled through D’Arcy Adv. and is commissionable.

BROADCASTING, November 7, 1960
markets covered by Playback. Here Mr. Lieberson adds that a good part of the Columbia dollar is spent in building a picture of Columbia Records and you can't audit this kind of effort.

Columbia has no idea of its audience seven days in New York and three a week in Los Angeles. Originally the company was looking for people with cultural interests, and that's why it chose to follow the Play of The Week crowd last April. Actually, Columbia wants any kind of viewer it can get and over the weeks offers a smorgasbord that stands to broaden a lot of tastes. Mr. Lieberson tries to put Playback talk on a broad base, offering something "extra-musically interesting."

The credit crawl shows how the tv package fits into the Columbia art picture. Miss Iffison, whose responsibilities cover design and packaging is producer; Bob Cato is creative director of art and design; Bill Hallahan produces and Tim Kylie directs for CBS Television Production Sales. Stewart Metz announces.

Business briefly...

Nestle Co. distributors in Central America will sponsor 52 weekly half-hour programs on the five-station Central American Television Network, starting the first week in December. The first 26 weeks will be programmed with Panic, a suspense drama series. Nestle's "Nido" powdered milk and the "Maggi" line of dehydrated soups are among the products to be advertised by Productos Nestle, S.A., Nestle distributors in Guatemala, El Salvador and Costa Rica.

Shulton Inc., N.Y., toiletries, will support its five tv specials between Thanksgiving week and Christmas with heavily increased schedules in all media. A spot radio campaign will run in all major markets for three weeks prior to Christmas, in addition to a heavy concentration of tv spots. The Shulton Holiday Playhouse, five dramatic half-hours, will be televised over 85 network-affiliated and independent stations beginning the week of Nov. 20. Agency: The Wesley Assoc., N.Y.

Philco Corp and Owens-Corning Fiberglas, have purchased Latin American coverage of the U.S. election returns on WRUL New York (international short-wave station). Philco will sponsor 15 minutes each hour in English, Owens-Corning 45 minutes each hour in Spanish. Coverage will begin at 8:45 p.m. EST and continue until all results are in. The Philco business was placed direct, the Owens-Corning business by Foreign Advertising & Service Bureau, New York.

Parfums Corday Inc., N. Y., importers of Fame, Toujours Moi, Trapeze, Zigane and Jet Perfumes from France, is making its first use of both spot radio and tv in a campaign that runs until Christmas. Advertiser's Fame fragrance is featured in saturation spot schedules in key markets. Agency: Philip J. Lane Adv., N. Y.

Agency appointments...

* Glenbrook Labs, (Div. of Sterling Drugs, N.Y.) to N. W. Ayer & Son, Phila., for unnamed new product. Client has a handful of agencies for a large array of drugs and toilet products.

* Renault Inc. (automobiles) appoints Needham, Louis & Brorby, N.Y., to handle its radio and tv, giving the agency its entire national advertising account. N.L.B. was named in January 1959 and Kudner inherited the broadcast portion last year. Plans for Renault's 1961 campaign are now being formulated, according to Maurice Bosquet, president of Renault.

Soft drinks' tv ads reach an all-time high

Soft drink bottlers' tv advertising expenditures in the first six months of 1960 reached a new high of $7,594,301, Television Bureau of Advertising reported last week. Spot tv gross time billings for the period were $6,047,800, according to Tvb-Rorabaugh, while network gross time expenditures were $1,546,510, Tvb said. Four soft drink companies, with Coca-Cola's gross time billings of $2,202,860 during the January-June period heading the list, accounted for the major portion of tv expenditures in the soft drink category.

Other top spenders were: Pepsi-Cola, $1,563,100; Seven-Up, $934,490, and Canada Dry Corp., $930,380. Tvb noted that television is the leading advertising medium for soft drink bottlers.
Politicians come down home stretch

CANDIDATES WILL FIRE THEIR FINAL SALVOS ON TELECASTS TONIGHT

The most-viewed and most-heard presidential campaign in history comes to a close tonight, election eve, with signoff broadcasts by both political parties.

While the broadcast pace speeded last week in line with the general intensity of presidential campaigning, the week passed without 'what was to have been its star show'—a fifth Nixon-Kennedy debate.

As late as Saturday morning, Oct. 29, the networks were confident a fifth debate would be held Oct. 31 with WTOP-TV Washington as the site and CBS as the producer. Networks had top news officials in Washington that morning. Tickets for studio guests had been printed, telephones ordered and other arrangements made. Later in the day, after nearly 48 hours of name-calling and hard feelings, the whole idea was dropped, each party blaming the other for its failure.

The four broadcast debates were credited with a profound influence on the campaign (see analysis of debate impact page 27).

During the post-convention campaigning both radio and TV stations and networks encountered few serious charges of bad faith or failure to provide equal time to candidates.

San Francisco Story: High spot of the broadcast regulatory scene was the FCC's Nov. 1 telegram to the Democratic state chairman in California. This ruling held that San Francisco stations carrying President Eisenhower's Oct. 20 address were not required to give the party equal time to answer the President's purportedly nonpolitical remarks since he was not a candidate. The ruling then noted stations are required to afford reasonable chance for opposing views to be heard, but this does not mean any particular person has the right to advance these views on the station involved (see story page 48).

The San Francisco case brought a quick request from the Senate election watchdog subcommittee, headed by Sen. Ralph W. Yarborough (D-Tex.). Creekmore Fath, subcommittee majority counsel, wired San Francisco stations involved in the incident as follows, "...via the FCC's Nov. 1 telegram to the Democratic state chairman in California, the FCC held Oct. 20 address were not required to give the party equal time to answer the President's purportedly nonpolitical remarks since he was not a candidate. This ruling holds that San Francisco stations carrying President Eisenhower's Oct. 20 address were not required to give the party equal time to answer the President's purportedly nonpolitical remarks since he was not a candidate. The ruling then noted stations are required to afford reasonable chance for opposing views to be heard, but this does not mean any particular person has the right to advance these views on the station involved (see story page 48)."

One foot in heaven

Sen. John F. Kennedy, Democratic candidate for the presidency, has gone the congressional reformers one step better.

He would bar the member of any regulatory agency from having ex parte contacts not only with interested parties, but with congressmen or the White House.

Sen. Kennedy made these remarks during a political tour of Ohio. Speaking to students at Wittenberg College, Springfield, Ohio, the Democratic candidate set out eight principles of ethical conduct. He also pledged to reform and streamline the regulatory agencies.

Sen. Kennedy did not name any of the agencies or any of the cases which have involved prominent government officials.

Thus for the second time in a fortnight the subcommittee stirred station resentment over what was felt to be unwarranted meddling in their business. In mid-October Sen. Yarborough had sent out 5,300 letters directing station (truth) reports of all their election complaints within 24 hours.

At the weekend it appeared the San Francisco stations would take the position the Yarborough watchdog group had no right to demand reports on steps they had taken in the presidential case. One position was based on the premise it's purely a matter between the licensee and the FCC. The Yarborough subcommittee is authorized to review broadcast election performance with a view toward possible legislation.

Two other cases attracted industry attention. WMCA New York drew Republican protests and demands for time and promotion after taking an editorial stand for Sen. Kennedy. The FCC held in the case of a protest against WNTA-TV New York that the station had met its equal-time responsibilities.

Last-minute events: In late pre-election drives, the Democratic and Republican parties poured money and a last-ditch effort into time buys on radio and television. Conspicuous were spot campaigns by both the GOP and the Democrats. Paid political telecasts on the networks went off as planned except for some pruning and additions in parts of the schedules. The highlights last week:

- Republicans, through Campaign Assoc., New York, accelerated spot, placing time on more than 400 stations. Telecasts included minutes and 20-second spots. In New York State both TV and radio buying increased. All available stations Negro-oriented WLIS New York were purchased late last week, and were to continue through until this evening.

- Democrats filled the TV air with network programs, five-minute shorties tagged into the end of programs tonight and spots carried on more than 200 TV stations (Broadcasting, Oct. 31).

- Networks continued to expedite paid political time while making revisions for telecasts which the parties dropped or reduced in length. Late in the week it was apparent the political dollar volume on network TV in election year 1960 would be only slightly less than in election year 1956. Chief reasons it didn't double, triple or quadruple were two: (1) Exposure of the two standard bearers and their running mates on all things at no charge (including the "Great Debates") and (2) less money at the disposal of the two parties.

- A heated fall-out developed between CBS-TV and the Republican National Committee (via Campaign Assoc.) over a GOP request that time be cut back on one GOP-sponsored program (Nov. 7, 10-11 p.m.). The hour ordered by the Republicans last April and confirmed in August suddenly became a half-hour, the GOP stating it would program 10:30-11 p.m. only. CBS-TV officials reported the time was sold to the Republicans and the network expected to be paid in full 48 hours in advance of program time (advance payment is standard procedure).

- Republicans also cut back an election eve hour on ABC-TV where it had ordered 11 p.m. through midnight, and instead will send special program 11-11:30 p.m. telecast. Democrats cancelled a half-hour Sunday night (Nov. 6), and This Is Your Life was reinstated in its 10:30-11 p.m. period.

Actual political spending totals were hard to come by but it was possible to make rough estimates. NBC-TV reportedly could add up its political time sold to some $900,000 including regional telecasts, CBS-TV had about $1.1 million while ABC-TV had $350,000.

These compared with '56 as follows: NBC-TV had a little over $1 million,
PROGRAMATIC® eliminates these hazards for 174 Broadcasters

SCRIPTS?
Hard to write—easy to lose

LIVE COMMERCIALS?
Fluffed any lately?

ETs?
Hard to handle—easy to scratch

SWITCHES?
Sometimes it’s the wrong one

V.U.?
Gotta watch it all the time

TURNTABLES?
Rumble—fumble—bumble

LPs?
Grooves skip—pickups bang

FADERS?
Too fast? Too soon?

MICROPHONES?
Adjust—adjust—adjust

PROGRAMATIC takes these headaches out—puts the profits in

How Programatic’s “sound of success” can work for you!

O-Valtion

- Programatic is practical automation coming to radio.
- Programatic gives you superior adult music programming.
- Programatic is available—exclusively—one station per market.

See it! Hear it! Profit from it! Programatic will be at all the NAB Regional Meetings.

PROGRAMATIC BROADCASTING SERVICE, DEPT. B
229 Park Avenue South, New York 3, N. Y.

I am interested in Programatic, exclusive for my market. Give me the facts—fast.

NAME

STATION

CITY

STATE
CBS-TV about $1.4 million and ABC-TV some $515,000.

At late week, Democrats were spending at about a ratio of 3 to 2 over Republicans on NBC-TV, but the GOP was spending 2 to 1 over Democrats on CBS-TV, the same on ABC-TV.

GOP vs. CBS • The full hour in dispute with the GOP at CBS-TV will cost some $150,000 including pre-emption costs. Republicans initially had forecast also to use remotes to pick up Messrs. Nixon, Lodge and President Eisenhower, all in different parts of the country on election eve. Sponsors of Hennessey, which would have to be reinstated at the 10-10:30 p.m. period, are General Foods and P. J. Larkin.

Radio programs in nine foreign tongues were bought by American Nationalities for Nixon-Lodge, repeating a campaign conducted in 1956. Pan American Broadcasting Co., New York, prepared and placed the programs, aimed at the 5 million voters who speak in a foreign language.

Starting Time • All three television networks last week had second thoughts on what would be the best time to start election night coverage. As matters stood Nov. 4, ABC-TV will have a half-hour head-start over CBS-TV and NBC-TV, both of which moved up their starting times to 7:30 p.m. As previously announced (BROADCASTING, Oct. 31), ABC-TV and CBS-TV were going to wait until 9 p.m., and NBC-TV had decided on 8:30 p.m. Last week, after CBS-TV switched to an 8:30 p.m. start and ABC-TV thought it would be the proper time, a belief suddenly shared by CBS-TV as well. Then ABC-TV made its big move.

ABC-TV also expected to be first with an electronic prediction of the next President. The network said he will be named by its Remington Rand Univac computer shortly after 6 p.m., on the John Daly and the News program. The computer will base its projection on early returns from scattered voting districts.

Sig Mickelson, CBS News president, said by 7:30 p.m. there will be approximately twice as many votes already reported as in the previous presidential election at the same hour; a full 2% of the total vote will be tallied, and by 8:30 p.m. 5% will have been reported, he declared. Because of speeded up reporting and increased capabilities of the IBM 7090 computer, Mr. Mickelson stated, it is anticipated a preliminary forecast of the election can be made on the Douglas Edwards with the News program 7:15-7:30 p.m. (EST) or earlier, depending on the course of the closeness of the voting. CBS Radio last week assigned CBS news correspondent Blair Clark to be stationed with CBS-TV's Howard K. Smith at the IBM 7090 to report and analyze the voting trend during the radio network's coverage.

John Daly, who heads ABC commentators covering the election, said last week that "it's the votes of the electoral college, not the popular vote, that elects a president. Therefore, our ABC coverage is going to be concentrated on that essential part of the election. We, of course, will be giving the popular vote frequently, too—about every five minutes."

With exactly one week left to sell its final one-twelfth sponsorship of election night coverage, NBC-TV last Tuesday found a buyer in the Remington Rand Electric Shaver Div. of Sperry-Rand Corp., through Young & Rubicam, New York. ABC-TV last week failed to land several expected advisers for its remaining time.

NBC-TV announced the Dave Garwood program Today Show will originate in Studio 8-H on the morning of Nov. 9 (7-9 a.m. EST) with a summary of late morning election results from far western states, updating of congressional and gubernatorial races, and final tally of the presidential vote.

SEC. 315—1960 STYLE

Fairness is the guideline—not equal time as FCC rules on political broadcast complaints

"Today there is a greater sensitivity to political balance on the part of viewers than ever before."

This observation by an FCC staff official who has reason to know sums up the commission's experience with the 1960 political campaign—the first under two significant revisions of the equal time provisions of Sec. 315 of the Communications Act.

The two changes which are responsible for the new climate, as exemplified in the quote above, were (1) the exemption from Sec. 315's provisions of news, news interview and discussion programs, and (2) the suspension of Sec. 315 as it applied to the presidential and vice presidential nominees of the major parties. Both changes were enacted by the 87th Congress.

Last week the FCC issued two rulings pointing up the new outlook on political campaigns and Sec. 315. Four years ago the bulk of the political complaints involved the question of one candidate appearing and his opponent not receiving the same benefits. Today the problem is one of fairness.

• The California Democratic State Central Committee was told last week that President Eisenhower's speech Oct. 20 in San Francisco did not require the invocation of Sec. 315 because the President is not a candidate and Sec. 315 applies only to candidates.

• As to the question of fairness, the commission said this is up to the individual stations, who are required to present tit for tat, but may reconcile their responsibilities to present both sides of a public controversy in their own way in the light of their programming as a whole.

Unanimous • This position was taken by all six FCC commissioners who voted on it Oct. 31. Only Commissioner Rosel H. Hyde was absent. He was in Mexico on official business.

The California complaint was lodged by Roger Kent, state Democratic chairman. He asked that the commission force KRON-TV, KPIX (TV), KGO-AM-TV and KCBS, all San Francisco, to grant the Democratic Party time comparable to that given President Eisenhower in his address to the Commonwealth Club in that city.

The FCC quoted replies from the stations to its letter of inquiry which held generally that coverage of the President's speech was a news coverage in the judgment of the stations and that since the president termed his speech non-political it would be presumptuous for the stations to question this. In discussing the broadcaster's responsibility to present all sides of a controversial issue, the FCC pointed out that "this does not mean that any particular person or persons have the right to advance these viewpoints on the station involved. The question whether other available groups or individuals might be appropriate spokesmen for the particular points of view is a matter for the exercise of reasonable discretion by the station. It is not the commission's policy ... to direct a station to discuss specific issues or to provide its facilities to specific individuals."

Fair is Fair • An even more direct answer to a complaint was included in the FCC's answer to George A. Katz, a New York attorney representing James N. Fazio, Democratic candidate for election to the New York assembly. Mr. Katz complained that WNTA-TV New York refused to give Mr. Fazio comparable time on the station used by Mr. Fazio's Republican opponent, Joseph F. Carlino. Last July 17 Mr.
... others like chocolate, strawberry, black walnut... in fact, that's the reason for 28 flavors...

something to suit every possible taste!

Good, sound programming comes in many flavors, too. At KSLA-TV the flavors of programming are as many and varied as are the tastes of our 755,000 viewers.

And each flavor... news, variety, public affairs, comedy, drama, action... has all the richness and taste appeal that keeps the viewers coming back for more.

Our advertisers keep coming back, too, for the "double-dip" of KSLA-TV's audience loyalty. Ask your Harrington, Righter & Parsons man to scoop up your flavor of availabilities for you today.

We've got 'em all... even plain vanilla!

KSLA TV channel 12 shreveport, la.
How to build your own hot seat in one easy lesson

Meet the newest man on a Washington hot seat—Creekmore Fath. He's majority counsel of the Senate watchdog subcommittee, which recently set up an industry tumult by sending out 5,300 letters to radio and TV networks and stations. These letters called for reports within 24 hours of all complaints about the way they are covering the election (Broadcasting, Oct. 24).

As investigator for Sen. Ralph W. Yarborough (D-Tex.), chairman of the watchdog subcommittee, Mr. Fath is operating in an environment of jangling phones, heaped-up mail and controversy. His job—to find an answer to any legislative problems created by the 1960 national campaign with its suspension of Sec. 315 equal-time provisions.

Over 800 radio and TV stations have already sent in complaints. Mr. Fath at this point must answer a key question, "Just what is a complaint?" Is a request for reply time a complaint? Or must there be a station refusal of time and facilities before an actual complaint arises?

A Classic • He considers the San Francisco incident "a classic case." In that city several stations carried a partisan speech by President Eisenhowr (see FCC advisory ruling this page) and Mr. Fath contends these stations "must let the other side discuss the issues raised by the president." Several of the stations, however, contend that as a result of the FCC ruling the incident is purely a matter between licensees and the commission. A station-attorney view is that licensees are only required to show a balanced performance record during the campaign.

The man who runs this probing operation is a quiet, baldish Texan from Austin, Tex., where he has his own law firm. He was inveigled into the job by his friend, Sen. Yarborough, after Joe Bailey Humphrey, Dallas lawyer, went back home because Congress allowed only a puny $35,000 for what had been envisioned as a nationwide monitoring project.

"If you won't take it, I'll have to drop my campaign activities and spend the fall in Washington," Sen. Yarborough told him. The chairman recalled Mr. Fath's seven-year Washington record prior to, during and after World War II when he held down committee, White House and war mobilization-reconversion functions.

Lacking money to monitor broadcast election coverage, the subcommittee last August contacted candidates all over the nation, later appealing to the public. Finally it sent the famed complaint letter to every station. Mr. Fath spearheaded the complaint letter. Though stations are confused and irked over its shotgun aspects, he insists it is merely "a request" though an NAB interpretation (Broadcasting, Oct. 31), held licensees "must" submit the complaints they receive within 24 hours.

The Family Tree • The "Creekmore" is a family tag: "There are Creekmores all over the South."

As the workload mounts—115 stations sent in complaint reports on Nov. 2—he calmly puffs his pipe, answers telephones and contemplates the day he can wind up his assignment and return to his practice.

Carlino appeared over WNTA-TV's Between The Lines program, discussing the Democratic convention, FCC noted. One week later, former Democratic New York Gov. Averil Harriman was interviewed on the same program and gave his views of the Republican convention.

This program, the FCC stated is a bona fide news program and thus exempt from the provisions of Sec. 315. Not only that, the commission added—the station appeared to have adhered to the usual fairness doctrine by presenting a Republican to discuss the Democratic convention and a Democrat to discuss the Republican convention.

Staff Churning • During the month of October, the last full month before the Nov. 8 election, the FCC has received 129 election "complaints." These have been handled by a staff of six attorneys, several of whom have put in Saturday and Sunday work in the last few weekends. This staff is part of the Renewal & Transfer Division of the Broadcast Bureau and is under the direction of division chief Joseph N. Nelson, and renewal branch chief Edward J. Brown.

Although the number of complaints has not dropped extensively, it was ex-
For the buyer or seller of broadcast time NCS '61 is the master key that unlocks new opportunities... provides fresh solutions to recurrent problems in...

**Marketing**
What broadcast coverage should you buy, county-by-county, to meet your sales goals?

**Distribution**
Do advertising allocations match your sales area potentials?

**Media Selection**
How can you tailor a campaign to fit the varying characteristics of markets?

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Are you reaching the right prospects at a reasonable price?

NCS '61, now polling 375,000 radio homes, is timed to coincide with release of 1960 U.S. Census figures. Nielsen Coverage Service alone will give authoritative answers on radio and television coverage and circulation... current information from every county in the U.S.

**FOR ALL THE FACTS CALL... WIRE... OR WRITE TODAY**
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave., FRanklin 2-3810
NEW YORK 22, NEW YORK, 575 Lexington Ave., Murray Hill 8-1000
MENLO PARK, CALIFORNIA, 70 Willow Road, DAvenport 5-0021
"Brawnski Will Be Big In The Media Department"

Sharp lad that Brawnski... he'll join the agency schooled in basic market facts. Obviously he knows that South Bend has a higher per household income ($7,553*) than any other Indiana Metro Area... that it ranks $1,426* above the state average.

While a rich market by itself, South Bend is part of a total 15-county area with buying power in excess of $1.7 billion*. You can't afford to penalize your sales efforts in a market of this scope... it calls for an all-out aerial offensive! And no station reaches South Bend aerials like WSBT-TV!

The nation's oldest UHF station, WSBT-TV has dominated this market since its opening day. Year after year it delivers 45% share of sets in use with top CBS programs and popular local shows. Don't fumble sales potentials in the big South Bend market. Get the latest signals from your Raymer man.


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

Ask Paul H. Raymer, National Representative

illustrative cases were processed by the Broadcast Bureau office:

- A Mrs. Jay Stoner of Minot, N.D., complained that KXMC-TV there carried Kennedy, Nixon and Johnson on the CBS-originated Presidential Countdown, but did not carry the network feed when Mr. Lodge was on the program. In response to the FCC's inquiry on this the station said it planned to carry the Lodge show on a delayed basis.
- The New York Republican Committee explained that it had not been granted time to respond to the WMCA New York editorial favoring Sen. Kennedy for President. The station told the FCC that before using the editorial it had wired Vice President Nixon, offering its facilities for anything he wanted to say, but that he had never replied. This offer is still open, the station said. It also pointed to appearances on its programs of such Republicans as Gov. Rockefeller, State Attorney General Louis Lefkowitz, and Assemblyman Joseph F. Carlino.
- The Missouri Seventh District Republican Committee charged that a five minute political broadcast in behalf of Democratic congressional candidate Charles H. Brown was not sufficiently identified as a paid political broadcast. The FCC wrote to the station and a more careful identification was made in the continuity. This still did not satisfy the GOP group, because it wrote a second letter of complaint.
- The Socialist Labor Party in New York complained that the networks and WNTA-TV New York refused to give it time to present its views on the issues in the current election. The complaint was denied by the FCC because of the lack of specific details of what the Socialists asked for, how they were refused and what viewpoint the group wanted to present.

‘Equal promotion’ sought from WMCA

A new “equal” has been added to the broadcaster’s problem in dealing with political candidates—“equal promotion.” That demand was made of the Straus Broadcasting group stations (WMCA New York, WBNY Buffalo) after they broadcast an editorial supporting Sen. John F. Kennedy for president, and promoted the editorial through paid newspaper space and on-the-air announcements (Broadcasting, Oct. 31).

Two Republican groups protested to the FCC about the Straus editorial, demanding equal time to answer it on the air and also demanding that the Straus stations pay for newspaper space (five one-page ads which cost about $20,000 in New York City newspapers) and furnish an equal number of on-air promos (41 on WMCA, 30-
GREATEST STRIPPER IN THE BUSINESS!!

Like, Leave Us Have No Doubts About It

"The People's Choice" is the greatest success story in daytime stripping! From coast-to-coast, smart station's have won the smart money (P&G, Lever Bros., General Mills, Jergens, Lestoil, Anahist, etc., etc.) AND results with this top-rated 104-stanza laugh series.

In market after market—NOW on the air in 16 out of the top-30 markets!—"The People's Choice" is the audience's choice, the advertiser's choice AND the station's choice.

Good reason for it, of course. Situation comedy is HOT . . . R-E-D HOT! And "The People's Choice" is BOTH the best AND the most recent off-the-network-into-syndication addition to the too-too small list.

Look into it today, hey.
35 on WBNY) to promote the reply. The editorial itself ran 9 minutes, 10 seconds, and was broadcast twice on both WMCA and WBNY.

The complaints and demands came from Chairman Thruston Morton of the Republican National Committee and from L. Judson Morehouse, chairman, and Lyle W. Hornbeck, campaign manager, of the New York Republican State Committee. The FCC wired the Strauss stations for an explanation.

R. Peter Straus, president of the stations, told the FCC and the GOP groups that an offer of equal time had been extended to Vice President Nixon and Henry Cabot Lodge before the editorial was aired, and that no reply had been received through Wednesday, Nov. 2. On Thursday, however, a telegram was received from Robert Finch, Nixon's campaign manager, advising that the schedules of both GOP candidates precluded their accepting the offer personally and requesting that Sen. Jacob Javits of New York be designated to reply on their behalf. Mr. Straus indicated the stations would consider the request, but no decision had been reached late Thursday.

Mr. Straus indicated the demand for equal promotion would not be met, although he said that if Mr. Nixon or Mr. Lodge should personally accept the equal time offer the stations would of course promote their reply.

Mr. Straus also pointed out that Gov. Nelson Rockefeller and Attorney General Louis Lefkowitz of New York appeared on the stations on Friday for 1 hour, 10 minutes immediately following broadcast of the first editorial, devoting 23 minutes, 3 seconds of that time to comments about the editorial. Two days later the stations presented comments on the editorial by Attorney F. Carlino, Republican speaker of the New York State Assembly.

Although the equal time requirements of Sec. 315 apply only to appearances of the candidates themselves, the FCC's doctrine of fairness in regard to editorializing requires stations to seek out and broadcast opposition viewpoints.

THE MEDIA

WHERE DO YOU START FROM?

That's the big question as network negotiations with AFTRA and SAG are resumed in New York

Network negotiators resume contract talks today (Nov. 7) with the American Federation of Television & Radio Artists and the Screen Actors Guild on national agreements with both sides still "far apart" and the deadline of Nov. 15 rapidly approaching.

A hiatus in talks in the significant area of national agreements was taken last week to permit negotiators to confer on local contracts for their owned and operated facilities, but the direction of national agreements undoubtedly will shape the pattern for local pacts.

AFTRA, which is spearheading the talks, is reported to have relaxed its demands considerably from the "highly excessive" rates it sought in its original proposals (BROADCASTING, Oct. 3 et seq.). But the networks, in true bargaining fashion, offered counterdemands which are said to be less than are contained in the present AFTRA pact but are slightly higher than those in the current SAG agreement with film producers. In other words, the management gambit appears to be to negotiate on the basis of SAG's lower rates.

A Comparison * A perusal of AFTRA and SAG's present contracts reveals the issue of "where do you start from" can be paramount. The most crucial and disputatious area of talks is in national spot. A comparison of the present AFTRA and SAG contracts shows that the session fee for on-camera performers under AFTRA is $93, while it is $80 under SAG. If a commercial is used in more than 125 markets, the 13% use fee under AFTRA is $312 currently, while it is $260 under SAG. If a commercial is used in 21-125 markets, the fee is $225 under AFTRA.

Under SAG, there is no direct comparison, but if a commercial is used in from 61-125 markets, the use fee for 13 weeks is $220. The SAG rates are obviously lower. Accordingly, the base from which you talk is most significant.

Both SAG and AFTRA, as is customary in these negotiations, are making strike preparations. Both unions have indicated to members that an "impasse" has been reached. SAG last week started to distribute more than 14,000 ballots to members asking for strike authorization. AFTRA has scheduled a meeting in New York on Thursday (Nov. 10) to brief its members on the progress of negotiations and to obtain their guidance on the future course of action, including a strike authorization if necessary.

The networks, which are facing a round of negotiations this winter with other unions, are seeking to hold the line. Representatives of advertising agencies and advertisers, who have been sitting in on the negotiations as observers, are reported to have insisted to management negotiators that costs are spiraling and increases can be modest only.

Petry pushes local live spots to beat wage hikes

As a consequence of "vastly increased payments" for talent sought by the American Federation of Television & Radio Artists and the Screen Actors Guild for spot tv commercials, (see story this page), Edward Petry & Co., New York, is preparing a major presentation for advertisers and agencies that will dramatize the advantages of live commercials as delivered by local talent.

The presentation will stress that live commercials delivered by local talent will be "considerably lower" in cost than film or taped commercials; will provide flexibility of message to fit changing re-

Labor negotiators have busy time ahead

The networks, already in strenuous negotiations with the Screen Actors Guild and the American Federation of Television & Radio Artists (see story, this page), are heading for a "busy beaver" season in labor negotiations with four other contracts expiring by Jan. 31, 1961.

The Directors Guild of America last week expressed hope that its negotiating team could start holding discussions with the networks by mid-November to frame a pact to replace one that expires on Dec. 30. Subsequently, pacts with the various technical unions loom—Local 1 of the International Alliance of Theatrical Stage Employees at all networks (covering stagehands); National Asso. of Broadcast Employees at ABC and NBC and the International Brotherhood of Electricians at CBS (covering technicians).

DGA said its negotiating team is in the process of drawing up demands. One demand will be for the same pension provisions for live television and radio directors as now exist in film contracts. A spokesman said that fee increases would be sought but declined to specify a percentage at this time.
The experienced eye is an important measure of quality at Collins. Of course, electronic devices test broadcast equipment, too. But, as in all great products, the final measure of quality at Collins is made, not by a machine, but by a man—a man with a very experienced eye.
IN RADIO

Now, every KBIG minute is new... and more valuable! The big reason: 3 talented personalities who are adding new freshness, new vitality to radio selling. That's Joe Niagara (6-10 a.m.), Jim O'Leary (10 a.m.-2 p.m.), and Bob Gage (2-6 p.m.). KBIG never sounds the same...and your advertising never had a better sales opportunity.

KBIG
JOHN POOLE BROADCASTING COMPANY, INC.
6540 Sunset Blvd., Los Angeles 26, Calif.
Hollywood 3-3205
National Representative: Weed-Brown Radio Corp.

WCOL has SOUND INFLUENCE in Columbus, Ohio
Advertising is a true investment. It must be based on sound judgment. In Columbus, you get maximum returns on your investment when you advertise on the New WCOL! The New WCOL offers the largest listening audience at lowest cost. Don’t speculate with your dollars. Invest in New WCOL Blue Chip advertising for greatest returns.

(YOU invest in the largest share of audience for less than half the cost per thousand listeners of other media. Ratings and CPM figures on request.)

24 hours a day broadcasting
1230 AM
92.3 FM

The New WCOL
The Capital Station
Columbus 14, Ohio
Represented by:

requirements; will command "a longer and stronger sell"; will build strong sponsor identification for the client. The presentation also will detail sponsor success stories by product classifications and geographical areas and outline the use of video tape by local stations.

To expedite this project, Petry has sent wires to all the tv stations it represents, asking them to provide additional data that may strengthen its presentation.

CBS wins plagiarism suit

A verdict in favor of CBS and Frank Cooper Assoc., program packager, was returned by a Los Angeles Superior Court jury Nov. 1 in a $3,750,000 plagiarism suit and implied and expressed contract damage suit involving the tv program The Verdict Is Yours. Ludwig H. Gerber, attorney; Homer Canefield, producer, and John E. Miller, law researcher, claimed they originated the courtroom format for the show in 1954 and had a verbal contract with the network. They contended CBS started the show three years later.

Mr. Cooper testified the network show was based on the Chicago program They Stand Accused, authored by William Wines. Besides kinescopes, CBS introduced testimony to show the courtroom-drama idea went back to 1948. The jury found for the defendants.

KPDQ surveys its audience

KPDQ Portland, Ore., is tabulating results of a poll of its listeners which it expects will give definitive figures on the average age, income, sex, listening habits, tv viewing habits and church affiliation of its audience.

The survey was conducted by Dr. Robert E. Dodge, marketing director of Portland State College. He selected at random 2,250 names from all listeners who had written the station within the past year. Questionnaires were returned by 977 people or 43%. Since those surveyed were chosen from a group who had expressed interest in radio, the percentage of return was high and the station expects an accurate profile.

Friendly Frost on exchange

The parent company of WGLI-AM-FM Babylon, N. Y., is now listed on the American Stock Exchange. Friendly Frost Inc., Westbury, N. Y., which operates a chain of 20 appliance and housewares stores under the trade name "Friendly Frost Stores," and of which WGLI Inc. is a wholly-owned subsidiary, also signed an agreement with the Norge Div. of Borg-Warner Corp. as exclusive sales agent for Norge's newly-developed coin-operated dryer cleaner units in six Northeastern states. Trading under the ticker symbol FF, Friendly Frost opened on 300 shares at 81 1/2.

116 WGR-AM-TV employees join NABET walkout

WGR-AM-TV Buffalo, N. Y., was struck at 8:30 a.m. Nov. 2 by 116 employees represented by National Assn. of Broadcast Employees & Technicians. The union and management sat Nov. 3 with a federal mediator.

The station management said it had been given three hours' notification that a strike would be called. It announced operations would continue uninterrupted with local and national programs and advertising. Administrative personnel took over duties and other Transcontinental stations supplied personnel.

Edward M. Lynch, union representative, said the company insisted on the right to automate without making adequate provision for displaced employees. He said the company was adamantly opposed to offering a separation work week, (13 1/2 hours) as granted recently by WBN-AM-TV Buffalo and cited these other complaints — elimination of the Christmas bonus for employees, elimination of cost-of-living provisions of four years' standing and inadequate employment security for seven NABET performing personnel.

Management said the company had offered an immediate increase in salaries now set at $166.95 per week to $175.50 with automatic increase to $182 in 18 months, a total increase of $15; 10% increase to those making under $166.94, 5% now and 5% in 18 months; immediate payment of $150 bonus to all employees; liberalized severance payments; increased medical-surgical benefits; and increased payments to talent.

Changing hands

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

* WHTN-TV Huntington-Charleston, W. Va.: Sold by Cowles Broadcasting Co. to Reeves Broadcasting & Development Corp. for approximately $2 million. The Reeves company, headed by Hazard E. Reeves, owns WUSN-TV Charleston, S. C., and KBAK-TV Bakersfield, Calif. Cowles owns KRNT-AM-TV Des Moines. WHTN-TV operates on ch. 13 with 316 kw visual and 200 kw audio. The sale was handled by R. C. Crislö & Co. (Brokers) Inc., Oct. 2.

* WTAC Flint, Mich.: Sold by Leonard and Philip Chess to group of Philadelphia businessmen for $550,700. Buyers' group includes Marvin Orleans, builder; Sol Krugman, steel supply; Louis Tose, trucking executive; Gene Milner, WIP Philadelphia disc jockey and sportscaster; Tom Reddy; WRCV Philadelphia disc jockey. WTAC was bought by the Messrs. Chess in 1959 for $278,000. Station
KRNT-TV is very big in Des Moines

Big in total audience – see all surveys
Big in total adult audience – see all surveys
Big in service to the community – see Central Surveys
Big in news – five years of dominance – see all surveys
Big in personalities – see Central Surveys
Big in believability – see Central Surveys
Big in local business – see FCC figures
Big in the lives of people in the community—see the people
Big in sales impact – see Katz

KRNT-TV is Des Moines Television
A COWLES OPERATION
Joseph M.
Jack
James
WASHINGTON, cash down.
two-man now
This station
Absentee owner enjoys facilities. market.
FULLTIME STerling
Washington Building
RADIO TV
Good
Outstanding
HERE!
YOUR
PUT
FINGER
HERE!
A MARKET BIGGER THAN BALTIMORE
... bigger than Cleveland and Louisville combined
You can’t overlook a market of 1½ million prosperous people with $3 billion in Spendable Income. Such a market is the rich Puget Sound area blanketed by KTNT-TV, a CBS affiliate. Learn how and why this station has achieved such wide listener acceptance and popularity... ask your WEED TELEVISION man for full details. Talk to him before you make promotional plans in the Pacific Northwest.

is on 600 kc with 1 kw day and 500 w night. Broker was Hamilton-Lands & Assoc.
* WRIB Providence, R. I.: Sold by Rhode Island Broadcasting Co. (Frank Rao, president) to Springfield Broadcasting Co. for $225,000. The station will be managed by Arthur Tacker, Springfield Broadcasting vice president who formerly had an interest in WTYM East Longmeadow, Mass. WRIB is a 1 kw daytimer on 1220 kc. Transaction was handled by Edwin Tornberg & Co.
* KCHY Cheyenne, Wyo.: Sold by Robert S. Pommer to Y T Corp. for $110,000. Y T Corp., newly organized to acquire small service businesses in West, comprises Otto J. Feucht Jr., president and Carl E. Isaacs, vice president. Mr. Isaacs is former Stanford U. football end and played with Oakland Raiders this season until sidelined with knee injury. Headquarters of KSHY, which began operating in Y T Corp. in Menlo Park, Calif. September 1959, is a 1 kw daytimer on 1590 kc. Broker was Paul H. Chapman Co.

** 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 100).
* KPAR-TV Sweetwater, Tex.: Leased to Texas Key Broadcasters Inc. by Texas Telecasting Inc. for 10 years with option to buy, for total consideration of $799,440. Texas Key is owned by James M. Isaacs, Texas Telecasting vice president and general manager of KPAR-TV, 48.5%; Albert R. Elam Jr., 50.5%, and Albert R. Elam Sr., 1%. The Elams are in trucking and oil businesses. Texas Telecasting (W. D. Rogers and associates) own KDUB-AM-TV Lubbock, 50% of KVER-AM-TV Clovis, N. Y. and hold lease on KEDY-TV Big Spring, Tex.
* WBNX New York, N. Y.: Sold by WBNX Broadcasting Inc. (A. L. Haskell, president) to Richard Eaton for $680,000 plus $60,000 not to compete within 5 miles of New York for three years. Commissioners Robert T. Barley and John S. Cross dissented. Sale to Mr. Eaton is subject to condition that he dispose of enough broadcast interests to make present grant consistent with commission rules (not more than seven radio stations to be owned by one person). Mr. Eaton operates WMUR-TV Manchester, N. H.; WIMO-Cleveland Heights, Ohio; WINX Rockville, Md.; WOOK and WFAM-FM Washington, D. C.; WCUC-FM Cleveland, Ohio, WSID Baltimore, Md. and WANT Richmond, Va.
* KROY Sacramento, Calif.: Sold by John T. Carey Inc. to Sacramento Broadcasters Inc. for 427,500 plus agreement not to compete for five
years. Lincoln Dellar, president of Sacramento Broadcasters, has interests in KLYK-AM-FM-TV, Bakersfield and KACY Port Hueneme, both California.

- KYSN Colorado Springs, Colo.: Sold by Kenneth E. Palmer, John C. Hunter and Robert Donner Jr. to KYSN Broadcasting Co. for $300,000. KYSN Broadcasting owners comprise Donald Harding, formerly with CBS Chicago; William Firman, eastern sales manager, CBS Radio Network; Robert Meskill, general manager, WKID Urbana, Ill., and Jerry Glynn, vice president, AM Sales Co., Chicago. Same group owns WKID.

- KOL-AM-FM Seattle, Wash.: Sold by Mrs. Archie Taft Sr. to her son, Archie Taft Jr., for $250,000. Mr. Taft has interests in KBKW Aberdeen and KLYK Spokane, both Washington. Mrs. Taft retains 20% interest.

- WNMP Evanston, Ill.: Sold by estate of Dr. August D. Pfaff to Harry and Otto Semrow for $325,000. Messrs. Semrow manufacture decorative grill-work for household appliances.

- WKYN Rio Piedras, P. R.: Sold by Julio M. Ortiz and Clemen L. Littauer to Supreme Broadcasting Co. of Puerto Rico for $220,000 plus agreement not to compete for 10 years. Supreme Broadcasting owns WJMR-AM-FM and is 40% owner of WVUE (TV) New Orleans plus 28% of WORA-TV Mayaguez, P. R.

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

- WARK-AM-FM Hagerstown, Md.: Sold by Richard Eaton to group headed by Henry Rau for $200,000 plus $67,000 not to compete within 25 miles of Hagerstown. Mr. Rau and his associates own WOL Washington, D. C.; WNAV Annapolis, Md., and WDOV Dover, Del. Commissioners Robert T. Bartley and John S. Cross dissented.

- WTID Newport News, Va.: Sold by Richard Eaton to Twelve Seventy Inc. (Max Reznick, president) for $130,000. WTID was formerly assigned call letters WYOU. Commissioners Richard T. Bartley and John S. Cross dissented.


- WFPB South Miami, Fla.: Sold by Harold E. King to Richard Eaton for $40,000 plus agreement with Mr. King to pay him $10,000 per year for three years to act as consultant. Commissioners Robert T. Bartley and John S. Cross dissented. Sale subject to conditions listed under WBNX (above).

CBS Radio reveals details of news format

10 MINS. HARD NEWS ON HOUR, PLUS FEATURES

The specifics of the new information features CBS Radio plans to offer starting Nov. 28 were announced last week. The five-minute broadcasts represent one phase of the network’s program realignment which, effective on the same date, will eliminate daytime serials, cut back on other entertainment programming and put greater emphasis on news (Broadcasting, Aug. 22, et seq.).

Featuring CBS News correspondents primarily, the information series will number 19 a week, with six to be presented each day Monday through Friday, seven others on Saturday and six on Sunday. All will be presented daytime, always on the half-hour. They will cover such diverse subjects as offbeat stories from Paris, stories of the marriages of famous people, Washington from a woman’s viewpoint, a travel guide, news background, a report on new inventions and ideas, developments in various fields of science and profiles of people in the news.

While these programs deal with feature material, the national and international “hard news” will get greater play through the introduction of 10-minute newscasts on the hour. These will run every hour from 10 a.m. EST through 10:10:10 p.m. EST with one exception: the quarter-hour report currently scheduled at 8 p.m. will continue to be heard nightly and also on weekends (as will the quarter-hour report at 8 a.m. each morning).

CBS Radio also has signed Jerry Coleman, former New York Yankees baseball player, to do Coleman on Sports on weekends as replacement for Dave Camerer’s Camerer on Sports. Mr. Coleman will present five-minute reports 10 times each weekend (four on Saturday, six on Sunday. In addition, the five-minute It’s Sports Time at 6:55 p.m. EST Monday through Saturday will continue.

The new informational series will be heard on the half-hour from 11:30 a.m. EST through 4:30 p.m. EST Monday through Friday; from 9:30 a.m. through 1:30 p.m. and again at 4:30 and 5:30
p.m. on Saturday, and at 9:30 and 10:30 a.m. and 12:30, 1:30, 4:30 and 5:30 p.m. on Sunday. They will be produced by a special unit under the overall supervision of John W. Kiermaier, director of public affairs for CBS News, with Joel Heller as executive producer. The sports programs as well as the news-on-the-hour reports also will be produced by CBS News.

Have the N.Y. critics been to Dubuque, too?

Television programming was characterized as "bad to mediocre" and "uninspiring" by a panel of newspaper and magazine television critics last week at a luncheon meeting of the New York Chapter of the Academy of Television Arts & Sciences.

The critics generally condemned entertainment programs but pointed to one "good sign"—the increasing number of public service shows. But the consensus was there should be more of this type of program, and they could be improved by injecting showmanship into such telecasts.

Marie Torre, New York Herald Tribune, acknowledged that networks face a problem in attempting to program to a mass audience but this view was challenged by the other panelists. Robert Paul Smith, a magazine writer who contributed to a critical article on tv in Esquire recently, summed up the attitude of the panel when he asserted: "Agencymen seem to turn down programs of quality with an adult appeal by using this argument: 'It wouldn't go over in Dubuque.' Now, how would they know what would go over in Dubuque? They've never been there or met people from Dubuque. If they did, go there and to other towns and cities throughout the country, they'd find that these people enjoy serious as well as popular music, high-caliber dramatic shows, the opera and good books. These people would enjoy programs that are not "mass-oriented," if television gave them the opportunity."

Other panel members were Bert Burns, New York World-Telegram and Sun; Marya Mannes, The Reporter, and Kay Gardella, New York Daily News.

Media reports...

New concept • Peters, Griffin, Woodward is premiering its latest market concept: selling the area from northern Virginia to the Georgia line as a contiguous marketing territory. The station representative's radio division is using the term "Car-Va" (Carolinas and Virginia) to dramatize the concept to advertisers and agencies. Population, business and station coverage data in the region are compiled in a new PGW presentation.

New and large • United Spot Sales Inc., with headquarters in New York, announced that the firm's Los Angeles office has been moved to new and larger quarters in the Palmer Bldg., 6352 Hollywood Blvd., Los Angeles 28. Telephone is Hollywood 2-1397.

Moving • KFFK(FM) Los Angeles, non-commercial station, is moving to new quarters at 3729 Cahuenga Blvd., North Hollywood, as soon as remodeling is completed.

Crafty captions • WERE Cleveland won three top awards in the advertising competition conducted by the Art Directors Club of Cleveland. Prize-winners were three full-page ads the station had run in radio and advertising publications. They were the brainchild of Len Trostler, WERE's local sales manager and featured archeaic steel engravings with inane captions and a sales pitch (with the light touch) for the station. For example: one old cut of Napoleon standing alone on a ship while naval officers across the deck conferred was captioned "He thinks he's Columbus," and went on to say that he hadn't actually discovered WERE but that national advertisers have been using it "since almost 1492." WERE reports it was the only radio station represented in the club's awards.

Heart winners • KMOX St. Louis and WOSH-TV Portland, Me., have been designated winners of the 1960 Howard W. Blakeslee awards for outstanding reporting on heart and circulatory diseases. KMOX was chosen for a program on a heart operation of a five-year-old boy and WOSH-TV for a film on progress in heart research and surgery. Winners received $500 each during the awards luncheon of the sponsor, the American Heart Assn., on Oct. 22 in St. Louis.

Appoints agency • WINS New York has named The Wesley Assoc., that city, as advertising agency for all media. L. L. Redfield will serve as account executive.

New office • KKWK Pasadena-Los Angeles, Spanish language radio station, has opened offices and studios in Hollywood's Pantages Theatre Bldg., 6233 Hollywood Blvd. Telephone is Hollywood 5-6711. KKWK manager Bill Beaton is in charge of the new office.

It's the fourth • Spot Time Sales Inc., announced the opening of its fourth office, in Los Angeles. The bureau, with Miss B. J. Hamrick in charge, is located at 1615 Cherokee Ave., Hollywood. Telephone is Hollywood 4-7497.

New York office • WMMM Westport, Conn., has opened offices at 510 Madison Ave., New York City with John Newhouse, vice president in charge of sales for the station, in charge.

PROGRAMMING

AFM, FILM MAJORS REACH ACCORD

New 3½ year contract includes provisions on tv films

American Federation of Musicians and the Assn. of Motion Picture Producers after one week of negotiation late Wednesday (Nov. 2) agreed to a new 3½-year contract covering employment of musicians in major motion picture studios. The agreement was to have been ratified by member musicians at a Hollywood meeting last Saturday.

The agreement, which also covers tv films produced by the majors, runs from Nov. 1, 1960 to May 1, 1964. However, no provisions were disclosed regarding post-1948 films sold to tv. In negotiation talks with majors in January 1958, AFM made demands for residuals but they were rejected by the AMPP. A five-month musician strike followed and culminated in a decision by AFM and AMPP to form a joint labor organization. As a result, the new agreement formed and getting briefly AMPP jurisdiction.

Although scale figures in the new agreement were not revealed, it is presumed they will be the same held by MGA when it had jurisdiction at the majors. An award recently issued in the battle won back the majors in an NLRB election (Broadcasting, Sept. 12).

The principal items in the new agreement as announced by Herman D. Kenin, AFM president, and Charles Boren, AMPP executive vice president, are: (1) Any film produced in the U.S. or Canada will be scored in the U.S. or Canada. (2) No "canned music," that is, music not scored by persons covered by the agreement, will be used in tv films on which production started on or after June 1, 1961. Additionally there is a guarantee of a minimum of 18 hours of scoring time for each 13 half-hour episodes of a tv series. (3) Re-use payment of 1% on all theatrical films whose principal production began after Jan. 31, 1960, and which are released to free television, was agreed upon. (4) Rates of pay will be increased by 5% on Oct. 1, 1961, and

Broadcasting, November 7, 1960
now knocking at your door for all of KNORR

The outstanding service rendered to clients by Everett-McKinney for the four KNORR “out-state” Michigan stations has been extended to the whole Knorr group. The addition of WKMH (Detroit- Dearborn) now makes Everett-McKinney the reps to call for ALL of Knorr. Use the Knorr group for BIG SALES RESULTS in the rich Michigan market.
What they pay for pay-tv in Canada

AVERAGE FAMILY IS SPENDING ONLY 80 CENTS A WEEK FOR MOVIES

The average family subscribing to the pay TV Telemeter service in Etobicoke, Ont., is spending 80 cents weekly for motion picture feature films.

About two-thirds of the subscribing families use the toll TV service at least once a week—and their average weekly expenditure is $1.22.

These, and other vital statistics of the wired Telemeter operation in the Toronto suburb, are given in a special survey made by the Canadian rating firm of Elliott-Haynes Ltd. for three days last month.

It is believed to be the first survey on the Telemeter operation made public by a non-partisan rating service.

The survey, released exclusively by Broadcasting last week, was conducted through telephone calls to 286 housewives on Oct. 17, 18 and 19.

It showed that 44.1% of the Telemeter families viewed only one show in the previous week; 19.1%, two shows, and 25.3%, three shows. A substantial 34.3% of the families did not see any of the Telemeter attractions during the week.

This figures to about one family in seven watching a Telemeter program during the average weekday evening, according to Myles Leckie, Elliott-Haynes vice president.

When the Telemeter service was used, Mr. Leckie noted, the average time spent viewing was 2.4 hours per evening.

Families with Telemeter, Mr. Leckie figured, watch regular evening TV programs 18% less than do those without Telemeter.

Only 42 of the 286 families contacted during the survey, it was reported, watched a Telemeter performance "last evening."

Disney Most Popular - There were eight motion picture features available to Telemeter families in the previous week. The most popular performance, was a double feature—Disney's Sleeping Beauty and Grand Canyon. This was watched by 20.1% of the 65.7% families which viewed at least one show in the previous week. The movie with the least audience—Edna Ferber's Ice Palace—had only 2.4% of this number watching.

The Canadian toll TV operation, sponsored by Famous Players Canadian, was initiated Feb. 26. As of the middle of September it had 5,500 installations. It expects to have 6,000 TV homes hooked up by the middle of this month.

The Elliott-Haynes estimates of the Telemeter box-office were slightly lower than those turned up in a Broadcasting survey several months ago. At that time Telemeter subscribers checked by Broadcasting said they had averaged about $2 a week during the early period of Telemeter development last spring and about $1 a week last summer (Broadcasting, Sept. 19).

Telemeter is a development of Telemeter Inc., a subsidiary of Paramount Pictures Corp. Famous Players Canadian Ltd. is 50% owned by Paramount Pictures.

The 80 cents weekly spent by the average Telemeter family is close to the minimum which will be required in the RKO General Hartford, Conn. over-the-air trial. RKO General President Thomas F. O'Neill told the FCC two weeks ago that there probably would be a weekly 75 cents rental or maintenance charge for Phonevision decoder installations. If no charge is made, he emphasized, it might be necessary to set this amount as the minimum for continued subscription.

The FCC sat en banc for five days last month in a hearing on the RKO by an additional 7% on Nov. 1, 1962. Same rates will apply to TV film as to theatrical film. (5) Pension contribution of 3% of scale begins immediately into the Musicians Pension Fund. (6) Standard AFM soundtrack regulations are made applicable to all pictures produced since 1958.

Universal International, no longer a member of AMPF, will conduct its own negotiations with AFM.

Film sales...

Susie (ITC): Sold to WBKB-TV Chicago; WPTV (TV) West Palm Beach, Fla., and WMAR-TV Baltimore.


The Latest 62 (Lopert Pictures Corp.): Sold to WTMJ-TV Milwaukee.

UAA Features (United Artists Assoc.): Sold to WKRC-TV Cincinnati; WBIR-TV Knoxville; WEAU-TV Eau Claire, Wis.; KCTV (TV) San Angelo, Tex.; KTVO-TV Ottumwa, Iowa; WTAP-TV Parkersburg, Va.; KFYR-TV Bismarck, KXMC-TV Minot, both North Dakota; KODE-TV Joplin, Mo.; KGNC-TV Amarillo, Tex.


Miami Undercover (Ziv-UA): Sold to KABC-TV Los Angeles; WBLS-TV Miami; KOA-TV Denver; WLWA (TV) Atlanta; KTSI-TV El Paso; WAVY-TV Portsmouth, Va.; KDIX-TV Dickinson, KMOV (TV) Minot, KUMV-TV Williston, KFYR-TV Bismarck, all North Dakota, and KTKV (TV) Phoenix. Also sold to Household Finance Corp. and Burger Beer for WBNST-V Columbus, Ohio; and to Texas State Optical Co. for KRPC-TV Houston. Now in 21 markets.

The Four Just Men (ITC): Sold to KTVE (TV) Eldorado, Ark.

New York Confidential (ITC): Sold to KMSB-TV Minneapolis.


Best of the Post (ITC): Sold to KPAR-TV Abilene-Sweetwater, Tex.; KOB-TV Albuquerque, N. M.; KCMT (TV) Alaxandria, Minn.; WFBG-TV Altoona, Pa.; KFDA-TV Amarillo, Tex.; KTVA (TV) Anchorage, Alaska; WLWA (TV) Atlanta; WNEI-TV Bay City-Saginaw, Mich.; KVOS-TV Bellingham, Wash.; KGLT-TV Billings, Mont.; WNBF-TV Binghamton, N. Y.; KTVB (TV) Boise, Idaho; KCRG-TV Cedar Rapids-Waterloo, Iowa; WCHS-TV Charleston, W. Va.; WGN-TV Chicago; WRBL-TV Columbus, Ga.; WHIO-TV Dayton, Ohio; KTVC (TV) Ensign, Kans.; KVAL-TV Eugene, Ore.; WPIE-TV Evansville, Ind.; KTVF (TV) Fairbanks, Alaska; WDAY-TV Fargo, N. D.; WKJG-TV Fort Wayne, Ind.; KFRE-TV Fresno, Calif.; KFBB-TV Great Falls, Mont.; WISH-TV Indianapolis; WLEX-TV Lexington, Ky.;
General application for a three-year Phon-evision trial in Hartford. The grant was opposed by Hartford and Connecticut theatre owners (Broadcasting, Oct. 31).

**Multiplying 80 Cents** - The Telemeter subscription television system in Toronto's suburb of Etobicoke stands to take in about $250,000 a year if it continues its present operation.

That figure is calculated by multiplying the average weekly spending of Telemeter homes as surveyed by Elliott-Haynes (see main story this page by the tinny trial in WATE-TV Knoxville, WTPA (TV) Harrisburg; KROD-Tampa; WAPI-WFBC-Dallas; WLWT-Cincinnati; KSL-TV Salt Lake City; KYTV-WROC-TV Rochester, N. Y.; KSL-TV Salt Lake City; WAGM-TV Presque Isle, Me.; KMTV-TV Omaha, and KTVE (TV) Eldorado, Ark.

**Cannonball (ITC):** Renewed by WCPO-TV Cincinnati; KMSF-TV Minneapolis; KBLR-TV Goodland, Kan., for Consumer's Co-ops, and WAGM-TV Presque Isle, Me. Film was sold to KTVE (TV) Eldorado, Ark.

**Interpol Calling (ITC):** Sold to WAGA-TV Atlanta and General Electric in Louisville.

**100 Encyclopedia Britannica Films** (Fremantle International, N. Y.): Sold to the Japanese Government network, NHK.

**Brave Stallion (ITC):** Sold to Drake Bakeries for WPIX (TV) New York; WBZ-TV Boston, and WPRO-TV Providence, and to KTVD (TV) Springfield, Mo.

**Program notes...**

Antidote to 'Untouchables'! - The Corrupters, a new hour-long series based on actual crimes of this decade, is now under production at Four Star Films, Hollywood. The series is being filmed for ABC-TV with Leonard Ackerman and John Burrows co-producers. Don Medford is directing the first segment. This brings to 13 the number of series Four Star is producing—five for ABC and four each for NBC and CBS.

**Fight, team, fight!** - PAMS Productions, Dallas, producer of musical jingles, now offers individualized high school and college fight themes. The theme is tailored to include school colors, slogans, mascot, etc., of any specified school in a radio station's coverage area. Prices range from $75 to $250 each, according to station size and market coverage. The plan is arranged to enable a station to salute its area schools. Further plans are being made by PAMS to make musical band arrangements available to schools through stations purchasing the series.

**Specials** - Two big-scale TV specials, to follow *He Reached For Eternity*, the Albert Einstein story, have been set by Allied Artist Productions' information films division, according to executive producer Jack L. Copeland. One is a 90-minute program *George Washington Carver*, based on dramatic events in

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**The Elliott-Haynes findings in Toronto**

If you or members of your family watch a telemeter program last evening?

<table>
<thead>
<tr>
<th>Total completed interviews</th>
<th>286</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watched telemeter program</td>
<td>26</td>
<td>9.1</td>
</tr>
</tbody>
</table>

Did not watch Telemeter program 244 85.4

(If Yes) What show did you watch?

<table>
<thead>
<tr>
<th>Total watching Telemeter</th>
<th>42</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Killers&quot; and &quot;Gidget&quot;</td>
<td>26</td>
<td>61.9</td>
</tr>
<tr>
<td>&quot;Ice Palace&quot;</td>
<td>10</td>
<td>23.8</td>
</tr>
<tr>
<td>&quot;Let's Make Love&quot;</td>
<td>2</td>
<td>4.8</td>
</tr>
<tr>
<td>&quot;Hollywood&quot;</td>
<td>2</td>
<td>4.8</td>
</tr>
<tr>
<td>Don't Remember show</td>
<td>2</td>
<td>4.8</td>
</tr>
</tbody>
</table>

During what time periods did you watch Telemeter programs?

<table>
<thead>
<tr>
<th>Total watching Telemeter</th>
<th>28</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-8 p.m.</td>
<td>24</td>
<td>57.1</td>
</tr>
<tr>
<td>8:30-9 p.m.</td>
<td>29</td>
<td>69.0</td>
</tr>
<tr>
<td>9:30-10 p.m.</td>
<td>32</td>
<td>75.6</td>
</tr>
<tr>
<td>10:30-11 p.m.</td>
<td>32</td>
<td>75.6</td>
</tr>
<tr>
<td>After 11 p.m.</td>
<td>1</td>
<td>2.4</td>
</tr>
</tbody>
</table>

In these 42 viewing homes, a total of 101 hours of Telemeter viewing was recorded (24 hours per family). Compared to the average family's television viewing of 2 hours between 7 p.m. and 11 p.m., this would indicate that in these homes the Telemeter programs were watched over longer periods than is the customary viewing of regular television programs. Based on the total 286 homes, however, these 101 hours represent about 22 minutes per home on the average. This means that regular television programs between 7 p.m. and 11 p.m. are likely viewed 31% less in Telemeter homes than they are in homes not equipped with Telemeter.

During the past week, the following programs were on Telemeter... which ones did you or members of your family watch?

<table>
<thead>
<tr>
<th>Total respondents</th>
<th>204</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No shows</td>
<td>70</td>
<td>34.3</td>
</tr>
<tr>
<td>One show</td>
<td>70</td>
<td>34.3</td>
</tr>
<tr>
<td>Two shows</td>
<td>39</td>
<td>19.1</td>
</tr>
<tr>
<td>Three shows</td>
<td>5</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Which shows did you or your family previously watch?

<table>
<thead>
<tr>
<th>Total respondents</th>
<th>204</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Sleeping Beauty&quot; &amp; &quot;Grand Canyon&quot;</td>
<td>41</td>
<td>20.1</td>
</tr>
<tr>
<td>&quot;Oscar Wilde&quot;</td>
<td>34</td>
<td>16.7</td>
</tr>
<tr>
<td>&quot;Hollywood&quot;</td>
<td>29</td>
<td>14.2</td>
</tr>
<tr>
<td>&quot;Let's Make Love&quot;</td>
<td>22</td>
<td>10.8</td>
</tr>
<tr>
<td>&quot;Killers&quot; and &quot;Gidget&quot;</td>
<td>21</td>
<td>10.3</td>
</tr>
<tr>
<td>&quot;Les Girls&quot;</td>
<td>15</td>
<td>7.4</td>
</tr>
<tr>
<td>&quot;Daddy Long Legs&quot; &amp; &quot;Carmen Jones&quot;</td>
<td>15</td>
<td>7.4</td>
</tr>
<tr>
<td>&quot;Ice Palace&quot;</td>
<td>5</td>
<td>2.4</td>
</tr>
<tr>
<td>Total shows seen</td>
<td>183</td>
<td>90.7</td>
</tr>
</tbody>
</table>

Money spent on Telemeter shows

<table>
<thead>
<tr>
<th>Total respondents (families)</th>
<th>204</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total shows seen</td>
<td>183</td>
</tr>
<tr>
<td>Average dollars spent</td>
<td>$163.50</td>
</tr>
<tr>
<td>Average weekly expenditure</td>
<td>$1.22</td>
</tr>
<tr>
<td>Viewing families</td>
<td>90.7</td>
</tr>
</tbody>
</table>

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**KTVH (TV)** Little Rock, Ark.; WAVE-TV Louisville; WALA-TV Mobile; WLAC-TV Nashville, Tenn.; WWTW-TV New Orleans; WROC-TV Rochester, N. Y.; KSL-TV Salt Lake City; KYTV (TV) Springfield, Mo., and WPTV (TV) Tampa, Fla.

**Festival Package (Flamingo Films):** Sold to WTAE (TV) Pittsburgh and WCAX-TV Burlington, Vt.

**Post '48 Features (NTA):** Sold to WFAA-TV Dallas; WBKB-TV Buffalo; WISH-TV Indianapolis; WFLA-TV Tampa; WAPI-TV Birmingham, Ala.; WTPA (TV) Harrisburg; KROD-TV El Paso; WLWT (TV) Cincinnati, and WATE-TV Knoxville, Tenn. Also KFYR-TV Bismarck, N. D.; KBOI-TV Boise, Idaho; KSYD-TV Wichita Falls, Tex.; KHVH-TV Honolulu; KENI-TV Anchorage; KFAR-TV Fairbanks; KUTV (TV) Salt Lake City, and WSPA-TV Spanishpag, S. C.

the life of the American Negro educator-scientist, with Sidney Poitier in negotiations for the title role. The other 90-minute special has working title of The Day the Sky Fell and revolves around the Chicago utilities tycoon Samuel Insull and the fall of his empire in the 1929 stock market crash.

New Young vehicle • After seven successful seasons of Father Knows Best, a new tv comedy role for Robert Young is in development for presentation on CBS-TV in 1961-62. Mr. Young will star in a half-hour weekly series to be produced by team of Robert Young and Eugene Rodney, who together produced the Father series, according to terms of agreement with CBS-TV. Roswell B. Rogers, principal writer of Father Knows Best will be associated with the new series, which Mr. Rodney described as a “warm, human comedy program.”

Legal Relationship • E. G. Marshall and Robert Reed will star as a father and son team of lawyers in a one-hour dramatic program entitled The Defenders which CBS-TV will produce as a possible entry in its 1961-62 schedule. The series is to be filmed in New York with Herbert Brodkin as producer and Reginald Rose as writer of some episodes. Full-scale production is expected to start early next year.

New film show • Fred A. Niles Production Inc., Chicago-Hollywood firm active in tv commercials, is expanding further in program packaging-syndication and feature film field. It will syndicate Ed Allen Time, exercise show originating at WWJ-TV Detroit and also running on Storer stations. Advertisers will be given an opportunity to integrate personalized commercials. Niles also plans to distribute new Bridge With the Masters series, packaged by Harlen Productions, and currently is producing 39-week Light Time, sponsored by National Lutheran Council.

NBC public affairs series • A new series of public affairs programs on the nation’s defense activities is planned for presentation by NBC-TV in the fall of 1961. Entitled Victory, the series, covering space, land, sea and air, will be produced with the cooperation of the U.S. Dept. of Defense. The weekly half-hour filmed shows will explore military, scientific and technological developments, with special emphasis on new concepts and pioneering attempts of the defense effort. Irving Gitlin, executive producer, creative projects, NBC News and Public Affairs, is the production supervisor.

Danny Kaye’s tv company • Dena Pictures, Hollywood, production company for Danny Kaye and his wife, Sylvia Fine, announce the formation of Belmont Television, which will produce films for tv in which Mr. Kaye will not appear. Robert Forrest, west coast director of program planning for NBC’s tv film subsidiary, has resigned to join Belmont TV as vice president and executive producer.

Migrant workers’ woes • A documentary telling of the living and working conditions facing over 50,000 migrant work-
The nation’s oldest state fair. Record-breaking crowds. And WWJ-TV was there to entertain and to capture all the zestful excitement of fairtime for the more than seven million persons in its coverage area.

Service in the people’s interest is always paramount at WWJ-TV—service that creates a viewing climate that is good for everyone: the audience, the industry, the advertiser, too.
PROMINENT BROADCASTERS Choose Stainless Towers

Charles F. Grisham
President & General Manager

WAPI RADIO AND TV
BIRMINGHAM, ALA.

James V. Sanderson
Chief Engineer

And here are their reasons:
- Stainless EXPERIENCE in design and fabrication of towers
- RELIABILITY of Stainless installations
- LOW MAINTENANCE COSTS of Stainless towers

Ask today for free literature and information.

Stainless, inc.
NORTH WALES - PENNSYLVANIA

ers who trek annually to the Pacific Northwest to pick crops has been filmed on the scene by the Crown Stations (KING-TV Seattle; KGW-TV Portland, Ore., and KREM-TV Spokane). Bitter Harvest shows the hovels in which these workers must live, the neglect of children, the lack of sanitation and the community indifference to them. The three stations have scheduled the hour program for prime time in mid-November. A preview will be shown in Washington, D.C., before representatives of several government agencies concerned with this social problem at the request of the President's Committee on Migratory Labor.

The film was six months in the making, and was written by Bob Schulman, KING-TV director of special features, with Oregon sequences reported by Doug Baker of KGW-TV and Spokane sequences by KREM-TV News Director Dick Hoover.


TEST MARKETING SHOWS

United Artists cartoons get successful Ohio tryout

One correspondent confessed, "My teacher told us all to write a letter." Another youngster, in writing her approval of the television program, added parenthetically, "This is what my mom told me to say."

These two letters and a few hundred others were directed to United Artists Associated (through a box number) after the one-shot telecasting (Oct. 27) in a 15-minute period of two cartoons on WSPD-TV Toledo. The two cartoons, "Waltz of the Flowers" and "Rumpelstiltskin," were shown as representative of a UAA cartoon package, Mel-o-Toons, acquired from New World Products and now offered for sale to TV stations.

UA and advertising agency Monroe Greenthal Co., New York, moved into Toledo and on to WSPD-TV Toledo for 15-minutes (5:30-5:45 p.m.) during a regularly scheduled children's show (5-6 p.m.) as a method of "test

The Bible gets hard-sell in Los Angeles

"Ever get a haircut that was too short? A little embarrassing, wasn't it? There was once a man whose haircut not only embarrassed him ... it cost him his happiness and his life. Read the story of a young man's first and last haircut ... in chapter 16 of the book of Judges in the Old Testament. The Bible is interesting. Read it soon."

Five times a day, from early morning to late night, KPOL Los Angeles broadcasts spots like the one quoted above, urging listeners to get out their Bibles and read them soon. Presented directly, with no preceding organ music or other aural religious setting, these public service announcements have drawn enough response from KPOL listeners to insure their continuation for the foreseeable future. They have also attracted favorable comment from broadcasters in other cities who have heard them while in Los Angeles and who have asked for permission to use them on their stations.

KPOL's owner, Hugh R. Murichison, financier and philanthropist, who conceived the plan of using modern radio commercial techniques to persuade listeners to go back to reading their Bibles, is only too happy to have messages used on other stations. Any station writing to KPOL for permission and sending KPOL a standard reel of 1/4-inch audio tape will get back a reel of tape filled with the Bible spots. There is no charge for the service.

The announcement format was developed by John Hart of the KPOL news staff. They follow the news bulletin approach, a sure-fire means of getting listener attention from the first word. They are read, incidentally, by Mr. Hart's father, a Baptist minister. KPOL has accumulated more than 150 of them, ranging in length, some as short as the one at the start of this story, others somewhat longer. The average length is 45 seconds. Here's another example: "To most of us, a lion doesn't seem very fierce. What lions we have seen were trained and easily handled by a circus trainer ... or they've been in dramatic films where we know the lion didn't really hurt that actor. But if you've tracked and shot a lion on a safari, you have an idea of how magnificent animal can be. It takes a lot of courage to face one ... on a hunt or even in a cage. But think of the courage it took for one man to face a wild lion, empty handed and with no one around to help him. This man did it, and he even managed to kill the lion. Read this adventure story in chapter 17 of the book of First Samuel in the Old Testament. The Bible is a thrilling book. Read it soon."
WAPI Makes The Headlines

Newspapers, ETV, Campbell Lauded In Audit Report

Birmingham newspapers, ETV, and Dave Campbell's "People Speak" radio program received plaudits from the Birmingham Metropolitan Audit in its latest report.

In its preliminary report on "Communications Among the People," the Audit pointed at the "dangers as well as the blessings" of the communications field.

The report called Dave Campbell's "People Speak" program "a healthy justification for public service in modern-day radio programming."

Through Campbell's program, WAPI renders a unique service to the process of free communications in the area by programming large blocks of evening time to staff conversations with telephone callers. Discussions of the issues of the day, questions and answers, problems, clarification of issues are both entertaining and educational.

The Birmingham Metropolitan Audit says "a healthy justification for public service." 20 local sponsors on a year round basis say "Dave Campbell's People Speak sells merchandise for us."

Communications

Further, the Audit report stated that civic pride extended to the newspapers, and that fortunate in several others it is better, nor was the metropolitan Birmingham "People," the Audit said Birmingham, "The Birmingham People," the Audit pointed at the "dangers as well as the blessings" of the communications field.

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WAPI

50,000 WATTS*
BIRMINGHAM, ALABAMA

*5,000 Nights

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL CO., INC.

BROADCASTING, November 7, 1960
marketing” the cartoon product. The film distributor sought various data and chief among the questions it had in mind was the all-important one of: would parents welcome a cartoon series that has a “cultural” flavor? (each cartoon animates a children’s record, using the original sound track of top-selling children’s discs manufactured by such companies as RCA Victor, Capitol, Young People’s Records, Pickwick, Children’s Record Guild and still others). Voices of such performers as Jane Pickens, Stan Freberg, Norman Rose and Ed Herlihy appear on some of the records (there are 106 six-minute cartoons in all).

In newspaper advertisements preceding the program’s telecast, UAA announced what it was doing and asked parents to accompany their children in viewing the cartoons. The “commercials” were live announcements before and after the running of the cartoons, asking specifically for comments and giving a box number. Total cost for the “test”: under $2,000.

Not only parents but children (particularly in the 7-14 age bracket) answered the mail call. Many writers asked for “more of the same.” UAA happily observed that only for respondents did not like the cartoons out of some 400 write-ins. A sample of titles: “Pinocchio,” “Treasure Island,” “Cinderella,” “Hansel & Gretel,” “Paul Bunyan,” “Tom Sawyer” (all RCA Victor); “Peter & the Wolf” and “The Ugly Duckling” (Pickwick); “Hiawatha” and “Toy Symphony” (Young People’s Records).

Frieberg forms new firm

The establishment of Major Programs Inc., New York, as a tv film distribution company was announced last week by Hardie Frieberg, president. Mr. Frieberg, recently resigned as vice president and general manager of Bernard L. Schubert Inc., to organize MPI. The first series to be placed into distribution by MPI is a five-minute program, Believe It Or Not, of which 104 segments will be sold. Headquarters of MPI is at 136 E. 57th St., New York, N. Y.

Los Angeles Emmy winners

The Los Angeles chapter of the National Academy of Television Arts & Sciences has awarded a series of local Emmies to outstanding area programs during the period July 1, 1959 to June 30, 1960. The list of winners with categories:

Discussion, documentary, education—Harvest of American Literature—Dr. Frank Baxter, KRCA (TV).

Music and/or variety—Debut—three special youth symphonies, KRCA (TV).

Travel-adventure—Golden Voyage, KCOP (TV).

Children’s programming—Cartoon Express—Engineer Bill Stulla, KHJ-TV.

News—Jack Latham, KRCA (TV).

Coverage of sports events—Dodger baseball, KTTV (TV).

Female personality—Martha Tilton, KRCA (TV).

Male personality—Dr. Frank Baxter, KRCA (TV).

MCA’s record set

MCA Inc. reported last week that its unaudited net income (before taxes) for the first nine months ended Sept. 30 was “the greatest in its history,” amounting to $9,251,346 as compared with $7,212,033, for the corresponding period of 1959. Earnings after taxes were listed at $4,484,073 for the current period, equal to $1.11 per share, as against $3,496,333, or 86 cents per share for the period last year. Jules C. Stein, MCA board chairman, reported earnings before taxes in the third quarter of 1960 rose to $2,735,799 from $2,230,059 in the 1959 third quarter and earnings after taxes jumped to $1,354,626 from $1,039,025 in last year’s third quarter.
Introducing—

Orion Samuelson, newly appointed farm service director of WGN. Born and raised on a 200 acre dairy farm in Wisconsin, Orion has worked in radio and Farm Service broadcasting since 1952. Most recently he was farm service director of WBAY, Radio and Television, Green Bay.

Serving
the nation's richest farm market

Midwest farmers depend on WGN Radio. They tune to 720—WGN—for a lively and comprehensive blend of national, regional and local farm news, current exclusive market reports from Chicago's Union Stockyards, on-the-farm features and important weather information. Plus top entertainment—sports and people, music and features—radio at its best.

Easy to find on any radio, WGN's powerful clear channel signal blankets 276 counties in nine midwest states. The farm product value of this area is four billion dollars. Within this area—the nation's richest farm market—today and every day, 480,000 farm families listen to WGN for the kind of radio programming they need and want most.

WGN RADIO
ONE OF THE NATION'S GREAT CLEAR CHANNEL STATIONS SERVING THE FARMERS OF AMERICA
441 N. Michigan Avenue • Chicago 11, Illinois
FCC invites KWK into its woodshed

REVOCATION HEARING TO STUDY COMPLAINTS ABOUT STATION CONTESTS

One of the most serious charges ever leveled at a broadcaster—that of fraud—was placed against KWK St. Louis last week by the FCC.

The commission issued a "show cause" order to the St. Louis station ordering it to hearing on revocation of its license.

At issue are complaints received by the commission concerning the "conduct of contests" held over the KWK facilities. The commission, in the couched terms of its public documents, charged "fraud."

The charge was categorically denied by A. M. Spheeris, president of KWK Radio Inc. "Every human effort was taken," he said, "to conduct these contests in an honest and equitable manner."

But the commission has asked KWK to tell it why, in the light of those contest complaints, its license should not be revoked.

Impossible Contests • The FCC charges stem from complaints made to the commission by KWK listeners and contest participants. Such complaints were investigated by the commission's Office of Complaints and Compliance, a staff of investigators established last May (BROADCASTING, May 16), following the payola and rigged quiz disclosures, to inquire into alleged misconduct by licensees.

The commission told the station that "it appeared" that during two periods between June 24 to July 18 and July 25 to Aug. 15 the station conducted a "treasure hunt" for hidden prizes. Prizes in these contests, said the FCC, were not hidden until late in the contest period and "consequently it was impossible for any person to find the prize during a substantial portion of each period."

Again, the commission stated that KWK Bonus Club contests required the holder of a winning number to call a special telephone number within 60 seconds. But that number "was busy approximately half of the time on regular station business," the FCC alleged, and thus it was not "unusual" for a Bonus Club winner to fail to complete the call in the allotted time.

The commission further charged that it "appeared" that prizes of vacation trips and merchandise offered by KWK to Bonus Club winners were not as represented in broadcasts and "that despite knowledge of such misrepresentation Station KWK continued to deal with the same advertiser, a travel agency. Wins were inconvenienced, in several instances, as a result of such "misrepresentations," the commission said.

Long Way to St. Louis • All of these complaints, which were investigated by the FCC, make it appear that KWK was not serving the public interest and that it was "perpetrating a fraud on its listeners," the commission told the station. Consequently, since these complaints constitute conditions under which the commission could revoke the station's license, the FCC asked KWK to appear in hearing to explain why such action should not be taken.

The hearing will be held in St. Louis no later than Dec. 3. Complaints received by the commission were not made public. KWK, also has not seen the complaints. Mr. Spheeris, in a statement to BROADCASTING, said, "The specific and detailed complaints, which have come to the FCC, have not as yet been received by us, but upon their receipt will be answered in due course and we believe, upon hearing, to the satisfaction of the commission."

He further stated that the station had spared no effort to assure the "fair and proper administration of these contests. We have, at all times, realized our responsibility to the community and to the various contestants and we have made awards to the proper winners."

Mr. Spheeris and associates also own WEMP-AM-FM Milwaukee. They purchased the St. Louis outlet in 1958.

Complaints against KWK are the first investigated by the Office of Complaints and Compliance which have resulted in direct commission action.

KRLA OFFERS ITS DEFENSE

Canadian broadcaster Cooke explains his help; local organizations attest to station service

The troubles involved in audience promotion contests and the problems of programming and staff when a station changes format were aired before FCC last week during a Los Angeles hearing on the license renewal of KRLA Pasadena, Calif.

(For KWK St. Louis' FCC troubles over audience promotion, see story above.)

The "Find Perry Allen" contest designed to incite Southern California to look for a disc jockey who was in Buffalo, N. Y., at the time—by broadcasting hints where he might be found and offering a reward that started at $10,000 but was supposed to dwindle to $1,000 by the time Mr. Allen reached Los Angeles—was the brainchild of Jack Kent Cooke, veteran Canadian broadcaster (CHey Toronto), Mr. Cooke told the FCC hearing Thursday (Nov. 3).

Mr. Cooke is the brother of Donald Cooke, owner of KRLA. The "Find Perry Allen" contest is a particular target of the commission's inquiry into KRLA's operations since its debut in the early days of September 1959.

At that time, Jack Cooke testified, he was acting as program director of KRLA as a favor to his brother, who was in New York during the period his station was making its debut as a new modern music station in the Los Angeles area. The contest to locate the absent Mr. Allen was his own idea, Jack Cooke said, designed to turn the drawback of the new announcer's inability

GOVERNMENT

BROADCASTING, November 7, 1960
to get to KRLA in time for its grand opening into a promotional asset.

**Ballyhoo** - Another ballyhoo gimmick employed by Mr. Cooke was a "Golden Key Hunt," he testified, with a prize starting at $50,000 and listeners guided by clues written by a man who himself did not know where the key was hidden. By the time the writer did get this information and his clues lead to discovery of the key, the prize had shrunk to $5,000.

For two days preceding the start of KRLA's new top forty programming, the station broadcast nothing but contests, Mr. Cooke said. Perry Allen announcements and golden key clues were augmented by names read at random from telephone books with cash prizes for those who called the station (and the sooner they called the more money they won) and more prizes for others who responded to telephone calls from the station by saying "KRLA 1110" instead of "hello." For 48 hours straight there was nothing on KRLA but contest spots, live and taped. Then, on Sept. 3, KRLA's popular music programming began.

Under cross examination by FCC counsel, Jack Cooke testified that when he told Mr. Allen to tape spots to keep people looking for him and listening to KRLA until he arrived at the station, he "may have" told him to say that he was to be looked for in Los Angeles restaurants and at the ball park.

Asked if he had advised the other KRLA announcers who were handling Mr. Allen's early morning air shift to ad lib along with the tapes to give the impression that the new disc jockey was in Los Angeles at the time, Mr. Cooke answered, "I suppose I did."

James D. Cunningham, chief hearing examiner of the FCC, presided over the hearing. Argument as to why the KRLA license should be renewed was presented by Thomas N. Dowd of the Washington law firm of Pierson, Ball & Dowd. He was accompanied by William S. Green of the same firm and by Peter Campbell Brown of the New York law firm of Manning, Hollinger & Shea. Robert J. Rawson, chief of the FCC hearing division, and Lewis Cohen were the FCC attorneys.

In setting the hearing, the FCC posed four points to be determined as basis for a decision whether or not the license should be renewed: whether the program proposals contained in the application for assignment of the license were made in good faith; whether the way in which the "Find Perry Allen" contest was conducted constituted operation "for improper purposes contrary to the public interest"; whether the station's program logs for the week of Oct. 18-24, 1959, "were altered with the intent and purpose of deceiving the commission," and whether "Jack K.

**Jack Cooke's citizenship problems**

U. S. law says a foreign national may not own a broadcast station. This is why Canadian-born Jack Kent Cooke can't have an interest now in KRLA Pasadena, Calif., subject of a license renewal hearing before FCC on issues including a question of whether or not Mr. Cooke has exercised unlawful "control" over the station headed by his U. S. citizen brother (story this page).

But Jack Cooke is taking steps to become an American citizen and, when he does, must give up his ownership of CKEY Toronto under some similar provision in Canadian law? It's really academic, Mr. Cooke told the FCC hearing, because he may sell CKEY before the Canadian Board of Broadcast Governors has opportunity to rule on the situation. It's a point that's never been put to the BBG before, he said.

President Eisenhower on Sept. 14 signed House bill 8156 which waives the five-year immigration waiting period for the Canadian multi-millionaire. He said that the hearing on KRLA, however, has delayed his appearance before immigration officials to complete the citizenship proceedings.

Others who attested to KRLA's public service contributions were: Lillian Doty, National Foundation; Joseph Micciche, Civil Defense; Rabbi Kleinman, Union of American Hebrew Congregations; Bill Lindsay, Custom Recorders (producing and placing spots for a number of civic organizations); Rev. Clifton E. Moore, Federation of Presbyterian Churches; Harold Muntz, L.A. probation dept.; Rev. Raymond C. Orthund, Lake Ave. Congregational Church; Ted James, National Safety Council; Don Foltz, administrative assistant to State Senator Richard Richards; Luis Hayes, student manager of Loyola U. educational station, KXLU (FM).

In his cross examination of these witnesses Mr. Rawson asked particularly about the date of their first contact by KRLA, presumably to reveal whether it preceded or followed the FCC letter of Dec. 16, 1959, notifying KRLA that its renewal application would not be granted until doubts in the Commission's mind regarding its operation had been dispelled. Replies ranged from September 1959 (month that KRLA began operating with its new call and new program format) to June or July 1960, including three definitely before mid-December 1959, one "last year," three in "December or January," two in January, one "last winter," one in March, one "about eight months ago" and one "three or four months ago."

**Speedy Newscasts** - Bill McMillan, KRLA's director of news and public affairs, who joined KRLA last November, said that the station's news policy is "responsible reporting," essentially of local news. Newscasts of 4/5-minutes each are broadcast every hour on the hour at a speed of 180-220 words per minute, "a fast pace but not shouted." There have been no listener complaints of inability to understand the news be-
cause of the speed of delivery, he said.

Taped interviews or voice comments by newsworthy individuals are sought by KRLA's news staff of five fulltime employees and two stringers, Mr. McMillan stated, commenting "I want them on the station so it's up to me to go to them, wherever and whenever it's most convenient for them."

Questioned about public affairs programming, he differentiated this from public service by commenting that "public service would be spots urging people to get polio shots; public affairs would be a talk on polio by a medical authority." He further testified on the number and origination of many public service shows carried by KRLA.

One witness was on the stand all day Tuesday (Nov. 1), Bill Wheatley, program director of KXLA-KRLA from July 1 to Sept. 11, 1959, and now in a similar position at KGBS Los Angeles. He heard from Don Cooke in May 1959, when he was employed at WKY Oklahoma City, he said, and at his invitation and expense had gone to New York and talked to him and his brother, after which Don Cooke had hired him as program director.

Mr. Wheatley testified that he started at KXLA a July 1, 1959, taking over management from Loyal King, former owner. Mr. Wheatley said he served as station manager as well as program manager until mid-July when Edwin V. Schulz took over as general manager. Preparations for the new "top 40" program format, listening to audition tapes, employing new announcers, disc jockeys and newsmen, continuing the station's previous western and country music programming, kept him on the job 14 to 18 hours a day, Mr. Wheatley said, leaving him no time to work on the public service programming planned for KRLA.

Sustaining Basis Only - However, he testified, on arrival at KXLA he canceled all commercial religious broadcasts, notifying the sponsors that in the future the station would program religion on a sustaining basis in cooperation with local church groups. Aug. 1 was the scheduled date for the change from KXLA to KRLA, from country and western music to "top 40" and from 10 to 50, but the new transmitter was not ready at that time so the target date was postponed, he recalled.

After Mr. Schulz arrived, Mr. Wheatley saw him only late evenings when the general manager would come to the Pasadena Studios from his sales office in Hollywood. At no time did Mr. Schulz interfere with program activities nor did he ever overrule a decision of the program manager, Mr. Wheatley said. Jack Cooke at the time was in Los Angeles working with Mr. Schulz to get the sales department op-
...FEATURES YOU NEED AND CAN AFFORD

Here in an Ampex under $1000 are all the features broadcasters have requested—combined in a professional recorder so compact it fits just 14 inches of rack space. The Ampex PR-10 offers complete remote control, full monitoring facilities, two professional speeds, optional self-threading, all-electric pushbutton controls, and new frictionless clutch system for gentle tape handling. Alignment controls are all accessible from the front panel, permitting simple installation and adjustment. All parts have been thoroughly life-tested to give broadcasters assurance of studio quality performance and low maintenance over a long life of continuous daily operation.

FEATURES AND ESSENTIAL DATA

PR-10-1 Monophonic model ($845) available full track or half track—
PR-10-2 Stereo/Monophonic model ($945) records and plays stereophonic, monophonic, sound-on-sound, cue track, selective track and two-microphone sound • 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, and 600 ohm output circuits • Separate erase, record and play heads on individual mounts • Open fourth head position for optional 4-track or other playback head • Two speeds: 15 and 7½ ips or 7½ and 3½ ips • Hysteresis synchronous motor • Proven electrodynamic clutch system 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 • Associated equipment includes a four-position stereo/mono mixer (MX-10) and a new 40 watt speaker-amplifier system (SA-10).

ASK YOUR AMPLEX PROFESSIONAL DEALER FOR A DEMONSTRATION SOON.

PR-10
erating, Mr. Wheatley reported. Don Cooke, he said, arrived in town some-
time during the week of Aug. 10 and 
he saw him briefly during a recording 
session at a commercial studio in Hol-
lywood, but Don Cooke did not come 
to the KRLA studios until Aug. 20, 
when he and Jack Cooke joined Mr. 
Wheatley and Mr. Schulz for a dry run 
rehearsal of the new program format 
prepared by Mr. Wheatley.

The recording session, Mr. Wheatley 
said, was for a series of promotional 
jingles which he had ordered from a 
Dallas production firm that had made 
a similar series for WKY. He had writ-
ten Don Cooke about the series and 
had sent an audition tape to him in 
New York, he said, then had ordered 
the spots on a cash-barter arrangement 
involving the payment of $2,000 cash 
and $15,000-$20,000 worth of an-
ouncements which the jingle firm could 
resell. The jingles were never broad-
cast, he stated, because Jack Cooke 
found them unsuitable. What sub-
sequently happened to the contract with 
the jingle company, he said, he does 
not know.

At the Aug. 20 dry run, Jack Cooke 
was outspokenly critical, Mr. Wheatley 
tested, quoting, "That man has got 
to go," "This man is no disc jockey," 
"Bill, you must have been out of your 
mind when you hired him," and similar 
comments. Don Cooke had little to say 
during the afternoon session, Mr. 
Wheatley testified.

Review of Tapes * That evening, 
he stated, the Cooke brothers, Mr. Schulz 
and he went through the complete 
collection of audition tapes, discussing 
the various disc jockey applicants and se-
lecting 8 or 10 to be contacted. Jack 
Cooke led the discussion and made the 
decision of whom to call, he said. Then 
each man took two or three names to 
call.

About this time, Mr. Wheatley said, 
he began to feel that his usefulness at 
the station had dwindled and that Jack 
Cooke had pretty much taken over the 
duties of program manager. Closely 
questioned, he was unable to cite any 
facts to support that impression but he 
said his feeling was strong enough to 
make him tender his resignation.

Both Mr. Dowd directly and Mr. 
Rawson on the cross examination delved 
into Mr. Wheatley's responsibilities at 
the station, who instructed him, to 
whom he reported and the like, starting 
with his visit to New York in May 
1959. Mr. Wheatley responded that he 
had discussed program philosophies 
with both Cookes, particularly the kind 
of programming he had done at WKY; 
the top 40 plan which seemed to be 
the kind desired for KRLA, but had 
spent more time on this subject with 
Jack Cooke than with Don. It was 
Don who employed him, however, and 
Don from whom he got his instructions, 
up to the Aug. 20 preview of the new 
programming he had prepared, he stated. 
Even after that, at a staff meet-
ing on Aug. 23, he said that Jack Cooke 
had answered a question about who was 
in charge of programming with the 
statement, "You take your orders from 
Bill Wheatley."

Mr. Wheatley said that he had pre-
pared a proposed program schedule for 
KRLA in connection with its applica-
tion for a renewal of license which, in 
essence, was the same as that in the 
original application of Eleven Ten, 
with minor changes. In preparing this, 
he said, he could not state definitely 
but he "presumed" he had used the 
table in the original application as a 
guide.

Taking the stand on Wednesday, Jack 
Kent Cooke generally corroborated 
Mr. Wheatley's account of their rela-
tionship at KRLA. He told how Mr. 
Wheatley in New York in May 1959 at 
the invitation of his brother, he stated, 
had discussed programming with him 
and told Donald Cooke he thought Mr. 
Wheatley had good experience in the 
type of programming he was expected 
to do at KRLA. In Los Angeles dur-

ing July 1959 he saw Mr. Wheatley two 
or three times and asked how things 
were going but gave him no instructions.

It was only after the Aug. 20, 1959, 
dry run, he said, when "I was shocked 
at the lack of intelligent preparation, 
the lack of intelligent selection of disc 
jockeys," that he took over direction 
of program operations to try to get 
them in line with the ideas of his broth-
er, who had to return to New York.

Jack Cooke's Holdings * Estimating 
his net worth at between $15 and $20 

million, Jack Cooke reported his U. S. 
holdings include 100% of Broadcast 
Equipment Co. and Strand Records; a 
half interest in Donald Cooke Inc., his 
brother's station representative organi-
zation, and a small interest in Carlton 
Plastics, perhaps 4%. He said he is 
one of eight men interested in the 
Continental Baseball League created 
by Branch Rickey and "not at all defunct."

In Canada he owns CKF 6 Toronto, 
Liberty Magazine, Saturday Night 
Magazine, Microplastics Ltd., Robinson 
Plastics Ltd. and Guild Radio Features 
(program services, scripts, transcrip-
tions) outright and holds 76% of the 
stock of the Toronto Maple Leaf Base-
ball team, winner of the 1960 pennant 
in the International League. He is also 
a consultant to CKOY Ottawa, he said, 
but he has no interest in the station.

In 1944 he bought CKF 6 in coop-
eration with a group of Toronto busi-
nessmen and shortly thereafter bought 
them out to become sole owner of the 
station, he said. In 1950 he talked to 
Theodore W. Pierson of Pierson, Ball & 
Dowd, his Washington attorneys, about
WILLIAM WHITE

would have relished running station WPTR

The sage of Emporia was one of the heroes who made communications what it is today. He'd have relished running WPTR.

Its informal, individualistic spirit, its up and go, its entire modus operandi would have suited him to a T. Like White, WPTR believes that the primary function of any media of communications is to communicate. That's why (tho music is an integral part of our programming) news comes first.

To cover the news WPTR receives reports from correspondents around the world. The amount of contributors is fantastic—almost a million! At the local level 5 mobile units work round the clock. When it's helpful there's even a helicopter available which broadcasts traffic and highway road conditions and covers other important events. The quality of this news is evident 48 times a day. That's how often newscasts are scheduled. News in depth is on the hour. Commentary—at least 12 times a day. Editorials when necessary.

When you couple this with a public service drive for every worthwhile cause that comes along, you've got responsible broadcasting at its very best. And from an advertising standpoint—responsive listenership second to none in this 2,000,000 plus market.

Perhaps that's why local sponsors give it more advertising than the next three stations combined—and why it carries more total advertising than the next two put together. Represented nationally by Robert E. Eastman & Co. In New England—by Foster & Creed.

WPTR

50,000 WATTS

ALBANY-TROY-SCHENECTADY

Duncan Mounsey, Exec. V.P.—A division of SCHINE ENTERPRISES.
the possibility of investing in U. S. broadcasting properties but, he said, he was told this was impossible as long as he was a Canadian citizen. In the winter of 1957-58 he again raised this subject with Thomas Dowd of the same firm, he said, and this time he was told of a way in which this might be achieved. Basically, the plan was to acquire the physical plant and facilities of a broadcast station and to lease them to a company owned by his brother Donald (a U. S. citizen since 1947), with an option to buy the station from Don after he became a U. S. citizen himself (and of course getting FCC approval). If fully disclosed to the FCC, this plan would be workable, his attorneys had advised him. Mr. Cooke testified.

**Assistance to His Brother** During the interim period before he would acquire U. S. citizenship, Mr. Cooke testified, the benefits of such a deal to him would be the opportunity to make another investment in U. S. property with an acceptable return and at the same time help his brother Donald.

The transaction would be valuable to his brother too, he stated, since Don would have the benefits of station ownership for five years at least and when the option was exercised he'd have a capital gains benefit. Donald Cooke Inc. would benefit by representing the station, he added.

So, Jack and Donald Cooke began looking for suitable broadcast properties—in Philadelphia (where a deal with Ben Gimbel to buy WIP fell through when Mr. Gimbel organized a syndicate which bought the station), in St. Louis, Louisville, Miami and Los Angeles. But nothing developed until September 1958, Jack Cooke related, when he was in Los Angeles and learned that KXLA might be available and that it was a good buy because its 10 kw could easily be raised to 50 kw. He called on Loyal King, president, general manager and a senior stockholder of the Pasadena station, introduced himself and explained his mission. When he left Los Angeles on Sept. 20, 1958, the deal was set, he stated, and on Oct. 10 a contract was signed by Mr. King and Vernon Dobson, secretary of Pacific Coast Broadcasting Corp., then the licensee of KXLA, to transfer the license to Donald Cooke as an individual, subject to FCC approval.

The documents filed with the application to the FCC disclosed all the facts of the transaction, including his Canadian citizenship and the proposed facilities leasing arrangement, Mr. Cooke stated. The FCC questioned the plan and, although Don Cooke replied with reasons why his license application should be granted as filed, the plan was modified to eliminate the option for Jack to purchase the station from Don, at the same time increasing the rental of facilities from $50,000 to $90,000 a year. (Jack Cooke explained that Don's option to buy KXLA would have expired Aug. 31, 1959, and he feared that if the application for transfer went to a hearing, approval might be delayed beyond that date and he might not be able to have the option extended.) With the modification, the FCC approved the transfer on March 25, 1959, and Donald Cooke's company, Eleven Ten Broadcasting Co., assumed control of KXLA in May, although Mr. King remained as manager until Mr. Wheatley's arrival on July 1.

**Added Investment** Since then Jack Cooke said he has put an additional $375,000 into the station to provide working capital. He received demand notes with 5½% interest but no collateral from his brother, he stated. The loans were made partly because of the belief that KRLA would shortly become a profitable operation, partly because "Don had reached the point of no return" and Jack had to go on helping him. Under cross examination he said he had helped his brother previously in March 1946 by putting up the capital to launch Donald Cooke Inc. and that he owns 50% of that firm, although he has never derived any income from it.

During his visit to Los Angeles in July 1959, Jack Cooke said that two or three times said he saw Mr. Schulz, whom he'd met in New York at the request of his brother who hired Mr. Schulz as general manager. He also asked Vernon Dobson (former KRLA accountant) to handle the bookkeeping of Broadcast Equipment Co. (a "miscellaneous task") and at that time explained to him the accounting system Donald Cooke wanted used at the station. Otherwise, he had no contract with the staff, except for Jack Reeder, chief engineer, who was having problems in connection with the power increase, Mr. Cooke said. This concerned him because his company, Broadcast Equipment Co., was owner of the transmitter and obligated to deliver power to the station.

**Need for Change** At the end of July Jack Cooke went home to Toronto and when he returned to Los Angeles on Aug. 19, Don told him things were a mess. The dry run the next day verified this, he testified. Between Aug. 22 and Sept. 1, a new target date for the change of call, power and program format, he spent most of his time at KXLA trying to recruit, instruct and train a new program staff. Although religious, educational and other public service programs were supposed to be included in the new schedule, he did not try to prepare them because he simply didn't have time.

Asked if Don had instructed him to ignore these programs, Jack Cooke replied that on the contrary his brother "kept reminding me of them until I told him it was a case of first things first and we've got to get on the air before we do anything else."

Then, said he, on Aug. 28 (a Friday) he got a wire from the FCC denying KRLA the right to begin using the new power 50 kw, so he called Mr. Dowd who told him the FCC met on Wednesday, but Mr. Cooke said a big promotion campaign had been planned to accentuate the new program format and the increase in power. They were having a big cocktail party on Monday (Aug. 31), with all the important Los Angeles advertisers and agencies invited, to announce the new operation and it would be too embarrassing to have to postpone it. On Monday, he said, he got permission for temporary operation with 50 kw. He said the new programming started Sept. 3 after a final rehearsal that ran until 2 a.m. of that day.

Questioned about the "Find Perry Allen" contest, Mr. Cooke recited a saga of the troubles involved in contacting Mr. Allen, getting his audition tape and engaging him as a morning disc jockey only to find that Mr. Allen could not leave WBKB Buffalo without two weeks' notice. After trying without success to get somebody else for the 6-9 a.m. shift, Jack Cooke said he called Mr. Allen and explained the situation and the need for a strong promotion to compensate for the delay in his arrival. That was on Sunday, Aug. 30, 1959. The next day he suggested a "Find Perry Allen" contest, with a

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**Eaton sells two, buys two**

Richard Eaton, who is the owner of several broadcast facilities, was "out again in again" at the FCC last week. In one fell swoop, Mr. Eaton sold two stations and acquired two more—all with FCC approval (see CHANGING HANDS). The commission told him, however, that he would have to get rid of some of his holdings in order to comply with the commission's multiple ownership rules. Commissioners Robert T. Bartley and John S. Cross dissented to all four transactions. Mr. Eaton bought WFAQ South Miami, Fla., and WBNX New York while selling WTID Newport News, Va., and WARK-AM-FM Hagerstown, Md. He also owns WMUR-TV Manchester, N. H.; WJMO Cleveland Heights, Ohio; WINX Rockville, Md.; WOOK and WFAM-FM Washington, D. C.; WCUY Clevedon, Ohio; WNKD Baltimore, Md. and WANT Richmond, Va.
FROM BORDER TO BORDER-
FROM THE GREAT DIVIDE TO THE PACIFIC STATES

the West listens to

KSL
Radio
SALT LAKE CITY
50,000 WATTS

the most influential voice in Mountain America

Effective November 9, 1960
KSL appoints

John Blain and Company
as exclusive national representative
Overtime for the bookkeeper

The FCC is proposing changes in the annual financial report due from all broadcast stations. The commission announced last week that it was seeking comments (by Dec. 9) on its proposal.

Changes in the form are designed to give the commission fuller information on station finances. It would ask for a condensed balance sheet, an analysis of notes payable, a new income statement and a new breakdown of revenues. These would be added to schedules currently appearing in FCC Form 324.

The commission's rule making would also add a new breakdown of sales for TV stations, and payments prize starting at $10,000 and dropping by $1,000 a day until the day of Mr. Allen's arrival in Los Angeles, when the prize would be $1,000 and would stay at that point until he was discovered.

Mr. Cooke asked Mr. Allen to prepare tapes, emphasizing KRLA's 1110 kc spot on the dial and KRLA along with his name, and rush them to the station. He listened to the first two spots on the tape, then sent it to be broadcast along with live spots ad libbed by the other disc jockeys. On Friday morning, Sept. 4, at about 6:30 a.m., he heard one of the spots "which led me to believe that Perry Allen might be in Los Angeles," Mr. Cook stated.

Back East • But Mr. Allen was not in Los Angeles. He was in Buffalo and soon he had called Mr. Cooke to report that he had been located by two men, a Mr. Arlington and a Mr. Zingelli. They also called and claimed the $10,000. Mr. Cooke asked them to get to Los Angeles as soon as possible so the contest might be concluded with the best publicity results. They replied they'd been up all night, driving to Buffalo but wouldn't call him back until they'd had some sleep. "They never did call again," he said.

KRLA immediately began broadcasting an announcement that Mr. Allen had been found and that Messrs. Arlington and Zingelli had won $9,000 there-by (the prize having dropped $1,000 overnight). When the public relations man of KRLA's advertising agency notified him that the men were employees of Crowell-Collier (Owner of KFWB Los Angeles), this was added to the announcements. But after two or three hours the announcements were stopped at the request of KFWB's public relations man, Mr. Cooke testified, who said that he was told Robert Purcell, manager of KFWB, had been up monitoring KRLA and wanted to catch up on his sleep. When no word was received from Mr. Purcell, Mr. Cooke said he asked his agency's public relations man to keep after him and reported to Donald Cooke what had occurred. The matter subsequently was referred to counsel, he said. Mr. Purcell later was paid the $10,000 prize (BROADCASTING, Nov. 2, 1959).

Jack Cooke left KRLA on Sept. 14, 1959, returned a week later for an hour to introduce Herb Hiemen to the staff as the new production manager and that was his last appearance at the station until last week, he said, stating that since Sept. 21, 1959, he has not given any instructions to any one at KRLA.

Gila stations go silent for a 90-day period

A station which has been in operation since 1938 went off the air Oct. 29 at midnight. KZOW Globe, Ariz., and its fm companion, KJWB-FM, both owned by Gila Broadcasting Co., "went dark" at that time along with four other Gila stations.

The FCC received a request from the Gila company to allow the stations to cease operations for a 90-day period. Other stations included in the request are KCKY Coolidge, KCLF Clifton, KGLU Safford and KVMC Winslow, all Arizona. The stations in these four communities are the only local broadcast facilities. KGLU Safford has also been on the air since 1938.

The request to the commission came because Gila has been beset with troubles for some time. For the fiscal period ending June 30, 1958, the company lost a total of $7,200. A year later that loss was pegged at $36,992, and this addition, the Gila stations' financial operation was necessarily "in the public interest."

The commission's proposal would add new and more detailed information to nearly every section of the form.

Rapid Shave really works on sandpaper

A man's beard may feel like sandpaper, but that rough surface is not really a representation of a man's face. That was the contention of Federal Trade Commission attorneys in a hearing before FTC Hearing Examiner William L. Pack in New York Oct. 25 as the commission presented its case against Palmolive Rapid Shave and its advertising agency, Ted Bates & Co. The FTC alleged that both firms engaged in "deceptive and misleading" advertising.

Colgate-Palmolive, maker of Rapid Shave, has used tv ads showing the product successfully shaving sandpaper mounted on Plexiglas.

FTC attorney Edward H. Dowd showed the examiner tv commercials and shooting scripts and even a sandpaper-shaving attempt by Kyle Rote, New York Giants football star who has appeared in Rapid Shave tv commercials.

Attorneys for both Colgate-Palmolive and the Bates agency objected to the FTC's line of attack and the charge that Rapid Shave claimed to shave sandpaper "forthwith." They said that the sandpaper first had to be "soaked" with the product.

To prove this point, Brantz Bryan Jr., Bates agency executive in charge of the Rapid Shave account, stated that he could shave all kinds of sandpaper and, forthwith, proceeded to demonstrate by shaving a fresh sheet of sandpaper without prior soaking.

Examiner Pack gave Colgate-Palmolive and the Bates agency 30 days in which to file a motion for dismissal or present witnesses of their own.

FCC asked to reverse Cunningham's orders

The balky witnesses at the FCC's California hearing on network programs (BROADCASTING, Oct. 31) have asked the commission to rescind the orders of Chief Hearing Examiner James D. Cunningham to produce lists of clients.

Dick Fishell & Assoc. and Promotions Unlimited, two California public relations firms, told the commission that its examiner went beyond the scope of the hearing in asking for lists of clients. During the hearing, they offered to make such lists available to the examiner on a confidential basis but this offer was refused, the two firms stated. They, in
The three TV grants

Grants for three new TV stations have been made by the FCC. They include one new VHF and two UHF facilities.

The V goes to Twin Falls, Idaho. The grant was made to Sam Bennion, a petroleum distributor, for ch. 13. The station will operate with 562 W visual and 282 W aural with an antenna height of 30 ft.

Ch. 27 was granted to Christian Broadcasting Network Inc., Portsmouth, Va. Christian Broadcasting is a nonstock, non-commercial corporation and will operate the station with visual power of 17.4 kw and aural power of 9.33 kw. The new station's antenna will be 380-ft. high.

Turner-Farrar Assn., licensee of WSIL-TV Harrisburg, Ill., was granted a construction permit for ch. 15 Popular Bluff, Mo. The station will be operated with power of 229 kw visual and 115 kw aural with an antenna height of 620 ft.

The FCC last week...

- Granted more time for the filing of comments in its rulemaking to permit AM stations to operate with full carrier and single sideband. The request for more time was filed by Kahn Research Laboratories Inc., which requested the rulemaking in the first place. This is the second extension granted in the proceeding. The new deadline is Nov. 30.
- Received reply comments in rulemaking involving TV channel assignments for Alturas, Redding and Susanville, Calif. California-Oregon TV Inc., licensee of KIEM-TV Eureka, maintained that ch. 9 should be assigned to Redding and a UHF channel be given to Susanville. Cal-Ore will apply for ch. 9 if it is allocated to Redding. KHSI-TV Chico stated that the channel should be given to Susanville, a city without a TV allocation and poor reception. KVIP-TV Redding, which operates on ch. 7, stated that ch. 9 should be assigned to Susanville and the owners of KVIP-TV will apply for the facility if such rulemaking is adopted.

Broadcasting, November 7, 1960
Delinquents Are Chicken, Texas Is Broke, and Other Trauma

Before you cancel all your Texas time we hasten to add that the headline refers to the state of state finances, as seen by the searching eye of a KHOU-TV camera. Chicken-hearted juvenile delinquents are microscoped by KOTV. Some other trauma: WISH-TV takes a hard look at local school problems, WANE-TV examines woman's place in the local economy, and KXTV x-rays Sacramento's new gold rush.

This collective community commentary is a sampling of work in progress on the local Corinthian television front, a variety of riches folks don't have to get up at five in the morning to see. The programs are set for evening viewing in time made available every third week by enlightened Face the Nation scheduling on the part of CBS.

Each Corinthian station is mining this prime-time nugget in its own way. Local staffs, confronted with the stimulus of a programming opportunity in evening time surrounded by network competition, are responding creatively. Instead of a canned package designed largely to keep one half-hour from rubbing against another, we have exciting explorations of community life, well-budgeted, lovingly planned, carefully produced, and interesting to area audiences.

They may even be interesting to advertisers—but, sponsored or not, they'll be presented with pride and confidence as local productions mirroring local conditions, in keeping with the Corinthian group's emphasis on individual programming.
Broadcasters tell FAA where its power ends

THEY SAY ONLY FCC HAS POWER TO REGULATE TOWERS

The Federal Aviation Agency does not have the power to forbid the construction of radio and TV stations. This is what broadcasters and broadcast associations told the FAA last week in comments filed in that agency's rulemaking to require radio and TV stations to submit proposals and locations to the FAA for "determination" as to whether or not they constitute air hazards.

In a lengthy and documented report, the Assn. of Maximum Service Televs. told the FAA that only the FCC has "exclusive jurisdiction" to grant or deny applications to construct broadcast towers. An examination of the Federal Aviation Act of 1958, AMST said, does not reveal that the FAA was ever given such power. While stating that AMST and its member station are vitally concerned with aviation safety in the broad public interest, the association asked that the rulemaking be withdrawn in favor of further study between the FAA and the FCC.

This stand was iterated by the Federal Communications Bar Assn. and the Assn. of Federal Communications Consulting Engineers. The FCBA recommended the establishment of a joint industry/government committee to study the entire situation and recommend a new procedure.

The FCC already had told the aviation agency that the commission alone holds the responsibility to decide whether or not a broadcast station is built (Broadcasting, Oct. 24).

Broadcasters React • American Broadcasting-Paramount Theatres and the National Broadcasting Company both stated that the Federal Aviation Act of 1958 did not modify the powers of the FCC or grant to the FAA the power to forbid construction of radio and TV stations. The end result of the rulemaking, they said, would be to establish a "double-headed" procedure involving both federal agencies which would prove too costly in both time and money.

WHAS-AM-TV Louisville, Ky., echoed the network sentiments, but Minnesota Mining & Manufacturing, principal owner of the Mutual Broadcasting System, approved the FAA rulemaking. The 3M comment was filed by the chief of 3M's aviation department.

Storer Broadcasting told the agency that as long as the FCC has the authority and responsibility for the allocation of broadcast facilities, it must also have jurisdiction of placement and height of antenna structures. However, Storer also said that the FAA should be notified of proposed antenna construction and has a clear authority to demand such notification.

The National Assn. of Broadcasters, which had filed comments earlier (Broadcasting, Oct. 31), said that the agency should withdraw its proposed rule since it "would result in wasted time, energy and money for both the government and broadcast applicants."

Aviation Interests File • A large number of aviation and pilots associations filed in favor of the FAA's rulemaking. But the National Aviation Trades Assn. said that it was apprehensive that the rule would excite major opposition from a number of other "public interests," including broadcasters. While in favor of the proposal, the association suggested that the agency keep its procedural requirements as simple as possible.

It also suggested that the rule's "notice criteria" should be limited to encompass only those constructions which might constitute a hazard.

The Aeronautics Commission of the State of Wisconsin found the rule objectionable since it "does not provide for the State's role in the regulation of tall structures."

Stations vs CATV case to be argued

First argument in the broadcast industry's legal suit against community antenna systems will take place Thursday (Nov. 10) in a San Francisco court.

Argued will be a motion for summary judgment submitted by three Salt Lake City tv stations, KSL-TV, KC Pax-TV and KUTV (TV). The three stations brought their suit last year against Cable Vision Inc., a Twin Falls (Idaho) community antenna system and its affiliated Idaho Microwave Inc. The latter plans to bring Salt Lake City tv signals to Twin Falls. It received permission to begin construction Dec. 22, 1959, but the grant was protested by KLIX-TV Twin Falls. This protest has been set for hearing and the grant stayed by the FCC.

The oral argument on the motion will be made before federal district Judge William Sweigert in San Francisco. Arguing for the Salt Lake stations will be Harold Cohen, Washington. Representing the Twin Falls catv operators will be A. Strafford Smith, Washington, and George Schiffer, New York.

In the suit filed against the Twin Falls catv system, the three Salt Lake tv outlets ask that Idaho Microwave Inc. be enjoined from bringing their signals and programs to Twin Falls. Involved are the rights of tv stations in their signals and programs. The Twin Falls cable company and the microwave firm are principally owned by W. L. Reiber.
EX PARTE CASES DRAG ON AND ON

Miami ch. 7 protests filed, FCC rejects other petitions

The FCC hearing examiner erred in his initial decision in the Miami ch. 7 ex parte case, three of the four parties to that case told the FCC last week.

At the same time, the commission turned down two petitions for reconsideration on two other off-the-record cases: by the Boston Herald-Traveler to reconsider the July 14 decision in the Boston ch. 5 case, and by North Dade Television Corp., to reconsider the July 14 Miami ch. 10 decision.

Examiner Erred • Three of the four parties in the reopened Miami ch. 7 case told the Commission last week that the hearing examiner erred in finding they were disqualified from further consideration because of alleged off-the-record contacts with commissioners.

Only one of the original four Miami ch. 7 applicants favored Examiner Horace Stern's initial decision. This was Sunbeam Tev Corp. Sunbeam was the only applicant found unmarred by the ex parte brush.

The other three applicants, filing exceptions to the examiner's September recommendations, were Biscayne Television Corp., whose WCKT (TV) Miami was the successful grantee in 1956; East Coast Television Corp. and South Florida Television Corp.

In his initial decision (BROADCASTING, Sept. 19), Judge Stern recommended disqualification of these three applications on the grounds they had made behind-the-scenes approaches to then FCC Commissioner Richard A. Mack. This left only Sunbeam in the clear for a new grant. Judge Stern also recommended voiding of the 1956 grant to Biscayne.

The initial decision determined that Biscayne principals enlisted the aid of Ben A. Fuqua, vice president of the Florida Light and Power Co. and that Niles Trammell, former president of NBC; James M. Cox Jr., president of the Miami News, and John D. Pennekamp, managing editor of the Miami Herald, spoke to Mr. Mack about the case at various times while it was pending before the FCC.

The examiner found that South Florida used Perrine Palmer A. M. Craven and Charles H. King did not participate in last week's ruling.

North Dade Turned Down • The FCC last week denied a petition by North Dade Video Inc. which sought reconsideration of the commission's July 14 decision in the Miami ch. 10 case. Commissioner Robert E. Lee disassociated himself from the petition; Commissioners T. A. M. Craven and Charles H. King did not participate.

In its July 14 decision the commission found all except one of the four applicants in the Miami ch. 10 case tainted because of ex parte representations to commissioners. The only one cleared of this was L. B. Wilson Inc., which was awarded the channel in place of National Airlines' WPST-TV.

WKAT Miami was the fourth appli-
that Corp., are narrow view the decision. cant for the prejudice. A. cause for time in Reno. They to ask the commission to dismiss its application is the Electron Corp., doing business as Reno Telecasting Co. Electron told the commission that its recent grant of a construction permit for ch. 3 in Douglas, Ariz., prohibits the firm from spending further time in Reno. Electron is a wholly-owned subsidiary of Ling-Altec Electronics, Inc. (James J. Ling, chairman). Earlier, the Nevada Broadcasters Fund, Inc., headed by Alex Gold, asked for dismissal of its ch. 4 application because it was unable to find a suitable transmitter site. Hearing Examiner Jay A. Kyle dismissed the application with prejudice. The Broadcast Bureau pointed out, in a hearing Oct. 14, that a transmitter site should have been found prior to the filing.

Another ch. 4 applicant, Comstock Telecasting Corp., has asked that its application be amended for ch. 2 rather than ch. 4. Comstock is a firm headed by Robert L. Stoddard, owner of KBET Reno. If all of the drop-outs are granted by the FCC, only three applicants will remain for the Reno channel. They are Circle I Inc. (E. L. Cord, owner ofKFAC Los Angeles); Sierra TV Co. (owned by Chronicle Publishing Co., licensee of KRON-TV San Francisco) and Rocky Mountain Tele Stations (Harriscope Inc., owner of KTWI-AM-TV Casper, Wyo.).

Consolidated Sun Ray registers with SEC

Consolidated Sun Ray Inc., Philadelphia, which among its subsidiaries operates WPEN-AM-FM Philadelphia, WSAY-AM-FM Cincinnati and WALT Tampa, has filed a registration statement with the Securities & Exchange Commission for 1,012,750 outstanding shares of common stock. According to the prospectus these shares may be offered for sale by the holders from time to time on the American Stock Exchange or in private transactions at market prices current at the time of offering.

The prospectus does not detail broadcast earnings separately. William B. Caskey, a director of the corporation, is executive vice president of WPEN and president of WSAY and WALT at an annual salary of $37,000. Harry S. Sylk, chairman of the board of the corporation, holds a similar position with WPEN. William H. Sylk is corporation president and president of WPEN.

Net sales for the year ended Jan. 31, 1960, were $63,414,647. A net loss of $792,652 before special item deductions was reported, equal to a net loss of 12c per share. The corporation operates a large retail drug store chain, women's and children's apparel stores and recently acquired Dollar Vitamins Co., in addition to broadcasting interests.

**Government briefs . . .**

How much mileage? • The Federal Trade Commission announced that General Motors Corp. has agreed to cease misrepresenting the results of gas tests in advertising of the 1960 Corvair. The commission said GMC agreed to stop representing that the Corvair would deliver 33 miles per gallon of gas under normal driving, or that it would deliver any gas mileage figure not in accordance with the facts.

**NETWORK REGULATION & STATION SALES**

Harris says next session of congress will study these areas

The door was opened slightly last week on what the next session of Congress may have in store for broadcasting—and according to one legislator, it will deal with the regulation of networks and the possibility of imposing limitations on station sales.

The congressional doorman was Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. It is this committee which oversees radio and tv legislation.

Mr. Harris made his comments at a breakfast meeting at the 35th Anniversary celebration of Grand Ole Opry in Nashville, Tenn., on Friday.

The next Congress, he said, will have to determine “whether the networks shall be held accountable as co-trustees together with individual broadcast licensees in serving the public interest.

“Congress will further have to decide what limitations should be placed on the transferability of broadcast station licenses.”

Network programming is more important to stations than local programming, Rep. Harris said. Also, he added, many radio and tv stations have become “speculative” properties and “capital gains rather than public service to the community has become the watchword for some speculators who are broadcasters in name only.”

New Look • Congress will, therefore, have to re-examine the promises on which American broadcasting is based, Mr. Harris said. It must look into such varied questions as:

“...What happens to the opportunity for local self-expression on radio and television stations? What happens to the need for developing and using local talent in radio and tv programming? What happens to programs designed to serve minority groups and special tastes?”

Congress, Mr. Harris continued, does not want to hand over to the FCC control over radio and tv programming—or to any other government group...

I certainly do not believe that the American people would want us to give such a mandate to any group of government officials no matter how admirable their background and how benevolent their intentions might be.”

But the Commerce Committee chairman, who also was chairman of the Legislative Oversight committee which dug into the rigged quiz and payola scandals, added:

“On the other hand, the airwaves belong to the American people and they are not licensed to individuals and corporations to be used exclusively for their own personal financial gain, but they are licensed so that the American people may receive the benefit of an important public service. I know some broadcasters have been outstanding in rendering service to their communities. . . .”

New sentence • Alexander L. Guterman, one-time president of MBS, was sentenced by federal court in Washington last week to 8 to 24 months in prison and fined $10,000 for failing to register as foreign agent. Case involved 1959 charge that he had accepted $750,000 from Dominican Republic political propaganda on air under guise of news. Sentence goes on top of term he now is serving for withholding information from the SEC.

**NLRB and WJMJ** • A trial examiner’s ruling that Gross Telecasting Inc. (WJMJ-AM-FM-TV) Lansing, Mich., had engaged in unfair labor practices was upheld Nov. 4 by National Labor Relations Board. The board recommended Gross Telecasting cease certain practices listed as unlawful questioning of employees about membership in National Assn. of Broadcasting Employees & Technicians or other labor groups; threats of economic reprisals or offers of economic benefits in connection with union activity. NLRB dismissed a complaint that an employee, Lester Garten, had been illegally discharged.
FTC seeks court order on plugola specialists

The Federal Trade Commission, which has had the same difficulty trying to get testimony as to how "plugs" get on the air and who pays whom for getting there as the FCC had last month (Broadcasting, Oct. 24), has gone to court for help in getting the answers to its questions.

Last week the FTC asked the U.S. District Court in Los Angeles to order Fred Kline and Walter D. Kline & Assoc., Dick Fishell and Dick Fishell & Assoc., Mary Rothschild and Promotions Unlimited, along with Martin Hersh, president of Universal Recordings Unlimited, to tell the FTC what they have refused to say at closed hearings on advice of counsel. Several of these individuals and firms refused to testify at the FCC hearing in Los Angeles on the advice of their attorney, Oliver B. Schwab of Beverly Hills, who argued that their activities as public relations counselors put them outside the scope of the FCC hearing on programming practices and also that the ground rules of the hearing left them without proper right for representation by counsel.

Mr. Schwab has filed an appeal with the FCC in Washington, D. C., asking that the subpoenas issued by Chief Hearing Examiner James D. Cunningham for his clients be dismissed. The issues are the same with the FTC, he said. Its proper concern is with unfair competition in trade and advertising, not the public relations field, and the FTC's refusal to permit him to testify at its hearing is just as wrong as the similar action of the FCC examiner. This is an issue which should be fought through the courts, to the Supreme Court if necessary, he said.

Argument on the FTC request for court action will be heard by U.S. District Judge Harry C. Westover, probably before the end of the year.

The catv shouting dies as protesters back down

The squabble between microwave relay firms and tv stations, now in hearing procedures before the FCC, seems to be ending in an area of mutual agreement. Petitions to have protests and applications dismissed have been pouring into the FCC with certain regularity.

The protest filed by WTVI (TV) Fort Pierce, Fla. (Broadcasting, Oct. 24), against Southern Transmission Corp. has been withdrawn, subject to FTC approval. The station and the microwave relay firm have gotten together to settle differences. They filed a joint petition to have the protest dismissed. Southern Transmission is seeking to carry Palm Beach and Fort Worth tv station signals into Fort Pierce and Vero Beach, Fla.

KGNS-TV Laredo, Tex., has also informed the commission that it will not pursue its prosecution of a protest against Mesa Microwave Inc. Mesa is seeking to carry Dallas and Fort Worth tv signals into Laredo. Reason for the standdown, while not yet officially filed, is reported to be an amicable agreement between KGNS-TV and Mesa Microwave.

Mesa Microwave has also been seeking to carry tv signals to a catv in Tallahassee, Fla. It has asked that its application be dismissed since the catv operator in Tallahassee now has no need for the tv signals. WCTV (TV) Thomasville, Ga., had protested a cp grant to Mesa.

Antennavision Service Co., which is seeking to carry Phoenix, Ariz., tv signals into Yuma, has filed a joint petition with KIVA (TV) Phoenix to dismiss the KIVA protest. Antennavision recently purchased KIVA (Changing Hands, Sept. 19).

EQUIPMENT & ENGINEERING

ELECTRONIC AGE SOON DUE

New uses for consumer electronics predicted with production upped by 40% in five years

A 30% to 40% rise in electronics consumer product production in five years was foreseen last week by E. R. Taylor, executive vice president of consumer products for Motorola Inc., and chairman of the committee of the same name of Electronic Industries Assn.

Tv unit production, he predicted, will move from 6 million to 8 million . . . home radios, from 3.5 million to 4.8 million . . . clock radios from 2.8 million to 3.9 million . . . portable radios from 4.6 million to 6.5 million . . . . stereo from 12.5 million to 18.5 million . . . .

And that's not all, Mr. Taylor estimated. The future growth of consumer products in the electronic field will be in the field of increased miniaturization (wrist radios for transmitting and receiving are "fast approaching," he said), and increased reliability.

Mr. Taylor was the principal speaker at the annual fall meeting of the EIA in Syracuse, N. Y.

Electronic Home • New uses for electronics for the home will spark a continued expansion of the consumer market, Mr. Taylor said. He visualized the entrance of the radio-tv manufacturer into such fields as fire and burglar alarms, home video tape recording, newspapers delivered by facsimile, closed circuit tv for watching children, invalids and answering door bells, the commercial refinement of the electronic oven and tv in every room.

He also foresaw new uses for electronics in the automobile (heating, windshield wiper, brake adjustment, anti-collision devices), and for leisure time activities (an electronic golf ball which contains a tiny transmitter to signal its location, reduction in swimming and boating accidents, and safety in the hunting season.)

In the more common radio and tv field, Mr. Taylor called on manufacturers to move forward with multiplex radio, color tv, and improved speakers, antennas, pictures and stability.

Among discussions in the technical sessions, the more than 200 engineers heard reports on:

• Stereo for the aural channel of tv systems, by Robert B. Dome, GE, and in the am band, by J. Alvins, RCA Labs.

• A proposal that the present aspect
Seven “live quality” commercials wrapped up in one day with “SCOTCH” BRAND Video Tape!

While the stage manager cued the jockeys down the stretch and the cameraman caught the action from the roof, a complete production crew inside a Mobile Video Tapes, Inc. truck directed and recorded seven race track commercials in one day for Union Oil Company.

Such a production schedule was possible only with “SCOTCH” BRAND Video Tape . . . first choice for lifelike reproduction! The director was able to monitor the action while it was happening, and see a playback immediately after each take. Editing was done on the spot and combined with other portions of the commercial. And each complete commercial was “in the can” while the whole crew was still on location.

“SCOTCH” BRAND Video Tape has revolutionized the industry. For hard sell commercials or big budget specials, tape cuts production costs to the bone, eliminates fluffs, makes schedules more flexible and, most importantly, gives the production a “live” look. Its uses are limited only by your imagination.


BOOKLET—Send for “The Show is on Video Tape,” a series of 6 case histories of tape productions. Include 25¢ in coin for each copy and mail to: 3M Co., Box 3500, St. Paul 6, Minn.
A satellite's eye-view of the ionosphere

Man is taking a close-up look at the ionosphere—that body of charged gases which make possible intercontinental radio communications—as well as DX broadcasting.

The dream of two generations of radio scientists is being brought to reality through Explorer VIII—a satellite expressly designed to probe the ionosphere through direct measurement.

Explorer VIII, with eight separate experiments inside its 90-lb top-shape cased, shot aloft last Thursday from Cape Canaveral, Fla. It was put into its 258,1,423-mile orbit via a Juno II rocket.

A "scientific dream," the aluminum satellite was put into space with a payload that is intended to measure such secrets of the ionosphere as positive ion and electron composition and temperature. The satellite is measuring the upper portion of the ionosphere. This layer of ionized particles begins about 50 miles above the earth and extends several hundred miles into space.

Explorer VIII, which makes a complete pass around the earth every 113 minutes, also contains equipment to register and measure micrometeorite "hits." This experiment will be turned on later.

All the information is being tele-metered back to earth stations over six channels, carrying 77 separate pieces of data. Only one transmitter is being used, on 108 mc and 138 mc, with an average radiation of 100 milliwatts from a cloverleaf antenna.

90-Day Wonder ■ The expected lifetime of the experiments will be from two to three months, but the satellite is expected to continue in orbit for several years, National Aeronautics & Space Administration said.

NASA said a special payload equipped with a number of radio transmitters operating on different frequencies and levels of power will be launched in the future to further explore the Heaviside Layer via radio propagation techniques. This is the use of transmissions, which are known, through the ionosphere and a comparison of received signal strengths and other factors with what they theoretically should be.

One significant facet of the present experiment is to find out what effect there might be on radio propagation through the passage of the satellite through the ionosphere.

Other space activities:
- TV signals have been bounced 1,800 miles from a tv station in Recife to Porto Alegre, both Brazil, via the passive communications satellite Echo, it was reported last week. The report said that each time Echo passed over the area, both pictures and sound of the Recife station were received "clearly" in Porto Alegre.
- The sensitivity of tv over a photographic plate was utilized last week at the Kitt Peak National Observatory near Tucson, Ariz., when the light from the M-15 globula cluster of stars, tens of thousands of years away, came through the observatory's 36-in. telescope and became visible on a tv screen. Dr. William Livingston who has been working on the tv system for the last three months, explained that tv is more sensitive than a photographic plate "by a factor of 50 to 100."

ratio for tv pictures (4:3) be revised in order to better utilize present bandwidth and to produce improved resolution and contrast at the receiver, by E. D. Schuster, Sylvania, and C. E. Torsch, Rola.
- The use of the Nuviator triode tube in uhf television tuners, by C. Gonzales, RCA.

UN satellite system urged by Philco head

International space communications, including intercontinental relay by satellites, should be provided by a system operated through the United Nations, James M. Skinner Jr., president of Philco Corp., said last week. Philco made the Courier satellite now in orbit under Army sponsorship.

"We will shortly have the technical capability to establish an entirely new and economical way of providing all kinds of communications between all the countries of the world," Mr. Skinner said. Just how soon, however, seems to be in dispute among the satellite and rocket experts, but the National Aeronautical and Space Agency has invited private industry participation in the satellite program and American Telephone and Telegraph Co. has filed with FCC for approval of an experimental satellite (Broadcasting, Oct. 31).

"It seems almost essential" that the satellites "be under control of some world body to avoid the opportunity for unscrupulous people to play on the fears and superstitions of less-informed peoples of the world," he said. "These worries, concerns and possible misunderstandings could best be avoided by having the United Nations provide the service, be responsible for the satellites and guarantee their innocence." Mr. Skinner spoke Nov. 3 at Palo Alto, Calif., before the Peninsula Manufacturers Assn. on the occasion of an announcement by Philco of a $5 million expansion program for the firm's western development laboratory there.

Tarzian making recording tape

Sarkes Tarzian Inc., Bloomington, Ind., has established a new magnetic recording tape division. The new professional-quality high-fidelity tape will be available through selected electronic parts distributors immediately, the company announced.

Sarkes Tarzian is a leading producer of semiconductor devices in production quantities and manufactures tv and fm tuners, fm radios and broadcast equipment. The company's initial tape offering is a general purpose 1/4-inch tape with 1/2 mil acetate base, available in 150, 600 and 1,200 foot lengths on 3-inch, 5-inch and 7-inch reels. The new tape features special coating, priming and binding techniques to improve resistance to temperature and humidity and high tensile strength to minimize breakage. Uniformity without distortion is held for all recording frequencies, according to the manufacturer.

3M sales up $40 million in first nine months

Minnesota Mining & Mfg. Co. reports net sales of $140,133,725 for the third quarter and $403,146,898 for the first nine months of 1960 in an interim report released to shareholders last week.

Reflected in the statement are sales for the Mutual radio network and Reverie Camera Co., since their respective acquisitions April 1 and Aug. 1 this year. Sales figures otherwise are on a fully consolidated basis, including all domestic and foreign companies, for the entire nine-month period.

Nine month sales, with net income of $50,134,365 equal to 98 cents per share, compared with sales of $363,332,469 and income of $45,698,317, or 89 cents a share, for the same period in 1959.

Sales for three months ended Sept.
30 exceeded the $125,973,824 racked up for that quarter last year, with quarterly earnings rising from $16,101,243 (32 cents a share) to $17,606,363 (35 cents per share) in 1960.

Low bids on new VOA station

Two Texas electronic companies, Alpha of Texas Inc. and Continental Electronics Mfg. Co. of Richardson, Tex., have submitted low bids to the U. S. Information Agency for construction of the Voice of America east coast radio station at Greenville, N. C. Low bid was $12,173,000.

USIA estimates the total cost of the station at $25,345,850 and the bid was $12,173,000. Target date for completion is late 1962.

Technical topics...

Price cut - Minnesota Mining & Mfg. Co., St. Paul, maker of Scotch brand video tape, has announced the fourth price reduction in two years on that tape. The price will decrease 10% in all sizes and price brackets. For example, the price of a roll of standard hour-long tape has dropped $22.84—from $228.41 to $205.57—when bought in lots of 48 or more. Along with previous cuts, this represents a reduction of nearly 33% under the price of the first video tape marketed in 1956. A 3M spokesman cites improved methods of making the tape as the reason that the company can now sell an hour-long roll for $100 less than two years ago.

New office - Raytheon Co. has opened a commercial sales office in Detroit and has expanded its Dallas office. Edward J. Kukula, district manager for the company’s Distributor Products Div., and Robert Broderick, district sales manager for the Semiconductor Div., will headquarters in the new offices in the New Center Bldg., Detroit. The newly expanded Dallas office, now located at 3511 Hall St., will be headquarters for Robert W. Goedjen, district manager for semiconductor sales, Charles B. Douglas, Distributor Products Div. district manager, and Buddy J. O’Toole, industrial components sales engineer.

E & E news - Joe Cunningham, freelance engineer and science writer, announces formation of a new operation to service radio stations. The service plans to supply a weekly file of engineering and science news for broadcasters’ use in daily newscasts, with the offer made to non-conflicting radio subscribers. Address is P. O. Box 7482, San Diego 7, Calif.

Closed circuit camera - Tele-Photronics Corp., Garden Grove, Calif., is introducing a high-resolution type television camera, with the option of built-in sound channel for intercom and educational tv applications requiring crisp voice communications. The camera is portable and can be installed merely by plugging it into an outlet.

TV set sales hold up but production drops

Radio and tv set sales for the first nine months of 1960 continued above the comparable period in 1959, but production slumped somewhat in tv and gained in radio. Production of fm radio sets were almost double the number produced in the same January-September 1959 period.

Production and sales figures for the January-September periods, as reported by the Electronic Industries Assn. last week, were:

<table>
<thead>
<tr>
<th>Period</th>
<th>Production</th>
<th>Sales</th>
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</thead>
<tbody>
<tr>
<td>January-Sept. 1960</td>
<td>4,373,121*</td>
<td>4,100,541</td>
</tr>
<tr>
<td>January-Sept. 1959</td>
<td>4,488,857*</td>
<td>3,811,754</td>
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<tr>
<td>Radio</td>
<td></td>
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<tr>
<td>Jan.-Sept. 1960</td>
<td>12,408,377**</td>
<td>6,348,421</td>
</tr>
<tr>
<td>Jan.-Sept. 1959</td>
<td>10,927,252**</td>
<td>5,285,878</td>
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** Includes 4,780,922 auto radios and 677,410 fm radios in 1960; 4,151,846 auto radios and 367,804 fm radios in 1959.
†Excludes auto radio sales.

Now—EASTERN’S Flying Freighters offer OVERNIGHT DELIVERY

New York—Miami—San Juan
New York—Atlanta—New Orleans—Mobile—Houston
Chicago—Atlanta—Miami—San Juan

• Reserved space on every Freighter flight.
• Pressurized and temperature-controlled.
• Flights daily except Saturday and Sunday nights.
• Pickup and delivery service available.

In addition, Eastern offers freight service on over 400 daily passenger flights—including DC 8-B Jets and Prop-Jet Electras—to 126 cities in the United States, Canada, Bermuda, Puerto Rico and Mexico.

For Information and Freight Reservations, call your Freight Forwarder, Cargo Agent or Eastern Air Lines.

EASTERN AIR LINES

BROADCASTING, November 7, 1960
INTERNATIONAL

BBC to push overseas sales of its TV shows

The BBC, the non-commercial broadcasting service in Britain, is expanding a commercial area of its activities: the sales in foreign countries, especially in the United States, of popular TV program series.

Ronald Waldman, general manager of BBC-TV’s promotions department, which encompasses all of the unit’s commercial and business operations, said in New York last week that BBC-TV is preparing two new series to supplement three that already are in or are headed for distribution in various countries throughout the world. The reason: the BBC believes it has the know-how and the facilities to produce “some of the best” programs in the world and wants the TV industry outside of Britain to view its popular, as well as its cultural-public service programming.

Mr. Waldman noted that such program series as The Third Man (produced in cooperation with National Telefilm Assoc.) and the Royal Canadi-

An international agreement

Discussing terms of an agreement between The Hashemite Kingdom of Jordan and Syracuse U.’s Television & Radio Center are (l to r) King Hussein of Jordan, Dr. Eugene Foster of Syracuse U. and George Hamilton, manager in Amman from Syracuse.

Under the new contract the university will supervise initial commercial operations of the national Hashemite Broadcasting Service for two years. It became effective Oct. 1. Station advertising representatives have been employed by the university in New York and London to sell time on the radio service.

Jordan has been operating a powerful radio transmitter since March 1959 which broadcasts throughout the Middle East from Cairo to Baghdad and from Beirut to Kuwait. Headquarters are in Jordan’s capital, Amman.

University personnel will operate the station while training Jordanians until 1962 when the Jordan government will take over operations. Wasfi El Tell, director-general of the Hashemite Broadcasting service stated in connection with the agreement that commercial operation would be a means of making the station “even more effective because it will be more responsive to the needs of our people in the Middle East and will have more funds with which to operate.”

BROADCASTING, November 7, 1960
Rogers protests Canada ban on color television

"The vested interests are trying to stop the development of color television," Ted Rogers, vice-president of CFTO-TV Toronto, Ont., told the Aurora, Ont., Board of Trade. "No board, no governmental agency and no organization of any sort in the history of the world ever stood long against progress. You cannot stop technological progress."

Mr. Rogers was lashing out at the recent ruling of the Canadian Board of Broadcast Governors and the Dept. of Transport against color telecasting at present. No Canadian tv station has been given permission to telecast in color, though a number of stations are ready to do so.

Mr. Rogers stated that the station had only been told it could not telecast in color after it had ordered equipment to do so. The station is to go on the air on Jan. 1 as Toronto's second tv station. He said that no objection was raised by the BBG or the Dept. of Transport when the station received its license, though the use of color equipment has been dealt with in its application for a license last March. He said the BBG showed little confidence in Canadian ability in ruling against color telecasting until it had been further developed in the United States.

A number of other Canadian tv stations have also prepared for telecasting in color, including CFPL-TV London, Ont., CFTM-TV Montreal, CHCH-TV Hamilton, Ont., and CHAN-TV Vancouver, B. C. The BBG ruled against color telecasting due to the slow development in the United States and the high cost of color receivers in Canada, where the cheapest is $750.

Swiss announce plans for television festival

The European Broadcasting Union has endorsed plans for an "International Festival of Television Arts & Sciences" that will be Swiss-sponsored and held May 15-27 at Montreux (Switzerland).

The EBU action, which holds weight in broadcast matters on the European continent, was taken at a meeting in Trieste in mid-October. The world festival—which expects to draw participation and attendance from electronics and broadcast firms from all over the world—features a trade fair for exhibition of tv equipment and developments. Another highlight planned includes a judging of the best variety television program (EBU in working with festival officials asked for the single category limitation). The city of Montreux along with the Swiss tv Authority are sponsoring the event.

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FATES & FORTUNES

BROADCAST ADVERTISING

Jack K. Carver, former vp and associate media director at Doherty, Clifford, Steers & Shenfield, N. Y., appointed vp and associate executive director for tv art.

Jeanette LeBrecht, John F. White Jr. and Albert V. Lowe all elected vp’s in New York office of Grant Adv. Miss LeBrecht, with Grant since August, is now chief media buyer. Mr. White is account supervisor on Monarch Wine and Mr. Lowe is international account supervisor.

Richard E. Fisher named vp and director of newly-created pr department of Fletcher Richards, Calkins & Holden, N. Y. He has been with agency since March.

Kenneth Mason, formerly with Kenyon & Eckhardt and Earle Ludgin & Co., Chicago, appointed vp and chairman of executive committee at Cunningham & Walsh, that city.

George Weissman, executive vp and director of Philip Morris Inc., N. Y., elected chairman and chief executive officer, Philip Morris Overseas. Ross R. Millhiser, vp and assistant chief of operations, named to director of marketing, Philip Morris Inc.; John E. Cookman, vp-diversification, elected treasurer, Hugh Cullinan, previously treasurer, elected vp and assistant chief of operations; Clifford H. Goldsmith, assistant to vp-subsidiaries, becomes vp-subsidiary relations.

Louis A. De Cesare, former sales manager, Ruppert Brewery, N. Y., named vp and director of marketing.

Harlan Davis, formerly of Fuller & Smith & Ross, N. Y., joins Kudner Agency, that city, as producer in tv department.

Emrie Simon, formerly radio, tv and motion picture personality, joins Adler Ltd., Washington, D. C., advertising-pr agency, as director of radio and tv.

Fred Norman, previously account executive at Paul H. Raymer Co., station rep, Chicago, to broadcast media group at J. Walter Thompson Co., that city.

Walter H. Nelson, formerly publicity and pr director of Reach, McCurry & Co., N. Y., and more recently vp and general manager of CandyGram Inc. and assistant to president of Stevens Candy Kitchens, Chicago, appointed operations director at Herbert M. Kraus & Co., Chicago pr firm.


Donald F. Clemens, formerly account executive at BBDO, N. Y., joins General Time Corp., Westclox Div., as product manager.

Ken Mahler, James B. Colborne and William C. Schaefer join Huff & Northlich, Cincinnati advertising and pr agency, as copywriter, assistant account executive and assistant production supervisor, respectively.

Norval LeVene appointed manager of Los Angeles office of Fuller & Smith & Ross. Mr. LeVene was one of founders of Stromberger, LaVene, McKenzie, Los Angeles, which merged with FSR last January.

Edward Tabibian, formerly merchandising manager, household products division of Colgate-Palmolive Co., N. Y., joins Frank B. Sawdon Inc., that city, as account executive on new business development.

Barbara Rumbaugh Johnson, columnist for San Fernando (Calif.) Valley Times, joins pr staff of Enyart & Rose Adv., Los Angeles.


THE MEDIA

Charles W. Stone appointed general manager of KIOA Des Moines, Iowa. He formerly was vp and general manager of WAMS Wilmington, Del. He also is owner of KDAC Ft. Bragg, Calif.

Ed Bonham appointed local sales manager of WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va. Allan G. McClean, formerly with McCurry, Henderson, Enright, Norfolk advertis-
Features of the RCA 11 KW VHF Transmitter that have clicked with engineers and managers

(features that make it easy to operate and improve performance)

1. **UP TO 180,000 WATTS E.R.P.**—when combined with an RCA high-gain antenna. Channels 7-13. Or can be used as a driver to obtain higher power.

2. **WALK-IN DESIGN ACCESSIBILITY**—Improved walk-in design, introduced with the TT-2BL and TT-6AL Transmitters, is an invaluable feature of the TT-11AH. A wide aisle is provided inside the enclosure between the front-line racks and power supply components to the rear. All components are readily accessible from this aisle.

3. **TUNING SIMPLICITY**—All tuning adjustments can be made from the front of the transmitter with power applied. Power amplifier cavity has been greatly simplified, and no change in frequency-determining components is required to tune to any high-band VHF channel.

4. **WIDE AMBIENT TEMPERATURE RANGE**—Operation over a wide ambient temperature range is provided by thermostatically controlled cooling of all mercury-vapor rectifier tubes.

5. **QUIET OPERATION**—All tubes and components, other than the mercury-vapor rectifier tubes, are cooled by one main blower in a sound-insulated enclosure.

6. **OVERLOAD PROTECTION** prevents extensive damage in case of circuit fault. If overload is momentary, operation is immediately restored while light remains on to indicate point of overload.

7. **DESIGNED FOR REMOTE CONTROL**—Provisions have been made for remote metering and control of all necessary functions from a remote point. These facilities may also be used to control the transmitter from a central point in the transmitter building.

8. **FEWER TUBES AND COMPONENTS TO STOCK**—Fewer spare tubes and components need be stocked since the same tube types are used in both aural and visual rf chains.

9. **ILLUMINATED METERS**—A row of large illuminated meters, mounted on a sloping-front panel for ease of reading, shows all important currents and voltages.

10. **IMPROVED COLOR PERFORMANCE**—Built-in linearity correction, accurate intercarrier frequency control, and dc on power amplifier filaments are features included for outstanding color performance.

Get the complete story from your RCA Broadcast representative; or write for descriptive literature to RCA, Dept. N-22, Building 15-A, Camden, N. J. In Canada: RCA Victor Company Limited, Montreal

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

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA
Gasoline would be a disconcerting substitute for dressing such as vinegar on a tossed salad! Reverberations proposing that American broadcasters adopt European practices are quite as impractical. Observing European experience we can perceive, however, things we do not want. The Soviet policy controlling radio and TV is "Support the basic ideologies of communism, of the Communist Party." Government boards of both the British Broadcasting Corporation and the Independent Television Authority are appointed by the government and may be dismissed at will, while the BBC's license requires the corporation to broadcast any announcement which any department of the government requests.

With two separate broadcasting systems, the case for commercial television seems proven, in Britain, as a scant 30% of the viewers watch BBC's non-commercial programs while a robust 70% of the British audience watches the commercially operated system.

Superior programming for broadcasts in Europe or America demands the financial support of business. The fabulous CBS programs of today are evidence of the endorsement of commercial TV by American business and by the American public. Turn to KOOL-TV, CBS CHANNEL 10 at 6:30 P.M., THURSDAY for "LIPPMANN ON LEADERSHIP." 

REPRINTED FROM THE ARIZONA REPUBLIC AND PHOENIX GAZETTE, WEDNESDAY, OCTOBER 12th, 1960.
On the moon . . . and under it

Sometime soon a man will thrust to the vast regions of outer space in an effort to reach the moon.

On the day of the moon-shot certain other things will also happen. A woman will telephone her grocer. A man will sail a boat. A boy will play a trumpet.

Anaconda takes part in both worlds. For example, we manufacture radar and special communications cables, nuclear reactor cables and guided missile cables. They are made to exceedingly rigid specifications and close tolerances. They are dependable.

Anaconda also makes telephone wires and cables—the kind you’ll find in your own local phone system. We develop and produce strong, rustproof marine metals for boat screws, fittings and fastenings. Many fine trumpets play better because their bells and tone chambers are electroformed with our “Plus-4®” Phosphorized Copper Anodes. Through these products as well as through constant development of new copper sources, Anaconda keeps pace with today’s needs—big or little.

We like to think that our spaceman will land safely on the surface of the moon. But we’re not forgetting that people will continue to live and work in their accustomed ways—under the light of that same moon. Anaconda will be there.

On the moon . . . and under it.
rensburg, Mo., to KZIX Ft. Collins, Colo., as news director-disc jockey.

**Charles Arlington** appointed news director of KFWB Los Angeles. He has been member of station’s news staff.

**Tom Franklin** joins KTLA (TV) Los Angeles as member of news staff.

**Bryant Brosche,** musical director of WIXT (TV) Jacksonville, Fla., transfers to news and public affairs department as co-producer of *Project 4.*

**Lee Whitehead,** formerly air personality at KROD El Paso, Tex., to WCMS Norfolk, Va., as news director.

**Malcolm Gentry** joins Hollywood office of KDAY Santa Monica, Calif., as newscaster.

**Mrs. Dorothy Mugford** appointed manager of promotion and community antenna system liaison for WNEP-TV Scranton-Wilkes-Barre, Pa. She formerly was with WDUA-TV Scranton.

**Don Deems** joins KMTV (TV) Omaha, Neb., as assistant art director.

**Ron Leppig,** formerly with WGN-TV and WIND, both Chicago, to WGEZ Beloit, Wis., as promotion director-air personality.

**Morton J. Wagner,** executive vp and director of Bartell Stations and general manager of KYA San Francisco, resigns to head newly-formed group of prominent industry leaders who will enter broadcast ownership field. New firm will headquarter at suite 800, 111 Sutter St., San Francisco. **Lee Bartell,** managing director of Bartell group, assumes supervision of KYA in addition to similar duties at KCBQ San Diego.

**Les Keiter,** WMGM New York sportscaster, named sports director and director of special events.

**Pat Michaels,** newscaster at KTLA (TV) Los Angeles, to KABC, that city, as head of *Candid Session,* nightly discussion program.

**Don McNell,** m. c. of ABC Radio’s *Don McNell’s Breakfast Club,* on the air for 28 years, signs new five-year contract.

**Hart Jenks,** formerly newscaster at KXRX San Jose, Calif., to KETV (TV) Omaha, Neb., as air personality.

**Mark Flanagan,** formerly with WEEP Pittsburgh, to WERC Erie, Pa., as air personality.

**John E. Bandy II,** formerly air personality at WUST Washington, D. C., appointed assistant to general manager of WDAS Philadelphia. He will be responsible for programming and public service activities.

**Jack F. Miller** joins KPLR-TV St. Louis as personality. He will handle puppet show and appear in commercials.

**Richard B. Ullman** joins KYA San Francisco as local account executive.

**Arthur Eisenstat** named director of merchandising and marketing of KPLR-TV St. Louis. He was in charge of station’s advertising and promotion.

**Steve May and Ray Rice** join announcing staff of WALK Patchogue, Long Island, N. Y. They formerly were with WMMW Meriden, Conn., and WICC Bridgeport, Conn., respectively.

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**American tourists—Radio Free Europe style**

American broadcasters on an inspection tour of Radio Free Europe’s facilities take time out to huddle with West Berlin Mayor Willy Brandt (center in photo above). They are: (l to r) Herbert C. Ohrt, vice president and general manager of KGLO-TV Mason City, Iowa; Esther Van Wagoner Tufty, president of American Women in Radio & TV; E. K. Hartenbower, vice president and general manager of KCMO-AM-FM-TV Kansas City; Mayor Brandt; John H. Pool, president of KBIG Hollywood; Herbert B. Cahan, program manager of WBZ-TV Boston. The tour was in connection with Radio Free Europe’s 10th anniversary of broadcasting behind the Iron Curtain.

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**MORE THAN A DECADE OF CONSTRUCTIVE SERVICE TO BROADCASTERS AND THE BROADCASTING INDUSTRY**

**HOWARD E. STARK**

Brokers—Consultants

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

94 (FATES & FORTUNES)
PROGRAMMING


John R. Allan, Client Service supervisor at M-E Productions, Chicago, named vp.

Peter G. Robinson named vp in charge of programs, and Leon I. Mirel, vp in charge of administration and business affairs, for Selmur Productions, N. Y.

Albert Chance and Howard Grafman join Fine Music Hi-Fi Broadcasters Inc., N. Y., as representatives in San Francisco and Chicago, respectively.


Fenton Earnshaw elected president of tv-radio branch of Writers Guild of America West. Hy Freedman was named vp with Phil Leslie elected secretary-treasurer. Action follows recall election at general membership meeting of branch on Oct. 26 (BROADCASTING, Oct. 31). Mr. Earnshaw replaces Kay Lenard, ousted in recall battle.

Tom Merriman, formerly president of Commercial Recording Corp., Dallas, and founder of KVIL, that city, forms Tom Merriman Productions. New firm will specialize in production of music for radio and tv commercials, motion pictures, sales meetings and stage presentations. Firm’s address: 3101 Routh St., Dallas, Tex. Telephone: Riverside 8-2130.

Terri Brady, media director of Fletcher Richards, Calkins & Holden, Los Angeles, resigns to join Queen For A Day Inc., that city, as assistant to president.

Hal Hudson, formerly with Four Star Productions, Hollywood, and head of own production company to produce for tv wing of Paramount Pictures, joins Ralph Edwards Productions, that city, to supervise development and production of several new tv series.

Mort Green, tv and radio writer, joins Jerry Lewis Productions, Hollywood, as creative assistant in planning of future motion pictures and tv film properties.

James Moore, formerly supervising film editor at Warner Bros. TV, joins 20th Century-Fox-TV as executive assistant in charge of post production.

Bob DeVinny, formerly with KYA San Francisco, establishes own film rep company, that city, to handle west coast representation of major film companies. New firm is located at 1736 Stockton St., San Francisco.

Jack Heim appointed director of feature sales for Seven Arts Assoc., N. Y. He will have charge of eastern U.S. sales. Mr. Heim formerly was account executive with United Artists Assoc.

Marshall E. Ormond, formerly district sales supervisor for Kaiser Aluminum Co., Chicago, and Thomas P. Miles, formerly with Ziv-TV, to NBC-TV Film Sales as account executives on Chicago staff of California National Productions. Mr. Ormond will headquarter in Minneapolis, covering Minnesota, Wisconsin, Iowa and North and South Dakota; Mr. Miles in Kansas City, covering Kansas, Nebraska and Oklahoma.

Charlotte Lee, formerly in commercial tv film department of Benton & Bowles, N. Y., to Keitz & Herndon, Dallas producer of tv commercials and business films.

Ed Scannell appointed northernwestern sales representative for Screen Gems with headquarters in Seattle, Wash.


EQUIPMENT & ENGINEERING

Richard G. Vanlunwagen appointed manager of engineering administration of General Electric Co.’s tv receiver department in Syracuse, N. Y. Morris E. Boyles named manager of components engineering.

Orphie R. Bridges, vp of Arvin Industries, named chairman of new radio section of Electronic Industries Assn.’s consumer products division.

Fred Lucas appointed sales manager of magnetic tape division of Sarkes Tarzian Inc., Bloomington, Ind. He formerly was assistant sales manager of semi-

His widow, Naomi, survives.

Edward R. Murrow presides over
had $90. The first person to turn up with an anniversary promotion was Bob Sisco, former WLOL engineer. He presented the key to the stereo combination to Mr. Rambach.

FANFARE

How WLOL celebrated its twentieth anniversary

The number "20" was the number in Minneapolis and St. Paul that the third week in October. The occasion was the 20th anniversary of WLOL, where and when promotions keyed to the double-decade number were plentiful.

Twelve girls toured the Twin City streets passing out WLOL anniversary handbills. Numbers from the handbills were read on the air at 20 minutes to the hour and 20 minutes after the hour, the first person to turn up with an announced number received 20 pounds of money (in silver, assaying at about $90). The second number announced produced a winner, but since each city had a 20-pound contest, interest was kept alive in Minneapolis for the remainder of the week.

Ten years of the past 20 years were put to music, and the result was a bit of "Halloween Time" that lasted 11 minutes, being offered to tv stations buying National Telefilm's "61 for '61" package. After the trailer is played, a viewer is picked at random from the local telephone book, phoned from the studio, and asked questions about the star or the part he plays in the film. At the end of the show, five different questions about the films are posed for the benefit of viewers who would like to write in their answers.

Goodies for all from KFSD

KFSD San Diego cast a mystifying gypsy spell over timebuyers in San Diego, Los Angeles and San Francisco last month. Packages of ginger snaps, Lifesavers and other goodies were delivered to the agency desks without identification of the sender. Shortly thereafter another such sample arrived with a message telling timebuyers that "The Happy Medium—KFSD" was the donor and that the goodies makers were among their national advertisers. Illustrating the news was a three-color picture of a smiling gypsy medium with crystal ball. Models dressed as mediums entertainingly distributed the messages and gifts in San Diego. The Katz Agency, KFSD’s national rep, distributed to the Los Angeles and San Francisco lists. In all 150 agency timebuyers and major advertisers were treated to seances by the happy mediums.

A contest for agencies

Agency people have been invited to a round of "Mental Tv Golf" by WRDW-TV Augusta, Ga., to compete for a Valiant sedan and 11 other prizes. Contest equipment consists of a rate card and market factbook and a golf-type scorecard for 12 holes (or questions). Since most of the answers to questions were pre-determined, the only reason for the contest was for fun.
Fanfare—circa 1920

KDKA Pittsburgh celebrated its 40th anniversary last week with a return to the “K” building at Westinghouse Electric’s east Pittsburgh plant. It was there that KDKA signed on the air Nov. 2, 1920 to broadcast the election returns.

The picture above, from KDKA files shows how the station tried to win listeners for radio back in the early, early days. In the past 40 years, the approach hasn’t changed much—though cheesecake clothing styles have.

Hail to the Dean • When the “Dean of Disc Jockeys,” Martin Block, retired in mid-October after 27 years of broadcasting, WFLA St. Petersburg-Tampa prepared a salute to him. The NBC-affiliated station called Mr. Block at ABC New York and asked him for tapes to play during the day. He responded by sending seven three-minute tapes and 15 minutes of reminiscing about what he referred to as “the good old days of radio.” In its all-day salute WFLA aired the tapes as well as recordings of tunes Mr. Block had helped make famous on his Make Believe Ballroom.

Saturation effort • CHLO St. Thomas, Ont., has a short story competition underway, with the winning story to be presented on Christmas Day. Prize is $100. With this as an incentive at least one schoolteacher in the area, Mrs. Irene Neil at Beal Technical-Vocational School, London, Ont., has entered all 40 of her pupils in the contest.

Get the point? • Spiral-bound leatherette-covered “Ford Program Reminder for Television Editors” contains pages dated Nov. 1, 1960, to April 30, 1961, each lined for times from 7 to 10:30 p.m. (Sundays, 4-10:30 p.m.), with room for notes below. Across each Wednesday page “Watch Wagon Train—Robert Horton, Ward Bond” is printed in red and the Thursday pages carry a similarly red-lettered injunction to “See the Ernie Ford Show—Tennessee Ernie Ford.” Booklets were sent to TV editors by J. Walter Thompson Co., Ford agency.

Barrels of apples • WABC New York, will salute a favorite school teacher each day for the rest of the school year, by presenting him or her with a barrel of apples. Beginning Nov. 10, listeners will be asked to write the station stating why his or her teacher deserves the award. The best entry wins a box of apples for the teacher and an apple for each member of the class, compliments of the A & P.

Birthday • WEMP Milwaukee celebrated its 25th birthday with a cocktail party for 500 well-wishers, all advertisers, agency and community leaders. On hand, too, was Glen D. Roberts, original founder of the station.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting: Oct. 27 through Nov. 2. 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, ERF—effective radiated power, v/h—very high frequency, uh/l—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, w—watts, mc—megacycles, co—company, tv—television, SW—short wavelength, MW—medium wave, sc—special communications authorization, SCA—special service authorization, STA—special temporary authorization, SH—special hearing, ser.—special permit.

Ann.—Announced.

New tv stations

APPLICATION

Eau Claire, Wis.——Chipewa Cable Co., ch. 2. (539-542 mc); ERP 4.77 kw vis., 2.58 kw aud., ant. height above average terrain 535 ft., above ground 412 ft. Estimated construction cost $72,754, first year operating cost $56,000, revenue $105,000. P. O. address H. W. Spring St., Chipewa Falls, Wis. Studios and transmitter. Chipewa Falls, Geographic coordinates 44° 37' 06" N., Lat. 11° 31' 98" W. Long. Transmitter, RCA TTV-1B, ant. TTV-6A. Legal counsel Robert M. Boss, 607 W. Washington St., Chippewa Falls. Consulting engineer Ralph J. Bittert, St. Louis. Principals include T. Keith Coleman, Paul W. Glaisener, James L. Murdock, Fredrick E. Miner, and John J. Sazama, 20% each. Mr. Coleman has interest in WAXX, Chipewa Falls, Wis. WIZZ Stretor, WHRAM Mountain City, Calif., and WMC Mount Carmel, Ill. Mr. Glaisener is vice president of parent company. Mr. Murdock is property manager. Mr. Miner owns television properties rental company, Dr. Sazama is practicing physician and surgeon. Ann. Nov. 2.

New fm stations

APPLICATION

WMBH Jojhnsville, Md.—Co to increase daytime power from 250 w to 1 kw and install new trans. (140 kw); Ann. Oct. 28.

KCSH Chadron, Neb.—Co to change frequency from 1490 kc to 610 kc, change of operation from unit to daytime using power of 1 kw, make change in antennas and install new trans. Ann. Nov. 2.

Existing am stations

APPLICATIONS

WMBH Jojhnsville, Md.—Co to increase daytime power from 250 w to 1 kw and install new trans. (140 kw); Ann. Oct. 28.

KCSH Chadron, Neb.—Co to change frequency from 1490 kc to 610 kc, change of operation from unit to daytime using power of 1 kw, make change in antennas and install new trans. Ann. Nov. 2.

New fm stations

ACTION BY FCC

Waukegan, Ill.—Edward C. Fritz Jr., Granted 103.3 mc, kx OTR, to Transmitter Co., 2308 S. Highland, Waukegan, Ill. Estimated construction cost $14,850, first year operating cost $46,000, revenue $80,000. Applicant is in record business. Ann. Nov. 2.

APPLICATIONS

Corvallis, Oreg.—Co to operate new fm station at 90 kw, 1 kw, ant. height above average terrain 100 ft. P. O. address Box 698. Estimated construction cost $700, first year operating cost $400, revenue $2,000. David E. Hoess, sole owner. Ann. Oct. 27.

Ownership changes

APPLICATIONS


KGGK (FM) Garden Grove, Calif.—Granted assignment of cop to Jeanette B. Bonaci; consideration $2,163 for expenses. Comr. Bartley disapproved.

KROV Sacramento, Calif.—Granted transfer of control to Sacramento Beets Inc.; consideration $25,000 and agreement not to compete in area for 5 years. Lincoln Dollar, transference president, KYLV AM-FM-TV, 1806 10th Street, Kelseyville, Calif., and KACY Port Huron, Mich., parties, both c/o Thomas C. Krein,通用. Mr. Krein is general contractor. Mr. Kenten is assistant consul attorney, Ontario County, N. Y. Ann. Nov. 2.

APPLICATIONS

Georgetown, Tex.—Georgetown Beets Co. (50 kw), 1 kw, P. O. address p. 12th. Estimated construction cost $19,720, first year operating cost $36,000, revenue $35,000.


San Antonio, Tex.—D. E. Best Co., 1540 kw, 1 kw, P. O. address 120 Hatt Co.; Estimated construction cost $12,342, first year operating cost $52,000, revenue $68,000. Principals include Marcus Davila, 25%, and Willie G. Egerton, 25%. Mr. Davila was formerly interested in A'Tional Divide Best Co.; result of public sale. Ann. Oct. 28.

KDFD Leadville, Colo.—Granted (1) involuntary assignment of license to Thomas J. FitzGerald, trustee in bankruptcy and (2) assignment to bankruptcy estate of interstate license, Divide Best Co., result of public sale. Ann. Oct. 28.

KCRW Santa Monica, Calif.—Granted transfer of control from Harold E. King to United Best Co., of California; consideration $10,000. (Richard Eaton); consideration $40,000 and King to be paid $10,000 as consultant for four years; $50,000 to be paid to Comr. Ann. Nov. 2.

WNBX Sanderviile, Ga.—Granted assignment of license to Radio Station WNBX Inc.; consideration $77,075. James E. Drassy, assignee president, has interest in WJAT Swainsboro, WYKO Waynesboro, both Georgia, and KOOO Omaha, Neb. Ann. Nov. 2.

WNMP Evanston, Ill.—Granted assignment of license from estate of Angus D. Plaff to Kenneth A. Tait, executor; consideration $35,000. Ann. Nov. 2.

KELT-Toledo, Ohio—Granted assignment of license to Standard Electronics Corp., majority owned by John J. G. Y. (Superior America); stock transaction. Court had ordered equipment turned over to Radio Engineering Laboratory of General Electric Co. to satisfy mortgage. Ann. Nov. 2.

WLOC Mansfield, Ky.—Granted transfer of control from Robert H. Anderson (50% stockholders) to Maker Speaveack et al. (50 stockholders); consideration $49,573 for 63.5% interest. Ann. Nov. 2.

RCI Shepboro, La.—Granted transfer of control from Samuel S. Hughey, Jr., President; consideration $15,000 and interest in 18% of corporation to Richard Hobgood; consideration $91,319. Ann. Nov. 2.

WWAC-AM-FM Hagerstown, Md.—Granted (1) renewal of licenses and (2) assignment of license from United Best Co. of Eastern Ohio to WARK Inc.; consideration $320,000 plus $67,000 not to compete within 5 miles of WARK, rightful Assignee (Henry Rau, president) owns WOL Washington, D. C.; WNAV Annapolis, Md., and WNAV-Mt. Comr. Bartley and Cross disapproved. Ann. Nov. 2.

KGHS International Falls, Minn.—Granted assignment of license to WYO Wayne, (Richard D. Ganter, president); consideration $45,000. Ann. Nov. 2.

KXLO Lewiston, Mont.—Granted transfer of control from Martin T. Ohle to David L. Baker, William J. Yeager, and Leonard Houchier; Sather to pay $20,000 for additional interest and $30,000 for balance of business. Ann. Nov. 2.

KBH-AM Mount Vernon, Mo.—Granted assignment of license to George O. Cory; consideration $15,000 not to compete in area. Ann. Nov. 2.


WAFW Ford, N. C.—Granted assignment of licenses to Gale P. Lewis; consideration $75,000. Ann. Nov. 2.

WBAX Wilkes-Barre, Pa.—Granted (1) renewal of license and (2) assignment of license to P. A. L. Beets Inc. (Paul H. Phillips, president); consideration $148,000; condition that Ernest G. Lott, former official, terminate present employment with WBAX Inc. Wilkes-Barre, Pa. Ann. Nov. 2.

WKDN Yonkers, N. Y.—Granted transfer of control from Julio Ortiz to Thomas C. Krein; consideration $200,000 and agreement not to compete in area for 5 years. Transference and subsidiaries are licensees of WORA-AM-FM-TV, Mayaguez, P. R., and WJWR, WRCM (FM) New Orleans, La. Ann. Nov. 2.


GAT Area, Tenn.—Granted assignment of licenses from Louis Cleveland, Fred Ashely, E. E. Warren, Jack Ingalls, David T. Currence, William R. Wills, Thomas M. Verdin, and C. Winsett Reddoo, d/b as Bon-Tex
Radio; consideration $75,000. Assignee partners have interest in KDLO DelRidder, and KRED Oakdale, both Louisiana, and KSTV Stephensville, Texas.

KPAR-TV Sweetwater, Tex.—Granted assignment from Radio Bestra Inc. (James M. Isaacs, president) to Six Sigma Radio Inc. (C. J. Reif, president) consideration $75,000. "Assignment" to KTBN, a non-commercial license, will be reconsidered.

KWID (formerly WYCO) Newport News, Va.—Granted (1) renewal of license and (2) assignment from United (Richard Raton) to Twelve Seventy Inc. (Max Resnik, president), consideration $35,000. Comr. Lee dissented. Nov. 2.


KOLB-AM Pittsburg, Kan.—Granted (1) renewal of license and (2) assignment of license from (to) KOLB-AM; consideration $50,000. Arcile Taft Jr., assignee's president, has interest in KBKW Aberdeen, and KLIVK Springfield at Kinston. Nov. 2.

APPLICATIONS

KIVA (TV) Yuma, Ariz.—Seeks transfer of license from San Carlos (Robert L. Comer) to Mark Summerlin; sole owner, for $18,000. Commissioner complaint. Nov. 2.

KNBA Vallejo, Calif.—Seeks assignment of license from KNBA Inc. to KNBA Inc. for $70,000 plus assumption of notes. Licensees of KNBA own employment service. Nov. 2.

KFOX-FM Plano.—Seeks assignment of license from George W. Hall to George W. Hall, Jr., and Mrs. George H. Tummel, for $55,000. Nov. 1.

WHOL-FM Clinton, Ill.—Seeks transfer of control of Cornbelt Bestg. Co. from J. R. Linehan for $75,000. 51%%, and J. C. Williams (now deceased), 33%% to R. H. Livesey, 16%% (wife of J. R. Linehan), and R. D. Loop, 18%%. $98,900. Nov. 1.

WYU-FM New Castle, Ind.—Seeks assignment of license from George W. Hall to George W. Hall, Jr., and Mrs. George H. Tummel, for $55,000. Nov. 1.

WMIG Ste. Helen, Mich.—Seeks assignment of license from Frank Leff to Robert L. Greiple, sole owner, for $10,000 plus assumption of mortgage amounting to $4,000. Nov. 1.

RKO-AM Rochester. Minn.—Seeks assignment of license from Girard County Bestg. Co., to Northland Radio Corp. for $120,000. Principals involved are Klughurry, Murphy and Cunningham; 100%% corporate partners. Nearest Murphy and Crawford own KOTE Fargo, Minn. Nov. 1.

KQKE-FM Redwood City, Calif.—Seeks transfer of control of KQKE Corp. from Robert S. Bunting to Kenneth H. Greenwood. Greenwood, 22%% each, Lee Vaughan, 5%%, to Bunting, 13%%, and Kenneth, 64%%. Nov. 1.

KTVK Phoenix.—Seeks assignment of license from William Sam Evans to New Mexico Telecasting Co. for $200. Principals include Perry C. Maxwell, Penrod Toles, and Clarence E. Hall, 33%% each. Mr. Maxwell is investor. Mr. Toles and Mr. Hall are asleep. Nov. 2.

WPBG Winston-Salem, N. C.—Seeks assignment of license from Wilbur R. Beale to engraved "Change to corporate form of business, with no financial transaction involved." Nov. 2.

WCUF-AM-FM Akron, Ohio—Seeks transfer of control of WCUF Radio Inc. from E. B. Estabrook Jr. and John T. Vildes, etc., to Communications Industries Corp. Principals will include E. B. Estabrook Jr. and John T. Vildes, 43.75%% each, and Emanuel, 11.25%%. Emanuel has been issued 7,000 shares of stock with par value of $1. Nov. 2.

WKST-AM-FM New Castle, Penn.—Seeks transfer of control of WKST Inc. from S. W. and Wanda Townsend, sole owners, to WKST-AM-FM Inc. 90%%. WKST-TV Inc. will buy 82.5%% of stock now, with option agreement. Raton at later date. WKST-TV Inc. is wholly owned subsidiary of California Bestg. Corp. (See WCUF-AM-FM Akron Ohio) Nov. 27.

PUBLIC BROADCASTING


Hearing cases

FINAL DECISION

■ By memorandum opinion and order, commission denied petition by WDEE Inc. for license transfer in WDEE-TV, ch. 55, Boston, for rehearing of July 14 decision in Boston tv ch. 55 proceeding. Comr. Lee dissented and issued separate views. Nov. 2.

■ By memorandum opinion and order, commission denied petition by Pioneer Bestg. Co. for review of chief hearing examiner's dismissal with prejudice Pioneer's application to increase daytime power of KFROW Austin, Tex. from 200 w. to 1 kw., continued operation on 1490 kc. 250 w-n. Applicant sought dismissal without prejudice. Ann. Nov. 2.

■ By memorandum opinion and order, commission, on request by applicant, reconsidered and granted without hearing application of Edward C. Fritz Jr. for new class A fm station to operate on 102.3 mc, ERP 1 kw in Weskeaga, III. Comrs. Bartley and Cross dissented in part. Ann. Nov. 2.

■ By order, on request by permittee, dismissed application of Northwestern Television Inc. for license to ope. Nov. 2. Applicant's petition for complete construction of WTTL-TV (ch. 22) for Baltimore. Transmitted in part. Ann. Nov. 2.


■ By memorandum opinion and order, commission denied petition for reconsideration by United States Eng. Co. for new class B fm station. (KFDM-TV) in San Jose to operate on 100.3 mc. ERP 3 kw; ant. height minus 150 ft. Nov. 2.

■ By memorandum opinion and order, commission denied petition by North Dade Video Inc., for rehearing reconsideration and approval of January 14 decision in Miami tv ch. 18 proceeding. Comr. Lee dissented without prejudice. Nov. 2.

■ By memorandum opinion and order, commission granted application for reconsideration by Standard Radio and tv (KNTV, ch. 11), San Jose, Calif., to move its protest and (1) reinstated Jan. 21, 1959, grant of application of United States Eng. Co. for new class B fm station (KNTV-FM) in San Jose to operate on.


■ By memorandum opinion and order, commission denied petition by Muskingum Bestg. Co. (Stark Co.), Ohio, for partial reconsideration of July 13 hearing order wherein engineering amendment to its fm application was dismissed. Comr. Lee dissented; Comr. King not participating. Nov. 2.

■ By order, commission corrected and made effective immediately Sept. 20 initial decision and granted application of American Bestg. Stations Inc., to increase power of KWMT Fort Dodge, Iowa, from 1 kw to 5 kw, continued operation on 500 kc. D. A. engineering conditions and without prejudice to whatever action commission may deem appropriate in light of any information developed. Applicant made inquiry concerning compliance with sec. 31 of Communications Act. Comrs. Bartley and King dismissed. Ann. Nov. 2.

■ By order, commission made effective immediately Sept. 14 initial decision of granted application of Canandalginu Bestg. Co., for new fm station to operate on 1550

NOW AVAILABLE IN THE RCA LINE OF NEW TRANSISTOR AMPLIFIERS

PREAMPLIFIER OR ISOLATION AMPLIFIER FOR REDUCED MAINTENANCE AND LOW-NOISE LEVEL

Here's a compact new unit featuring complete transistor design. This, plus stabilized feedback has greatly reduced noise level and distortion. Cool operation, reduction in vibration, and maintenance results in virtually trouble-free performance and long life. Self contained power supply. Plug in chassis for shelf mounting. Excellent frequency response. With added bridging control, unit may be used as a bridging or isolation amplifier. Only $135.

Write to: RCA Dept. N-28, Building 17-1, Camden, N.J.
In Canada: RCA VICTOR Company Ltd., Montreal

RADIO CORPORATION OF AMERICA

Truloi

BROADCASTING, November 7, 1960
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING Nov. 2

ON AIR

AM 3,473 56 824 24
FM 731 56 218 98
TV 478 12 114 107

TOTAL APPLICATIONS

Licensed (all on air) 3,469 723 475
CPs on air (new stations) 53
CPs not on air (new stations) 96 217 113
Total authorized stations applications for new stations not in hearing) 3,618 980 657
Applications for new stations (in hearing) 511 29
Applications for new stations (in abeyance) 202 34 75
Total applications for new stations 2,813 100 104
Applications for变更 (in hearing) 177 27 34
Applications for major changes (in hearing) 280 7 16
Total applications for major changes 287 32 50
Licenses deleted in hearing 0 0 2

There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

There are, in addition, 35 tv cp holders which were on the air at one time but are now in operation and on which has not started operation.

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING Nov. 2

VHF UHF TV

Commercial 454 81 535
Non-commercial 38 14 52

COMMERCIAL STATION BOXSCORE
As reported by FCC through Sept. 30, 1960

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1 There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

2 There are, in addition, 35 tv cp holders which were on the air at one time but are now in operation and on which has not started operation.


Routine roundups

By Commissioner Charles H. King

1. Grant petition by Broadcast Bureau and extended to Nov. 13, 1960, to joint petition for leave to amend and for other relief filed by Christopher, M. B. (now deceased), and his estate, and to reopen record in Moline, Ill., tv ch. 8 proceeding. Action Oct. 19.


3. Granted petition by Broadcast Bureau and extended to Nov. 21, 1960, to petition for review of memorandum opinion and order of hearing examiner granting petition for leave to amend application of Earl McKinley Trabue, Myrtle Creek, Ore. Action Oct. 25.

4. Granted petition by Hilltop TV Inc. and Midland TV Corp. and time to file reply to pleading by Community Telecasting Corp. (1) opposing request to reopen record; (2) moving to strike petition to reopen record on grounds that it contains false and defamatory matter; and (3) directed Broadcast Bureau and extended to Oct. 31, 1960, to file memoranda of evidence. Action Oct. 26.

5. Granted petition by Broadcast Bureau and extended to Nov. 15, 1960, to petition for reconsideration and grant of fm applications of Whitney Broadcasting Co., both Whitney, Texas, for reconsideration and grant of fm applications. Action Oct. 28.

6. By Acting Chief Hearing Examiner


9. Reopened record in Moline, Ill., tv ch. 8 proceeding on applications of Gulf Coast Broadcasting Co., both Fort Pierce, Fla., for license. Action Nov. 1.
JANSKY & BAILEY INC.
Offices and Laboratories
1839 Wisconsin Ave., N. W.
Washington, D. C. Federal 3-4800
Member APOCB

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INTERNATIONAL BLDG.
Di. 7-1319
WASHINGTON, D. C.
P.O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
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BROADCASTING, November 7, 1960
petition for leave to amend its application; denied petition by Circle L Inc. opposing petition by Comstock for extension of time and grant petition by Comstock for leave to amend its application to specify, among other things, operation on ch. 2 in Reno, Nev. in lieu of ch. 4 in Reno, Nev., tv ch. 4 proceeding. Comstock's applications removed from hearing and returned to processing line.

Denied petition by Rocky Mountain Tel Stns for leave to amend its application for new tv station to operate on ch. 4 in Helena, Mont., to show change of location to be used and method of financing proposed station; granted opposition to petition by Sierra Co. by dismissing Yankton, S.D., and other pleadings relating to petition. Action Oct. 26.


By Hearing Examiner Charles J. Frederick


By Hearing Examiner Isadora A. Hong


By Hearing Examiner Herbert H. Sharpman


By Hearing Examiner Forest L. McMullin

Scheduled prehearing conference for Nov. 8, in proceeding on application of Jesse Frank Carter for new am station in Eureka, Calif. Action Oct. 27.

By Hearing Examiner H. Gifford Iriee

On own motion, continued Nov. 7 hearing to Nov. 26 in Medford, Ore.; tv ch. 10 proceeding vs. TVI Industries, Inc. et al. Action Oct. 27.

By Hearing Examiner David I. Kraushaar

Upon request by Hennepin Bcstg. Assn., and with consent of other parties, rescheduled for 1:30 p.m. Nov. 7 further proceeding on am application of CBS Broadcasting, Inc., for new am station to be licensed at Minneapolis, Minn., and scheduled for Oct. 26. Action Oct. 26.


By Hearing Examiner Howard B. S. Smolensky

In various respects, transcript of prehearing conference in proceeding on am applications of Booth Creek Bcstg., Inc., and (KOKO) Klamath Falls, Ore., and (KOKO) Klamath Falls, Ore., for new am station in Klamath Falls, Ore. Action Oct. 27.

By Hearing Examiner Forest L. McMullin

Pursuant to agreement of parties, granted final in proceeding on am applications of Mountain Empire Radio, Inc., and (KWIN) Redmond, Ore., and (KWIN) Redmond, Ore., for amendments to application of Mountain Empire Radio, Inc., (KWIN) Redmond, Ore., and (KWIN) Redmond, Ore., for new tv station to televise local events, including sports, news, and cultural events. Action Oct. 26.

By Hearing Examiner Isadora A. Hong


By Hearing Examiner Herbert H. Sharpman


By Hearing Examiner Forest L. McMullin

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KBOW Butte, Mont.—Granted license covering installation of new tower and increase in daytime power.

KLI Kailua, Hawaii—Granted license covering changes in ant. system (increase height) in ground system.

KFRA Fort Smith, Ark.—Granted license covering changes in ant. system.

WEBT-FM Easton, Pa.—Granted mod. of cp to change type trans. and type ant.: "Nisse Gloves Co., Inc., Canton, Ohio.

KLFM(FM) Long Beach, Calif.—Granted mod. of cp to increase ERP to 350 w. decrease modulation and make changes in ant. system.

WGHC(FM) Oswego, Ill.—Granted mod. of cp to increase ERP to 4.5 kw. decrease modulation and make changes in transmitting equipment.

KRxK Tucson, Ariz.—Remote control permitted

KJEG Flagstaff, Ariz.—Remote control permitted.

— Following stations granted extensions of completion dates as shown: KSBP(FM) Santa Monica, Calif., to April 1, 1961 and WSLM-FM Salem, Ind., to Nov. 30.

Actions of October 27


— Granted STA for following vhf tv repeater stations: KSBP(FM) Santa Monica, Calif., to April 1, 1961 and WSLM-FM Salem, Ind., to Nov. 30.

KQFQ-FM Santa Monica, Calif., to April 1, 1961 and WSLM-FM Salem, Ind., to Nov. 30.

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— Granted mod. of cp to increase ERP to 4.5 kw, decrease modulation and make changes in transmitting equipment.

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— Following stations granted extensions of completion dates as shown: KSBP(FM) Santa Monica, Calif., to April 1, 1961 and WSLM-FM Salem, Ind., to Nov. 30.
Help Wanted—Management

We have problem small market Florida radio station. Have you courage and ability to solve our problems and be rewarded with ownership? Box 922C, BROADCASTING.

Station manager wanted. Proposed N.W. 15kw daytimer. Expect action soon. Base $750 plus commission. Must have background successful management in competitive area. Be dependable, sober. This market medium, growing. Fine, clean place for family, schools, college. Owners proposed station in business over 20 years. Strong financial backing. Wonderful opportunity. Must have background and know his business. Box 891C, BROADCASTING.

Working general manager. Must be willing and able to invest in minority ownership. Box 734C, BROADCASTING.

Manager for Pittsburgh area station. Fine opportunity in interesting city. Box 786C, BROADCASTING.

Leading AM regional in major eastern market seeks sales manager to head up local selling staff. Must have solid record in an important metropolitan area. Starting compensation open and substantial. Can advance financially and in executive responsibility. Multiple operations contemplated. Will be available for interview at NAB Washington meeting Nov. 13 thru 15. Write for appointment. Box 800C, BROADCASTING.

Manager, dependable, sober Milwaukee County, new FM, strong sales programming as AM, well financed opening 90 days, real opportunity. References. Box 662C, BROADCASTING.

Sales

South Florida calls. Before winter strikes, make the move you've dreamed about. Pull-timer sales market needs salesmen with two years experience. Good opportunity for you or your young one owner chain. Box 253C, BROADCASTING.

35% commission, $40 per week, in medium size midwest market. Very prosperous fm only major advance to sales manager with considerable salary increase. Box 600C, BROADCASTING.

Top-rated station in Little Rock, Arkansas—has opening salesman with management potential. 30-40, married. Guarantee moving expenses, rapid advancement for producer. Area apartments favored. Send resume, photo, first letter. Box 776C, BROADCASTING.

Radio time salesman with drive and imagination. Guarantee plus top commission. San Diego, Calif. Box 796C, BROADCASTING.

Wanted: Commercial manager for run-down daytime station, good section south. Must be advertiser, must have worked in south. Want man looking for challenge. Possibilities good. Right man work into manager later. Write Box 700C, BROADCASTING.

National sales manager. 5000 watts regional station, serving eastern agricultural market, wants agency contact-man also to supervise regional sales. Box 778C, BROADCASTING.

Salesman—Top St. Louis Independent. Unlimited opportunity for right man $9000 plus. Exceptional sales ability required. Boom market. Box 786C, BROADCASTING.

Help Wanted—Sales

Second salesman in Great Lakes 100,000 two station market. Opportunity for small market salesman to step up. Security and help given. Box 804C, BROADCASTING.

Top-rated station—Jackson, Miss.—has opening—salesman with management potential—30-40—married. Guarantee—moving expenses—rapid advancement for producer. Area applicants favored. Send resume-photo first letter. P.O. Box 197, Jackson, Miss.

Wanted: Experienced salesman or sales manager for top rated western Pennsylvania radio station. Great opportunity for producer with good background and experience to Box 10960, Pittsburgh, Pa.

Experienced time salesman to handle two to three hour remote show from top night club in 200,000 population area. Name your own terms. Qualifications—good voice. Harold Gann, Holiday House, 2300 So. Union, Bakersfield, California.

Excellent opportunity now for experienced djs—radio salesmen in Madison Wisconsin with top rated music and news station. Wonderful opportunity for sale, earnings and family life. Write Phil Fisher, Sales Manager, WISM, Madison, Wisconsin.

What proposition acceptable? Phone or write W-RIP, Chattanooga.

New England radio salesmen, only major leaguers wanted for top 5 kw in major market, new ownership. Lucrative draw (based on experience) against 80% commission. Apply in complete confidence to General Manager, WYTM, Springfield, Mass.

Salesmen-announcer to handle two or three day show from top night club in 200,000 population area. Name your own terms. Qualifications—good voice. Harold Gann, Holiday House, 2300 So. Union, Bakersfield, California.

Help Wanted—Announcers

Expanding station—Daytona station, not top 40, has opening for top notch announcer with bright mature delivery. Also production man with announcing experience. Send tape, picture, complete resume, and personal references. Box 664C, BROADCASTING.

Where is the above average announcer with first phone? Solid northwest network station needs duo man. No maintenance. We expect the best and pay accordingly. Box 665C, BROADCASTING.

Eastern fulltimer in metropolitan suburb has opening for experienced announcer. Adult programming, sound operation, and fine local color. One who knows how to make a buck. If you are a good, experienced, small market announcer—on the move—a unique opportunity is waiting for you! Box 708C, BROADCASTING.

Immediate opening in south Florida for ambitious, bright personality dj. Future determined by initiative. Must be interested in m-s-n-v. No beginners rush tape, resume. Box 744C, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt independent adult music station for mid-day work plus voice work. Excellent starting salary. Many extra benefits for mature man with proved ability. Personal interview necessary. Last age, education, family status, detailed experience. Box 778C, BROADCASTING.

Help Wanted—Announcers

Station with Schafer automation update NY wants alert professional announcer-newsman. Opportunity for pd job. No teenage idols, prima donnas need apply. Good salary, benefits. Box 732C, BROADCASTING.

We want a top morning dj. One who knows how to project great personality and yet remain within the confines of a popular musical format. This is a metropolitan area station rated #1. We will pay for a top man, so send air check and complete background resume to Box 746C, BROADCASTING.

We have much to offer a friendly adult type market—dominant man who can double in sales. Good income, pleasant working conditions, college town and well established station, in Virginia. Send full resume including starting salary and tape, to Box 777C, BROADCASTING.

Announcer with first ticket. Send tape, experience. F.O. Box 307, Vestal, Broome County, New York.

K-EZY—Disneyland Hotel—Anaheim, California. Ideal living. Auditioning experienced announcers with lst phone. Announcers must be good, dependable staff man who has friendly, sincere presentation. We will investigate past performance records, Send tape, snapshot, salary expected, full details. Mason Dixon, KPTM, Fort Morgan, Colorado.

Announcer with first phone. New Gates giveaway maintenance necessary. Tape, resume, and salary requirements to KGUC, Gunnison, Colorado.

Need good young man with experience for staff announcing. No rock and roll. Good quality station nice town. Lowell Jack, KDKA, Manhattan, Kansas.

Immediate opening staff announcer. Send tape and reference Paul Radhers, Program Director, KSDN, Aberdeen, South Dakota.

Announcer, salesman. Immediate opening, strong on sales: some board time. KSUE, Susanville, California.

Wanted: Announcer with experience and good voice that can do news, sports, and record program. Send tape to KVKC, Wolf Point, Montana. Pay good.

Announcer, morning. Experienced. Tape, resume, salary requirements. WILT, Huntington, Indiana.

DJ capable handling fast pace, tight production. Experience necessary. Air checks, background and photo to Bill Froesch, WISH, Indianapolis.

Fulltimer needs a daytimer on "The 19 to 3 Place" to be. Must have a year for entertaining the housewife while dad is away. WNCO, Ashland, Ohio.


BROADCASTING, November 7, 1960

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Help Wanted—(Cont'd)

Announcers

Opening for morning staff announcer—experience a plus, road music policy. Send tape, photo, resume and salary expected. WJUW, Madison, Wisconsin.

At once! Announcer with first phone. Maintenance a must, $100 weekly. Tape, resume to WRUM, Rumford, Maine.

Immediate opening top announcer for fine music station in Chicago. Send resume to WSKY, Asheville, North Carolina.

Creativity. The sounds that build your rating. We hire specially taped stations, unique and professional. Over 100 original names! Show them they can make $10.00 cash or money order buys entire package. First come basis. Samples one button. Box 511, American Productions, 1836 Jackson Street, Hollywood, Florida.

Professional announcer with a thorough knowledge of the entire standard classical repertory; a real speaking knowledge of at least French, German, Italian and a familiarity with other languages. Experience in general production. Top pay. Send audition and complete resume. Good Must. 1151 Ellis Street, Bellingham, Wash.


Announcer-engineers experienced with first class ticket for new station in Delaware, Ohio. Third station in growing group. Send tape and full details to C. A. Taylor, 14 Campbell St., Delaware, Ohio.

Help Wanted—(Cont'd)

Production-Programming, Others

Newman with good authoritative voice for 500 watt station. Excellent second. KGHM, Brookfield, Missouri.

News editor for one shift of 24-hour operation. Must be experienced in telephone coverage and rewrite from logemn. Ability to plan work, turn out first-rate copy and offer dynamic air presentation are essential in addition to news sense. Above average pay with starting salary based on experience. Ten-man news staff. Resume, photo, and tape to News Director, WCOL, Columbus 15, Ohio.

Aggressive announcer with strong voice needed for excellent opportunity. Send tape and complete details including salary requirements to Bill Clark, WCUE, Akron, Ohio.

Newman who can fit "first person" news operation. Must be able to handle tapes, beeper phones. Rewrite. Send air checks. Accomplishment is better! Family man with at least French, German, Italian and a familiarity with other languages. Experience in general production. Top pay. Send audition and complete resume. Good Must. 1151 Ellis Street, Bellingham, Wash.

Immediate opening for top announcer at southeastern daylight station. Require first phone, salary, hours, to tight man. Send audition tape and resume to Box 472C, BROADCASTING.

Wanted—Chief engineer-announcer. Announcing secondary. Must have car and ability to maintain equipment at a well equipped 250 watt soon to be one kilowatt. Box 869C, BROADCASTING.

Studio engineer with top 40 experience to handle maintenance and production. Need top tape, salary, hours, to tight man. Send audition tape and resume to Box 472C, BROADCASTING.

Experienced technician for directionalized 5 kw northeast regional major market. Permanent job with opportunity for advancement. Car required. Reply in confidence. Box 741C, BROADCASTING.

Chief engineer must be mobile, experienced, with directional operation. Position is executive, supervisory—maintenance. No transmitter duty, familiarity with modern equipment essential, salary excellent and commensurate with ability. KETP-Davenport, Iowa.


Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Help Wanted—(Cont’d)

Production-Programming, Others

Small California market has opening for chief engineer-announcer and program director. Send resume to Box 868C, BROADCASTING.

Major Iowa station will employ aggressive,�新的, morning news reporter, capable of gathering, rewriting, editing. Airing. Send separate resume. Send pertinent information, starting salary requirement. Resumes will be acknowledged. Box 756C, BROADCASTING.

Help Wanted—(Cont’d)

Production-Programming, Others

Neiman with good authoritative voice for 500 watt station. Excellent second. KGHM, Brookfield, Missouri.

News editor for one shift of 24-hour operation. Must be experienced in telephone coverage and rewrite from logemn. Ability to plan work, turn out first-rate copy and offer dynamic air presentation are essential in addition to news sense. Above average pay with starting salary based on experience. Ten-man news staff. Resume, photo, and tape to News Director, WCOL, Columbus 15, Ohio.

Aggressive announcer with strong voice needed for excellent opportunity. Send tape and complete details including salary requirements to Bill Clark, WCUE, Akron, Ohio.

Newman who can fit "first person" news operation. Must be able to handle tapes, beeper phones. Rewrite. Send air checks. Accomplishment is better! Family man with at least French, German, Italian and a familiarity with other languages. Experience in general production. Top pay. Send audition and complete resume. Good Must. 1151 Ellis Street, Bellingham, Wash.


Announcer-engineers experienced with first class ticket for new station in Delaware, Ohio. Third station in growing group. Send tape and full details to C. A. Taylor, 14 Campbell St., Delaware, Ohio.

Help Wanted—(Cont’d)

Situations Wanted—Management

Eight years successful radio management, consultant. Broad experience. Proven operational methods will guarantee profit increases. Box 765C, BROADCASTING.

12 years experience small market radio. 2 years salesmanship. 4 years manager. 28 years old. Presently general manager. Would want personal interview states of Maryland, New England, or Montana. Box 889C, BROADCASTING.

If you need a go-getting station manager with lots of experience in every phase of radio—tv we're right for you. Box 859C, BROADCASTING.

Potential is good but a proven record of fifteen years in radio, all phases, seems improvement. Presently employed at five figures. Have first phone. Second spot in major market considered. Prefer south or west. Box 786C, BROADCASTING.

Top market salesmanager ready for general management or sales manager with definite future! Hard driving efficient administrator. Likes to sell and help men. Good selling is answer to most station problems. 35, married, one child, college degree. Well spoken English. Experienced in key markets in the midwest states. Box 794C, BROADCASTING.

Experience includes radio station operation. Appliance sales both retail store ownership and factory rep. Drug sales-wholesale and factory rep—Knowledge and contacts that are valuable in station operation. Interested in opportunity. Box 756C, BROADCASTING.

Manager, salesman. Experienced, including ZIV-TV. Married, college, 37, creative, energetic. Box 765C, BROADCASTING.

Dynamite small-market manager with sales with sales desk, tech experience wants firm station. Box 786C, BROADCASTING.

Need an aggressive manager or sales manager. Proven record. Large market. Now employed. Penna. broadcaster. Box 791C, BROADCASTING.

Station sick? Top level executive available weekends with responsibility. Write P. O. Box 533B, S. Post Oak Rd. Sta., Houston Texas 35.

Managers, salesmen. Experienced, including ZIV-TV. Married, college, 37, creative, energetic. Box 765C, BROADCASTING.

Sales

Graduate of radio and tv school seeking start in radio or tv as salesman or announce in Southern Calif. Box 865B, BELLINGHAM.

Brooke. 5019 E. South St., Lake-wood, California.

Situations Wanted—(Cont’d)

Announcers

Announcer—Inventive young top tune spe- cialist with 22 college course experi- ence, excellent production. Box 867C, BROADCASTING.

Young announcer wants work in the west this year or midwestern city. Can do any type of operation, please state your type of operation in reply. Box 870C, BROADCASTING.

DJ with 8 years combo work desires work in midwest, Indiana or Ohio if possible. Box 871C. BROADCASTING. Can't return to high end now. Your chance to sound like radio again.

Situations Wanted—Management

DJ, strong sell, news, combo work, will relocate. Box 785C, BROADCASTING.

Good announcer or working pb, experienced all phases, married, vet, now working. Box 790C, BROADCASTING.

Experience will do it every time! Mature network-type announcer wants to relocate. Everything from Monster of Ceremonies on TV Shoock Theatre, panel show moderator, friendly dj (coo, no format or rock 'n roll), authoritative newscaster, actor, with 10 dialects, convincing commercial delivery and writer of continuity that sells—I've done 'em all. Presently employed. No prion. Don't have to be right up against $1000—all you need—permanent my guess. Interested? Write to Box 793C, BROADCASTING.


Announcer experienced, family man, dj, fast talker. 45, married, 756C, BROADCASTING.

Announcer, young, realistic, ambitious, Cheerful. Style available. Also copy. Box 740C, BROADCASTING.

Basketball play-by-play seven years experience, finest of references. Box 747C, BROADCASTING.


Top announcer skilled all phases broadcasting. Presently in major market. Desires to relocate. Finess quality station, top 40. Married, early thirties. Box 798C, BROADCASTING.

If you're looking for an announcer strong on commercials and newscasts, the best, look no further. Nine years proven experience in sell. Now working 5300 market. Box 799C, BROADCASTING.

BROADCASTING, November 7, 1960 107
Situations Wanted—(Cont'd)

Announcers

Capable. Intelligent disc jockey. Negro, available, completed 8 months announcer training. Top in own board. Box 790C, BROADCASTING.

Announcer, will travel, handles news, commercials, disc jockey and own board. Audition tape available. Box 790C, BROADCASTING.

Adult announcer experienced in own engineering of commercials, news, recording. Desires immediate opportunity in major east or west station. Box 795C, BROADCASTING.

Experienced announcer, dj, mature voice, good personality. Five years experience in one of Ohio's important markets. Consistently top rated. Excellent references. Married. Box 795C, BROADCASTING.


Poor man's Don McNeil wants south, seventy-fiveshine (days). Box 797C, BROADCASTING.

Suburban Chicago personality desires midwest station with W-J-N-I-F music-news format. Desires immedi- ate arrangement. Box 771C, BROADCASTING.

Announcer, 5 years experience, all phases. Experienced, 3 years, midwest. Box 779C, BROADCASTING.


Morning man of exceptional ability and experience. Fifteen years at one of nation's finest 30,000 stations. Friends, sober, easy-going, jovial adult with adult approach. No rock and roll. Equally acceptable as late night personality. Tape, picture and resume waiting. Available in December. Reply to "Experienced." Box 780C, BROADCASTING.

Good home wanted for a Discopolis Jocko- raro. This species loves easy money, good music. Allergic to RNR. Hard-sell urbanites and newscasts. Can stay prized by great voices and simple ad-libs. Box 780C, BROADCASTING.

Day by—half million dollar spot. Looking for smaller market with opportunities. Five years radio, all phases. Top ratings. Box 784C, BROADCASTING.

Announcer, chief engineer, production, program director. Directional, major market experiences. Available. Box 784C, BROADCASTING.

Seasoned veteran of morning disc work looking for market facing competition. Married—family man, single—middle-of-the-road personality. Box 795C, BROADCASTING.

Announcer, experienced newspaper background. College graduate, Fairmont, West Virginia, 1897.


Major midwest markets: air salesman worth more than he's asking wants to work hard for best station in your city, help make it number one. Here, 6ix last, Got List. Check qualifications. Jack Larkin, 1216 Franklin, Moberly, Mo. A.Merital 3-3711.

D-Js experienced. Good ad lib personalities. Knowledgeable, reliable. Contact WQW, School of Announcing and Speech, 189 West Third Street, New York City.

C&W dj—salesman. 7 years experience. Dependable, good references. Had pro basketball play-by-play experience. Now experienced radio dj, 7 years, talking to basketball. contact. Jerry Reno, phone GA 3-2140, Berryville, Arkansas.

Situations Wanted—(Cont'd)

Announcers


Technical

Negro first phone. Some experience. Can also announce (BROADCASTING).

Transmitter position wanted, no advertising. 2 years experience, 1st radiotelephone. Box 776C, BROADCASTING.

Chief engineer, experienced to 50kw, am-fm. Construction, maintenance, directional and proofs. No announcing. Box 782C, BROADCASTING.

First class engineer for transmitter duty in radio or tv. Experienced. No announcing. Box 799C, BROADCASTING.

Engineer. Sixteen months on 4 tower directional with full time job. Box 727, Logan, West Virginia.


First phone—began—wants immediate employment. Willing to announce. Full voice. Clint Scott, 3118 Carlson Drive, Dallas 36, Texas.

Young engineer, 21, first class license, wife one child. Believes in working for security, wants to get into broadcasting. Write Howard Tolley, Rf3, Eaton, Ohio.

Production-Programming, Others

Award-winning young newcomer seeking responsible position preferring midwest. Complete current employers and contacts. Excellent writing, editing, gathering and organization, College education, steady experience. All details upon request. Box 787C, BROADCASTING.

I am an excellent secretary. Offer high skills and executive capacities. Valuable experience: radio, tv, advertising, entertainment. Interested in industry executive willing pay better than average wage for serio- minded, intelligent conscientious secretary unafraid of work load or responsibility. Box 731C, BROADCASTING.

Program director now available. 15 years broadcast experience in major market station. Professional voice, know music and good programming. Has references from present employer. Box 753C, BROADCASTING.

Top caliber program director! 13 years experience in major east coast market. The station you seek. Creative—highly skilled. Available now for good major market operation! Box 752C, BROADCASTING.

Available immediately, experienced traffic supervisor, tv-radio, married, 2 children. Redwood 1-4697, Euclid, Ohio or Box 774C, BROADCASTING.

Production-manager, announcer, newest. Seven years radio-tv. First phone. Distinc-
tive voice. 31, family, Adult music only. Great morning or late evening $150.00 mini-
um. Now manicuring top tv director. Box 792C, BROADCASTING.

Help Wanted—Sales

Energetic, persuasive salesman large Texas market. Box 796C, BROADCASTING.

One of America's finest television stations is expanding its local sales staff on January 1st. Now recruiting applications of experienced tv salesman. Desires a hard working individual with all day sales potential. Write first letter to Box 800C, BROADCASTING.

Announcers

Help Wanted—(Cont'd)

Sales

Virginia's number one market offers chal- lenge and opportunity to experienced radio or television sales manager. Desires to become associated with top local television sales department. Excellent salary and commis-
sion arrangement. Write full details. Ed- ward J. Hennessy, General Sales Manager, KHAY-TV, Norfolk, Virginia.

Announcer

Experienced announcer-switcher for south Texas station. Box 794C, BROADCASTING.

Technical

Transmitter engineer, strong on mainte-
nance. Network uhf located in California. Send full details of training and experience to Box 706C, BROADCASTING.

Engineer for Texas vhf. Box 795C, BROADCASTING.

Immediate opening for engineer with first phone. Write Box 314, Elmira, New York.

Engineer with first class license. Experience not necessary. Contact Brian Cox, KCDU-
TV, Pembina, North Dakota.

Chief engineer needed for vhf station KXYT-
TV soon to go on air in Hot Springs, Arkans-

sa. Write to Hammett & Edison, Consulting Radio Engineers, Box 68, International Airport, San Francisco 28, California.

Experienced studio engineers. Must be tech school graduate. Send complete information to Chief Engineer, WYES-TV, 914 Navarre Avenue, New Orleans 24, Louisiana.

Assistant chief engineer or studio operations engineer. Salary open. Prefer 2 to 3 years experience in maintenance. Jerry E. Smith, C. E., Box 840 Corpus Christi, Texas.

Production-Programming, Others

Major west coast station wants top flight production manager. We seek will work directly under program director. He will take full responsibility for day to day operations, includingdim editing, live studio, video taping, lighting, set de-

design, directors, announcers, etc., A real op-
tation for a hard working creative man. Experience is essential. Send full details first letter, including salary desired. Box 797C, BROADCASTING.

Continuity writer with speed and creativity for vhf in large Texas city. Box 793C, BROADCASTING.

Experienced, dependable traffic manager Texas vhf. Box 797C, BROADCASTING.

TELEVISION

Situations Wanted—Sales

As a sales representative for KEW, I secured one million dollars business for the year ending 1959, accounting break announcements and program sponsorship while maintaining a content client rela-
tionship. For the conclusion of this story— write Box 773C, BROADCASTING.

Help Wanted—Sales

TELEVISION

1st phone, available immediately, good tv broadcast ability, and potential, single. Box 794C, BROADCASTING.

Technical

Man, 21 wants to relocate in Kansas, Colo-
rado, Nebraska, Oklahoma, Texas or Da-
kota. Others considered. First phone, 1 year experience radio engineer. Would like start in tv, radio considered. All replies ack-
lowledged. Box 777C, BROADCASTING.
Situations Wanted—(Cont'd)

Technical

Competent studio operations interns completing comprehensive production training seek employment. Recommendable personnel. Contact Intern Supervisor, WTSH-TV, Miami.

Production-Programming, Others

Tv cameraman with experience of NY broadcasting school seeks work. Desire start in tv or radio. Willing to work and learn. Prefer New England but all replies considered. Box 680C, BROADCASTING.

Young man now in radio wishes to take up behind the scenes tv. Box 674C, BROADCASTING.

Radio announcer currently employed in top 50 market wants to move into tv news in top 100 market. Single, sober ambitious, authoritative delivery; ready to move now. Box 680C, BROADCASTING.

Continuity man now in top 50 market desires to relocate. Prefer deep south, but will consider all offers. College graduate, ambitious, sober, hardworking references. Box 681C, BROADCASTING.

FOR SALE

Equipment

Limiter amplifier (Western Electric type) $325.00. Tape recorders: Ampex 101 $150.00; Norelco $100.00; battery Phonotix $70.00. Box 3022, Philadelphia 50.


G.E. BC-1A two studio consolette in service until September. In operating condition now. Best offer over $250.00. FOB KLIV, Box 905, San Jose, Calif.

One model 7B-U, 150 foot Winchvertal vertical guyed and series fed. Disassembled and ready for shipment with all guy wires insulators and lights. Also Raytheon tuning unit model RT-1000, Antenna diode unit model RCM-10 and model RLC lighting transformer. Contact General Manager, WMNB, North Adams, Mass., Mohawk 3-8887.

FM transmitter, Collins 3.5 kw, model 733. Best offer takes. WMOH, Hamilton, Ohio.

Tower—Immediate delivery—Utility heavy duty 18' with lighting kit—disassembled—ready for shipment. WORJ, Box 2697, Jackson, Miss. Fl 4-6966.

Two RCA TK-20 Iconoscope film camera chains with usable tubes, less camera cabinets, master monitors and power supplies. Two GE 4-PP 16mm Syncrolite film projectors. One GE PF-3C 34-inch slide projector. Make us an offer. Contact W. J. Rober, HOW-TV, Omaha, Nebraska, phone 348-3460.

Wanted: MT-1 Presto-Splicer (Prestoslon Mfg. Co.) The Language Laboratory, The Catholic University, Washington 17, D. C.


Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iuridine St., Laredo, Texas.

Video monitors—demo units. We're moving to our new plant in New Brighton, Minn. Several used lab and demo video moniter. IF models $125.00 @ new warranty. Miratel, Inc., New Brighton 12, Minnesota.

For Sale

Equipment—(Cont'd)

Microwave transmission line-Andrew 1½” and ½” teflon 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.

WANTED TO BUY

WANTED TO BUY

Stations


WANTED TO BUY

Equipment

Used uhf transmission equipment including transmitters, filters, readers and antennas. Give full particulars including type numbers, location of equipment, channel number and price. Box 695C, BROADCASTING.

Wanted—Used Devry 16 mm motion picture projector model 11090 CD (Navy type AQ-2) or equivalent in good operating condition. Desire unit which has been modified with electromagnetic changeover mechanism. Contact E. M. Tank, Director of Engineering, KWRL-TV, Waterloo, Iowa.

Wanted, one Western Electric 725 A oscillator in good condition for cash. Write or phone WABE, Radio Voice of Mobile, P.O. Box 1476, Mobile, Alabama.

Twin 59W watt tower beacon assembly with flashing unit. Write or call Claude Jones, WCFV, Clifton Forge, Virginia.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

TF [until forbid]

RATES

Situations Wanted—20¢ per word—$2.00 minimum (Payment in advance)

Help Wanted—25¢ per word—$2.00 minimum

Display ads $200.00 per inch—STATIONS FOR SALE advertising require display space

All other classifications 30¢ per word—$4.00 minimum

[No charge for blind box number]

Indicate whether Radio or TV

Radio TV

HELP WANTED

□ management

□ sales

□ announcers

□ technical

□ production-programming

SITUATIONS WANTED

□ management

□ sales

□ announcers

□ technical

□ production-programming

ADDITIONAL CATEGORIES

□ Instructions

□ Business Opportunity

□ Miscellaneous

COPY

[If larger space is needed, please attach separate copy]

BROADCASTING MAGAZINE, 1735 DeSailes St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $  

Sill

BROADCASTING, November 7, 1960

109
WANTED TO BUY

Equipment—(Cont’d)

3-5 fm transmitter with or without tape player. Also interested in 250 w to 10 kw, am and fm. Submit details. Compass Electronic Supply, 79 Varick Street, New York 13.

Anything in broadcasting field from a tube to a tower sold or bought. Want 1.0 camera and 30 kw AM trans. Electrafon, 440 Columbus Ave., N.Y.C.

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 Fraz, 9046 Fulton Avenue, North Hollywood, California. Triangle 3-1967.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gilham Road, Kansas City 9, Missouri.


Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 4, March 1, 1951. For information, references and instructions write William B. Ogden. Radio Operational Engineering School, 1130 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1339 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, 5504 Hollywood Boulevard, Suite #216, Hollywood, Calif.


MISCELLANEOUS

Comedy for daze—"Deejay Manual," a complete gaggle containing bits, adlibs, gimmicks, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-41), 65 Parkway Court, Brooklyn 35, N. Y.

Have puppet show—will travel! Four animal characters, flexible children's format. Hurry—it offers expires at the drop of a contract. For information, write Puppets, 839 Myra Ave., Yeadon, Pa.

MISCELLANEOUS

BROADCAST PRINTING

New Approved

STANDARD BILLING FORMS

FOR RADIO/TV SPOT

as recommended by SPONSORS, Agency

Financial Groups

1/250 w, $1.00—$11.00. 5,000—$24.00.

Check with order. Delivery within 3 days.

Send copy for your imprint.

FREEBIE PRESS, INC.

Hudson Falls, N.Y.

RADIO

Help Wanted—Announcers

Top Personalities Wanted

for top market station. Good bright voices and be able to handle tight production. Send complete resume, photo and tape at once.

Box 799C, BROADCASTING

Production-Programming, Others

Latin America.

UNUSUAL OPPORTUNITY

For Unusual Person!

Fast moving Radio-TV operation affiliated with ABC International with solid U. S. and Latin American backing wants Radio Program Director for new station. Must have the following qualifications:

Speak FLUENT Spanish

- Solid experience in TOP-40 or Music & News format in U. S. and have ideas on how to make same swing in Spanish.

An outstanding career opportunity in a fast growing Central American Market is offered to the person who can meet our qualifications.

Write full resume.

Box 796G, BROADCASTING

NEWSMAN

Power station in large market, Great Lakes area, has excellent opening for high-grade newsman.

State full details and send tape first letter.

Box 798C, BROADCASTING

TELEVISION

Help Wanted—Technical

CHIEF ENGINEER

Major electronics corporation has immediate opening for thoroughly capable and experienced engineer for new experimental television installation. Man selected will have complete responsibility for transmitters, video chain, tape recorders and all other associated equipment. All new equipment and liberal operating budget.

Prefer man with engineering degree and five to eight years television experience, at least two of which must be as chief of operating station.

Send complete resume and salary requirements to:

Box 801C, BROADCASTING

Help Wanted (Cont’d.)

Technical

FM AND TV EQUIPMENT SALES

Chance of a lifetime to join leading manufacturer of broadcast equipment. Responsible management position with complete company benefits including profit sharing and relocation assistance. Must have strong technical background in FM and TV equipment. Mail complete resume and photo today.

Box 799C, BROADCASTING.

FOR SALE

Equipment

TV Equipment, Excellent condition used as demonstrator units. One Holmes I.T.P. 16mm TV projector with remote control unit and spare parts $750.00, One Doge Model 635A master monitor, $1,350.00, One Dage Model 520 switcher fader, $1,150.00. One Dage 320" film camera less filters, $650.00, One Model 320B Twin Selseltral slide projector, $650.00. Call or write Geno Edwards, Gates Radio Company, Quincy, Illinois.

SUFFERING FROM MOUNTAIN TOP FASCINATION?

Cure your problems with the MOSELEY Model RRC-10 RADIO REMOTE CONTROL SYSTEM, Complete control, teleprompting and male program channel for FM transmitters with a 150 mc STI. Write to

MOSELEY ASSOCIATES

P.O. Box 3192 Santa Barbara, Calif.

NO. 1

IN CARTRIDGE TAPE EQUIPMENT

SEE THE NEW SPOTMASTER 500

A complete tape cartridge and self cueing record-playback combo unit.

For details or demonstration, write

VISUAL ELECTRONICS CORP.

204 W. 44 ST. NEW YORK 18 N.Y.

ATTENTION!

TV STATION MANAGERS

AND SALES MANAGERS

"THE HOUSE DETECTIVE" is TV's oldst and most successful real estate program. The 7 stations we are now working with like "THE HOUSE DETECTIVE" show because (a) it brings in revenue from "time fill" time and (b) it brings in revenue from a virtually untapped source—real estate. We are now in a position to expand into a limited number of new markets. The program costs you nothing. We get no guaran-

tee. We'd like to discuss it with you.

Call or write Cy Newman

H. D. PRODUCTIONS, Inc.

P. O. Box 3107, Don Air, Virginia

Phone Bridge 2-3000

BROADCASTING, November 7, 1960
anyone for a
FREE TRIP TO HAWAII?
managers, dj's, pd's... get
facts from KNDI RADIO

"HAWAII'S
ALL GAL STATION"
write Kini Rice, Box 1516
CANDY RADIO
Honolulu 6, Hawaii

EMPLOYMENT SERVICE

SPECIALIZED PLACEMENT
Service for Men
In The
RADIO-TV INDUSTRY

- Station Manager
- Commercial Manager
- Program Director
- News Director
- Copy Writer
- Engineers

Our service confidential—rapid—effective—
forward us a resume—or if you have not
prepared one—mail your name and ad-
dress for further information.

EARL WOOTON
DRAKE PERSONNEL, INC.
29 E. Madison
Chicago, Illinois
Tel—P 6-8700

FINGER ON THE PULSE
Experienced personnel...
... Opportunities in many markets.
PAUL BARON, BROADCAST MANAGER
Maude Lennox Personnel Service, Inc. (Agcy)
630 Fifth Avenue, N.Y. 20, N.Y.
Circle 4-5374
Send tapes, resumes before calling.

PLAY IT SAFE!
Insist that all new personnel register with:
Radio-TV Employee Reference Bureau
1520 East Main, Puyallup, Wash.
PLAY IT SAFE!

RADIO-TV JOBS
All broadcast personnel placed all
major U. S. markets, Midwest saturation.
Write for FREE application NOW!
WALKER EMPLOYMENT SERVICE
83 So. 7th St., Minneapolis 2, Minn.
Federal 9-9761

FOR SALE

OKLAHOMA FULLTIME
Showing good profit, other interest
forces sale. 68M. Terms available. No
brokers.
Box 742C, BROADCASTING

TWO STATION PACKAGE
Serving contiguous choice market area
of the Pacific Northwest. Combined
growth $200,000. Valuable real estate
included in price of $300,000 with
20% down and long payout.
Box 786C, BROADCASTING

FOR SALE

SOUTHWEST. Daytimer. Top 100 markets.
Asking $90,000 with 29% down.
CALIFORNIA. Full time. $6,500 down.
CALIFORNIA. Daytime. 50,000 market.
$8,000 down.
NORTH WEST CENTRAL. Daytimer. Profit-
able. Gross $70,000. Asking $90,000 with
29% down.
CALIFORNIA. Daytimer. Excellent market.
Doing $100,000. Asking $150,000 with 29% down.

Dollar for
Dollar
you can't
beat a
classified ad
for getting
top-flight
personnel

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
A well-balanced moderate low-fat breakfast for teen-age girls

Teen-age girls comprise the most poorly fed group in our population today according to nutrition researchers. During this critical growth period, well over half of them skip or skimp on breakfast, the most important meal of the day. As a service to those advising teen-age girls and their parents, this well-balanced, moderate low-fat basic cereal and milk breakfast shown in the chart below merits consideration. Its moderate low-fat content of 10.9 gm. provides 20 per cent of the total calories. This is in keeping with the modern trend toward a moderate reduction of dietary fat for all ages. For “Girls, 13 to 15 years,” it is well-balanced and provides about one-fourth of the recommended daily dietary allowances! The Iowa Breakfast Studies demonstrated that a basic cereal and milk breakfast was nutritionally efficient for the young and old alike.

Recommended Daily Dietary Allowances* and the Nutritional Contribution of a Basic Cereal and Milk Moderate Low-Fat Breakfast

Menu: Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

<table>
<thead>
<tr>
<th>Nutrients supplied by Basic Breakfast</th>
<th>Calories</th>
<th>Protein</th>
<th>Calcium</th>
<th>Iron</th>
<th>Vitamin A</th>
<th>Thiamine</th>
<th>Riboflavin</th>
<th>Niacin equiv.</th>
<th>Ascorbic Acid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totals</td>
<td>503</td>
<td>20.9 gm.</td>
<td>0.532 gm.</td>
<td>2.7 mg.</td>
<td>588 I.U.</td>
<td>0.46 mg.</td>
<td>0.80 mg.</td>
<td>7.36 mg.</td>
<td>65.5 mg.</td>
</tr>
<tr>
<td>Recommended Dietary Allowances—Girls, 13 to 15 Years (49 kg.—108 lb.)</td>
<td>2600</td>
<td>80 gm.</td>
<td>1.3 gm.</td>
<td>15 mg.</td>
<td>5000 I.U.</td>
<td>1.3 mg.</td>
<td>2.0 mg.</td>
<td>17 mg.</td>
<td>80 mg.</td>
</tr>
<tr>
<td>Percentage Contributed by Basic Breakfast</td>
<td>19.3%</td>
<td>26.1%</td>
<td>40.9%</td>
<td>18.0%</td>
<td>11.8%</td>
<td>35.4%</td>
<td>40.0%</td>
<td>43.3%</td>
<td>81.9%</td>
</tr>
</tbody>
</table>


*The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3
A research and educational endeavor devoted to the betterment of national nutrition
BROADCASTING, November 7, 1960
OUR RESPECTS to Frederick Fernando Ruegg, vp, CBS Radio

‘Radio is here to stay’

If it hadn't been for the stock market crash in the fall of 1929, Fred Ruegg might today be skipper of an ocean liner instead of a CBS Radio vice president and general manager of KNX Los Angeles.

In 1930, he was graduated from the Oregon Institute of Technology in Portland, having learned enough about radio to have earned an operator's license. Had U.S. ships been sailing the seas, carrying American-made products to lands around the globe, young Mr. Ruegg undoubtedly would have been aboard one. But the market had crashed; U.S. firms were doing little shipping; few ships were needed and few jobs were for ship radio operators.

So he left Portland and went back home to Nampa, Idaho, where he got a job with KFXD. He was listed on the payroll as an operator-technician, but his duties also included announcing, playing records, writing commercial announcements for local advertisers, emceeing a kiddies' show and mowing the lawn. ('I suppose you could say that I was learning radio from the ground up,' he remarked last week.)

Basic Training • By the fall of 1934, Mr. Ruegg felt he had finished basic broadcasting training and was ready for bigger and better things. So he moved to KGIR Butte, Mont. (now KXLJ). As at KFXD, his duties combined engineering, announcing and commercial copy writing, but in Butte he was given a crack at selling as well. ('There was no lawn mowing at KGIR; I'd graduated to higher things, like running the mimeograph and licking envelopes on Sundays when Ed Craney [KGIR's owner] was getting out a letter urging other station owners across the country to join his anti-ASCAP crusade.')

Three years later, young Mr. Ruegg was back in Portland, this time not in search of a ship operator's berth but as an announcer at KGW-KEX, where he also did a little program writing. But, as before, his stay in Portland was short and 1938 found him working at KQW San Jose, Calif., as an announcer, technician, writer and record librarian. When KQW moved to San Francisco in 1942, he moved with it and concurrently moved up the ladder to the post of production manager. In 1945 he was promoted to program director and before CBS bought the station in 1949 he also became assistant manager.

He stayed on at KCBS, as KQW had been renamed under the network ownership, as program director. ('Art Hayes had come out from New York to manage the station and Art didn't need an assistant manager,' he recalled.) But Mr. Hayes did need Mr. Ruegg's help in handling labor problems at KCBS and in 1953, on his recommendation, CBS Inc. asked Mr. Ruegg to move to its New York headquarters as assistant director of labor negotiations.

Up CBS Ladder • Mr. Ruegg stayed in this job for nearly four years ('I enjoyed it even though the frustrations of the job gave me an ulcer'), until December 1955, when he was appointed general manager of KNX Los Angeles and the CBS Radio Pacific Network. In June 1959 he was named a vice president of CBS Radio, while continuing as operating head of KNX and CRPN, posts he still holds.

Unlike some other radio broadcasters, Mr. Ruegg casts no envious glances at the green fields of television across the fence. Radio, he asserts, is not merely here to stay, but is in for changes as tremendous as those which occurred in the 30's when the then new medium was developing a basic format or in the early 50's when it was changing that format to conform to a new era of which tv was also a major force.

Radio's Here to Stay • "Radio is far too important not to survive," he declared, "but to do so it's got to become more than a music-news medium. Today, people turn to radio first for news and radio is beginning to serve them with other kinds of information as well. I'm sure that the radio format of the future will include entertainment other than music, but what and when and how are questions we don't have the answers for at yet."

Known throughout Southern California and at CBS Radio headquarters for his down-to-earth approach to radio's problems and for his straight-from-the-shoulder delivery of his decisions as to how they should be handled, Mr. Ruegg makes no bones of his opinion that radio is being sold short by people who ought to know better, people in the broadcasting business as well as the buyers on agency row. "The surveys, the mail, the phone calls keep telling us that the audience is there, listening to the music we play and the words we say, but some of us sometimes overlook what a potent sales medium we have."

Mr. Ruegg is particularly proud of the KNX editorials, which he broadcasts himself. "We started them only a little over a year ago," he said, "and we've put only about 25 editorials on the air in that time, but I believe that they've done more to enhance our pubic image than anything else KNX has ever done. We're noticed now at City Hall."

Born Oct. 17, 1911, in Gresham, Ore., Frederick Fernando Ruegg (named for his two grandfathers), spent his boyhood on a ranch near Nampa, Idaho, attending country grade school and Nampa High School, from which he was graduated in 1928. Then came OIT, no jobs afoot and, from 1930 to date, a career in radio broadcasting.

In 1933 Fred married Connie Christiansen in Boise. They have two daughters, Shari, 26 and the mother of Fred's two grandchildren, and Michele, 13. The Rueggs live in Sherman Oaks, a fast 40 minutes on the freeway from his offices in Columbia Square at Sunset and Gower in Hollywood.

Like many broadcasting executives, Mr. Ruegg says work occupies far too many hours to leave him time for hobbies, which would be gardening and woodworking if he were free to pursue them. Reminded that he was reputed to be the best read man in radio, he admitted to "doing a fair amount of reading," but seemed surprised that this should be considered a hobby rather than a normal part of everyday life, like eating and working and brushing your teeth.

Fred Ruegg is past chairman and a present board member of Southern California Broadcasters Assn., comprising some 65 radio stations; board member of the Hollywood Ad Club and a member of the Los Angeles Ad Club, the Greater Los Angeles Press Club and the Jonathan Club.

Fred Ruegg

High seas' loss—radio's gain

BROADCASTING, November 7, 1960
EDITORIALS

Win or lose

W H A T E V E R the outcome of the elections, tv will get the credit or the blame.

A Kennedy victory will be ascribed largely to his performance in the “Great Debates” in which he torpedoed the GOP arguments that he lacked maturity and experience before the eyes of some 70 million Americans.

A Nixon victory will be cited as proof that, despite his disadvantage in physical appearance and appeal to women voters, his sincerity and statesmanship broke through to convince a plurality of the voters.

Senator Kennedy had the most to gain in the tv confrontations. Political scientists would interpret a Kennedy victory as largely ascribable to a colossal tactical blunder by the Vice President in agreeing to the debates in the first instance. Mr. Nixon had the advantage of eight years in the nation’s second highest office. Mr. Kennedy, in contrast, was virtually unknown internationally and not even a recognized party leader in the Senate.

Both Candidates Nixon and Kennedy, in statements written for the Catholic Transcript of Hartford and published last week, commended the major networks for donating their time for the debates. They agreed that this was a public service of the highest order and they attached great value to television exposure in political campaigning.

But, perhaps significantly, neither said he would want to engage in similar debates in future elections.

It had been the view of many, including ours, that the tremendous public acceptance of the tv debates this year would establish a precedent that would be followed in all future presidential elections.

We now recede from that view, irrespective of the outcome of this week’s election. And for a very practical political reason. Why should an incumbent President, running for a second term and with the momentum of four years in the world’s most important office, provide for his opponent exposure before the kind of audience only a President can command in a series of oratorical jousts in which he could not hope to gain?

Actually union sources now say they have reduced their demands and claim that management, at the other extreme, made offers amounting to little more than SAG members already get and less than existing AFTRA contracts provide. The position of both sides has been unnecessarily clouded by their unwillingness to discuss it outside the bargaining room, making precise assessment impossible. But at last report the advertisers—who are following developments more closely than ever before, knowing the outcome may be vital not only in itself but in its bearing on upcoming negotiations with other unions—were still expressing grave concern and saying they were ready to take a strike if it came to that.

We hope it doesn’t come to that, but if the unions push it that far their members might win more by losing. For to the extent that the unions are allowed to drive advertisers out of television they will reduce job opportunities for their members. We would hope, therefore, that the unions will realize that the welfare of their own people is at stake, too, and come back to reality before an impossible impasse is reached.

Concerning Television magazine

S INCE the announcement last week of our acquisition of Television magazine we have received many communications from well-wishers, to whom we extend our appreciation.

Now about our plans and aspirations. The first issue of Television to be published under our direction will be the January 1961 number. The present staff and management of Television will produce the December issue, now in work.

We feel that as a monthly, Television complements the weekly Broadcasting. We intend to expand its editorial content and its staff, which will function entirely apart from Broadcasting, except for policy direction. And we will maintain our practice of continued improvement of Broadcasting, which is now in its 30th year. Television will continue to be headquartered in New York.

Television was founded by the late Frederick A. Kugel in 1944. We hope to achieve the level of editorial competence and acceptance that he envisioned for this publication.

Boomerang

I T is the nature of negotiators to begin their bargaining by asking for more than they expect to get. But even with this tradition fixed firmly in mind, the proposals which the American Federation of Television & Radio Artists and the Screen Actors Guild submitted at the outset of their current contract discussions with the networks, agencies and producers are both unbelievable and frightening.

As reported in this journal a week ago, knowledgeable and gravely concerned advertisers estimate that the unions’ proposals would boost the talent costs on their spot television campaigns by amounts ranging up to 1,400% or more. Network commercials and live or taped programs would command talent payments less extravagantly increased but still astronomically above the present level.

The consequences of such exhorbitance are easily but not pleasantly imagined. Many advertisers say flatly that a contract based on these terms would drive them out of spot—possibly from spot to network but in many cases from spot tv to other media altogether. The $650 million that advertisers are spending annually in spot indicates both their reliance on the medium and the medium’s stake in these negotiations.

It is unthinkable that networks, agencies or producers will acquiesce in anything approaching demands like these.

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Drawn for BROADCASTING by Sid Hix

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