What the timebuyers think of spot announcement lengths  
Page 37

NBC Radio plans revisions in formula for networking  
Page 54

Broadcasters warned against provoking federal controls  
Page 58

Plight of radio-tv news: it's respectable but not equal  
Page 70

NO MORE ROOM AT THE TOP!

There's room for just one station at the top in any television market — and in Central Iowa that station is WHO-TV!

For example, in the NSI Report for 27 Iowa counties (July, 1959) WHO-TV delivers more homes in more quarter hours than any other station. ARB (see below) gives WHO-TV the No. 1 position in the metropolitan area, too.

Local programming is a true measure of WHO-TV's determination to stay on top. Selections from our large library of film packages*, featured each weekday along with regular news reports on Family Theatre (Nooon-2 p.m.), The Early Show (4:30 p.m.-6:05 p.m.) and The Late Show (10:30 p.m.-Sign-Off), deliver more homes in 190% more quarter hours than Stations 'B' and 'C' combined!

WHO-TV's goal of continuing leadership is being met with the best in programming, personnel and public service. Ask your PGW Colonel for spots at the top in Central Iowa television on WHO-TV!

* WARNER BROTHERS "Feature" and "Vanguard" • MGM Groups 1 and 3 • NTA "Champagne," "Rocket 86," "Dream," "Lion," "Big 50" • SCREEN GENES "Sweet 65" • HOLLYWOOD TELEVISION SERVICE "Constellation" • M and A ALEXANDER "Imperial Prestige" • ABC's "Galaxy 20" and others.

ARB SURVEY  
METROPOLITAN DES MOINES AREA  
(March 16-April 12, 1959)

<table>
<thead>
<tr>
<th>First Place Quarter Hours</th>
<th>Number Reported</th>
<th>1-Week</th>
<th>4-Week</th>
<th>Percentage of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO-TV</td>
<td>233</td>
<td>227</td>
<td>50.0%</td>
<td>48.7%</td>
</tr>
<tr>
<td>Station K</td>
<td>186</td>
<td>197</td>
<td>40.0%</td>
<td>42.3%</td>
</tr>
<tr>
<td>Station W</td>
<td>27</td>
<td>42</td>
<td>6.0%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Ties</td>
<td>20</td>
<td>0</td>
<td>4.0%</td>
<td>0</td>
</tr>
</tbody>
</table>

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines; WOC-TV, Davenport; WOC-TV, Channel 13 • Des Moines; NBC Affiliate

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.  
National Representatives
WHAT'S IN A NUMBER? By itself, a number may not have much meaning. But get a batch of them down on paper, and they begin to add up. The latest available ARB share-of-audience figures for MEDIC and IT'S A GREAT LIFE, for instance. They just go to show that, stripped or once-a-week, these Victory Program Sales properties can really do a job for you, wherever you are. Want another good number? Try Circle 7-8300 in New York. That's VPS.

MEDIC

IT'S A GREAT LIFE

<table>
<thead>
<tr>
<th>City</th>
<th>Time</th>
<th>Rating</th>
<th>City</th>
<th>Time</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore (4th Run)</td>
<td>1:00 PM</td>
<td>51%</td>
<td>Chicago (5th Run)</td>
<td>5:00 PM</td>
<td>35%</td>
</tr>
<tr>
<td>Billings (1st Run)</td>
<td>5:00 PM</td>
<td>58%</td>
<td>Detroit (4th Run)</td>
<td>1:00 PM</td>
<td>31%</td>
</tr>
<tr>
<td>Detroit (4th Run)</td>
<td>5:00 PM</td>
<td>43%</td>
<td>Huntington, W. Va. (2nd Run)</td>
<td>10:30 PM</td>
<td>36%</td>
</tr>
<tr>
<td>Honolulu (2nd Run)</td>
<td>7:00 PM</td>
<td>49%</td>
<td>Houston (3rd Run)</td>
<td>8:00 AM</td>
<td>50%</td>
</tr>
<tr>
<td>Las Vegas (2nd Run)</td>
<td>5:30 PM</td>
<td>60%</td>
<td>Indianapolis (3rd Run)</td>
<td>1:00 PM</td>
<td>45%</td>
</tr>
<tr>
<td>Miami (4th Run)</td>
<td>1:00 PM</td>
<td>50%</td>
<td>Los Angeles (4th Run)</td>
<td>11:30 AM</td>
<td>18%</td>
</tr>
<tr>
<td>Omaha (2nd Run)</td>
<td>5:00 PM</td>
<td>77%</td>
<td>Philadelphia (4th Run)</td>
<td>1:00 PM</td>
<td>33%</td>
</tr>
<tr>
<td>Philadelphia (5th Run)</td>
<td>10:00 AM</td>
<td>43%</td>
<td>Pittsburgh (2nd Run)</td>
<td>9:00 AM</td>
<td>36%</td>
</tr>
<tr>
<td>San Francisco (4th Run)</td>
<td>7:30 PM</td>
<td>35%</td>
<td>Spokane (4th Run)</td>
<td>12:00 PM</td>
<td>43%</td>
</tr>
<tr>
<td>Tucson (3rd Run)</td>
<td>6:30 PM</td>
<td>43%</td>
<td>Washington, D.C. (4th Run)</td>
<td>1:00 PM</td>
<td>49%</td>
</tr>
<tr>
<td>Wichita (4th Run)</td>
<td>10:15 PM</td>
<td>49%</td>
<td>Wichita Falls (5th Run)</td>
<td>4:00 PM</td>
<td>61%</td>
</tr>
</tbody>
</table>

*Top rating and share in time period.

VICTORY PROGRAM SALES
a division of CALIFORNIA NATIONAL PRODUCTIONS, INC.
Canadian Representative: Fremantle of Canada, Ltd.
buy St. Louis `a la card*

*KTVI RATE CARD...your lowest cost per thousand TV buy in St. Louis

KTVI
CHANNEL 2 ST. LOUIS

BLAIR-TV

Represented nationally by
The facts show that in the great Dallas-Fort Worth Market you get more counties, more TV Homes and greater circulation when you buy KRLD-TV coverage.

Ask a Branham man to show you the KRLD-TV "measured preference".
Harris to Geneva • Oren Harris (D-Ark.), chairman of House Commerce Committee and acknowledged leader in communications-broadcast matters, plans to attend closing sessions of International Telecommunications Conference in Geneva this fall. His bill (HR 8426) to provide for creation of Frequency Allocation Board to handle all allocations, will be subject of congressional hearings next session and observation of Geneva proceedings would provide him with grasp of international problem at first hand. If extended TV quiz investigations do not interfere, Rep. Harris and Rep. Walter Rogers (D-Tex.), member of commerce committee, plan to leave for Geneva Nov. 19.

Firing line • Don't underestimate impact of blast against manner in which administrative agencies conduct their business, issued by former Civil Aeronautics Board Comr. Louis J. Hector last month. Hector document is being privately circulated among communications specialists in and out of government by congressional aides with requests for comments. It's too early yet to determine whether this means possible Hill activity which might lead to reorganization of FCC as well as other agencies, but there is strong sentiment on Capitol Hill to explore Hector charges.

Thrust of Hector philosophy is that independent regulatory agencies are incapable of doing job assigned to them because they attempt to handle too many details "better left to management discretion and the free play of competitive forces." His belief is that policy-making and administrative functions of regulatory agencies should be handled by Executive branch, adjudicatory functions by special courts and investigative and prosecution activities by Dept. of Justice.

Loretta deciding • Films of the Loretta Young Show on NBC-TV (it's now in its sixth season) may be placed in syndication. It's learned NBC-TV is discussing syndication with Miss Young and her production company (Toreto Films), but decision hasn't yet been reached. Toreto, in which Miss Young has interests, owns rights to series.

Full steam • Look for build-up in lobbying activities in Washington on behalf of American Society of Composers, Authors & Publishers. Paul Cunningham, who retired as ASCAP president last April, has planned schedule to include at least two days a week in Washington from now on. He's still on ASCAP executive staff as director of public affairs and retains membership on ASCAP's board.

Week of trouble • Eye-opening warnings of broadcasting's quiz troubles caught many delegates to NAB's first Fall Conference by surprise. Week's developments raised hope new Television Information Office under Louis Hausman can cope with destructive impact of recent headlines. Though parent Television Information Committee's broad policies were outlined, TIC's spokesmen said privately that much of TIO's work will be done without benefit of publicity or public-relations gimmicks.

Extensive work-sheets already have been compiled by TIC-TIO, which will quietly go about its job, though next month will involve fatiguing nationwide tour of NAB conferences to explain what image-improving project is all about. Present signs indicate networks, prime targets in quiz excitement, are solidly behind TIO.

Add 20's • At least one major agency (BBDO) is suggesting to spot tv advertisers during campaign planning that, if possible, they add 20-30 second version to minutes (assuming advertisers were planning to use minutes only). Obvious reason: Availability for minutes are scarce and 20's can be better accommodated in tight station schedules.

What next • Question on many broadcasters' lips as they recall that Harris Committee excitement deals mostly with discarded programs long off air is this: What needs to be cleaned up now? Self-examination process has smoked out examples of clear fraud or rigging of programs since quiz fakery was smoked out, but questions of good taste and over-commercialism are still considered acute by Tiv Code Board.

Occasionally the big question was asked around the conference hotel in Washington when delegates looked at the printed agenda: "Why isn't Oren Harris at this meeting?" In general, comments and questions about the quiz jurore ranged from calm ("It'll blow over") to panicky ("The next Blue Book may be left-handed and pink"). "Where were our industry's thinkers?" a delegate asked. "Who let P.T. Barnum sneak in?" another wondered. Some more: "It's the natural result of the race for ratings" and "Why are we getting whipped for the sake of politicians' ambitions when all this is ancient history?"

Asked for chance • Started broadcasters who heard Chairman Earl W. Kintner, of Federal Trade Commission, deliver velvet-hammer speech at Washington conference hadn't realized extent of chairman's wrath—he asked for chance to scold them. Originally chairman had turned down NAB's invitation to address conference. After testifying before Harris Committee Oct. 12, he phoned NAB and requested reinstatement on program.

Job shuffling at NBC • It's foregone conclusion that, among other side effects of NBC Radio's new network-plus-program-service type of operation (see pages 54, 32), there'll be a cutback in personnel. How much remains to be seen. But it's understood officials already are taking precautions to see that those who may be let out will get immediate reassignment within NBC insofar as possible and otherwise get first crack at openings that develop where their skills and backgrounds might fit.

Time to compare • When do agency decision makers begin to earnestly compare track records of their own and competing network tv programs? Among many major agencies preference is developing for four-week period following changeover to Standard Time for all of nation (Oct. 26 this year). Executives find that after traditional jump in set usage at that time there's better picture of rating trends, audience shares, etc.

Transistor booster • Tiv boosters are still in never-never land of being unlicensed and therefore illegal but also on verge of being legitimized through pressures from Congress and others. Notwithstanding this amorphous status, more and more boosters continue to begin operation, particularly in wide-open northwest areas of U.S., and equipment makers also continue to progress in their development of stable, long-running gear. Latest to come to attention of booster advocates is transistorized repeater which operates from two six-volt dry cell batteries for as long as one year without attention. Development comes from Mid-America Relay Systems Inc., Rapid City, S.D., and has been tested in Alaska. Announcement will be made formally in next month or two.
IN DETROIT
YOU KNOW WHERE YOU'RE GOING WITH

WJBK-TV
CBS PROGRAMMING • CHANNEL 2

Sales are UP in booming Detroit
Dept. Store Sales .................. UP 17%
New Car Sales .................. UP 97%
Employment .................. UP 9%
Car and Truck Output ............... UP 90%
(Sept. '59 vs Sept. '58—Detroit Board of Commerce)

And UP is definitely the word for
WJBK-TV viewers
June and July ARB ratings
were both 35.2% of audience.
August is Up to 36.5%—28% higher
than any other Detroit station.
(2nd to only one CBS station in the country
for audience share in 4-or-more station markets)

You know where your audience
and sales are going with WJBK-TV—
They're going UP!

a STORER station

CALL KATZ
or
STORER NAT'L SALES OFFICES
625 Madison Ave., N.Y. 22
230 N. Michigan Ave.,
Chicago 1

BROADCASTING, October 19, 1959
**WEEK IN BRIEF**

Where's the rate card all can understand? *There is strong evidence advertisers may skip over buying time on certain stations because the buyer is reluctant to admit he stumbles trying to read the fine print in the footnotes of some ratecards—especially when deadlines are pressing. But L. D. Mullins, advertising manager, Burgermeister Brewing Co., San Francisco, isn't so reluctant about the subject. His views are expressed in this week's MONDAY MEMO. Page 27.*

What length commercials? *The people who place them report on their practices and views on tv spot-announcement usages in NBC Spot Sales' fifth timebuyer opinion panel study. Page 37.*

**NBC Radio's new formula** *It'll be essentially news, Monitor and special events, with entertainment programming available to stations on a fee basis in new NBC Program Service setup. Officials hit the road this week and next to explain it to affiliates and seek 100% clearances for reduced network-sales periods. Page 54.*

**NAB's blunt warnings** *First of Fall Conference series in Washington hears Chairman Kintner of Federal Trade Commission warn of government policing of broadcast programs unless practices are corrected. Broadcasters take stock of themselves and their troubles as self-policing campaigns are discussed. Page 58.*

**New station rep firm on horizon?** *There's talk that FCC decision cutting networks out of representation business for affiliates may lead to formation of one or two new station rep companies. Reaction to FCC order finds networks glum; station reps glad. Page 66.*

**TV's anti-print pitch** *Bureau says the big numbers of men and women who view television top any comparative readership claims of magazines and of the country's daily newspapers in total. Page 68.*

**Radio-tv news—respectable, but not equal** *Broadcast news directors, meeting in New Orleans, are told how their profession and product have grown in stature. But there is discouragement over slow progress of equal access to the news, especially to the courts. FCC Chairman Doerfer cites pressures for program regulation; news directors sound alarm at Senate's new "watchdog" subcommittee. Page 70.*

**More to come in tv quiz** *House subcommittee to resume tv quiz hearings Nov. 2 with broadened inquiry to include $64,000 Question and Challenge. Charles Van Doren accepts service of subpoena, denies he sought to hide from investigators. Page 82.*

**The other man behind Talent Assoc.** *The business strings of an independent company that will gross $15 million a year by producing live drama in television are held by a former practicing attorney and ex-talent agent. A profile on Alfred Levy. Page 92.*

**DEPARTMENTS**

<table>
<thead>
<tr>
<th>AT DEADLINE</th>
<th>37</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROADCAST ADVERTISING</td>
<td>37</td>
</tr>
<tr>
<td>BUSINESS BRIEFLY</td>
<td>52</td>
</tr>
<tr>
<td>CHANGING HANDS</td>
<td>56</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>5</td>
</tr>
<tr>
<td>DATEBOOK</td>
<td>10</td>
</tr>
<tr>
<td>EDITORIAL PAGE</td>
<td>122</td>
</tr>
<tr>
<td>FANTFARE</td>
<td>104</td>
</tr>
<tr>
<td>FATES &amp; FORTUNES</td>
<td>98</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>108</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>82</td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>103</td>
</tr>
<tr>
<td>LEAD STORY</td>
<td>37</td>
</tr>
<tr>
<td>THE MEDIA</td>
<td>54</td>
</tr>
</tbody>
</table>

**MONDAY MEMO**

| OPEN MIKE | 20 |
| OUR RESPECTS | 121 |
| PROGRAMMING | 90 |
| WEEK'S HEADLINERS | 54 |

**WILX-TV**

**Channel 10**

Associated with WLS—Lansing
WPON—Pontiac

**QUEEN BEE IN MICHIGAN'S HONEY OF A MARKET**

LANSING

BATTLE CREEK

JACKSON

**Things are buzzing in Michigan's rich Golden Triangle area! And only WILX-TV delivers the important metro areas of LANSING, JACKSON and BATTLE CREEK in one sweep . . . city-grade signal . . . studios at each point . . . dominant NBC service.**

**Mark these WILX-TV market facts:**

- **11th largest population area (SADs Consumer Market Data)**
- **12th largest in total retail sales (Sales Management)**
- **28th largest in TV homes (Television Age 100 Top Markets)**

Sell the big and busy Lansing market (now 99th nationally with 313,100 population) . . . plus Battle Creek, Jackson and the populous Central Michigan area . . . with WILX-TV's powerful coverage.

**contact**

VENARD, RINTOUL & McCONNELL, INC.
TWO* can do it better!
HUGE, far-flung Los Angeles is no place for half-hearted sales efforts. You need the double-action advertising strength you get from CBS Owned channel 2. There's...

One: the volume of KNXT audiences. Year-after-year-after-year, KNXT continues its leadership in the seven-station Los Angeles market... with a 29% larger share of audience than the nearest competition (Nielsen, August '59). Add...

Two: the value of KNXT audiences. Channel 2 audiences are your best audiences, according to a monumental, first-of-its-kind depth study, which proves there is a sharp difference in the "image" created by different television stations and that this image strongly affects viewers' attitudes toward commercials. When, for example, 600 Los Angeles viewers were asked their choice of the station "most likely" to carry advertising for a "progressive and research-minded company, eager to keep the public informed of new and improved products," 41% chose channel 2! That's 32% more viewers than named the runner-up network station... and 156% more viewers than named all four non-network stations combined!

Obviously, cost-per-thousand is only half the picture. The other (equally vital) half is cost-per-thousand what. For complete coverage—the biggest audiences and the best audiences—advertise on the station that provides both... KNXT.

*Conducted by the Institute for Motivational Research, in association with Market Planning Corp., an affiliate of McCann-Erickson. Findings available on request.
A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

*Indicates first or revised listing*

Oct. 18-21—Western Regional Convention, American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 19—Regional MBS affiliates meeting, Sheraton-Dallas Hotel, Dallas.

Oct. 19-22—RCA television studio equipment seminar, Irving tape recorder, color tv, stereosized switching, cameras, new projectors. RCA Bldg. 2-1, Camden, N. J.

Oct. 21—Connecticut Assn. of Broadcasters annual fall meeting, Waverly Inn, Cheshire.

Oct. 21—The Pulse Inc. 18th annual "Man of the Year" luncheon, Great Ballroom, Plaza Hotel, New York. Honored this year: Arthur Godfrey, CBS personality.

Oct. 22-23—American Marketing Assn. (Minne- sota chapter) seventh biannual Management Institute, Hotel Leamington, Minneapolis, Charles H. Brower, president, BBDO, will present outlook in advertising. L. D. Barney, president, Hoffman LeRiche Inc., will cover pharmaceutical industry.

Oct. 22-23—Kentucky Broadcasters Assn., fall meeting, Phoenix Hotel, Lexington.


Oct. 23-24—Wisconsin Broadcasters Assn., annual fall meeting, Madison. Wis. FCC Comm. Robert E. Lee will be featured speaker. New officers to be elected, including post of president, now held by Mr. Field of Waukesha.


Oct. 24-26—National Educational TV & Radio Center, annual meeting of eutv station managers, 10 Columbus Circle, New York.


Oct. 29-31—New Jersey Broadcasters Assn., fall meeting, Nassau Hotel, Atlantic City.

Oct. 30—Minnesota Broadcasters Assn., Hotel Radisson, Minneapolis.


Oct. 31—KAN Broadcasting Assn., Cape Canaveral, Fla. Miss. Caroline Barnett will be guest speaker.

Oct. 31-Nov. 3—Florida A & M Radio Assn., annual meeting, Fort Pierce, Fla.

NOVEMBER

Nov. 1—Annual Edward Petty & Co. promotional seminar for promotion, research and merchandis- ing executives of Petry-represented radio and tv stations. Starts 3 p.m. Pearl's Suite, Warwick Hotel, Philadelphia (in conjunction with Broadcasters Promotion Assn. convention).

Nov. 2—Tv quiz hearing continuation by House Legislative Oversight Subcommittee, Old House Of- fice Bldg.'s Caucus Rm., Washington.

Nov. 2-3—Canadian Board of Broadcast Governors holds public hearings on new broadcasting regula- tions. Board of Transport, Ottawa.

Nov. 2— Broadcasters Promotion Assn. con- vention, Warwick Hotel, Philadelphia. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, TV Guild. Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two par- ticipants.

Nov. 2-6—National Sales Executives-Interna- tional Chicago Field Sales Management Institute, Pick-Congress Hotel there.

Nov. 4—Subcommittee B of California Assembly Committee on Public Utilities & Corpora- tions will hold hearing on HR 358 on pay tv in Rm. 709, State Bldg., Los Angeles. Rex M. Cunningham (D-Ventura) is committee chairman.

Nov. 4-5—American Assn. of Advertising Agencies eastern annual conference, Hotel Biltmore, New York. Creative meeting Wednesday (Nov. 4) at Museum of Modern Art there.

Nov. 5—Southern California Broadcasters Assn. "wheeling" outing at Ingomar Country Club.

Nov. 5—WSB Atlanta-Henry W. Grady School of Journalism (U. of Georgia) first annual news broadcasting conference, WSB's White Columns studios, 8:45 a.m.3:30 p.m.

Nov. 7—Nebraska UPI Broadcasters, Sheraton- Federal Hotel, Omaha.

Nov. 8—New York State AP Broadcasters Assn. annual meet, Sheraton-Tenn Eyck Hotel, Albany.

Nov. 8-9—Fall meeting, Texas Assn. of Broad- casters, Texas Hotel, Fort Worth.


Nov. 9—Assn. of Broadcast Executives of Texas, Western Hills Inn, Dallas-Fort Worth. Guest speake- er: Harold E. Fellows, president.

Nov. 9—Arizona Broadcasters Assn. annual meet, Valley Hotel, Scottsdale.

Nov. 9—UPI Broadcasters of Chicago organiza- tion meet, Rivera Motel, Atlantic City.

Nov. 9-10—Institute of Radio Engineers, radio fall meeting, Syracuse Hotel, Syracuse, N.Y.

Nov. 10—Radio & Television Executives Society begins its 1959-60 timebuying & selling seminar. Seminar consists of weekly luncheons at Hawaiian Room in Lexington Hotel, New York. Registration fee is $10, luncheon price is $3.50 for registrants, $4.50 for non-registrants.

Nov. 10—Assn. of Maximum Service Telecasters special board of directors meeting, Mayflower Hotel, Washington, D. C.

Nov. 11-13—NBC radio-tv affiliates, Plaza Hotel, New York.

Nov. 11-14—Sigma Delta Chi (professional journ- alistic fraternity) 50th anniversary convention, Indianapolis. Guest speaker: Vice President Richard M. Nixon.


*Nov. 13-14—Country Music Disc Jockey Festival (eighth event sponsored by WSM Nashville), An- drew Jackson Hotel there. Dr. Spencer Thomson, who appeared on Jack Paar Show and NBC's Monitor, will speak.

Nov. 15-21—National Television Week, spon- sored by NBC and Television Bureau of Advertis-
Don Juan made things happen in Spain... and

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN is the only station in Philadelphia broadcasting Signal 95—on-the-spot tape recordings of traffic violators by police officers who are wired for sound! The actual conversations...the excuses...the arguments! In Public Interest...and in Sales...WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by GILL-PERNA
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit
CONSOLIDATED SUN RAY STATIONS
WPEN, Philadelphia...WSAI, Cincinnati...WALT, Tampa.
JOHNNY

STARRING ACADEMY AWARD WINNER

EDMOND
TENSE . . TERSE . . TERRIFIC

39 ALL NEW FIRST RUN HALF HOURS AT
A DRAMATIC NEW TEMPO . . .

Here's mystery at midnight, action and adven-
ture at the crossroads of the world! With TIMES
SQUARE and the intriguing backstage world of
BROADWAY as the setting, famed producer
Jack Chertok exploits a unique concept of actor-
turned-detective to give this newest of thrillers
an incomparable twist. The actor — ACADEMY
AWARD WINNER EDMOND O'BRIEN . . . the series that is already the talk of TV. Better see it!

PRE-SOLD IN 26 MARKETS, 19 STATES, TO
BALLANTINE BEER (VIA WM. ESTY AGENCY)
Now available for local and regional sponsors

Produced by JACK CHERTOK

O'BRIEN

mca
TV FILM SYNDICATION
IN MEMPHIS...

WDIA

It Takes

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION
to Complete the Picture!

40% of the Memphis Market is NEGRO—and you need only one medium to sell it—WDIA!

YOU'RE MISSING 40% OF THE MEMPHIS MARKET... IF YOU'RE NOT ON WDIA!

MORE THAN JUST A RADIO STATION... WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

WDIA reaches one-and-a-quarter million Negroes. They have totaled earnings of $616,294,100 per year. And 80% of their income is spent on consumer goods!

And, before the Memphis Negro buys, he listens—to WDIA! That's why, no matter what your budget for the Memphis Market... no matter what other media you're using... a big part of every advertising dollar must go to WDIA. Otherwise, you're literally missing 40% of the Memphis Market!

Write today for facts and figures
Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr. Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

TWO MORE SONDERLING STATIONS!

IN CHICAGO, IT'S

WOPA

Featuring Chicago's greatest Negro air salesman... "Big Bill" Hill

IN OAKLAND, IT'S

KDIA

The only full-time Negro station serving all Negro communities in the San Francisco-Bay area.

REPRESENTED NATIONALLY BY: BERNARD HOWARD & CO., INC.
WEST COAST REPRESENTATIVE: B-N-B, INC.—TIME SALES

BROADCASTING, October 19, 1959
ing. Theme: "Television—In Focus With Modern America."

Nov. 15-22—American Society of Association Executives 40th annual meet, Boca Raton, Fla. George Romney, president of American Motors Corp., Detroit, will be named "Association Man of the Year."

Nov. 17—Academy of Television Arts & Sciences at New York, forum on international tv, Young Men's-Young Women's Hebrew Assn., Lexington Ave. at 92nd St.

Nov. 17—California Broadcasters Assn., Ambassadors Hotel, Los Angeles.

Nov. 18—Washington State Assn. of Broadcasters and Oregon Assn. of Broadcasters joint meet, Olympic Hotel, Seattle.

Nov. 18—East Central Region annual meeting, American Assn. of Advertising Agencies, Penshernon, Pittsburgh. Afternoon and evening sessions open to invited guests.


Nov. 19-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

Nov. 19—Tennessee AP Radio Assn. fall meeting, Andrew Jackson Hotel, Nashville. In conjunction with Tennessee Assn. of Broadcasters.

Nov. 19-20—Institute of Radio Engineers Professional Group on Nuclear Science, Sixth Annual Meeting, with special emphasis on nuclear science and space exploration, electronics for plasma production and diagnostics, research instrumentation, for high energy nuclear science, nuclear reactor instrumentation and control and automatic systems for nuclear data processing. Boston, Mass.

Nov. 19-20—Tennessee Broadcasters Assn., Andrew Jackson Hotel, Nashville.

Nov. 20—Comments due in FCC proposed rule-making (Docket 6741) to duplicate Class 1-A clear-channel allocations in various sections of the U. S.

Nov. 23-25—Women's Advertising Clubs' mid-western intercity conference, Oakton Manor, Pewaukee, Wis.

Nov. 25—Radio & Television Executives Society luncheon. Robert Saudek of Saudek Assoc.; John P. Cunningham, board chairman, Cunningham & Walsh, and John F. White, president, National Education TV & Radio Center lake part in symposium on educational tv, Grand Ballroom, Roosevelt Hotel, N.Y.

Nov. 29-Dec. 1—First annual communications forum for broadcasters, Pennsylvania State U. Speaker is in "Broadcasting: The Challenge of Responsibility."


Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

JANUARY 1960


Jan. 19—Ninth annual Sylvania awards, Hotel Plaza, N. Y.

Jan. 24-29—NAB Board of Directors, El Mirado Hotel, Palm Springs, Calif.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

Jan. 26-28—Georgia Radiol & Tel Institute, Athens, Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism.

Don’t come unglued, Smidley!

Other timebuyers must have your problem.

You’ve just got to look at this Cascade market a little differently. Sure, it takes a four-station network to do it, but the Cascade’s market has more population than Kansas City or Denver. More retail sales than Salt Lake City or Worcester. And don’t forget this, Smidley, it’s like a giant single station buy. Cascade is the only television serving the whole area.
We Are PROUD To Present

"HOUSE CALL"

Yes, We Are Proud To Present Not Only Those Shows That Attract The Largest Audience, But Also Those That Serve The More Serious Needs Of Our Viewers!

Now presented for the fifth year under the auspices of the Monroe County Medical Society and the Rochester Academy of Medicine, "House Call" is probably the Nation's only TV show produced, performed and controlled by physicians. To quote from TV GUIDE: "In Rochester, N. Y., the doctor is no farther away than the television set—via 'House Call'!"

We have the very good feeling that programs such as this make WVET-TV a truly helpful servant to the community in which we live—a proud justification for our existence!

of National Advertisers, Hotel Sheraton-East, New York.

FEBRUARY 1960
Feb. 3-5—Institute of Radio Engineers' winter convention on military electronics, Ambassador Hotel, Los Angeles.
*Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prize winners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.
*Feb. 8—Academy of Television Arts & Sciences at New York, forum on TV for children and teenagers, CBS Studio 52.
Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel there.
Feb. 17—Ass. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.
Feb. 24-25—Fourth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters association will attend; Voice of Democracy luncheon will be a feature.

MARCH 1960
March 4-6—Disc Jockey Assn. convention, Los Angeles. Business sessions at 20th Century-Fox studios, where d.j.s will participate in filming "The Big Platter Parade."
March 7-11—National Sales Executives-International San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.
*March 13-14—Texas Assn. of Broadcasters spring meet, Rice Hotel, Houston.
*March 15—Academy of Television Arts & Sciences at New York, forum on educational TV, NBC.

APRIL 1960
April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.
*April 6—Academy of Television Arts & Sciences, forum on New York station operations, ABC.
*April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.
*April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel there.

MAY 1960
*May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.
*May 17—Academy of Television Arts & Sciences, forum on "Eastern," film production in New York, Gold Medal Studios, 807 E. 175th St.
May 18-20—Electronic Industries Assn., annual convention, Pick Congress Hotel, Chicago.

JUNE 1960
*June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse.
*June 8—Academy of Television Arts & Sciences, forum on TV and politics, ABC.

NAB FALL CONFERENCES
Oct. 20-23—Somerset Hotel, Boston.
Oct. 26-30—Dinkler-Piazza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

WBET-TV
BASIC CBS
Channel 10, Rochester, N. Y.

16 (DATEBOOK)
S. R. O. IN THE MAIL ROOM

We're snowed with fan mail... and we love it! We knew we had a good thing when complete-range programming was in the planning stages, but—frankly—we didn’t anticipate the astounding results we got (and are still getting). Thousands of unsolicited letters from five states and Canada! Articles in national and local publications! Phone calls and telegrams! One man said, “It is a pleasure to be able to turn to a spot on the radio dial where honesty and integrity of purpose are the criteria for intelligent, mature programming.” How about that!

All of this response, and complete-range programming has been in effect only a few months. It’s like the pleasure of having a new baby—then finding the baby can walk and talk its first day home.

The credit goes to the 134 people of WJR’s staff. They’ve put together an assortment of good listening that offers something special for everyone who tunes in. They write the shows, produce the shows, star in the shows. It’s 100% WJR.

To enjoy the results of live radio—radio that lives and breathes andplease and sells 17,000,000 people in the Great Lakes area, just get in touch with the Henry I. Christal man and join the fine company of advertisers on WJR.

WJR DETROIT 760 KC 50,000 WATTS RADIO WITH ADULT APPEAL
There's more
to Florida...

There's **WJXT** in Jacksonville, the run-away favorite no matter how you look at it! WJXT blankets 66 counties in Northeast Florida and South Georgia, more than *double* the 28 counties reached by the other station. Add to this the August Nielsen ratings showing WJXT delivering *twice* as many television homes between 6 p.m. and midnight.

No matter how you measure it, your advertising reaches more, *many more* television homes on WJXT.

---

**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.
OPEN MIKE

Yearbook wins warm welcome

EDITOR:
The new BROADCASTING Yearbook arrived this morning and it was like having a new staff member on a dollar-a-year basis. This is without doubt the most valuable publication in our office.

Congratulations on an issue which even tops last year’s excellent compilation.

Please send us an extra copy and bill us.

Liz Vosberg, Mgr.
Philadelphia Office
Paul Locke Adv.

[EDITOR’S NOTE: Copies of the new 1959 Yearbook issue are available at $4 per copy.]

EDITOR:

Congratulations on another very fine BROADCASTING Yearbook . . .

Harry R. Lipson
Vice President and Managing Director
WIBK Detroit

Who’s being pinched?

EDITOR:

I was delighted that my comments stirred your editorial writer to reply in your Oct. 5 issue of BROADCASTING.

It seemed almost conceivable that the shoe might have pinched a bit.

Milton Caniff
New City
Rockland County, N.Y.

[EDITOR’S NOTE: The editorial replied to Mr. Caniff’s view before the Advertising Research Foundation’s annual conference that people watch chiefly to be entertained, but prefer the newspaper when they want to be enlightened.]

Limiting station population

EDITOR:

. . . in BROADCASTING’s October 5 editorial, “The Short View,” I am quoted as “speaking publicly for legislation to limit radio competition.”

It is all well and good to say that the rigors of free competition ultimately will eliminate some of the stations. Not necessarily—there are always means by which a radio station can be operated for next to nothing, performing little or no public service, selling countless announcements for 25c or less and finally prostituting the price (and stature) of radio in its market to a point where bona fide operators are forced by economic law to curtail their best services to the public.

While all this is happening, program abuses will grow in those unfortunate
People often ask what gives the Spartanburg-Greenville SUPERMARKET such tremendous buying power . . . The answer is simple . . . Industrial Payrolls!

Within the past few years hundreds of new industrial plants have located almost within the shadow of the WSPA-TV tower on Paris Mt., near Greenville. Typical of these is the new $10,000,000 Kohler Co. plant near Spartanburg, shown above.

WSPA-TV enjoys a tower height of 1182 ft. above average terrain . . . the highest CBS station tower in the entire Southeast. With this tower height in the very heart of the lower Industrial Piedmont, WSPA-TV delivers the most for the advertising dollar.

HERE ARE THE WSPA-TV MARKET FACTS

**Total TV Sets** 369,045
*Retail Sales* $1,211,555,000
*Food Sales* 302,598,000
*Drug Sales* 42,367,000
*Automotive Sales* 255,252,000
*Furniture and Household Sales* 74,959,000
*Families* 452,000
*Population* 1,561,350

*Sales Management—May, 1959.
**RETMA—May, 1959.

NEW $10,000,000 KOHLER CO. PLANT AT SPARTANBURG, S. C.
News from every Oklahoma town and hamlet funnels into KWTV through a network of KWTV's own news stringers, plus the facilities of KWTV's own news staff and UPI. It's Community Coverage NEWS that makes KWTV Oklahoma's No. 1 television station!

records
breakin' shares!

Greenville,  68.0
Spartanburg  54.6
Nashville    69.0
Fresno       59.0
Ft. Wayne    56.8
Little Rock  55.9
Syracuse     62.7
Peoria       64.2
Roanoke      71.8
Dayton       60.0
Kansas City  72.8
Columbus     48.7
Richmond     62.0
Charlotte    77.8
South Bend-Elkhart  63.8
and many, many more!

Source: ARB

Record
breakin' shares!

Rootin' tootin' raves:

"Great ratings, highest in the city... have signed for five more years." WTVN, Columbus, Georgia, April 6, 1959.

"For almost two years now... they have been eminently successful." WCDA-TV, Albany-Troy.

The results will certainly be government intervention at the program level in all markets to correct the lamentable situation existent in a few. I prefer facility limitation in a few markets now—with a formula set for an ultimate station limit in all markets—to the four consequences of present policy which will follow as night follows day:

(1) A new era of government program censorship. An understandably rebellious Congress not only can, but will act to police radio programming. Congress can be expected to legislate with exactitude the percentages of programming which stations will devote to talk, discussion, entertainment, news, religion, farming, etc., each day. Congress can be expected to put tight protective regulations around radio newscasts, music, even commercials.

(2) A rotating away of program and public service standards.

(3) A resultant public disrespect for radio.

(4) A final disdain on the part of the better national and local advertisers for the medium and even a desire not to be connected with it at all.

It was all well and good 10 or 15 years ago to say that there should be no limitation on facilities. It was true then. No market was overcrowded. Some are now... The distasteful truth is that if the FCC even casually monitored the bottom five or six stations in overcrowded markets, their tapes would reveal the most dreadful abortions of all FCC standards.

Where would one start to find such a formula? I am not sure, but I would suggest that a good beginning point might be a study of the annual FCC table of revenue items and broadcast income. Show me a market where profits are small or non-existent and in most cases I will in turn show you a market where there are too many radio stations...

That might be a good place to start. There may be better ones. A stitch in time now will save three thousand.

Gorden McLendon
The McLendon Corp.
Dallas

Broadcasting, October 19, 1959
Responsibility to the community we serve and to our advertisers is always first and foremost in our minds. Here, in Chicago, at WGN-Radio and WGN-Television, quality and integrity are manifest in every phase of our operations.
Facsimile Newspictures

United

Press International

Facsimile Newspictures and

United Press Movietone Newsfilm

Build Ratings

PLAYBACK

QUOTES WORTH REPEATING

Tv talks back

Television public relations men have to listen to a lot of catcalls from the audience, particularly from its so-called egghead segments. Recently one of them talked back. Addressing an annual workshop of the New Jersey State Federation of District Board of Education on Sept. 26, Charles S. Steinberg, vice president in charge of information services for CBS-TV, offered some blunt appraisals:

Those of us who talk to professional educators find constantly that the opinions expressed simply do not stem from an informed atmosphere, but frequently from an almost total ignorance of what, in fact, is on the air. Television is not a one-way street. It seems to me that far too much emphasis has been placed upon what television is doing to us and our children, and far too little upon what we can do with television.

Too many opinions about the television program derive from secondary sources, from the obfuscations of those intellectual snobs who do not own a set, never watch a program, but gloomily proclaim that, thanks to television, we are facing a cultural and moral decay comparable to the disintegration of Greece and Rome. This is a particularly undemocratic viewpoint because it is not based on empirical evidence, but rather on prejudice. It is the viewpoint of those who find a nineteenth-century folk song enthralling, while they reject a twentieth-century popular ballad as so much trash. It is an attitude of mind which refuses to read a book because it is a best-seller—because everybody is reading it. It is closer to the beatnik philosophy than some of us think.

We [in television] are as deeply concerned about our obligations as educators are concerned over the great decisions they must now make about their own program balance between the demands of a scientifically oriented society and the great tradition of the humanities.

"I hope earnestly that the PTA and others interested in evaluating television programming will make more effort to publicize the meritorious than the meretricious. No amount of criticism ever bettered a bad play. But praise of worthy books and plays has encouraged publishers and producers to try again. There is ample room for discussion of and criticism of television, provided that the discussion is informed.

United Press International
Each week... in KLZ-TV's 34-county viewing area, 56 percent of all sets in use are tuned to Channel 7 News, Weather, and Sports.

Not only are these programs top rated in the 10:00 to 10:30 p.m. time, but they also represent some of the oldest continually sponsored shows in Denver Television. The Standard Oil Company and the Denver & Rio Grande Railroad have been sponsors of the Carl Akers News for five years. Household Finance Co., and the Standard Oil Company have been identified with the Starr Yeiland Sports Shop for over four years. Two sponsors of the Dick Becker Weather program are now starting their fifth year of sponsorship.

KLZ-TV clients are a happy bunch and stay with the station year after year. KLZ-TV continues to be first from sign-on to sign-off seven days a week.*

*May ARB

CBS DENVER

KLZ TELEVISION channel 7

REPRESENTED NATIONALLY BY THE KATZ AGENCY
Take TAE and See
how dramatically sales grow
in the growing Pittsburgh

W T A E
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
BASIC ABC IN PITTSBURGH
REPRESENTED BY THE KATZ AGENCY

The setting: skeleton of Pittsburgh's new multi-purpose civic auditorium ... an architectural "spectacular," featuring the world's only retractable steel roof.
**MONDAY MEMO**

*from L. D. MULLINS, advertising manager, Burgermeister Brewing Co., San Francisco*

**Where’s the rate card all can understand**

I'm more and more convinced that a corps of trained super mathematicians, spawned by the Massachusetts Institute of Technology and similar institutions of higher learning, have invaded a field once dominated by the advocates of simple arithmetic and staunch believers in the infallibility of the multiplication table. Failing to find any real challenge in the problems of the Atomic Energy Commission or in the electronic computer field, they now have turned to a new Valhalla where they can compute their long theorems and confound the simple layman, like myself, with their projections. For who else but men like these—mathematical wizards with a high degree of knowledge about legal terminology—could be responsible for the current radio and television rate cards.

I am an advertising manager and I live a relatively complex business and personal life. I find that I must regularly seek answers from lawyers, income tax consultants, physicians, landscape architects and even plumbers. But I do like to think that there are certain problems I can solve myself, whether it be in the field of point-of-purchase displays or putting up a set of shelves in the garage.

The reading and understanding of rate cards used to be in this category. I once thought I was pretty adept at it; at least, the estimated billing and the actual contract prices were pretty close to each other. But, now that the boys of the Einstein-Steinmetz school have taken over, the problems of estimating a schedule get tougher and tougher.

**We Want to Buy** • I just want to do my own estimating of radio and television costs in certain markets, that's all. There's a rate card on my desk that's been there a long time. All I remember is that we might have liked to buy a certain station. I asked for a rate card, thinking it would be nice to have the latest one. I received it, complete in every way—only they forgot to send the slide rule with it. After staring at the card awhile, I put it out of my mind, pretending that I understood it. Later, I put the station out of my mind, too.

But, this rate card is still on my desk. Its Ready asterisks glare at me most challengingly. It has become an obsession and I continually nurture the thought that if I can solve this one, I can solve them all.

Every once in a while I sneak a look at it, fuss with my pencil, and when exhausted, set it aside. I thought I had made a start once at solving it, but right at the start I made one of those simple little foolish mistakes that crop up when one is working with an air of desperation.

Having come to the point where I was just ready to square the equivalents while fractioning the potential residual components of credits earned, I glanced at the top of the card and there was that double-handed dagger symbol right beside the heading:

**Class AAAAA—minute spots—6 to 9 a.m. 52 fl. $25.00**

I'd missed the symbol completely! Moving my calloused finger slowly down the rate card through package prices, quantity discounts, frequency discounts, the BMI and ASCAP license information, I found the double-handled dagger symbol's footnote which said in blazing 4-point type:

*Notes in Ding Dong Dial Up Time with Laughing voice: 1 to 9 a.m., any party is 40¢ an hour.*

...charge on rate quoted except on holidays officially recognized in 2/3 of the states.

Since Memorial Day was in my school and Hawaii is in the same 50th state, the refiguring problem was just too great and I didn't have the strength to start over again.

**There Are Reasons** • I know there are many who will take me to task for this flippant attitude, but I would be among the first to recognize that many, many factors play a part in the construction of a rate card. Competition among radio stations for the advertising dollars I supervise is among these and, in the long run, I benefit. I'm sure, too, that there are many valid reasons for the lack of uniformity in the time periods assigned to the various classes of spots sold by radio and television stations.

Just when I've implanted in my mind the fact that all Class A spots on Station Z in a market run from 7 a.m. to 7 p.m., I find that Station X in the same market—same format, same power—considers all spots from 6 a.m. to 9 a.m. and from 4 p.m. to 6 p.m. are Class A.

Yes, I know that station men the country over will really chortle at my naive and give me hosts of reasons why this is a good thing for me. Wouldn't it be a utopian state of affairs though, if, when a station representative quoted the cost of Class A spots for a list of stations, you could mentally think of them as being in a definite time period, give or take a little. I guess what I really looking for is this: Why can't my understanding of the general locations of a Class A spot be as simple as my understanding of first class or coach class on an airline?

I've barely touched on the many things that would be ideal. Rate card simplification is not an easy task. Maybe it's an impossible one. But somewhere in this land of ours there must be someone willing to take a stab at seeking an answer to this. Believe me, if one man or an organization initiates such a crusade, I'll put him, or it, on a pedestal alongside that venerable gentleman who first taught me how to read a railroad timetable.

---

L.D. (Les) Mullins is a native of San Francisco. He attended the U. of San Francisco and served overseas in the U.S. Coast Guard as athletic instructor. Prior to joining Burgermeister in 1950, Mr. Mullins was in sales supervision with Coca-Cola Bottling Co., San Francisco.
She's the belle of the budget, the watcher of the wallet. She plays hard to get, but she's a pigeon for persuasion thru' KOIN-TV. In Portland and 32 surrounding Oregon & Washington counties, KOIN-TV gets to her right where she lives.

The eloquent experts from CBS-TV Spot Sales will happily disclose the whole fascinating story... including, of course, the delightful revelations of the latest Nielsen.

BROADCASTING PUBLICATIONS INC.

President: ... Sol Taishoff
Vice President: Maury Long
Vice President: ... Edwin H. James
Secretary: ... H. H. Taish
Treasurer: ... B. T. Taish
Comptroller: ... Irving C. Miller

BROADCASTING

Executive and publication headquarters: Broadcasting * Telecasting Bldg., 1738 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022

Editor and Publisher: ... Sol Taishoff
Managing Editor: ... Edwin H. James
Senior Editors: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.

Special Projects Editor ... David Glickman
Associate Editor: ... Harold Hopkins

Assistant Editor: Dawson Nall; Staff Writers: George Darlington, Malcolm Oettinger, Jim Thomas, Leo Jansen; Editorial Assistants: Bob Forbes, Rita Cournoyer, Patricia Funk; Secretary to the Publisher: Gladys L. Hall.

BUSINESS

V.P. & General Manager: ... Maury Long
Sales Manager: ... Winfield Levi (New York)
Southern Sales Manager: ... Ed Sellers
Production Manager: ... George L. Davis
Traffic Manager: ... Harry Stevens
Classified Advertising: ... Doris Kelly
Advertising Assistants: Marilyn Bean, John Henner, Ada Michael,
Comptrollers: ... Irving C. Miller
Assistant Auditor: ... Dunice Weston
Secretary to Gen. Mgr.: ... Eleanor Schadi

CIRCULATION & READERS' SERVICE

Manager: ... John P. Cosgrove
Subscription Manager: ... Frank N. Gentile
Circulation Assistants: Charles Browne, Gerry Cleary, David Cusick, Christine Harangozen, Marilyn Feiger.

BUREAUS

New York: 444 Madison Ave., Zone 22, Plaza 5-8354

Editorial
Senior Editor: ... Rufus Crater
Bureau News Manager: ... Donald V. West
Associate Editor: ... David W. Belyan
N.Y. Features Editor: ... Rocco Famighetti
Assistant Editor: ... Jacqueline Eagle
Staff Writers: ... Richard Erickson, Valli Farhi, Janet Lantz.

Sales Manager: ... Winfield R. Levi
Sales Service Mgr.: ... Eleanor E. Manning
Eastern Sales Manager: ... Kenneth Cowan
Advertising Assistant: ... Donna Trolinger

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115

Midwest News Editor: ... John Osborn
Midwest Sales Mgr.: ... Warren W. Middleton
Assistant: ... Barbara Kolar


Senior Editor: ... Bruce Robertson
Western Sales Manager: ... Bill Merritt
Assistant: ... Virginia Stricker

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694, Correspondent: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 Broadcast Report in 1933 and Telecasting* in 1953

* Reg. U. S. Patent Office
Copyright 1959 by Broadcasting Publications Inc.
MAN BEING SMOTHERED WITH “INFORMATION”...

(or—There Isn’t Time to Read Them All)

This, you’ll agree, is a peculiar way to sell a prospect anything. But it aptly dramatizes the plight of people in broadcast advertising today. Each month most of them receive about six pounds of TV-radio publications (or around 75 pounds a year). Oddly enough, the majority of these arrive unsolicited, unpaid for, and—surveys show—remain largely unread.

Stacked in a corner (better fate than most achieve), the annual accumulation stands nearly as high as an account executive’s tie-clasp. Out of the wordy welter, however, one TV-radio journal supplies a significant contrast. For BROADCASTING does get attention... first attention... week after week. The important people in broadcast advertising read it because they want it. They count on it for the most complete news of everything in their fast-moving business.

They PAY to make sure BROADCASTING will reach their desks—a phenomenon so unique among the broadcast trade publications that only BROADCASTING qualifies for membership in the Audit Bureau of Circulations. With more PAID circulation (which means reading attention) than the next three TV-radio magazines combined, BROADCASTING is your top-of-the-stack medium when you want your advertising messages read.

*BABC membership is for paid circulation publications only. BROADCASTING’s latest ABC paid total is 22,000.
As sure as the sun will come up in Kansas City tomorrow, more morning radio listeners will be tuned to KCMO-Radio than to any other station.

The latest Nielsen Radio Report tells the story: Monday through Friday, 6:30 a.m. to 10 a.m., KCMO-Radio’s Musical Timekeeper has Kansas City by the ears. We reach an average of 29,823 homes per quarter hour. That’s 3000 more than the next station. Nearly twice as many as the third station, and almost three times the audience of the fourth station.

Naturally we say if you want to sell wide-awake Kansas City, it’s a great day in the morning for you on KCMO-Radio. It’s Kansas City’s only 50,000-watt radio station. It’s always a good morning to you on KCMO-Radio. 810 kc. CBS radio network.
STEEL STRIKE'S FIRST HURT

Production slowdown is causing auto sponsors to 'review' their fall radio-tv schedules

Steel strike's first inroads on automotive commitments to radio-tv became discernible late last week. Detroit acknowledged previously-set allocations for 1960 models are being reviewed because of production slowdown imposed by steel shortages. Heavy radio-tv arsenal, including spot and network tv, had been planned for model introduction-related activity earlier-in-the-year—as well as for continuing campaigns (BROADCASTING, Sept. 7).

Steel pinch visible for all auto makers but with perhaps Ford Motor Co., which has some steel producing facilities of its own, and American Motors, least hit at this time. As for Ford Car (J. Walter Thompson is agency), spot radio user, two-week cancellation clause in contracts could be evoked if necessary, according to spokesman.

Philip L. McHugh, vice president and director of radio-tv. Campbell-Ewald, Detroit, agency for Chevrolet admits that this General Motors' Division is "reviewing" its advertising plans, including radio-tv. More likely steel would be first to be affected because of two-week cancellation clause-action that would be general for entire auto industry. As yet, Chevrolet has not cancelled any of its spots; effects on network tv are still far off. (Some Chevrolet plants already have begun layoffs).

Dodge reports definite cut back in all media for Dodge cars, Grant Adv., Detroit, spokesman predicting that all of this Chrysler Divisions' advertising could be stopped by Nov. 1 if strike not settled shorty.

Third Phase Hit • Dodge's spot radio drive in about 200 markets got through first two phases (teaser campaign and introductory saturation) but follow up or third phase currently being affected with number of spots used in markets being reduced gradually but no markets yet dropped. Current "sliding" (as cut-back is termed) may mean faster scheduling later, however, to get back advertising momentum as shipments to dealers are increased.

Surprise development at this time comes from Plymouth Div. of Chrysler Corp. which ironically began new spot radio campaign Oct. 15—drive that Plymouth's been holding back for some time. It runs six weeks, includes top 65 markets with 20 to 100 spot announcements per week. Agency N.W. Ayer, Detroit, doubts campaign would be affected but should pull-back be ordered "we may chop off one week."

American Motors reports no current trouble for its Rambler ad plans, that its steel supply is "relatively fair."

Some auto ad people note that national money is not only source that would dry-up. Dealer radio-tv money is sure to slow to trickle, if and when production layoffs slow new car shipments.

On brighter score, however, Chrysler Corp., Detroit, for sixth consecutive year, will sponsor telecast of 33rd edition of "J.L. Hudson Thanksgiving Day Parade." Holiday event is on ABC-TV Nov. 26 (10-11 a.m. EST). Agency: Leo Burnett Co., Chicago.

KIMN: 'NEVER AGAIN'

Heftel removes source of off-color remarks

Formal answer to charges that off-color remarks were permitted to be broadcast over his station was made to FCC Oct. 15 by Cecil P. Heftel, president-general manager of KIMN Denver, Colo. Heftel told FCC that he has taken every step to ensure that KIMN disc jockeys and announcers never get out of line again. He also implied that complaint to FCC by Don Burden, owner of competing KICN Denver, may have been prompted more by zeal for competitive advantage than by outrage.

Charges were made to FCC by Mr. Burden last month (BROADCASTING, Sept. 28, et seq.). Mr. Heftel immediately suspended errant disc jockey Royce Johnson, fired him after investigation proved truth of allegations. Mr. Heftel's letter last week was in answer to formal inquiry by FCC.

Mr. Heftel explained that KIMN was without program manager from July and that Mr. Johnson's comments became louder after that. culminating in strongest favored remarks week of Sept. 16-24. As soon as situation was brought to his attention, Mr. Heftel said, he appointed acting program director and more recently has appointed new station manager, Robert Fehr.

Charges Are False • Charges that number of KIMN disc jockeys were involved are false, Mr. Heftel said. Only one disc jockey was involved and his service has been terminated, Mr. Heftel stated. Other so-called off-color remark, involving comments on "Boo Boo Stick Beat," were described by d.j. Glenn K. Bell as perfectly legitimate and with no double entendre implied. There is such thing as boo-boo stick, Mr. Bell said, and it is used exactly as it was described.

Mr. Heftel said that with exception of two complaints that did not register with him at time, there have been no objections to Royce Johnson show until Mr. Burden's letter to Commission.

KIMN executive also stated that Mr. Burden was hard competitor. He declared that copies of Mr. Burden's Sept. 23 and 24 letters to FCC Chairman John C. Doerfer were "quickly distributed to advertising agencies of KIMN national accounts in New York and to local KIMN advertisers."

"In pointing out that Mr. Burden's charges are exaggerated and that I was not personally aware of the conditions leading to his charges," Mr. Heftel said. "I am not condoning or offering excuses for what has actually occurred. The incidents were inexcusable according to the standards and policies I have always established and insisted upon at broadcast stations with which I have been associated, including KIMN."

Censor Mae West

CBS-TV apparently believes it would be unwise for nation's viewers to "come up and see" entertainer Mae West via its Person to Person program. Taped visit with Miss West, scheduled for Person to Person Oct. 16, was cancelled abruptly by network because "it was felt that certain portions of interview might be misconstrued." Instead, the program aired visit by host Charles Collingwood to homes of James and Pamela Mason and fashion designer Edith Head.

John A. Aaron and Jesse Zousmer, producer of show, issued the following statement: "The show speaks for itself and so does Miss West." Mr. Aaron told BROADCASTING that program was withdrawn over his and Mr. Zousmer's objections. He said in their opinion Mae West visit was "a good show," containing "nothing objectionable."
AT DEADLINE CONTINUED

NBC's plan is hailed by affiliate leaders

NBC Radio's new operating plan, combining networking of news, Monitor and special events with fee-based sale of entertainment programs to affiliates (see page 54), hailed by both NBC and affiliate leaders in Oct. 16 statements following two-day session of NBC Radio Affiliates Executive Committee.

George Harvey, WFLA Tampa, chairman of committee, called plan "logical and constructive" and said it "will permit network radio to advance and prosper throughout the foreseeable future." He said committee unanimously and "wholeheartedly" endorsed plan, which it helped develop, and "will urge all (NBC Radio) affiliates to adopt it.

Matthew J. Culligan, executive vice president in charge of NBC Radio, said network will still be offering substantially as much programming as now—if not more. Plan, he said, "is the direct result of increasingly heavy demands from our affiliate stations for more emphasis on news and special events programs and, at the same time, the need of individual stations for specific types of entertainment programming to meet local competitive situations and better adjust their programming to other problems peculiar to their own localities."

In same vein, executive committee, according to Mr. Harvey, "feels that NBC is properly concentrating its efforts in the direction of specialization in supplying to its affiliates those types of programs which can be better done on a national level than on the local level by the individual stations—programs which are essential for an informed public in these critical and vital times. The plan also offers local stations more flexibility and more opportunity to meet programming needs which are characteristic of each station's own community."

Sen. Scott cites fair news issue

Sen. Hugh Scott (R-Pa.), member of Senate Commerce Committee Freedom of Information Subcommittee (more commonly known as radio-tv watchdog committee) expressed fear Friday night (Oct. 16) that purpose of subcommittee is to ensure two-to-one broadcast coverage of Democratic candidates in 1960 election campaign.

Sen. Scott made remarks in speech prepared for delivery to Pennsylvania Newspaper Publishers Assn. in Pittsburgh. He quoted unidentified Democratic member of three-man committee as saying there is feeling that radio-tv news is not impartial.

"This statement has an ominous ring," Sen. Scott said. "It raises the question whether the federal government can be the judge of how news is handled." He continued:

"Since 1960 is an election year, and since the Democrats dreamed up this watchdog committee, I have a feeling that the Democrats believe that since they have a two-to-one majority in Congress they are entitled to a two-to-one coverage in the news."

Education & ethics on RTNDA agenda

Radio-Television News Directors Assn. should set up regional units and sponsor training programs, annual RTNDA meeting in New Orleans heard Oct. 15 from Paul Krakowski, associate professor of journalism, Duquesne U. (early story of convention page 70).

Mentioning specifically that workshops and seminars should be included in the programs, Mr. Krakowski reported on the results of a survey dealing with ethics and practices in radio news. Lessons to be gained from the survey, he summed up, should encourage RTNDA to:

- Maintain high standards which already have been set up.
- Spark an educational campaign for newsmen.
- Crack down on pseudo- or illegitimate news operations.
- Help journalism schools in the education and training of students for the radio news profession.
- Make management understand the need for improved radio news operations.
- Push for more personnel on radio news staffs and work toward better pay scales.

Accent on newscasts

Westinghouse Broadcasting Co. management views the news "not with alarm, not through an echo chamber or from the other end of tightened purse strings, but with an attitude that encourages men like me to enjoy radio and television news work very much," James L. Snyder, chief of WBC's Washington news bureau, said Oct. 16 during a panel on the management view of the news.

"We believe in mobile units, fre-
quent use of tape interviews and briefer reports on newscasts and the drive right of the news director to interrupt regular programming to broadcast an important news story," Mr. Snyder said. As for the mobile unit, he said, its value depends on "who is inside it. . . . I prefer to talk to about mobile reporters. . . ."

Westinghouse, he said, believes that a news director "must be a well-trained, well-paid professional who understands and contributes to the overall programming concept of the station." WBC also feels "a well-staffed newsroom is not a luxury but a necessity."

Mr. Snyder concluded that there's nothing wrong with radio-tv news "that development of more good radio and tv reporters can't cure."

Column on-the-air

An on-the-air news column may be hard to get started in your own bailiwick, "but once it's going you'll find it even harder to stop," Walt Bodine, WDAF-AM-TV Kansas City, related to RTNDA Oct. 16. He does three-to-five minute column on air called "Bodine's Bailiwick." Its range of subject matter: "unlimited."

These are the things, he said, which an air column can do:

- Give you intellectual stimulation and personality; keep you from becoming "a one-sided human teletype."
- Give you "a wonderful outlet for sidebar and human interest pieces that just won't fit stringent tv time requirements."
- Help humanize a news personality, "do subtle, highly effective promotional work and help morale in your own organization."
- Let you take "a very gentle step in the direction of editorializing if you'd like to go that way."

Learn business side

Newsmen have "some learning to do," Jack Shelley, news manager, WHO-AM-TV Des Moines, told RTNDA members. "I think," he asserted, "maybe we could profit by dropping the holier than thou attitude some of us love to display when dealing with the crass commercial types of the sales department."

"I think maybe we would be smart if we learned something about their job—probably on company time, but if the horrible necessity should arise, on our own."

"And I think a salutary thing in journalism education would be for our schools to be a bit less ivory tower in one respect, and to make it a bidding requirement that every person who trains as a newswoman would also have to learn something about the business side of radio-tv."

Sales planning role

The news director's role in sales planning, according to Bill Minshall, news director, WIS-TV Columbia, S.C., "is as much a matter of promotion as anything else."

Mr. Minshall told RTNDA: "You can suggest sponsors and campaigns, but if the sales crew is alive, it has already made the contacts and used such a plan. You can go with the salesman to properly impress a possible sponsor, but this again is a minor item."

"The news director's job in sales planning is to provide a good product and convince the salesman that it is good."

Information programs

All "information-type" programs should be coupled into a single department, according to John Henry, director of news, sports and special events of KOA Denver, in his RTNDA talk.

"Basically," he said, "we feel there is a need for liaison between all types of news programs: straight news, documentaries, sports presentations, weathercasts, financial newscasts, and on down the line."

Mr. Henry pointed out that the news director at KOA operates at the same level with the business manager, the sales manager of radio, sales manager of tv and the program directors of both sides.

New MBS affiliates

Signing of four affiliates by Mutual were announced Oct. 16 by Robert F. Hurleigh, MBS president. They are WJET Erie, Pa.; WNOW York, Pa.; WKYR Cumberland, Md., and WMNF Richwood, W. Va. He said that in the past five months the network has added 29 stations and has lost a total of nine outlets. Total: 451.
INDUSTRY HEALTHY
Weathering attacks, says NAB president

Broadcasting industry is in a healthy state though being "put upon" by diversified interests and confronted by many problems, NAB President Harold E. Fellows said Oct. 16 in address to NAB Fall Conference in Washington (see main conference story, page 58).

After going into detail about serious regulatory and legal consequences involved in quiz program scandal, he voiced optimism over future of broadcasting industry. "If broadcasters demonstrate a sense of cohesiveness, loyalty to each other, a quality of statesmanship, and an active participation, we can anticipate that as an industry we shall, through the years, demonstrate our capacity for greater freedom of operation and be thereby rewarded.

"In the future, therefore, we should be able to anticipate with confidence—insofar as NAB is concerned—a unity of hope and aims, and a strength of numbers that seldom, if ever, has been known in the history of this organization." He cited the successful fight for amendment of Sec. 315 of Communications Act (equal time) as example.

Powerful Forces • Mr. Fellows said "powerful forces in the distillery industry even now—as they have before, but now with greater strength of intent—are undertaking to break down the self-promulgated rules of broadcasters" in the radio standards and TV code. These oppose acceptance of hard-liquor advertising. Liquor question was active year ago during regional meetings.

"I understand that one of the nation's largest distillers, through one of the nation's largest advertising agencies, has made specific propositions for the acceptance of the distiller's advertising, at least in Pennsylvania and Ohio and perhaps elsewhere. In this case, to do justice to the advertiser and the agency, an effort has been made to present this advertising in as palatable a fashion as possible, along institutional lines.

"I hope that all broadcasters thus approached in this current effort to advertise hard liquor on radio and television will refuse it. Do not accept this counsel alone as one man's opinion, or the opinion of the broadcasters as a whole as reflected in the codes and standards, but weigh it against the sensibilities of your own audiences.

'Specific Danger' • Mr. Fellows said "the specific danger is in letting the camel get his nose under the tent. What may be institutional advertising today, even inoffensively presented, can be product advertising of the hardest sell sometime in the future. There is adequate evidence of the public's resentment toward the idea of the advertising of hard liquor on the air, he said.

"There is held out to us the temptation, to which other media have surrendered through the years, of vastly enlarged revenues. No doubt there is something to this. If there was ever a case, however, in which we should put public consideration above private gain, this is it."

Ad critics ignore changing economics

Criticism of advertising sometimes ignores constant changes in American economy but there is also need for re-evaluation, Robert M. Ganger, board chairman of American Assn. of Advertising Agencies, told 22nd annual central-region meeting in Chicago Oct. 16. He expressed hope for broad industry study by some "proper organization."

Mr. Ganger, board chairman of D'Arcy Adv. Co., predicted norm of whether advertising increases or lessens cost of product may be secondary in future to whether it helps seller hold line on prices. With rising living standards, he suggested, it may be less a question of economic waste among competitors than effectiveness of advertising in "contributing to the development of better products made more readily available in better forms.

"True evaluation of advertising's role," Mr. Ganger asserted, "should take into account not only the theories of the intellectuals, but also the facts about advertising accomplishments now known only to those who actually utilize advertising in the conduct of their business."

Tele-Service starts

U.S. Tele-Service went into business last week. It was formed around assets of former U.S. Broadcast Checking Corp., which went into bankruptcy earlier this year. Henry L. Southen, formerly vice president of Hazel Bishop Inc., heads new company. He purchased USBC assets for "over $10,000." Initially firm will offer photo monitoring of New York market, later plans to expand. It also offers "film conversion" service—reducing lines of commercials to photo storyboards.

WEEK'S HEADLINERS

Frederick R. Lack, vp of Western Electric Co. until his retirement in 1958, elected director of engineering department of Electronic Industries Assn., Washington. He is former vp and board member of that organization. Mr. Lack succeeds Dr. W.R.G. Baker, who continues in advisory role as director emeritus of department after 25 years' service. Mr. Lack, who helped establish EIA's Military Products Div., was awarded association's 1959 Medal of Honor last May. He was with Bell Telephone Labs from 1925 to 1938; during World War II, he was director of Army-Navy Electronics Production Agency.

Thomas Velotta, ABC-TV vp assigned to network's west coast offices for past two years, named vp in charge of special programs, with headquarters in New York. Mr. Velotta will be responsible for ABC-TV specials featuring Frank Sinatra and Bing Crosby and will supervise development of similar programs in the future. Mr. Velotta, a 31-year veteran of broadcasting, began his career as page with NBC in 1928. He served NBC and later ABC in various programming capacities; in 1948 he was appointed ABC vp and in 1954 he was named vp and administrative officer of news, special events and public affairs.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES
symptom of health

The spots before the eyes of national advertisers these days are of the radio-tv medium. . .
Television spot is now leading network in gross time sales for the first time, half-year 1959 figures reveal.

It's no coincidence that the surging growth of this medium parallels the extraordinarily healthy upswing of our economy. Spot contributes most of the vast motive power that keeps the nation's product at an ever-increasing flow into the hands of consumers.

H-R, too, reflects growth—the ascending national sales curves of its represented stations.

H-R has just expanded to a full floor in three offices: Seagram Building in New York (375 Park Avenue), Pure Oil Building in Chicago (35 E. Wacker Dr.), and the Russ Building in San Francisco.

"We always send a man to do a man's job"
KHRUSHCHEV WAS ENCHANTED WITH SAN FRANCISCO

which didn’t surprise any of us in the least!

NOR WERE WE SURPRISED TO FIND THAT MORE THAN
TWICE AS MANY VIEWERS WATCHED KHRUSHCHEV
MAKE HIS KEY BAY AREA ADDRESS VIA
KRON/TV THAN ON ALL OTHER
SAN FRANCISCO TV STATIONS

COMBINED.*

just one more
eample of how
complete viewer acceptance
proves

KRON is TV in SF!

KHRON/TV  san francisco

San Francisco Chronicle • NBC Affiliate • Peters, Griffin, Woodward, Inc.
WHO PICKS SPOT LENGTHS AND WHY

Here's how those important decisions are made at 171 agencies

It's the agency creative people, not advertisers, who most often decide how long a spot television commercial will be. Usually, though, they consult the timebuyer. And timebuyers by long odds prefer—or most frequently buy—one-minute spots, though they also use 20-second announcements in substantial volume, 10 seconds and, occasionally, the unorthodox 30. The 10-second is their favorite for saturation campaigns.

These are highlights from NBC Spot Sales' fifth timebuyer opinion panel study, being released today (Oct. 19). A total of 249 panelists working at 171 different agencies or offices across the U.S. reported on their practices and opinions regarding the various spot tv commercial lengths. NBC Spot Sales Director Richard Close, describing the subject as one on which heretofore "there has been much speculation but little dependable knowledge," called the results representative of "a very important segment of the timebuying fraternity," but not necessarily all timebuyers.

Other highlights:

- The panelists are almost unanimously opposed to promoting two products in a 20-second spot, and seven out of ten thought it a poor practice to promote more than one even in a one-minute announcement.
- Seven out of ten panelists think that for a high-priced hard-goods product the one-minute commercial fosters "much greater" recall at shopping time than a 20-second commercial does; but for low-priced high-turnover items only two out of ten give the long spot this advantage.
- The 20-second commercial similarly was rated above the 10-second spot in "recall" value—and in the case of low-priced items the superiority was considered greater than a one-minute's advantage over a 20-second.
- The 30-second commercial has been recommended by two out of ten buyers, and others indicate they would use it if the circumstances were right. Four out of ten think it would be a good buy at the same rate as the 10 and 20 combined; five out of ten think it should be priced lower than the 10 and 20 together. The 30-second length produced some of the liveliest comment of the entire survey.

Who sets the length? • The report concludes that "beyond any doubt" the agency commercial department "plays the major role" in deciding the length of the commercial. This is true more often in big agencies (over $5 million billing) than in small. The client's influence is less, but where he does play a "large" part in the decision he's more apt to be represented by a big agency.

Several panelists offered explanations of their replies regarding the decision-makers.

Said Sam B. Vitt, media supervisor, Doherty, Clifford. Steers & Schenfeld: "The use and relative effectiveness of the several spot tv commercial lengths, it seems to me, must in the ultimate be resolved in the copywriter's realm. From the media viewpoint, academically, it is probable that we could find unanimous agreement as to the virtues of the 10. It has the greatest potential for the highest ratings, it permits in general greater reach, with greater frequency, with greater efficiency, with greater flexibility toward better placement for editorial compatibility than any of the other spot tv lengths. Yet it is so brief. This brevity, even though it may be the soul of wit, as Shakespeare said, is the problem. But not a media one so much as a copy one. . . ."

Timebuyer's part • Seven out of ten said timebuyers "always" or "frequently" are consulted before the length of the commercial is finally set, and practically all the rest said they "sometimes" are. Donald E. Leonard, media director, Fuller & Smith & Ross, offered this tribute to the buyer's contributions:

"Length of commercial (in both radio and tv) is an area where the shrewd and creative media buyer can exhibit his knowledge of marketing, recall research, stretching budgets and force of advertising in the field of distribution. The proper application of the buyer's experience and 'savvy' will often cause copy platforms to be de-
HOW SPOT LENGTHS ARE CHOSEN AND USED

Here are the full results of NBC's survey of timebuyers

How spot lengths are determined

How much influence does the creative department wield in regard to setting the length of spot television commercials for clients?

<table>
<thead>
<tr>
<th>Broadcast Billings</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>$5,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td># %</td>
</tr>
<tr>
<td>Much</td>
<td>168</td>
<td>68</td>
</tr>
<tr>
<td>Little</td>
<td>61</td>
<td>25</td>
</tr>
<tr>
<td>None</td>
<td>18</td>
<td>7</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>247</td>
<td>100</td>
</tr>
</tbody>
</table>

In most cases, what part does the client play in the determination of spot tv commercial length?

<table>
<thead>
<tr>
<th>Broadcast Billings</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>$5,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td># %</td>
</tr>
<tr>
<td>Large</td>
<td>92</td>
<td>38</td>
</tr>
<tr>
<td>Small</td>
<td>136</td>
<td>56</td>
</tr>
<tr>
<td>None</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>244  (100)</td>
<td>91 (100)</td>
</tr>
</tbody>
</table>

How often is the timebuyer consulted about the availability of various commercial lengths prior to the final decision?

<table>
<thead>
<tr>
<th>Broadcast Billings</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>$5,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td># %</td>
</tr>
<tr>
<td>Always</td>
<td>61</td>
<td>28</td>
</tr>
<tr>
<td>Frequently</td>
<td>93</td>
<td>38</td>
</tr>
<tr>
<td>Sometimes</td>
<td>66</td>
<td>27</td>
</tr>
<tr>
<td>Never</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>245  (100)</td>
<td>92 (100)</td>
</tr>
</tbody>
</table>

What's best length for saturation

Which unit of commercial length do you use most heavily in so-called "saturation" campaigns?

<table>
<thead>
<tr>
<th>Broadcast Billings</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>$5,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td># %</td>
</tr>
<tr>
<td>10-second</td>
<td>107</td>
<td>45</td>
</tr>
<tr>
<td>20-second</td>
<td>69</td>
<td>29</td>
</tr>
<tr>
<td>30-second</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>1-minute</td>
<td>57</td>
<td>22</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>239  (100)</td>
<td>88 (100)</td>
</tr>
</tbody>
</table>

Mixing minutes and IDs

Compared with a schedule of one-minute commercials only, a combination of one-minutes and IDs offers more rating points, more reach and greater cost efficiency. By and large, do you favor a combination buy of this type?

<table>
<thead>
<tr>
<th>Broadcast Billings</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>$5,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td># %</td>
</tr>
<tr>
<td>Yes</td>
<td>182</td>
<td>70</td>
</tr>
<tr>
<td>No Opinion</td>
<td>27</td>
<td>12</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>209 (100)</td>
<td>85 (100)</td>
</tr>
</tbody>
</table>

How to use IDs

The 8 or 10-second ID may be used, among other purposes, as a teaser to attract interest, as a repeater of major sales points, as a reminder of brand name and package, to introduce a new product. What principal uses do you make?

<table>
<thead>
<tr>
<th>Broadcast Billings</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>$5,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td># %</td>
</tr>
<tr>
<td>Teaser</td>
<td>55</td>
<td>22</td>
</tr>
<tr>
<td>Repeater</td>
<td>134</td>
<td>66</td>
</tr>
<tr>
<td>Reminder</td>
<td>131</td>
<td>64</td>
</tr>
<tr>
<td>Intro. New Prod.</td>
<td>35</td>
<td>14</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
<td>9</td>
</tr>
<tr>
<td>Don't Use</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>436 (100)*</td>
<td>165 (100)</td>
</tr>
</tbody>
</table>

*Percent adds up to more than 100 due to multiple mentions.

What types stick in consumers' minds

For each of the two types of products below, indicate whether you believe, the one-minute commercial fosters greater "recall at time of shopping" than the 20-second commercial.

(a) High price, hard goods product

<table>
<thead>
<tr>
<th>Broadcast Billings</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>$5,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td># %</td>
</tr>
<tr>
<td>Much greater</td>
<td>168</td>
<td>71</td>
</tr>
<tr>
<td>Slightly greater</td>
<td>55</td>
<td>23</td>
</tr>
<tr>
<td>No greater</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>238  (100)</td>
<td>88 (100)</td>
</tr>
</tbody>
</table>

(b) Low price, high turnover product

<table>
<thead>
<tr>
<th>Broadcast Billings</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>$5,000,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td># %</td>
</tr>
<tr>
<td>Much greater</td>
<td>47</td>
<td>20</td>
</tr>
<tr>
<td>Slightly greater</td>
<td>116</td>
<td>49</td>
</tr>
<tr>
<td>No greater</td>
<td>76</td>
<td>31</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>239  (100)</td>
<td>88 (100)</td>
</tr>
</tbody>
</table>

For each of the two types of products below, indicate whether

38 (BROADCAST ADVERTISING)
you believe the 20-second commercial fosters greater "recall at time of shopping" than the 10-second commercial.

(a) High price, hard goods product

<table>
<thead>
<tr>
<th>Broadcast Billings</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$5,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>#</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Much greater</td>
<td>211</td>
<td>51</td>
</tr>
<tr>
<td>Slightly greater</td>
<td>113</td>
<td>49</td>
</tr>
<tr>
<td>No greater</td>
<td>77</td>
<td>52</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>301</td>
<td>118</td>
</tr>
</tbody>
</table>

(b) Low price, high turnover product

<table>
<thead>
<tr>
<th>Broadcast Billings</th>
<th>Over</th>
<th>Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$5,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>#</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Much greater</td>
<td>65</td>
<td>28</td>
</tr>
<tr>
<td>Slightly greater</td>
<td>113</td>
<td>49</td>
</tr>
<tr>
<td>No greater</td>
<td>55</td>
<td>26</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>233</td>
<td>100</td>
</tr>
</tbody>
</table>

How often various lengths are used

Do you use the 8 or 10-second ID in:

<table>
<thead>
<tr>
<th>Total</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over</td>
<td>$5,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>#</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Most campaigns</td>
<td>47</td>
<td>19</td>
</tr>
<tr>
<td>Some campaigns</td>
<td>136</td>
<td>55</td>
</tr>
<tr>
<td>Few campaigns</td>
<td>46</td>
<td>19</td>
</tr>
<tr>
<td>No campaigns</td>
<td>18</td>
<td>7</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>247</td>
<td>100</td>
</tr>
</tbody>
</table>

Do you use the 20-second commercial in:

<table>
<thead>
<tr>
<th>Total</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over</td>
<td>$5,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>#</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Most campaigns</td>
<td>90</td>
<td>37</td>
</tr>
<tr>
<td>Some campaigns</td>
<td>116</td>
<td>47</td>
</tr>
<tr>
<td>Few campaigns</td>
<td>25</td>
<td>10</td>
</tr>
<tr>
<td>No campaigns</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>245</td>
<td>100</td>
</tr>
</tbody>
</table>

Do you use the 30-second commercial in:

<table>
<thead>
<tr>
<th>Total</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over</td>
<td>$5,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>#</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Most campaigns</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Some campaigns</td>
<td>35</td>
<td>15</td>
</tr>
<tr>
<td>Few campaigns</td>
<td>38</td>
<td>17</td>
</tr>
<tr>
<td>No campaigns</td>
<td>150</td>
<td>65</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>229</td>
<td>100</td>
</tr>
</tbody>
</table>

Do you use the 1-minute commercial in:

<table>
<thead>
<tr>
<th>Total</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over</td>
<td>$5,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>#</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Most campaigns</td>
<td>164</td>
<td>66</td>
</tr>
<tr>
<td>Some campaigns</td>
<td>71</td>
<td>29</td>
</tr>
<tr>
<td>Few campaigns</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>No campaigns</td>
<td>168</td>
<td>65</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>248</td>
<td>100</td>
</tr>
</tbody>
</table>

The Advantages of the 30-second ID

Advantages of the 30-second commercial length may include exclusivity in the station break, 50% greater length than the 20-second commercial, adjacency to high-rated network programs, availability in prime time. Please indicate the relative rank of importance of these or other advantages.

<table>
<thead>
<tr>
<th>Total</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over</td>
<td>$5,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>#</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Exclusivity in Station break</td>
<td>796</td>
<td>1</td>
</tr>
<tr>
<td>Adjacency to high-rated network programs</td>
<td>548</td>
<td>4</td>
</tr>
<tr>
<td>Availability in prime time</td>
<td>711</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>675</td>
<td>3</td>
</tr>
</tbody>
</table>


In terms of the combined rate for 10 and 20-second lengths, do you consider the 30-second a good buy at:

<table>
<thead>
<tr>
<th>Total</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over</td>
<td>$5,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>#</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>More</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td>Same</td>
<td>102</td>
<td>41</td>
</tr>
<tr>
<td>Less</td>
<td>121</td>
<td>49</td>
</tr>
<tr>
<td>Not Any</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>249</td>
<td>100</td>
</tr>
</tbody>
</table>

How many products to pack in

In your opinion, is it good practice for an advertiser to promote two of his products in:

(a) A 20-second commercial?

<table>
<thead>
<tr>
<th>Total</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over</td>
<td>$5,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>#</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>232</td>
<td>98</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>234</td>
<td>100</td>
</tr>
</tbody>
</table>

(b) A 30-second commercial?

<table>
<thead>
<tr>
<th>Total</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over</td>
<td>$5,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>#</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>No</td>
<td>232</td>
<td>97</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>232</td>
<td>100</td>
</tr>
</tbody>
</table>

(c) A one-minute commercial?

<table>
<thead>
<tr>
<th>Total</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over</td>
<td>$5,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>#</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Yes</td>
<td>68</td>
<td>29</td>
</tr>
<tr>
<td>No</td>
<td>168</td>
<td>71</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>236</td>
<td>100</td>
</tr>
</tbody>
</table>

it becomes a budget problem."

Alice Ross, timebuyer, Heineman, Kleinfeld, Shaw & Joseph, New York. —"The length of a tv commercial is not nearly as important as its creation and delivery. Some 10-second IDs can be Worse while a one-minute would hold the viewer's interest almost as well as if it were a short, short story. The creativity behind a commercial is the most important."

Lucille Widener, timebuyer, Victor & Richards, New York.—"I believe that the originality and the quality are so important that with the right conditions, a shorter commercial of such originality would sell better than a minute commercial of poor quality."

Rita G. Eastman, chief timebuyer, Van Sant, Dugdale & Co., Baltimore.—"Never take 60 seconds to say something that can be said effectively in 20 seconds or 10 seconds. Remember: brevity is the soul of wit. The public just loves short-sweet-smart commercials."

Joan Mandel, media supervisor, Edward H. Weiss, Chicago.—"Why aren't some more 60-sec. spots made available during daytime by all three networks? This would lighten load on demand for minutes, reduce number of different commercial messages during an average daytime hour."

Thomas L. Spengler, radio-tv director, Godwin Adv., Jackson, Miss.—"The 90-second commercial is an interesting length to work with and tv stations could make a greater effort to sell it where such a length is no hindrance to their programming—e.g., inside feature films programs."

The ID . Everybody likes the ID. Eight out of ten panelists have recommended it to clients and, according to the report, the rest say they would do so under certain circumstances. Its most frequent uses, in rank order, are as a reminder of brand name and package; to repeat major sales points; as a teaser; and to launch a new product.

Other reasons given for ID usage: to reinforce product image; to carry basic campaign theme; for a "slogonized" sales message; in short flights for immediate sales pick-ups; for high saturation at low cost; to tie-in with na-
IMN-PACT
WITH THE
Inter Mountain Network

PRODUCT-MEDIA-AGENCY
THE IDEAL COMBINATION
A Great Advertising Agency (McCANN-ERICSSON)
Buys A Great Advertising Medium
(INTERMOUNTAIN NETWORK)
To Sell A Great Product
CHEVRON-STANDARD GASOLINE & OILS
for
STANDARD OIL COMPANY OF CALIFORNIA

YOU too will get
the GREATEST
SALES results
when you use —
Intermountain
Network
The Nation's Most Successful Regional Network
HEADQUARTERS: SALT LAKE CITY - DENVER
Contact Your Army-Knedel Man
tional advertising (retail); for information about store hours, etc. (retail); to call attention to a price cut or product change; to augment longer announcements; for new premium promotions; for greater copy flexibility; to support consumer contests; to reach a male audience in prime hours; to put across a special offer; to secure better rates by earning “plan” discounts; to obtain network program adjacencies.

But while buyers consider IDs efficient vehicles, they also attach some qualifications. Among the comments:

Ralph S. Freeman, radio-tv director, Ross Roy, Detroit—“Have used the ID many times. In almost every case it was to augment other media schedules, taking advantage of a low-cost saturation package to register brand name, package (or logo) and maybe one selling point to a mass audience. In some cases (it is) the only way for a low-budget advertiser to reach the mass audience at all.”

Frank Mahon, media supervisor, William Esty Co., New York—“We have recommended the use of IDs in areas where our clients’ product is well known. IDs serve as quick reminders and offer frequency and reach. In other areas, we recommend (IDs) only as introductory campaign on top of recommended, continuing schedule of 60- or 20-second spots and/or programs.”

Bruce Stauderman, tv-radio vice president, Melkirm-Feinwsmih, Cleveland—“Use IDs when other commercial lengths were not in good supply and when the campaign was based largely on previously purchased minutes and 20’s and/or strong exposure in other media. In other words the ID was to serve only as support.”

Exact Time Forrest G. Meyer, partner, Clair & Meyer, Denver—“We believe a so-called 10-second commercial ought to be 10 seconds in length. It is now referred to above as an 8 or 10-second ID—the network is crowding the station now to the point where we are advised to cut sound tracks to 6 seconds. Let’s don’t destroy it!”

Marguerite Sowaal, media buyer, Stromberger, Laven, McKenzie, Los Angeles—“In order to achieve the greatest saturation possible in a very competitive market at a very competitive time, a recommendation for ID announcements allows greater freedom in selecting adjacencies and triples the number of total impressions on the audience at a time when needed to combat competition. Should not be recommended in most cases for a new product or a product change.”

Sam B. Vitt, media supervisor, Doherty, Clifford, Steers & Shenfield, New York—“Our recommendations of ID campaigns have generally involved two types of advertisers: type 1 where budget is no problem and type 2 where budget is a problem. For the former, the ID recommendation has usually been made for (a) a new product introduction where IDs permit an aggressive, intrusive, quick dissemination of the news, penetrating the market deeply, frequently and efficiently, and (b) problem markets where IDs permit efficient gross tonnage of commercial impressions to be showered against the markets. There are, of course, other equally desirable usages of the ID. . . . For the limited budget advertiser we have made ID recommendations even while recognizing that longer copy would probably be desirable. The reasons supporting the recommendations have generally been ones of getting the advertiser into television so that he may reap its dynamic benefits, but getting him in with the sufficient combination of frequency and efficiency that would be most likely to insure his objectives.”

Half-minute Spots In many markets the 30-second length is not available, which means its production costs can be “prohibitive.” Only two out of ten buyers say they have recommended it. Some producers think the extra 10 seconds is worth the bother. But “a great many other,” the report notes, would use it under certain conditions: for instance, if 30-second spots became available in prime time; if the product needed the extra length; if more stations offered them; if a tie-in with local dealers could be arranged following network programs—and if the cost was not prohibitive.

The most important thing about a 30-second length, to most buyers, is the exclusivity it gives in a station break. Other factors rated important are, in order, adjacency to high-rated network shows; availability in prime time; and its 50 percent greater length than the 20-second spot (Table 9).

Even with these advantages, half the respondents did not consider the 30-second spot a good buy if it was not as much as a 20 and a 10 combined; four out of ten thought it was worth the same as a 20 and a 10 (Table 10).

The 30-second length generated comments pro and con. Examples:

Charles Campbell, media director, MacManus, John & Adams, Bloomfield Hills, Mich. — “Thirty-second spot would be great but will further limit amount of prime time to go around. Thirty-second spots are particularly good for automobiles. I think we'll see more of them some day.”

Richard Pickett, senior media buyer, Foote, Cone & Belding, New York—“This length has been recommended for two basic reasons: (1) an involved copy story which will not fit into a 20-second length but prime time is desired; (2) when testing a national use of a 30-
Now Celebrating Our 12th Anniversary

WMAR-TV CHANNEL 2
SUNPAPERS TELEVISION
BALTIMORE 3, MARYLAND

Sylvia Scott, Hostess of "The Woman's Angle"
Mon. thru Fri., 1-1:30 P.M.

Contact Your KATZ Rep.
second or minute in network, it is desirable to simulate network by buying prime time. Problem: 30’s are not generally available and better positions are usually taken by 20-seconds or 10-seconds or both.

"There would probably be some justification for attaching a premium to 30-second lengths on the premise that exclusivity is important. However, the extra cost should entitle the station to preempt other lengths or a 30-second advertiser would not secure good adjacencies. Also, there is a question as to how long 30-seconds would remain exclusive and not be spotted with an ID. Therefore, premium should not be excessive."

Edward C. Jones, radio-tv director, Barlow Agency, Syracuse.—"Thirty-second announcements are long enough to tell a selling story on certain items that are simple in themselves. Dairy products, for example, do not require long copy or demonstration to put their qualities across. Appetizing food shots, mouth-watering copy, indelible association of the brand name and package with high quality, economy, or what have you—all can be done in 30 seconds. A minute spot often becomes badly paced because of lack of things to say."

R.A. Gilberz, media director, W.E. Long Co., Chicago.—"I’d like to see the 10’s and 20’s abolished and 15’s and 30’s used. The added time would make for more efficient short-length spots. Should also lessen the demand for 60’s and in more income without getting into 30’s and the additional budget for production."

Frank Mahon, media supervisor, William Esty, New York.—"I firmly believe that the initiation of 30-second spots would improve television and what a create a much better climate for selling. The current 20-second-10-second setup gives the appearance of a subway rush, with everyone rushing to get on before the doors (next program) close. Additionally, the plea for 60-seconds in prime time would be partially answered with the 30-second spot."

W. Kane, media supervisor, N.W. Ayer & Son, Philadelphia.—"I don’t think 30’s are the answer. The length is not that much more satisfactory than 20’s. We need more minutes at higher costs. Cost of minute should be 160 percent to 175 percent of a 20-second break."

Syd Cornell, tv-radio director, Hollman Adv., Cincinnati.—"I see nothing terribly wrong in the length breakdown as it is, though I have often thought that a minute spot situation could lend itself to a 40-20 breakdown, making more sense than a 60 plus 10 spacing, particularly in the post-network news, sports and weather area."

Ralph S. Freeman, radio-tv director, Ross Roy, Detroit.—"We’ve never used 30-second spots, but I think they could be extremely effective. I also believe that the effectiveness of 8 or 10-second IDs is too frequently diminished by improper use and content, notably by local advertisers. Isn’t this an opportunity for stations to render some extra service?"

**Combinations**

A schedule of minutes plus IDs, offering more rating points, more reach and more cost-efficiency than minutes alone, was favored by 8 out of 10, opposed by 1 in 10 (Table 7).

The panelists also showed unanimity in opposing the promotion of two products in one commercial: 98 percent consider it poor practice in a 20-second commercial, 97 percent think it would be no better in the 30-second length; but 30 percent think it can be good business in a one-minute spot (Table 6).

**Length and “Recall”**
The one-minute length’s superiority over a 20-second spot, in terms of recall value at time of shopping, is more important for high-priced hard-good products than for low-priced fast-turnover items, the panelists reported. Where 71 percent feel the one-minute spot promotes "much greater" recall for high-priced hard goods, only 20 percent feel the same way when low-priced items are being sold (Table 11). Their views on the recall value of the 20-second length, as compared to 10’s, followed similar patterns (Table 12).

**Advertisers should scan ‘all media’**

Advertisers must think in terms of “all media” to effect their ultimate objective of sales, Robert F. Hurleigh, Mutual president, told a meeting of the Assn. of Advertising Men & Women in New York last Tuesday (Oct. 13).

Mr. Hurleigh noted that no one medium is "the cure-all" in advertising because each has "its own particular limitations and its own particular failings in relation to the product in whose behalf it is being used." He claimed that many advertisers today are following "defensive, me-too, follow the leader policies, particularly in broadcasting." He added:

"Even though their merchandising policies call for differential in support advertising, some manufacturers decide on specific network television or radio campaigns, pin-pointed spot drives in both media, simply because their competition is following this practice. They take the tack—if Joe does it this way, we’ve got to follow suit." Mr. Hurleigh departed from his prepared text to brief the audience on developments at Mutual in recent months, including its petition for bankruptcy, the Dominican Republic suit and the various ownership changes at the network.

During a question and answer period, he reported that Mutual sales are coming along remarkably well and, in fact, only one advertiser dropped out of our schedule this past summer." He added that this particular advertiser withdrew because he was not certain at the time that WOR New York would re-affiliate with Mutual (WOR since has renewed affiliation for nighttime schedules), but since has bought time on Mutual again.

**Holiday sponsor**

KADY St. Charles, Mo., has signed Laclede Gas Co., St. Louis, to be sole sponsor for six days of programming in the next year. Laclede’s all-day sponsorship will be on Christmas Day, New Year’s Day, Easter, Memorial Day, Fourth of July and Labor Day.

Take 'em by ear... and woo 'em with your story, for WCCO Radio delivers the audience you want... 1,022,610 radio families in 114 basic area counties with $5.8 billion to spend. More listeners than all other Minneapolis-St. Paul stations combined! Lowest cost per thousand, too... less than half of the average of all other Twin Cities stations. Thirty-five years of top acceptance. Just the climate you want for results.

Source: Nielsen Station Index, Jan.-Aug., 1959 Station Total, 6 AM-Midnight, 7 day week.
Jack Davis, of the Daren F. McGavren Co. Los Angeles office visits San Francisco's new rating leader, KABL, a McLendon station. Four weeks out of every year, Daren F. McGavren salesmen and managers work as local salesmen in McGavren Stations. Arriving at KABL, Davis was greeted by new ratings—KABL number one in morning San Francisco audience with afternoons number two only to San Francisco Giant baseball.
Bok Reitzel, Homer Odom and Jack Davis (McGavren Company Los Angeles) discuss KABL's remarkable Pulse and Hooper ratings and amazing response to KABL's good music programming. In such discussions, McGavren men gain a thorough understanding of each station's local sales plans.

Fact that KABL is first good music station in American History ever to hit first place in a metropolitan market is discussed by Jack Davis and Homer Odom. Here they are ready for next agency call to present amazing KABL story to advertisers.

for facts you can use about San Francisco

... ask the man who knows!

Davis and Odom inspect KABL supermarket display in San Francisco grocery chain using KABL schedule. Both discuss fact that KABL's good music attracts homemaking housewives. McGavren men follow campaigns from agency to actual point of purchase.

Through San Francisco's Chinatown, Odom and Davis hear KABL music everywhere. Listenership from all races makes up KABL's number one position in San Francisco. On trips like these, the man from McGavren gets to know his markets and stations.

KABL represented nationally by

DAREN F. McGAVREN CO., INC.
Radio and Television Station Representatives

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • SEATTLE • ST. LOUIS

... ask the man who knows!
Schwerin denounces tv buying by 'numbers'

Too many tv advertisers are blindly affiliated with "numerology," or buying by the numbers, with the result being overemphasis on "blood and thunder" programs, the research field's Horace Schwerin told the Chicago Broadcast Advertising Club last week.

Speaking at the Sheraton Towers Hotel Wednesday, the president of Schwerin Research Corp. likened the decisions of "group professional management" to an "octopus waving its slide rule." Management, he said, is often overly-impressed with data for data's sake, without regard to certain qualitative factors. It's more the pity, he said, that such management has replaced the decision of the good old-fashioned "individual entrepreneur" in company circles.

Despite cautions that commercials placed in "blood and thunder shows seldom get efficient results in getting people to choose the brands advertised, much less create desirable "company impressions, television research mainly has been substituting for judgment rather than aiding it, Mr. Schwerin felt. And notwithstanding circulation factors, the industry is confronted with a "Frankenstein," he charged. Despite protestations to the contrary, he said, over 95% of tv programs are bought by numerology and "the slide rule."

A "blind reliance" on buying-by-the-numbers, Mr. Schwerin asserted, actually can alienate great numbers of the population by appealing only "to the lowest common denominator" and beg poorer sales results. His reasoning: ratings affect circulation; circulation is maximum opportunity; but circulation treated alone is a false yardstick. His major proposition: Today's timebuying is often off base.

Schwerin studies repeatedly have shown, he pointed out, that so-called blood-and-thunder shows are hardly the arena for good commercials and management which would "recoil in horror" at the thought of advertising in lurid crime magazines "calmly but irrationally" spend millions of dollars associating their products with such programs.

Alberto-Culver goes from scratch to success with tv

Alberto-Culver, an $8 million tv client for its hair care products, says there's gold in the hairdressing field to be mined through television advertising. And to prove it, the company opens its history book:

In the early 1950s, A-C did a business of a few hundred thousand dollars annually catering mostly to Hollywood's film colony. In 1955, the company's total advertising budget, of which broadcast media received a mere trickle, was only $100,000.

In 1956, the company discovered television, and by 1958 it was spending $3 million for network and spot tv. This year, Alberto-Culver is allocating about $5 million for network and $3 million for spot tv—99% of its total ad budget.

A-C currently advertises its products (Alberto V05 Hairdressing and Conditioner, Rinse-Away Dandruff Remedy, TRESemme Hair-Coloring and Alberto Command (hairdressing for men) in about 30 markets with spot tv (with an average of 20 announcements weekly in each market) and on 12 network shows: ABC-TV's Black Saddle, Bob Cummings Show and American Bandstand, plus NBC-TV's Lawless Years, Jack Paar Show, It Could Be You, Treasure Hunt, Price Is Right, Concentration, Tic Tac Dough, Truth or Consequences and Queen for a Day.

Norman E. Cash, president of Television Bureau of Advertising, points to the Alberto-Culver story as one of the "many legends" in the short history of the television medium. He explains: "A small company with an excellent product to sell, Alberto-Culver began in network advertising with a quarter-hour purchase in 1956. Each year, sales and television advertising expenditures grew."

Working closely with Alberto-Culver is its advertising agency, Wade Advertising. A.G. Wade II, agency president, notes: "The television networks and stations used should share in the credit for this remarkable success, because it was with their assistance that this fine record was achieved."

Mr. Lavin concludes: "We have proved our 'rifle shot advertising' works. Our advertising formula brings the maximum number of purchasers into retail outlets for every dollar spent."
Shreveport’s Channel 3’s fourth anniversary is BIGGER than ever . . .
BIGGER shows . . . BIGGER stars . . . BIGGER entertainment . . .
BIGGER coverage.

When you specify KTBS-TV, the BIG station in Shreveport, you
cover a market over four times BIGGER than Shreveport’s metropo-
larian area in population and income according to every Nielsen
survey.

Get the full story on this market of 1,318,600 people with
$1,661,784,000 to spend from your Petry man. You’ll see why
KTBS-TV is Shreveport’s BIG station where things are done in a
BIG way!

NBC-ABC
Represented by
Edward Petry & Co., Inc.
The Original Station Representative

KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA

'1960 TECHNIQUE' FROM RAB

Offers oil companies $20,000 to research ad campaign to "dominate auto audience"

Radio Advertising Bureau, New York, last Monday (Oct. 12) offered to at least $20,000 to help an oil company research a radio campaign designed to "completely dominate the automobile radio audience." The offer came from Kevin B. Sweeney, RAB president, in his radio advertising presentation before the marketing research committee of the American Petroleum Institute, meeting in Colorado Springs, Colo.

In the discussions among representatives of five major media on relative effectiveness of ad media for oil companies, Mr. Sweeney predicted that "As Arab chieftains increase their demands for a major share of the oil production dollar, major oil companies will lay more stress on efficient marketing for greater profitability." He indicated that increased oil company investment for radio campaigns must come as a result of the medium's "known superiority in reaching service station customers." The $20,000 investment would be used to show the oil companies "the 1960 technique" for using radio most effectively, he said.

Radio Accessory • On another RAB front the same day, at French Lick, Ind., Warren Boorom, RAB vice president, told the fall meeting of the Automotive Advertisers Council:

"There's only one accessory in the automotive world that's also an advertising medium in itself—auto radio."

Chiding the group for sitting by while other advertisers were "tapping the family oil well," Mr. Boorom cited the numbers of advertisers "who have been quick to see advantages of the huge audience automobile radio delivers." He also pointed to the "few manufacturers in the automotive aftermarket who've taken advantage of the unique advantages radio offers to them."

Mr. Boorom backed up the advice with RAB research findings which show that more than half of all gas station customers are exposed to radio before they drive into the station, and that these customers spend three times as much time with radio as with any other advertising medium. Of the estimated 62% of all service stations having a working order radio, 66% of them listen to radio more than five hours daily, he said.

Among Mr. Boorom's hypothetical questions to the auto advertisers: "What better time to sell seat covers than when junior dries a cone? What better time to sell batteries than the morning when the original equipment almost doesn't turn the engine over? What better time to sell wipers—than during rain or snow storms?"

Car Washers' Plan • Speaking in Detroit before the fifth annual convention of the Automatic Car Wash Assn. Oct. 7, the RAB president laid down six principles that group to expand their $1 million-a-day business through radio advertising. Mr. Sweeney's points were:

• Advertise principally for your good days. Don't waste your advertising dollars in any media trying to make a good day out of a rainy Tuesday.
• Concentrate on your prospects. Men, who do most of the family car washing, are particularly easy to reach on Saturday and Sunday and radio prices these times advantageously.
• Showmanship is a part of many successful auto wash operations. Look to radio stations for completely tailored promotion.
• Look to radio stations for help in setting up advertising schedules designed to reach all different types of prospects.
• Expect no miracles from your advertising. You may have five flops before you have a success that will more than make up for the flops.

Christmas Sales Tool • "Sales Ideas . . . Open Before Christmas," is the title of an RAB booklet mailed last week to members stations for use in attracting retailers to pre-Christmas radio campaigns. Among the 50 traffic-building tips:

• Spot your child's voice—Store airs taped Santa Claus interviews with kids as part of regular radio campaign. Prizes are awarded to parents who correctly identify their youngster's voice.
• Yule "off the ground!"—Retailer uses radio to announce that at a specified time a helicopter will drop decorated ping-pong balls over the store's parking lot. Shoppers snaring balls marked with lucky numbers are awarded free Christmas decorations.

Midwest AAAA hears ad 'image' suggestions

Propagation of a new "image" for advertising—from the vantage point of morality, public relations and education—highlighted sessions of the American Assn. of Advertising Agencies' central region meeting in Chicago last week.

More than 500 midwestern agency representatives attended the 22nd annual meeting at the Drake Hotel Oct. 15-16, with most workshop sessions centering around creativity.

Frederick R. Gamble, AAAA President, and Robert Ganger, AAAA board chairman, spoke on advertising's image during closed, off-the-cuff management sessions Thursday. Mr. Gamble discussed industry public relations and "The New Morality in Advertising," while Mr. Ganger traced factors responsible for the public's concept of "hucksterism" toward that image. Mr. Gamble spoke on "The State of the Industry."

Out of both talks came strong suggestions for a concerted campaign to give advertising a new face and to counteract unfair criticism.

Other management meetings were devoted to details on the move of Advertising Federation of America headquarters to Washington, agency profits and expense accounts, an advertising council report on "Psychological Warfare Against Recession," the rating and promotion of agency people, merger and other agency trends, and the need for better education for advertising. Alexander H. Gunn III, vice president of J. Walter Thompson Co., Chicago, presided as chairman of the AAAA central region.

Hearing aid industry adopts practices code

A new ethical practices code governing bait advertising and other aspects has been adopted for the hearing aid industry by its national trade organization.

The Hearing Aid Industry Conference announced "rigid industry-wide" standards under a new voluntary code of ethical trade practices. Industry also will ask all advertising media and local better business bureaus "to assist by such means as not accepting ads that violate the code," according to Leland A. Watson, president of HAIC.

The code is intended as a guide for distributors, dealers and salesmen as well as manufacturers.

The code emphasizes such areas as (1) advertising and other promotion announcements, (2) retail consulting functions, (3) research activities and (4) servicing of industry products.

Bait advertising is among the practices specifically prohibited by the code, with these particular references: (1) advertising a particular model that cannot be demonstrated by or purchased from the advertiser; (2) use of the name of a manufacturer who does not authorize such use and (3) false advertising about product characteristics.
From pencil sketch to exquisite finish, only the brilliance of the precious gems outshines the quality reflection of the master jewelry designer.

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

Represented by
Edwin Petry & Co., Inc.
The Original Station Representative

WFAA
radio & television · dallas

Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS
P&G AD SAVVY RECOMMENDED

Emulate tv's best client, Tvb exec urges

Look at Procter & Gamble—"our own best client" in tv—and see if we cannot follow P&G's example and make more profit.

This approach was proposed by George Huntington, vice president-general manager of Television Bureau of Advertising, who with the bureau's Station Relations Director William MacRae, presented a two-part report to the opening NAB Fall Conference in Washington (see story, page 58). Included were the first formal public showings of "How to Reach People," an audience composition study (Broadcasting, Oct. 5), and a newly-assembled story of "tv basics" for the consumption of the financial element.

P&G, Mr. Huntington, has sales of $1.25 billion and an ad budget of $98.6 million of which $84.5 million or 85.7% goes to television.

This advertiser, he said, has developed four ways to make money: (1) belief in advertising generally, (2) belief in tv advertising, specifically, (3) diversification, and (4) new products.

Adapting these to the tv broadcaster, Mr. Huntington said, it's questionable whether many broadcasters believe in advertising; he suggested stations and networks should advertise more. How often does a station or network mention its circulation on the air—or buy time on other stations rather than space on competing media? he asked.

P&G diversifies with cake mixes and other foods, it doesn't sell just soap any more and, Mr. Huntington commented, broadcasters can emulate this by abandoning the idea of a single "prime time"—there are many prime times. New program types ought to be offered, he suggested, particularly for the minority audience. When P&G hits a peak in sales for a product (Tide, for example), it doesn't push for still more sales but develops another product which starts from scratch (Blue Cheer, for example), he said, recommending that broadcasters do the same by going after new dollars rather than pressuring the high-budgeted tv advertisers to go still higher.

Mr. Huntington said one way to go after the new dollars is to get the tv word to financiers, the people to whom non-tv advertisers or non-advertising companies must consult when creating new advertising budgets. Hence, he said, the importance of the tv basics presentation for financial experts, banking people and the like.

R. J. Reynolds tops Nielsen Radio Index

The summer's nip and tuck battle between R.J. Reynolds and Liggett & Myers for domination of network radio ended in August. In the Nielsen network report for four weeks ending Sept. 6, Reynolds Tobacco appears in top position both in number of home broadcasts and commercial minutes. Liggett & Myers dropped to 15th and 20th positions in these respective categories.

Time Inc. capped a steady climb in past months to take second place in both current lists. Lewis Howe Co. (Nature's Remedy, Tums) also sustained an upswing, landing in No. 4 and No. 3 positions below (see figures). General Foods Corp.'s No. 3 rank in total broadcasts is the highest spot that advertiser has hit in recent report periods.

The Top 20 lists:

**HOME BROADCASTS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>No. B'dcsts of Delivered</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reynolds, R. J. Tobacco</td>
<td>358 126,049</td>
</tr>
<tr>
<td>2</td>
<td>Time Inc.</td>
<td>214 99,804</td>
</tr>
<tr>
<td>3</td>
<td>General Foods Corp.</td>
<td>157 76,905</td>
</tr>
<tr>
<td>4</td>
<td>Lewis Howe Co.</td>
<td>145 63,352</td>
</tr>
<tr>
<td>5</td>
<td>Midas, Inc.</td>
<td>126 60,287</td>
</tr>
<tr>
<td>6</td>
<td>Ex-Lax Inc.</td>
<td>94 46,732</td>
</tr>
<tr>
<td>7</td>
<td>Sosony Mobil Oil Co.</td>
<td>129 45,305</td>
</tr>
</tbody>
</table>

**COMMERCIAL MINUTES**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>No. Total Comm'tl'l's Aired (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reynolds, R. J. Tobacco</td>
<td>223 73,847</td>
</tr>
<tr>
<td>2</td>
<td>Time Inc.</td>
<td>150 66,488</td>
</tr>
<tr>
<td>3</td>
<td>Lewis Howe Co.</td>
<td>109 45,103</td>
</tr>
<tr>
<td>4</td>
<td>Midas, Inc.</td>
<td>94 42,376</td>
</tr>
<tr>
<td>5</td>
<td>Chevrolet-Gen. Motors</td>
<td>124 37,694</td>
</tr>
<tr>
<td>6</td>
<td>General Foods Corp.</td>
<td>70 34,595</td>
</tr>
<tr>
<td>7</td>
<td>Wrigley, Wm. Jr. Co.</td>
<td>60 34,402</td>
</tr>
<tr>
<td>8</td>
<td>Armour &amp; Co.</td>
<td>68 34,074</td>
</tr>
<tr>
<td>9</td>
<td>United Motors-G. Motors</td>
<td>68 31,890</td>
</tr>
<tr>
<td>10</td>
<td>Ex-Lax Inc.</td>
<td>66 31,349</td>
</tr>
<tr>
<td>11</td>
<td>Tyrex, Inc.</td>
<td>69 29,413</td>
</tr>
<tr>
<td>12</td>
<td>Staley, A.E., Mfg. Co.</td>
<td>47 28,604</td>
</tr>
<tr>
<td>13</td>
<td>Richardson-Myers Co.</td>
<td>47 27,707</td>
</tr>
<tr>
<td>14</td>
<td>Carter Products Inc.</td>
<td>121 26,382</td>
</tr>
<tr>
<td>15</td>
<td>Hudson Vitamin Products</td>
<td>110 23,253</td>
</tr>
<tr>
<td>16</td>
<td>Automotive-Amer. Motors</td>
<td>66 22,999</td>
</tr>
<tr>
<td>17</td>
<td>American Tel. &amp; Tel. Co.</td>
<td>121 21,593</td>
</tr>
<tr>
<td>18</td>
<td>Firestone Tire &amp; Rubber</td>
<td>41 21,512</td>
</tr>
<tr>
<td>19</td>
<td>Liggett &amp; Myers Tobacco</td>
<td>72 21,254</td>
</tr>
<tr>
<td>20</td>
<td>CBS Electronics-CBS Inc.</td>
<td>59 19,951</td>
</tr>
</tbody>
</table>

Ranged by Total Home Broadcasts Delivered and by Total Commercial Minutes Delivered for Individual Advertisers by All Programs and Participation on all Radio Networks Used. Copyright 1959 by A. C. Nielsen Co.

FARMER'S MARKET

What agencies want cited at NAB meet

What does an advertising agency want to know about a radio station when it is spending advertisers' dollars in farm markets?

Bob Palmer, of the Cunningham & Walsh media department in New York, told NAB's opening Fall Conference in Washington (see story, page 58) the media man wants extensive information about stations based on marketing objectives. His presentation of farm radio problems was scheduled for delivery Oct. 16.

Mr. Palmer's appearance included an outline of farm radio advantages prepared by National Assn. of Television & Radio Farm Directors plus a series of his own observations on the factors that influence selection of a radio buy.

The agency wants to know first what part of the 5½-million family farm market a radio station covers, he said. Second, it is interested in the number of families that might be good customers, reminding that 14% of farms account for half of all farm products bought and sold (gross income of $10,-000 or more yearly), as well as the radio

**ARB**

**ARBITRON'S DAILY CHOICES**

Listed below are the highest-ranking television network shows for each day of the week Oct. 7-13 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed., Oct. 7</td>
<td>Wagon Train (7:30 p.m.)</td>
<td>NBC-TV</td>
<td>24.0</td>
</tr>
<tr>
<td>Thurs., Oct. 8</td>
<td>Big Party (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>27.0</td>
</tr>
<tr>
<td>Fri., Oct. 9</td>
<td>Red Skelton (9 p.m.)</td>
<td>CBS-TV</td>
<td>24.1</td>
</tr>
<tr>
<td>Sat., Oct. 10</td>
<td>Gunsmoke (10 p.m.)</td>
<td>NBC-TV</td>
<td>25.9</td>
</tr>
<tr>
<td>Sun., Oct. 11</td>
<td>Loretta Young (10 p.m.)</td>
<td>NBC-TV</td>
<td>24.3</td>
</tr>
<tr>
<td>Mon., Oct. 12</td>
<td>Father Knows Best (6:30 p.m.)</td>
<td>CBS-TV</td>
<td>23.8</td>
</tr>
<tr>
<td>Tues., Oct. 13</td>
<td>Startime (9:30 p.m.)</td>
<td>NBC-TV</td>
<td>28.0</td>
</tr>
</tbody>
</table>

Copyright 1959 American Research Bureau
HERE are 14 top post-1948 features available immediately. Feature by feature this package will produce the kind of ratings that will give your sales curve a golden lift.

Action ... suspense ... drama ... comedy ... science fiction ... gives the KING MIDAS package an all around quality for complete audience appeal.

Be sure to be first in your market to talk to the Governor Television man about the KING MIDAS package. Write, wire or call collect . . .
of farms with a smaller income. The number of farms is declining, he said, but the marketing value of each unit is increasing.

How many Pigs? "Next I'd want to know what these farmers raise—how many pigs, chickens, cows, bushels of grain etc," Mr. Palmer said. He said it is necessary for an agency to dig up this information when not supplied by the station. "This lack of information inhibits your ability to sell your medium," he said.

"I would need a complete dossier of your farm programming," he continued, "not only how many hours a week but an outline of the contents of each show. If I'm buying for a product sold to poultry farmers I need to know if that program gives the latest egg or broiler prices—in other words, what takes place on a farm program."

Mr. Palmer said he is interested in the personality and performance of the farm director as well as his attendance at meetings and whether he owns a farm. But he cautioned against basing a sales pitch on the farm director since the agency wants to know the history of a station's service to agriculture. "The clincher," he added, "is evidence of listenership." He described farm ratings as valuable but also pointed to mail pull and success stories as important.

"Buying media for a major advertiser," he said, "I am interested in the company my client will keep. For this reason a list of farm program advertisers they have sponsored this show is most important."

"One last point—one of the most difficult tasks I have is estimating the cost of a proposed schedule. If you would see to it that the times of your farm shows and any talent premiums are listed in your rate card, I could then more accurately predict cost and greatly strengthen my analysis of the medium."

- Business briefly

Time sales
Sage Selling • IXL Food Co., San Leandro, Calif., and Gordon Baking Co. (Silver Cup Bread), Detroit, are among advertisers signed by United Artists for multiple-market exposures of Tales of the Vikings. UA sales report shows $750,000 so far for 53 markets in month-and-half since series was offered. Compton Adv. and W. B. Doner Co. are IXL Food Co. and Gordon agencies respectively.

Kellogg back • The Kellogg Co., Battle Creek, Mich., program sponsor on CBS Radio from 1932 to 1957 when it dropped the medium, returns to CBS in mid-November with close to $1 million worth of program sponsorships signed. In addition to previously announced Arthur Godfrey Time, Kellogg bought 12 weekly two and one-half-hour units of House Party, a group of daytime dramas and eight weekly five-minute dramatic program segments. Agency: Leo Burnett Co., Chicago.

In wake of quiz probings • Standard Brands Inc., N.Y., through Ted Bates & Co., last week shifted its one-quarter hour per week sponsorship of NBC-TV's daytimer, Tie Toc Dough, to participation in three other afternoon programs on the network. Two named last week were It Could Be You and Young Dr. Malone.

Jet fuel • Further spot support of United Air Lines jets is in store this year and early next, as the service moves to Washington and Baltimore.

Routes to New York, Chicago, Los Angeles and San Francisco have been heralded by three-week schedules on radio and 9-12 weeks on tv. Last of the first four airports to get United jets is Chicago, where the service debuts Thursday (Oct. 22). Total radio exposure is calculated by agency, N.W. Ayer, Philadelphia, at 407 commercial minutes, based on 30-seconds and minutes on 36 stations and including regular shows. Tv spots are 20-second, six weekly, two stations each city.

Agency appointments
• Unexcelled Chemical Corp. N.Y., named Fletcher Richard, Calkins & Holden, N.Y., for fertilizer to be introduced middle of December. Client, heretofore industrial supplier of fertilizer, chemicals and aluminum products, will start fertilizer campaign in suburbs of Westchester, Long Island and New Jersey, Sandford C. Smith is Fletcher Richards supervisor on account and John E. Shephard is account executive.

• Salada Junket Div. of Salada-Shirriff-Horsey Inc., Boston, names Doyle Dane Bernbach, N.Y., effective Oct. 15.

- Also in advertising

Audience study • Trendex Inc., New York, last week announced a special study for evening network television on audience composition and viewer ages will be conducted for one full week of programs in mid-November. Using a sample size of 1,000 calls per half hour in the same 25 cities which form the normal Trendex sampling, the company will offer its study to networks, agencies, advertisers, station representatives and other personnel following its publication in early December.
Let's look at it another way!

The Broadcast Advertisers Reports, Inc., recently released a study, widely circulated through its BAROMETER newsletter, that attempted, among other things, to measure the effectiveness of television representatives (with three or more stations in 24 principal three-or-more station markets). The yardstick was the number of spot announcements placed by the 25 largest television Spot advertisers on the 90 stations involved.

BUT let’s look at it another way!

What happened among all advertisers in the same markets during the same quarter (the second, 1959) as reported by RORABAUGH? Using a yardstick of all advertisers, not only provides a broader measurement, but also minimizes the effect of package deals involving large blocks of spots at possibly special inducement rates.

Our hats are off to CBS Spot Sales! Blair-TV placed more advertisers on the stations it represents (as it did more announcements in the BAR report) but CBS Spot Sales, with those company-owned flagships, averaged 164.4 advertisers per station.

Who finished second?

BLAIR-TV with an average of 156.6 advertisers on its 15 represented stations—twice as many stations, hence twice as many opportunities for unusual variations as were included in the report for CBS Spot Sales.

Does this mean that Blair-TV is more effective than all the other remaining representatives? Not necessarily so! How unfair any one such comparison can be! Our prized station in Chicago—ABC Television's WBKB—was fourth according to BAR, yet FIRST according to Rorabaugh.

One might consider another yardstick—the number of national spot dollars the representative puts in the cash registers of its stations. But comparisons such as these depend upon many factors: the effectiveness of the station itself...the number of stations in a given market...a network affiliation, in some instances...greater availability potentials of an independent—to name just a few.

We like to measure our effectiveness in terms of dollar volume and thereby satisfied, prosperous clients. We think our stations comprise the best list in the business. And we are particularly proud that our turnover is the lowest, ever since Blair-TV became television's first exclusive national representative over ten years ago.

BLAIR-TV
Television's First Exclusive National Representative
NBC REVEALS ITS FUTURE PATTERN

News, special events, 'Monitor,' along with entertainment programming to network and affiliates are elements in NBC Radio's formula.

NBC Radio's pattern for the future: news, special events and Monitor sold and networked on the traditional network basis; some Monitor and news segments supplied to affiliates free or co-op; entertainment programming offered to affiliates on a program-service basis, with stations paying for what they choose to use.

These are the basic elements of the widely awaited formula (Broadcasting, Oct. 5) which officials reviewed with the NBC Radio executive committee last Thursday and were slated to present, by closed circuit, to all their affiliates on Friday. On the strength of committee endorsement they planned to take it on the road for detailed explanation to affiliates in a series of regional meetings starting today (Oct. 19) in Atlanta (for regional meeting schedule see page 56).

Eventual raising of network rates and a limited expansion of the program service operation to include some non-affiliates of NBC—under certain circumstances—were seen as possible side-effects of the plan, although neither of these was spelled out in the official announcement.

The plan, described as the result of combined efforts of NBC Radio and the affiliates committee, working together over several months, would be effective Jan. 1. It contemplates 53 hours 15 minutes of programs fed per week, plus 17 hours 30 minutes available for a fee through the new NBC Program Service, as against the current feed of 75 hours a week. Highlights:

• A weekly total of 22 hours now programmed and offered for sale by the network would become station time;
• So-called "Network Time"—meaning time reserved for sale by the network—would be reduced to 41 hours a week. It would consist of Monitor, "News On The Hour," a new analysis-and-commentary series of eight five-minutes a day, Three Star Extra, News of the World, Gillette Fights, religious programs, the Image series, news specials and the weekly Grand Old Opry half-hour.
• The affiliates will be asked to clear 100% for these programs. For carrying them, officials assured, stations will be compensated on the same basis as now.
• In addition to the "Network" programs, affiliates will continue to receive 11 hours of Monitor per week with out charge and the Monday-Friday quarter-hour World News Roundup on a co-op basis, for local sale.
• Such shows as My True Story (now carried Mon.-Fri., 10:05-11 a.m. EDT), NBC Radio Theatre (now Mon.-Fri., 11:05-12 noon) and Its Network Time (now Mon.-Fri., 2-4 p.m. except for five-minute newscasts) will go into a pool consisting of all sorts of entertainment programs among which affiliates may pick and choose, paying for those they take and scheduling them as they wish in local time. Plans call for 17½ hours of these "Program Service" shows each week at the start, but the eventual total will depend on demand.
• For the program-service programming the cost of each show to affiliates will be figured in multiples of the affiliate's one-minute spot rate for 10 a.m. time. The 10 a.m. rate was taken as the base on the theory that it is nearer average than either early morning (which is higher) or late-afternoon or evening (lower).
• Pricing of the program-service show, officials indicated, will have the objective of covering program costs, not of making money. In setting the charges it will be assumed that approximately 50 stations will buy each one. If that estimate proves low, it was indicated that repricing will follow or the "profit" put into additional services for affiliates.
• Exact composition of the program-service inventory remains to be worked out. Independent packagers will be invited to submit ideas, in addition to any current programming that goes into the library. Authorities said it would include—at the start, according to present plans—two half-hour and two quarter-hour drama strips, 40 five-minute vignettes a week (20 sports, 20 featuring name stars), 20 open-end personality interviews a week which local deejays may insert in their own programming, and two half-hour mysteries.
• NBC hopes to have its program-service shows ready for auditioning on closed circuit to affiliates Nov. 15. It will ask stations for 13-week commitments on those which they choose. It will require in each case that enough sign up to cover its out-of-pocket expense. But if it comes close and yet falls short of getting its money back—here is where general syndication becomes a possibility—then it may solicit sales to non-affiliates to cover the rest of the cost.

Through the new plan NBC obviously hopes to move its radio network to the black-ink position that no radio station has enjoyed since television reached full bloom.

If it succeeds in getting 100 percent clearances—and this is deemed essential to the plan—it may certainly be expected to raise rates. This has been one of the arguments implicit both in support of past pleas for better clearances and in answer to critical frequent complaints that network pricing generally is so low that it hurts all radio cost structures. NBC Radio's present rates guarantee 85 percent clearance.

Departures from PCP • The NBC plan differs from CBS Radio's Program Consolidation Plan—unveiled a year ago this month—in two major respects. One is the program-service feature, offering programs for a fee. The other is that the traditional method of cash compensation for affiliates is retained, whereas PCP supplies free programs as basic compensation.

The plan was designed, according to network officials, to take into account affiliates' growing dissatisfaction over having so many entertainment programs in the network schedule. This dissatisfaction was attributed to differing local needs—needs that vary according to

Matthew Culligan
Carves a plan

BROADCASTING, October 19, 1959
Top kid shows add to the big new picture in CHARLOTTE

Advertisers with a stake in young America can bank on this—no where in the Carolinas will you find children's program strength to match that of WSOC-TV. This better television fare for small fry complements the over-all program structure that is changing audience patterns here in your 25th largest television market. Buy right. Buy WSOC-TV—one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R
market size, number and type of competing stations, geographic region, local tastes and size of local coverage area. It has become impossible, some NBC officials have said privately, to program entertainment that consistently satisfies 200 different stations.

These variations in local preferences are, in turn, attributed—along with some of the principal objections that critics have levelled against radio networks generally—to changes that have occurred in radio since the advent of television.

According to this line of reasoning, when the old-time network radio's boxcar ratings began to slide, smaller affiliates were the first to get hurt. Big affiliates by sheer coverage were able to maintain rating and position that still commanded hefty national spot business. But the erosion spread gradually from smaller to larger affiliates; independents began getting more and more national spot, and affiliates—and gradually networks—began to increase their reliance on news and to some extent more music in their efforts to compete more effectively with independents.

News Up • It is NBC's position—but not CBS Radio's, obviously—that in evolution soap operas and some other standard entertainment programs lost their effective pull with important segments of radio's audience. But at the same time, as the programming patterns of all radio networks would seem to agree, network news became increasingly important to both stations and audiences.

Thus what NBC Radio is doing, from its own programming and selling standpoint, is playing up news and Monitor—which are also its best sellers, representing an estimated 80% of the network revenues—while continuing to offer an entertainment program for those stations that wish to buy from it.

Officials were quoted as saying that the total effect will be to continue and expand the programming that the stations like best, while at the same time offering—through the program service—a library from which each station may select the entertainment shows that best fit the image it is trying to develop locally.

Clearances • Not only sales, but also clearances may be cited in support of the move. News on The Hour and Monitor reportedly are cleared by stations representing 83 to 85% of the rate card and News of the World by 94%, as against 79% for the morning drama block and 76% for It's Network Time.

Among the new programs to be offered are eight five-minute news analysis and commentary programs a day, Monday through Friday, to be scheduled on the half-hour from 9:30 a.m. through 4:30 p.m. Analysis will be taken out of 17 daily five-minute News on The Hour broadcasts, which will stick to hard news. Analysis will be increased in World News Roundup and News of The World.

Another new series, Of Interest to Women, consisting of eight five-minute broadcasts a day, will be fed at 45 minutes past the hour, 9:45 a.m. through 4:45 p.m., Monday through Friday.

The Image nighttime series will be expanded. At least six such programs, between 8:05 and 10 p.m., are planned annually.

News Specials • The specials to include such events as political conventions, elections, President Eisenhower's forthcoming visit to Russia, the World Series and other sports, etc., for an overall average of two hours a week. NBC authorities say the proposed changes do not require amendments to affiliation contracts. They do require station support and assurances of clearance—but officials said they anticipated no problem on this score because the plan embodies basic features that stations have expressed a desire for.

Changing hands

ANNOUNCED • The following sale of station interest was announced last week, subject to FCC approval:

• WLLY Richmond, Va.: Sold by Louis Adelman to Burton and Melvin Levine for $160,000, including assumption of obligations. Burton Levine is owner of WROV Roanoke, Va. The transaction was handled by Blackburn & Co. WLLY is a 1 kw daytimer on 1320 kc.
KTVU gives Advertisers maximum audience in the high density population centers on both sides of the Bay and in 23 surrounding Counties.

September 1, 1959 KTVU Set Count 1,358,488

San Francisco • Oakland

represented by H-R Television, Inc.
NAB FACES UP TO PROGRAM CRISIS

Threats of federal policing bring promises of action at D. C. conference

NAB opened its Fall Conference series in Washington last week under a cloud—a quiz cloud.

Some 300 broadcasters found themselves embroiled in solemn discussions affecting their freedom to program in the free-enterprise tradition.

Industry leaders joined a high government official in recognizing the impact of the headline-hunting probe of quiz programs on the public and on the way the broadcasting business is regulated.

A sudden jelling of a number of normally routine developments brought about a broadcasting conference notable for its recognition that critical events were in the making unless self-discipline could cope with journalistic and political frenzy.

What happened in Washington late last week wasn't anticipated in the printed program delegates received as they registered Wednesday and Thursday (Oct. 14-15) at the Mayflower hotel.

The highspots of the meeting, fired up by the Harris quiz pressure, were these:

- Chairman Earl W. Kintner, of the Federal Trade Commission, chided broadcasters for the apparent weakness of self-discipline and warned against the danger of police-state regulation.

- Delegates pondered a warning in a separate forum by FCC Chairman John C. Doerfer that the congressional quiz investigations are pushing the Commission toward program control (page 70).

- NAB President Harold E. Fellows said the industry "can clean its own house when necessary"; promised corrective steps, and charged package producers with hoodwinking the public and the facilities they use.

- Donald H. McGannon, Westinghouse Broadcasting Co., chairman of the TV Code Review Board, said he will recommend to the board an amendment to the code that would "expressly prohibit" such happenings.

- All this occurred just as the new Television Information Office was getting its paper clips unboxed and its New York telephone number memorized. Chair R. McCollough, Steinman Stations, and Louis Hausman, new director of TIO, officially unveiled the project at the Washington conference. Mr. McCollough is chairman of TIO's directing committee; Mr. Hausman has the job of guiding the industry in a $600,000 (more or less) campaign to improve the public's image of television.

Quips, Then Straight Talk • FTC Chairman Kintner had delegates hanging on to their luncheon seats when he tided off with a quiz quip: "My answers aren't rigged; this isn't an entertainment or a shell game."

Having loosened that one, he softened the blow somewhat by observing that the press is having "a field day" and then suggested the Harris quiz committee "is restoring the ego of our citizens who feel they belonged on the cradle-roll after hearing quiz stars."

From then on Chairman Kintner laid it out in strong words though conceding "most radio and television programs are untainted by fraud."

The Washington conference was distinguished by its willingness to face up to unexpected and unpleasant governmental possibilities but the bulk of the regular program went through as scheduled after Chairman Kintner had given his hard-nosed speech, which was added to the program at the last minute.

NAB's serious panels and talks about normal operating problems of management were designed to probe topics not covered at the annual conventions. Broadcasters joined NAB headquarters executives in discussing government and public relations, economic developments (story page 80), advertising (stories page 50) and other intra-industry issues.

NAB Awareness • President Fellows said in his formal address he wouldn't try "to explain or justify this unfortunate episode in broadcasting," adding, "I assure you that we at NAB are fully aware of the broadcaster's responsibility to the viewing public."

The result of the Harris hearings "may be a challenge to our system of..."

Seven more to go • NAB's 1959 'Flea Circus' opened nationwide series of Fall Conferences in Washington last week. Ten-man troupe put final touches on their two-day presentation on eve of Washington session as President Harold E. Fellows went over individual talks.

Left to right: Vincent T. Wasilewski, government relations manager; Charles H. Tower, economics-broadcast personnel manager; William L. Walker, assistant secretary and conference manager; William Carlisle, station relations manager; John F. Meagher, radio vice president; President Fellows; Thad H. Brown Jr., tv vice president; Frederick H. Garrigus, organizational services manager; Edward H. Bronson, director of tv code affairs, and John M. Couric, public relations manager.
Shrinking heads is not my business! I am a television time-buyer! These are the heads of television time-buyers that "rolled," because they didn't think it mattered which TV station they chose in the rich Shreveport market.

I still have my head, because in each market I look for a station that promotes consistently... programs imaginatively... delivers a clean, clear picture and comes out ON TOP in every TV audience survey made. In Shreveport my choice for five years has been KSLA-TV... the choice of the viewers!

Do I think every television time-buyer should choose KSLA-TV? I think everyone should decide for himself by letting a Harrington, Rigler & Parsons man give him the COMPLETE KSLA-TV STORY!
voluntary self-regulation, which has attained much stature among viewers, government and our own industry," he said. "May I emphasize—we are disturbed by this situation. Equally so, we are not unmindful of the responsibilities to our viewers that exist under the American system of free broadcasting. This industry has proved, in its four decades of service, it can clean its own house when necessary."

Mr. Fellows reminded broadcasters they must have "loyalty to each other, also." He recalled member complaints to him that also were printed "in the letters-to-the-editor column in some trade paper."

Chairman Kintner warned broadcasters that any attempt to shrug off a hoax on the public as not warranting positive action "is to whistle in the dark." He cautioned them not to fall back on the theory that headlines are fleeting and the public memory short.

FCC, he said, deals with false advertising, with program policing being outside its function (see testimony before Harris committee, page 82). He voiced conviction the broadcasting industry is opposed to frauds but said only a trustworthy public brings value to an advertiser's dollar. "Let broadcasters abuse public confidence and this trust will be undermined, with the broadcasting industry "hurt and hurt badly," he said.

The Trade Commission will cooperate with the Harris Committee in considering additional regulatory laws, he promised.

Code Values • Lauding the tv and radio codes, he said he is aware "they have been responsible for much non-use of objectionable material." At that point he reverted to figurative language to illustrate his view of the whole quiz-rigging problem: "If a ship has only a few holes in its hull instead of many, this will not invite confidence it is seaworthy. From the standpoint of the public interest, the holes must be patched. I prefer the patching be done by the owners of the ship instead of the government. One way or another they are going to be patched and they should be.

"If self-regulation becomes ineffective, the government should provide whatever policing is required by the public interest. If primary policing responsibility over tv and radio lies in the FCC or whether the FTC's jurisdiction should be clarified and extended to a broader area than the advertising of products are matters for Congress to decide. But it is my hope this will not be necessary."

"My hope as chairman of the FTC and a believer in our capitalist, free-enterprise system is that the broadcasting and advertising industries can keep radio and tv free from deceit and fraud in the best interest of the public and without laws and more policing."

Chairman Kintner said he didn't want a "police state" other than the policing needed "to protect our people and free-enterprise economy." He urged the broadcasting industry and each broadcaster "to police its advertising and programming so well that more laws, regulations and policing will not be necessary."

He concluded, "Though the hour be late, yours may still be the choice."

Project History • As TIC chairman Mr. McCollough traced the events leading up to formation of the first tv image-improving committee at the NAB Chicago convention last March. Developments have come fast since that time, he said, with a basic plans committee submitting a report by April 30. A day later President Fellows named an NAB tv Board committee of five under Mr. McCollough to implement the project.

A plan was drawn up after a series of lengthy discussions and conferences. It was submitted to the Tv Board in June and approved. Mr. McCollough was named chairman of a tv committee of nine to get the project rolling. Mr. Hausman was picked from over 100 names on Oct. 1 and took office Oct. 12.

As operating head of the project designed to be a main factor in combating all the recent criticism of tv, Mr. Hausman said telecasters must take four steps—recognize what they feel is wrong or not as good as it should be; take corrective steps; inform the public, and defend vigorously what they believe to be good.

"More than lip service is needed," Mr. Hausman said, leaving the main task of defining television's problems to other conference speakers. He said telecasters must expect criticism of the quality of programs and reminded that good programs are "as long as it is big and important." He suggested broadcasters must provide the best possible product and must be ready "to live within conflict."

"You are the industry and the spokesmen for the industry," he said. "Stations themselves must create television's better image."

Voices Concerns • Chairman McGannon of the NAB Tv Code Review Board said he considered the present threat to broadcasting "a most genuine one," adding that responsibility to the public and to the advertiser comes at higher priority than even fear of additional government regulation.

The question of rigged quiz shows could have been handled within the content of the tv language covering the fundamental premise of honesty, he said, suggesting the integrity of the individual broadcaster would prevent
Your packages go anywhere Greyhound goes...and Greyhound goes over a million miles a day! That means faster, more direct service to more areas, including many, many places not reached by other public transportation.

What's more, Greyhound Package Express offers this service seven days a week...twenty-four hours a day...even on week-ends and holidays! On Greyhound Package Express packages get the same care and consideration as Greyhound passengers...riding on dependable Greyhound buses on their regular runs. You can send C.O.D., Collect, Prepaid—or open a Charge Account.

Call your nearest Greyhound bus station or write to Greyhound, Dept B-18, 5600 Jarvis Ave., Chicago, Ill.
Now you can have reliable audience data on 97% of all TV viewing.
Expanded Nielsen Station Index gives you the facts you need to invest broadcast dollars wisely

IN 146 MARKET AREAS (231 cities)

To meet the demand for truly comprehensive tv audience measurements at local levels in all parts of the country, the number of Nielsen Station Index market areas has been substantially increased ... from 32 in '58 to 146 by '60. Every area in the U.S. with two or more tv transmitters will be reported ... 97 percent of all tv viewing. Similar information is available for radio in 34 major areas which account for the great majority of U. S. radio listening.

Never before has so much reliable information about local audiences been available from one source:

Number of homes reached...by station
NSI tells you (for each of the 146 Metro or Central Areas) the number of tv homes—and the percent reached by each station during any specific time period. In addition, you are given the total number of homes reached by each station, regardless of where the homes are located ... in other words, the total reach in terms of families delivered.

Composition of audience for each 15-minute period
NSI tells you, for each station for each quarter-hour from 8 a.m. to midnight, seven days a week, the number of viewers per home and their distribution by men, women, teenagers and children ... to show you whether your messages are reaching your best customers.

Reports based on 4 or 8 week average
NSI measures radio and tv time period audiences over a broad time span (4 or 8 weeks) so as to report the average condition ... this avoids misleading results caused by changes in programming, special promotions and other atypical influences.

Each market is reported season to season — from 2 to 12 times a year depending upon the size and importance of the area. Right now NSI issues over 720 different seasonal market reports a year—by next spring 800!

NSI and U.S. Census Metro-Areas are identical
NSI Metro Market Areas are those determined by the U.S. Census and used by most marketing research organizations. For smaller market areas, NSI has created “Central Areas” based on local tv conditions. Information reported by NSI dovetails neatly with company and agency marketing plans and analyses.

Supplements national tv and radio ratings
NSI is completely compatible with Nielsen Radio & Television Indexes (NRI & NTI) which measure and report national network audiences. NSI supplies parallel information for each individual station in the network. Knowledge of this kind quickly locates areas of strength and of weakness in national coverage ... and provides basic information for interpretation or corrective measures.

Backed by 20 years of tested audience measurement
The wide acceptance of Nielsen radio and television ratings and measurements ... both national and local ... is founded on sound research methodology. Basic data are sound ... free of personal bias, lapse of memory, ego-saving reporting and similar human foibles. Data processing is scientific. Special electronic equipment, much of it developed by Nielsen, reduces millions of pieces of information to usable and reliable measurements and ratings.

The men responsible for the development and operation of NSI include experienced radio and television executives with years of service in major advertising agencies, networks, stations and corporations. They have used Nielsen services themselves and know what time-buyers, marketing directors, advertisers and others want and expect from a measurement service.

But this is only part of the NSI story
There is a lot more to NSI than reported here. If you will let us know when it would be convenient we will tell you the whole story and show you how NSI is used to make television and radio dollars work harder.

FREE to all responsible for buying or selling radio and tv time.
Handy 160-page book of basic facts about the 146 NSI market areas. Individual maps show each Metro or Central Area and surrounding counties. Data includes: Number of homes in Metro Area, tv homes, radio homes, major stations, etc.

Please give your name, company, position and business address when requesting this valuable book.

Nielsen Station Index
a service of A. C. Nielsen Company
2101 Howard Street, Chicago 45, Illinois • HOLlycourt 5-4400

The following terms are Trade Marks or Service Marks of A. C. Nielsen Company: NSI (Nielsen Station Index), NTI (Nielsen Television Index), NRI (Nielsen Radio Index)
presentation of programs that purport to be genuine contests of skill, ability, wit and acumen but in fact rehearsed and contrived.

Mr. McGannon claimed it unlikely the code board would have many occasions to know in advance of the public when a program is being presented under fraudulent circumstances. He said that if the code board adopts his recommendation for an amendment expressly prohibiting such practices as quiz rigging the change must be approved in January by the top-ranking NAB TV Board of Directors.

Gaines Kelley, WXYV-TV Greensboro, N.C., chairman of a code sub-committee on personal-product advertising, reminded the group had offered a series of "guideposts" for stations (Broadcasting, Sept. 21). He said they provide a basis for consistent and intelligent evaluation of the commercials which we in turn put into the family living room and hoped they will help preserve and even enlarge advertising expenditures by deodorants, laxatives, diaphiliters, corn and callous remedies, cold and headache remedies, and foundation garments.

Mr. McGannon will discuss personal-products advertising policies at the Assn. of National Advertisers convention to be held Nov. 9 at Hot Springs, Va.

Three types of automation equipment were shown by conference exhibitors at the Mayflower. Programatic (Muzak) and Schafer Custom Engineering were planning to show their latest lines at conferences. The new Broadcast Electronics Inc. was planning to hold exhibits at conference hotels around the circuit. In 1958 only one exhibitor, Programatic, took part in the conference series. (The Oct. 12 Broadcast ing, incorrectly stated that Schafer was an exhibitor in 1958.)

Editorializing Panel • Editorializing is raising the industry's stature, according to Chet Thomas, KXOK St. Louis. He predicted the FCC someday "will take the final step needed to encourage more stations to schedule editorials by removing the requirement that we must 'seek out' the opposing viewpoint. Contrary editorial viewpoints from qualified sources can be handled by the broadcaster with fairness."

Mr. Thomas predicted removal of the 'seek out' requirement "will lead to universal adoption of editorializing." He advised broadcasters to editorialize "only after research of the subject. Accept full responsibility for your considered viewpoints and your public will respect you for it.

In other excursions into the field of prophecy he predicted the FCC someday will permit multiplexing on am radio, opening new horizons to the horizons available on standard radio stations. He suggested automation will expand "the uses of manpower and womanpower in radio" and anticipated better performance in music, news, religion, public service "and devices as yet undreamed of."

A public relations campaign to improve the listeners' image of radio was urged by Mr. Thomas, calling on members to work with NAB in developing appreciation of radio's power and scope by the public, government and "down to the smallest hamlet."

Assigned to a radio editorializing panel were John S. Booth, WCHA Chambersburg, Pa.; Simon Goldman, WJTN Jamestown, N.Y., and Ben Strouse, WWDC Washington.

Bob Palmer, Cunningham & Walsh, New York, discussed an agency's requirements in buying farm radio time (see page 50). A Television Bureau of Advertising presentation described that medium's advantages (page 50).


Newscasts cleared by the "Federal Bureau of Censorship" segued into vague weather reports and anti-commercial messages. Political broadcasts and a "spectacular audio and video display of our nation's songbirds" were provided.

Vincent T. Wasilewski, NAB government relations manager, called on broadcasters to get acquainted with their Congressmen. He noted that many legislators know newscasters at their local stations but not top management.

"Radio and television are the popular whipping boys—a tribute to their overwhelming public appeal," he said. All of the frustrations and thwarted forays which so many people would like to direct to the newspapers now find a target in radio and television broadcasting."

John M. Couric, NAB public relations manager, described NAB's services designed to help stations improve their public image. "Your public relations impact is reflected in your own financial statement," he reminded. "Any person who has ever bought an operating station knows that goodwill was an important part of the sales price. All you were buying was the good public relations of your predecessor.
“you ain’t heard nothin’ yet…”

...said the immortal Jolson. And “you ain’t seen nothin’” like the response you’ll get when you program this great local spectacular—

THE JAZZ SINGER starring AL JOLSON

This Is The Original History-Maker
... This Is Today’s Money-Maker!
Already bought by WMAL-TV Washington, D. C.; WOR-TV New York; KHJ-TV Los Angeles; WNAC-TV Boston; CKLW-TV Detroit; WMAR Baltimore.

The Time: NOVEMBER 1958
The Place: SYMPHONY THEATRE, N. Y.
The Response: HELD-OVER ACCLAIM
The Critic: BOSLEY CROWTHER
“The other day, the Symphony Theatre at 2537 Broadway tempted fate by bringing in a revival of the historic film “The Jazz Singer”, generally accepted as the film that introduced the “talkies”. Attendance has been so favorable that it was held over for a second week...THE MANAGEMENT HAS BEEN PARTICULARLY HAPPY TO NOTE THE LARGE NUMBER OF YOUNGER PEOPLE SEEING IT.”

For full details, write, wire or phone:

u.a.a.
UNITED ARTISTS ASSOCIATED, INC.
NEW SPOT REPRESENTATIVE?

CBS, NBC affiliates may form own units following FCC ruling against networks

The possibility that one or two new station representation firms may emerge as a result of the FCC's ruling that networks may not represent affiliates gained credence last week when it became known that both CBS and NBC affiliates, now represented by their networks, have revived talk of forming their own spot representative firms.

There has even been some very tentative talk that a single new representative firm might be established with both the CBS and NBC stations as its basis.

On the counter is $15 million yearly in national spot billings. This is what the 13 independent stations now repped by CBS and NBC are estimated to bill annually.

The Commission's order was announced two weeks ago (Broadcasting, Oct. 12). It forbade networks to represent affiliates, but gave CBS and NBC until the end of 1961 to sever this relationship with existing affiliates.

The FCC's order, which is based on the potential for harm which might occur in the existing relationship, has not yet been issued. It is being reviewed by the Commission's general counsel. It is expected to be released this week or at the latest next week.

Network Reaction • Reaction of networks was guarded.

Merle Jones, president of CBS-TV Stations Division, declared that CBS would oppose the ruling. He stressed, however, that CBS had not yet seen or examined the order.

No comment was available from NBC.

ABC gave up spot representation in 1952.

There were indications, however, that NBC also was preparing to combat the order.

Just what form this would take could not be ascertained at the moment. The next legal move, following the issuance of the order, would be to file a petition for reconsideration with the FCC. If the Commission denied this, recourse to the U.S. Court of Appeals in Washington would follow. There is also a path which permits an appeal to the circuit court without the requirement that a petition for reconsideration be filed.

If the position of the networks was cautious and glum, the reverse was true with representatives.

Reps Like It • Representatives, generally, were enthused—not so much at the expected windfall (this was discounted by many rep executives at the outset) but at the fact that, at last, the networks' representation wings have been clipped. This has been the real danger, rep executives emphasized, that the networks through their dominance might add to their spot list until they controlled all of the big, major stations.

One thing is sure. Not all representatives will be equally interested in each of the markets. Some station reps already represent good billing stations in these markets. Also, it was pointed out, not all the network-repped stations are equal to each other.

Top billing stations in the eyes of station representatives are St. Louis and Louisville, in the NBC list; Washington, Jacksonville, Charlotte, Houston and maybe Portland (Ore.) in the CBS list.

Some representatives statements:

Eugene Katz, president of the Katz Agency—"We think the recent FCC ruling against network representation of tv affiliates is an excellent solution of the problem against which it was directed."

John Blair, president of John Blair & Co., Blair-Tv and Blair TV Assoc., said that the FCC action did not affect the Blair operation but that as a matter of policy it appeared prudent to limit the extent of station representation by networks because of the inherent strength of network franchises.

Lloyd Griffin, vice president and director of tv, Peters, Griffin, Woodward—"All independent representatives now can compete for station clients on the same basis of service and results." Mr. Griffin, who had testified last summer in Washington during hearings on the networks' representation, thought this to be the "real significance" of the FCC ruling. He interpreted the action as "recognition" of the individual station's strength in the future of broadcasting.

Martin Nierman, executive vice president of Edward Petry & Co., called the FCC decision "a sound one," and added:

"We are pleased the FCC made the ruling. As you may know, we testified before the Commission. We feel that the independent representative should have the opportunity to represent the stations handled by the networks. Even before the ruling came, our company solicited the business of stations represented by the networks. Along with other representatives, we hope to make presentations to stations now handled by the networks."

Paul H. Raymer, president of the Paul H. Raymer Co., applauded the ruling. He pointed out that it would redound to the benefit of stations. He noted that network and spot advertising are "competitive media" and expressed the view that an independent representative could serve an outlet more efficiently for spot business.

G. Richard Swift, vice president for tv, the Bolling Co., believes the FCC's order is a "healthy decision which should be good for station business, and it will give relief from possible network coercion on the stations."

Adam Young, president, Adam Young Inc., said: "Since we were involved with the stand taken by the Station Representatives Assn. [which came out in favor of the rule], naturally we are pleased with the result." When asked if he thought the decision was a sound one, he said: "It's the only decision they [FCC] could make, if they wanted to be fair."

Stations affected by the order were not so cheerful. Spokesmen for several of the 13 stations were unanimous that the Commission's order was a disservice to them.

Stations Fearful • The point they made was that they had chosen to be represented by their network, that they liked being listed for spot billings with a small group of "quality" stations, and that they feared they would not be represented properly by any existing firm.

An executive of a station now on the NBC Spot Sales list said:

"All the best reps already handle the billings of other stations in my market. There is none among those available I consider qualified to do a real job for me. I don't want to be one station among a long, diverse list. I want quality representation."

A CBS station spokesman put it this way:

"A big list is fine for the station rep, but it is not so good for the station. I want a top grade representative with a small list."

Talk of forming their own representation firm first was heard during the network hearings before the FCC last year. Both CBS and NBC affiliates, represented by these networks, urged the Commission not to destroy the representation relationship. At that time it was bruited that should the FCC go ahead and prohibit the networks from engaging in the representation business one answer would be to take the network spot sales personnel and establish them as a separate and independent station representation company. Until the FCC's announcement last week, this project had not been advanced any further.
“You Time Buyers Are All Alike.”

Always looking for a good buy for your client. Always knocking yourself out studying availabilities. Always trying to get a better adjacency. Always digging into figures, interpreting data, sifting ratings, coming up with solid recommendations. Always making impossible deadlines. Always doing a good job.

Before you get carried away with all this praise, let us interject one small word of let’s call it advice. Some of you (not you, or you, or you, but him) have been known upon occasion (rare, to be sure, but still . . . ) to concentrate on “top 50” markets. Ours is the 65th tv market in the nation; there are 448,001 tv homes in our 58-county coverage area, full of folks just as product-hungry as those top 50 characters. Blair Television Associates will paint their picture.

WSLS-TV
Channel 10 • NBC Television
Mail Address: Roanoke, Va.
A broadcast service (with WSLS Radio) of Shenandoah Life Insurance Company
TVB's NEW AUDIENCE REPORT

Shows tv tops magazines, newspapers

Television Bureau of Advertising took its audience composition message of big numbers of men and women viewers to the "enemy camp" last week (CLOSED CIRCUIT, Oct. 5).

This is a follow-up report that supplements TVB's "how to reach people" audience study (BROADCASTING, Oct. 5). The former study detailed the numbers of people reached by tv, who the people are and when they are best sought out by the advertiser.

On the basis of the voluminous audience composition report, TVB has been able to compare tv's reach with that of magazines and newspapers particularly to the time periods of the average viewing day, and on the basis of men and women (for magazine comparison) as well as total viewers (for newspaper comparison).

The supplementary report is contained in a small booklet called "How Big is Big?". It makes the point that more men and more women view tv in every time period between 6:10:30 p.m. on the average day than read any magazine or Sunday supplement.

TVB maintains that between 10:10:30 a.m. every weekday tv is reaching more women than any woman's magazine, and between noon and 12:30 each weekday tv reaches more men than any men's magazine.

Figures on Women • Some examples: Woman's Day reaches nearly 3-million women readers, American Home a little over 3.2 million, Family Week-ly a little more than 3.8 million, Ladies Home Journal has over 5.6 million readers. But in the 10:10:30 a.m. period, tv women viewers total over 6 million.

In the 12-12:30 p.m. period, there are more than 2.7 million men viewers. This tops the men readers of such magazines as Farm & Ranch, Cappers Farmer, Time, True, American Legion and Farm Journal.

The audience comparison with newspaper readership is by geographic regions, showing, for example, that more people in the U.S. view tv between 7:30-8 a.m. than read newspapers all day in the mountain and east south central states, and that more people in the country watch tv between 6 p.m. and midnight (total goes over 116.5 millions) than read daily newspapers (some 104.4 million) all day in the whole country.

BPA announces convention agenda

Advance registration for the fourth annual convention of Broadcasters' Promotion Assn. indicates a record attendance for this year's meeting in Philadelphia's Warwick Hotel Nov. 2-4.

BPA President Charles A. Wilson, (WGN-AM-TV Chicago), reports advance registrations have been received from all parts of the country. Attendance is expected to exceed the 1958 figure of 207 participants. Registrations were nearing the 200 mark as of last week. Total BPA membership is close to 300.

Social highlight of the Nov. 2-4 agenda will be a trade paper cocktail reception, plus the annual banquet and show Tuesday evening (Nov. 3).

Complete agenda, announced by James M. Kiss, WPEN Philadelphia and BPA convention program chairman, follows:

Sunday, Nov. 1
11 a.m.-12 noon—Early bird registration. 6-9 p.m.—Regular registration.

Monday, Nov. 2
7:30-9:30 a.m.—Regular registration.
9:45 a.m.—Welcoming address by Charles A. Wilson, BPA president.
10:35-11:45 a.m.—"How to Manage the Merchandising Mainstream"—Max Buck, station manager, WOR-AM-TV New York; and Emil Mosqul, president, Mosquill, Williams and Saylor Inc., New York.
12:30-2 p.m.—Keynote luncheon—Robert W. Saroff, NBC board chairman, New York.
2:30-3:45 p.m.—"How to Create a Station Image"—R. C. (Jake) Embry, station manager, WETH Baltimore; and Arthur C. Schofield, Peoples Broadcasting Co., Columbus, Ohio.
3:50-5 p.m.—"How to Trade Up Our Trade Ads"—David Kimbble, account executive, Grey Advertising Agency Inc., New York; and Henry J. Kaufman, president, Henry J. Kaufman Assoc., Washington, D. C.

Tuesday, Nov. 3
9:30-10:20 a.m., 10:30-11:20 a.m., 11:30-12:20 p.m., 2:15-3:05 p.m., 3:30-4:20 p.m.—Five simultaneous shirt-sleeve sessions: Audience promotion—Robert V. Freeland, promotion manager, KOTV (TV) Tulsa, Okla.; Sales promotion—Jack Williams, promotion manager, WBZ Boston, Mass.; Trade paper advertising—Kirt Harris, sales promotion manager, KPRC Houston, Texas; Merchandising—Heber E. Darrion, promotion manager, WHBF Rock Island, Ill.; Publicity & exploitation—Elliott W. Henry Jr., director of publicity and promotion, WBKB (TV) Chicago, Ill.
4:50-5:30 p.m.—Official BPA business meeting.
6:30-7:30 p.m.—Trade paper cocktail reception.
7:30 p.m.—Annual banquet and show.

Wednesday, Nov. 4
9:30-10:45 a.m.—"The Role of Promotion and Promotion Managers in the Future of Radio and Television"—James T. Quirk, publisher TV Guide magazine.
10:45 a.m.-12 noon—"How to Equip Your Rep"—H. Preston Peters, president, Peters-Giffords-Woodward Inc., and Adam J. Young, president, Adam Young Inc.
12 noon—Closing remarks by Charles A. Wilson and 1959 BPA president-elect.
How competitive are the oil giants?

Periodically, oil's critics revive an old familiar story. Through some kind of back-room collusion, they suggest, the oil giants limit competition. They rig prices or otherwise conspire to their advantage. Sometimes, it is obvious these critics have disregarded the facts. Other times, they have misunderstood them or miscalculated their effect. In light of this, what exactly are the facts? ...

Q. Let's clarify what we mean by "giants." How big are oil companies?
A. Look over any list of the U.S.' biggest companies. You'll find oil companies on it. This is true whether the measure is total assets, sales or what-have-you. And it's no accident. Oil companies feed one of our biggest appetites. In finding oil, their risks are high. And every operating step—transporting, refining, marketing oil—is a giant, complex one.

Q. Doesn't this situation in itself serve to scare off competition?
A. Not true. For every oil giant, there are hundreds of small to medium companies. Today's oil industry is made up of some 170,000 independent companies. And these companies are active in every phase of the business.

Q. Doesn't oil face the same trend so many other industries do? Aren't the big ones getting bigger?
A. The facts may surprise you. Let's take the country's five top oil companies (of which Gulf is one). Comparing U.S. refinery runs, 1958 vs. 1948, we find the giants' total in barrels per day is up, 2,985,355 as against 2,431,950. They have grown in assets and production. But . . . over the same 10 years, these companies' overall share of market has actually dropped.

Q. How do you reach this conclusion?
A. In this period, the industry as a whole boosted its runs to 7,605,700 barrels a day from 5,596,600. A little comparing shows the giants' share is down from 43.5% to 39.3%. Counter to the general trend, the small and medium companies are getting a growing slice of the expanding market.

Q. But look at our gasoline prices. What break does the consumer get?
A. You judge. Subtract the taxes you pay on a gallon of today's gasoline—often 10¢ a gallon or more—and you find it is a bargain few other commodities can match. As a result of competition and technological efficiencies, it costs just about the same as it did in the early '20s. And three gallons do the work four used to do.

Q. What about the price-rigging charges that oil's critics make?
A. The facts categorically deny them. At Gulf Coast refineries, the going price for gasoline bought in tankers is called the "effective" price. By definition, this is a competitive price—the lowest price a seller quotes that other sellers will meet. And in 1958, this price sawed 10 times. For 100 octane, it ranged from 14¢ to 12.6¢ a gallon. That's quite a range when you translate it into bulk gallonage.

Q. Is this openly competitive price structure reflected all along the line?
A. It starts right with the purchase of crude oil. Here, prices respond to the refiners' demand. Obviously, the public doesn't buy crude oil. But it should be pointed out that, both here and at the refinery, the public does strongly influence pricing. It does this through its demand for the more than 2,500 consumer products derived from oil.

Q. The prices that seem to count most are consumer prices. What of them?
A. Here, prices vary all over the map as the competitive situation varies. Let's take gasoline again. Most of us live and drive in one area. We aren't too aware of price variations. But look at some typical dealer selling prices of Good Gulf per gallon, as they were without tax on August 1: New York, 24.5¢; Atlanta, 22.4¢; Houston, 20.7¢; Boston, 18.4¢; and Chicago, 23.9¢.

Q. What of other oil products? Is price competition as free-swinging?
A. In many cases, it's even keener. In gasoline's case, it's just about the only product people use to move their cars. But take home heating oils. Here, there's an added reason to keep prices competitive. If a company doesn't, it'll quickly lose out to natural gas and other forms of heating.

Q. Beyond pricing, how does our "competition among giants" work out?
A. They face a unique technical competition, for one thing. If a refiner wants to stay in business, he must constantly try to get a better product yield from each barrel of crude than his competitor. And he must match this yield to the specific market demand for oil products. Beyond this, the giants square off everywhere they meet. In short, everywhere they meet. And that means from the oil-hunting fields right to the service station ramp.

Q. Oil is a world-wide business. How competitive is world competition?
A. Here, you have to add in the competition of every other oil-consuming country. Many, remember, have little or no crude oil of their own. The fight for oil concession rights is intense. And no oil is profitable until it is sold. Finding markets and moving oil economically are fights in themselves.

We welcome further questions and comments. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.
The growing stature of radio-tv news and the widening acceptance of the radio-tv newsmen as a professional journalist co-equal with newsmen of the older media, drew the attention of the annual convention of the Radio-Television News Directors Assn. in New Orleans last week.

But two highlights among the many reports did not share this same feeling of optimism. These were:

- The apparently spotty progress of freedom of access to the news, requiring more thorough overall evaluation, definition and action.
- The low morale among radio-tv newsmen in their apparently uncoordinated and un-united efforts to obtain removal of Canon 35 (ban on court access).

Surveys and comments on both of these vital issues were put before various RTNDA audiences during the meeting (see below; also, for late-breaking news of the convention, see AT DEADLINE).

FCC Chairman John C. Doerfer told RTNDA that the current congressional investigation of the tv quiz scandal is pushing FCC closer to regulation of program content, but there is great reluctance on the part of some commissioners to "plunge in" even though there may be highly objectionable program formats falling just short of civil or criminal law violation. The situation calls for even greater self-regulatory restraints, the FCC chairman told the news broadcasters (story below).

Look Out for 'Watchdog' • The RTNDA Freedom of Information Committee lost little wind expressing its apprehension over the new Senate "watchdog" subcommittee on freedom of communications.

Radio-tn coverage of President Eisenhower's visit to Europe and Premier Khrushchev's tour of the U.S. "undeniably demonstrated the effectiveness of our own profession and our own medium's ability to do the best job of news reporting," Ralph Renick, vice president in charge of news, WTVJ (TV) Miami, and RTNDA president, said in his convention report Oct. 15.

"These were not only good information programs, fulfilling to a high degree radio and television's responsibility to the public, but the fact some of these programs were sponsored points up that news programming is an excellent sales vehicle," he said. "It is a fact beyond any reasonable doubt that radio and television have emerged as first-line primary sources of news information."

Mr. Renick said radio-tv have shown their "stuff" to the doubters and critics "and they are left without an answer."

He continued: "If it were not for the high caliber of talent and the ability found within the ranks of our profession; if it were not for the fact that broadcast journalists have an equal degree of integrity and know-how with their counterparts in other media, then the great success of the Eisenhower and Khrushchev coverage and the outstanding viewer acceptance of thousands and thousands of

The heat is on for program controls, but . . .

The current congressional tv quiz investigations are "nudging the Commission closer and deeper into exercising regulatory controls over programming content . . ." FCC Chairman John C. Doerfer told the RTNDA last Wednesday.

But "there is a great degree of reluctance on the part of some commissioners to plunge in and exercise governmental supervisions very extensively over programming formats even though they may be highly objectionable and undesirable but are short of any palpable violation of the civil or criminal law," he said. (For other stories on rising pressure for regulation, see page 58.)

It would be practically impossible, Comr. Doerfer said for the FCC to require that any particular type of programming must be precisely what it purports to be. "The cure for highly objectionable programming, be it unfair treatment of a political candidate, an issue of public importance, or a deceptive practice in quiz programs, should be not the creation of greater governmental controls but greater incentive for the exercise of self-regulatory restraints," the chairman stated. He continued:

"Licensees should be permitted to have full and absolute control over all program production. Then responsibility can be better pinpointed in the license renewal or granting process. If moral restraints against dishonesty and unfairness have been the main guides for news reporters and editors, why not for newscasters and broadcasters? . . . Why go off the deep end just because the medium happens to be of a different kind?"

"Why endanger the American tradition for freedom of expression because of occasional abuses? Why place the spectre of governmental censorship in the path of creative activities—whether good, bad or indifferent so long as they do not violate any well-established laws? A good deal of patience is required in this new industry if we are not to make irretrievable regulatory mistakes. A fair opportunity of self-correcting action should first be permitted before we enact laws in excess of the present power of the Commission to reach the licensee via an appraisal of his over-all program performance."

Defends FCC Actions • Comr. Doerfer maintained that the FCC was as prompt in acting on the tv quizzies as its manpower and due process would permit. He said the Commission received complaints and promptly brought this to the attention of the networks. He noted those shows in question were dropped soon after investigations showed there was some basis to the charges of rigging (see tv quiz story, page 82).

He said the entire problem of network programming has been under study by the FCC for some time. Although, he said, there are several court decisions which give the Commission considerable power over programs in relation to its licensing powers, none present a clearcut authority for the FCC to delve very extensively into any particular programming format. Comr. Doerfer cited several cases in which the courts have stricken down as unconstitutional government at...
other news programs broadcast across this nation could not have been successfully achieved."

**Media Responsibility** • The RTNDA president emphasized that radio-tv, bringing the "full and real impact of local, national and international events into the homes of millions of people," have one of democracy's "greatest responsibilities" in informing this audience. He said it is the promise of radio-tv "to defeat the much-lamented apathy of the general public and thereby contribute immeasurably to the perfection and enhancement of our free system..." Mr. Renick recalled Premier Khrushchev's statement to him during his visit at the Kremlin last May: "The bacilli of communism will enter the minds of your grandchildren and they will be ready to accept communism." He told RTNDA, "This is our challenge. If radio-tv properly inform the people of this country, we will have immunized our citizenry to Russian propaganda claims and won't have to worry about our grandchildren becoming communists."

The WTVJ news executive said he wrote a one-hour script of his Iron Curtain adventures in Russia, Hungary and East Germany and sent a copy to Andre Polgar, Secretary of the Ministry of Foreign Affairs in Hungary. "He didn't like the tone of the script. I didn't think he would," Mr. Renick said.

**It's Listed on the Label** • "You people consider press, radio, tv and films to be just one form of business," Mr. Polgar wrote Mr. Renick. "Legal regulations of your country compel the manufacturers to print on a label of can goods the ingredients mainly to prevent poisoning the human body. But under your system of 'free information,' nothing prevents that souls and minds should be poisoned," Mr. Polgar continued in his letter.

"We believe," the Hungarian official said, "that these forms of information media are wonderful creations of human wisdom to be used—that people everywhere should be more educated, more cultured, in order that they should be more perceptive to beauty and good. That is why here only people who are really authorities on the subject write or speak about things."

This is Mr. Polgar's reasoning for government control of the media in the communist countries, Mr. Renick noted, "and there is a tendency here in the U.S. to impose government control on broadcasting."

Mr. Renick also reviewed RTNDA's...Commissioners are reluctant

...tended to restrict certain movies, plays, novels and magazines.

"The contention that radio and tv fall into a different category because they are licensed, and newspapers and novels are not, would be a most difficult one to assert..." in view of the fact that valuable second class mailing privileges were at issue in the print cases. He cited the case of *Lady Chatterley's Lover*, in which the courts ruled the Postmaster General could not revoke the mailing privileges for that novel.

"I have read *Lady Chatterley's Lover*," he said, "Frankly, if that is allowed to be distributed about the country by a second-class mailing privilege... it is extremely difficult for me to see how the Commission can use the licensing function as a means of regulating program formats of lesser shock to moral standards."

Sec. 315 Problems • The FCC chairman also discussed new regulatory problems as a result of the amendment to Sec. 315 of the Communications Act which was enacted into law by the past Congress. He noted that broadcasters will be required to give "reasonable opportunity" to all for the discussion of conflicting views and highly controversial matters.

"The extension of the 'reasonable opportunity' provision to issues rather than to just the qualified candidates imposes new and additional burdens upon the broadcaster," he said. "No longer can he refuse his facilities to those who request to speak on behalf of the candidate. Before the amendment, the Commission determined that the privilege was a personal one. It extended to the candidate alone. Now, apparently, substitutes can, and must, be permitted... and it may be persons who do not even purport to speak on behalf of any candidate. Apparently, any responsible person who has opposing views can now get into a political hassle over the air."

Comr. Doerfer said the FCC may be forced "to the brink of unconstitutional interference" with freedom of expression on a political platform or in a dramatic performance.
KYA SALESMSHIP

SHOWMANSHIP

SCHOLARSHIP

MAKE EVERY SCHEDULE

A CAMPAIGN!

In one short year . . . KYA becomes dominant in the San Francisco Bay Area! Combining creativity, top ratings, low cost-per-thousand to produce responsive audiences, KYA is proud of its 85% renewal record. There's a reason . . . and the reason is results! Just as the entire industry looks to the booming Bay Area, so does Northern California look to KYA—for leadership!

SALESMSHIP is ingrained in every air personality and a part of the Bartell station acceptance that puts every campaign in orbit.

SHOWMANSHIP is in the production that arrests, sparks and entertains.

SCHOLARSHIP is inherent in the thought, planning and pre-testing of every unit of sound that is broadcast.

These qualities are contagious! From station level to Group headquarters, to each Adam Young office, you'll find more than receptivity—or even sympathy—you'll get good ideas! (Ask McCann Erickson in Chicago.)

efforts during the year in campaigning for amendment of Sec. 315 of the Communications Act (political broadcasting equal time law) as well as other issues such as Canon 35 (ban on courtroom access by radio-tv) and freedom of information at both the federal and state levels. He said RTNDA sent out nine mailing pieces on revision of Sec. 315 to the nation's newspaper and magazine editors, radio-tv stations, all members of Congress and other civic and political leaders.

Mr. Renick recalled the reaction of Rep. John Moss (D-Calif.) during the House hearing on Sec. 315 when he was testifying that the broadcasters and newsman of this country could handle the responsibility of determining how to present political news fairly. He said Congressman Moss asked, "How many radio and television stations in the U.S. have a news director on their staff?"

The point he was making is one which presents a challenge to the broadcast industry and RTNDA—the necessity of having a full-time newsman on the staff of any station which is presenting news programs," Mr. Renick said.

RTNDA takes slap at Magnuson committee

Sen. Warren Magnuson's (D-Wash.) new watchdog subcommittee on freedom of communications did not fare well with the Freedom of Information Committee of RTNDA. (BROADCASTING, Sept. 21).

The RTNDA group reported Oct. 15 that while it is "sympathetic to the stated aims of the subcommittee, we must point out that the very existence of a politically authorized watchdog is fraught with hazards to our profession."

The Freedom of Information Committee, headed by John F. Lewis, former news director of WBAL-AM-TV Baltimore, now freelancing, also reported that 1959 has been a "hectic" year, with "some gains in the region of greater access to the news," but "a lot of progress needs to be made particularly in some areas not previously given a clear label."

Stating that the obvious question is "how free is information," the RTNDA committee said that the "obvious answer is generally it is as free as newsmen of the radio and television industry want to make it. There has never been a door closed, for an extended period of time, that could not be opened if newsman chose to break the lock."

Cause Is Acquiescence • "Many of the so-called restrictions on the press today are at least partly due to acquiescence by members of the fourth estate. Some doors, like those to most U.S.
Rest assured with SESAC's all new SPIRIT OF CHRISTMAS Series

13 quarter-hour script shows covering the colorful traditions and joyous Christmas spirit from colonial America to today.

This series has authentic, colorful continuity—sparkling renditions of the finest religious and secular holiday music—low cost and universal appeal.

Advertisers will go for the versatile format of the "Spirit of Christmas." Can be sold on spot or participation basis to both local and national sponsors. Listeners will welcome the distinctive holiday music and delightful presentations of American Christmas customs. Your station will find the "Spirit of Christmas" series a snap to sell and a breeze to program.

Complete price . . .

$49.50

Sold on an outright basis

JUST CLIP AND MAIL TODAY . . .
SESAC INC.
10 Columbus Circle
New York 19, N. Y.

Gentlemen:

□ Please enter my order for SESAC's "Spirit of Christmas" package containing 13 quarter-hour scripts and 9 discs from the SESAC RECORDINGS service. My check for $49.50 will follow within 15 days.

□ Please send free auditions material

Name & Title .................................................................
Call Letters ........................................... Address .................................................................
City ........................................... Zone ......... State .................................
Between Atlanta and the Gulf... the only primary NBC outlet is...

WALB-TV
CH. 10—ALBANY, GA.

* New 1,000 foot tower, 316,000 watts power... with Grade "B" coverage including Albany, Thomasville, Valdosta, Moultrie, Ga., and Tallahassee, Fla.

* Serving over 750,000 people... in an area with over $739,000,000 spendable income.

WALB-TV
ALBANY, GA.
CHANNEL 10

Raymond E. Corow, General Manager
Represented nationally by Venard, Rinsaul & McConnell, Inc.
In the South by James S. Ayers Co.
One Rate Card

Courtrooms, are stubbornly jammed to radio and television facilities. But even in this field, the hinges have been removed from a limited number.

"Where newsmen are aggressively acting like real newsmen, the barriers are slowly, but certainly coming down," the report said, although "the military still persists in scrabbling the word 'secret' over many of its activities unnecessarily."

The report asserted that the "exciting new world of space research, rocket missile and satellite development, about which we know so little and need to know so much, poses a very demanding challenge to newsmen to see that science opens windows, if not doors, to its laboratories."

The committee recommended that the liaison in the field of ideas dealing with freedom of access and information be greatly improved between RTNDA and the networks and broadcasting management. It also urged that the incoming committee conduct a survey of state, local and federal laws relating to freedom of coverage libel and protection of sources to give newsmen a better general picture of the areas where progress is or is not being made.

Keep channels free, says Justice pr head

Refusing to discuss the Dept. of Justice attitude toward the tv quiz "scandal," Luther Huston, the department's director of public information, declared that he personally was against any "statutory" regulations of public information channels.

Speaking before the RTNDA Oct. 15, Mr. Huston said he could not even talk "off the record" on whether the Judicial investigation of the quizzes "might eventually relate to the activities of the Dept. of Justice."

But "the situation could hardly have arisen," he said, "if those who are responsible for the integrity of radio and television programs had been vigilant in safeguarding the public interest."

Speaking personally "and out of my newspaper rather than my so-called bureaucratic background," Mr. Huston affirmed that "statutory regulation of the content or dissemination of public information is abhorrent to me. I am against censorship and for freedom of information abridged only by the inherent decencies of the disseminators."

"Some regulation in specific circumstances is necessary in the public interest because a few fail to accept those ethical standards that govern the conduct of men of good intent. Perhaps the disclosures relating to the quiz shows will bring new rules and regulations, statutory or otherwise, but I'm sure they will be really burdensome to the broadcasting industry only if it fails to clean its own house and keep it clean."

RTNDA names top news award winners


The winning stations were selected from among a record total of more than 250 entries from 37 states for the RTNDA competition. Details of the individual awards:

WDSU-TV New Orleans, La.—For Editorializing by Television (Bill Monroe, news director, and Robert D. Sweeney, executive vice president and general manager).

KLZ-TV Denver—Reporting of Community Problems by Television (James Bennet, news director; Hugh B. Terry, general manager).

WBBM-TV Chicago—Reporting of an On-the-Spot News Story by Television (William G. Garry, news director; H. Leslie Atlass, vice president and general manager).

WDAF Kansas City, Mo.—Reporting of an On-the-Spot News Story by Radio (Walt Bodine, news director; Charles L. Glett, president).

Efforts in spot news coverage on television brought special citations to KMBC-TV Kansas City (Claude Dorsey, news director, and Donald D. Davis, president) and to CFPL-AM London, Ont. (Ron Laidlow, news director; Walter J. Blackburn, president).

Special Citation • WRCV-AM-TV

Voice in night

Late night phone inquiries from reporters sometimes have a chuckle to soften their interruption of sleep, Luther Huston, Justice Dept. director of information, related to the Oct. 15 luncheon audience at RTNDA. He recalled the time a reporter phoned to ask if it was true that the grand jury in the case of ex-FCC Comr. Richard A. Mack and Thurman Whiteside was examining Comr. Mack's diaries. "I answered politely that I could not discuss any matters pertaining to a grand jury," Mr. Huston said, "and the alert, but obviously not too experienced, reporter shot back: 'Well, who in hell handles public relations for the grand jury?'"
WE’RE RACING INTO OUR 7th BIG SEASON!

The U. S. Steel Hour will continue to bring you the finest in “live” TV entertainment every alternate Wednesday...and be sure to watch the Steel Hour Special, “Holiday on Wheels,” with Sid Caesar, Audrey Meadows, Tony Randall and Gisele MacKenzie, Oct. 21 on CBS.

U. S. STEEL HOUR
RCA Rack-Mounted

"Fits In" where

NO DOORS TO OPEN
NO PANELS TO SLIDE
NO GYMNASICS IN SERVICING
The RCA TV Tape Recorder is the ultimate in accessibility and space-conserving design.
TV Tape Equipment
other designs "Stick Out"!

Any station can find rack room for the RCA TV Tape Recorder. Its rack-mounted design fits in anywhere. It adapts inconspicuously and unobtrusively . . . along one wall, across a corner . . . or into a mobile unit where all space is at a premium.

Without protruding doors or panels to open up and take up space, the RCA TV Tape Recorder is conveniently operated from the front and easily serviced from the rear. Your film room can become your tape room with a maximum of accessibility and a minimum of alteration. Your mobile unit can be used as a tape unit with all essential camera and control equipment included in it.

Any way you look at RCA TV Tape equipment, it's apparent that the "kind of space" the RCA Recorder requires keeps the "user cost" down to a minimum. Many regard this as the most important "plus" in a host of other fine features, including superb picture quality and operating simplicity. You'll find it well worth your while to consider carefully all the reasons why RCA TV Tape equipment is best for your requirements.

Don't settle for less than the best. See your RCA representative. Or write to RCA, Dept. ZC-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

Why You Get The Best When You "TAPE IT RCA"

21 Outstanding RCA Features

1. Centralized control panel including metering of audio, video, control track and master erase heads.
2. Better than 36 db video signal-to-noise at wide bandwidth video.
3. Quadrature delay lines, record and playback.
5. Continuously variable winding speed.
6. Foot-switch on reel brakes for easy tape threading.
7. Air lubricated tape guides.
8. Space-saving rack-mounted design.
9. Four channel video equalizer.
10. FM deviation meter.
11. Coarse and fine adjustment of control track phase with full 4-track range.
12. Simultaneous playback of program audio and control track during record.
13. Playback tape speed control for synchronization of two or more machines.
14. Tape footage indicator.
15. Complete cue channel facilities.
17. Automatic control of shoe positioning for protection against skewing in pictures.
18. Balanced shoe adjustment for protection against scallops in pictures.
20. Master erase head.
21. Precision reel hubs for long bearing life.
Philadelphia also was given a special citation, over and above the RTNDA awards competition, for interviews with David J. McDonald, president of the United Steelworkers Union, a figure in an incident involving alleged conflict with newsmen.

For lack of noteworthy entries, the judges declined to select winners in the categories of Editorializing by Radio and in Reporting of Community Problems by Radio. The awards were presented at the Saturday luncheon session by Douglas Edwards, CBS-TV commentator. Winners took part in an afternoon workshop, telling “What I did to win” and giving excerpts from their prize entries.

Serving as judges in the RTNDA competition were Sig Mickelson, president of CBS News; John Daly, vice president and general manager of WIBC-AM, Indianapolis; ABC, and William McAndrew, vice president for news-public affairs, NBC, who screened the editorial entries; and Richard Cheverton, new director, WOOD-AM-TV Milwaukee and RTNDA board chairman; and Prof. Richard Yoakam, U. of Indiana journalism department. The awards competition was conducted for RTNDA by Prof. Baskett Mosse, Northwestern U. Medill School of Journalism.

News ‘showmanship’

The primary objective of a news program “is not to stuff information down people’s throats, but to furnish them with facts which can be easily assimilated, so as to enable them to better understand what is happening.” Thus humor and showmanship have their roles in news “shows.” Alex Dreier, NBC, Chicago, told the RTNDA meeting Oct. 15.

“Showmanship in news means the ability to hold the listener’s attention, through dramatic, but not over dramatic, delivery,” he said, “through effective use of words and phrases where a significant point is made.” It means not leading “with what you necessarily think is the most important story, but what you think the majority of listeners want to hear about first!”

Showmanship, however, is not distorting the news to underscore a prejudice, “it is not failing to be objective when objectivity doesn’t serve your purpose,” he said, “and it is not twisting a fact until it gasps for air and gives up, to be replaced by believable fiction.”

An example:

“Almost everyone in the news business knows that all ladies between 16 and 60 who plunge off the upper floors of large downtown buildings are young, attractive and blond. But not in my show!”

CANON 35 OUTLOOK NOT BRIGHT

Newsmen’s morale low; small progress cited

The outlook for industry efforts to pull the fuse from Canon 35 is glum, if not grim.

In particular, “there is a general feeling of frustration, pessimism, and in some cases, of defeat among newsmen in their attempts to gain access to courts.”

These are two among other conclusions reached in a poll of broadcast news directors and laid before the Radio TV News Directors Assn.’s convention in New Orleans last week.

The study is regarded as semi-official in RTNDA circles, covering newsmen from 25 states. It was conducted by Richard Cheverton, news chief of WOOD-AM-TV Grand Rapids, Mich., for presentation during a tv workshop Friday (Oct. 16). As part of a demonstration of actual courtroom coverage, it was scheduled to complement a talk by Bruce B. Palmer, KWTV (TV) Oklahoma City, involving “Experiences With Canon 35” in that state.

The report points out “there have been some break-throughs in our effort to relax Canon 35 but generally speaking, opposition on the part of the Bar [primarily the American Bar Assn.] and the courts is still rigid and unbending.” It also notes that, in many instances, access of electronic gear (cameras, microphones, tape recorders, etc.) to courts depends “on the whim of the judge.”

Progress Report • The Cheverton survey covers federal, state and municipal courts, the stations which made the investigations and comments from judges and reporters.

The survey disclosed that in the case of federal courts, including circuit courts of appeal and district courts, all 25 cases reporting were closed to radio-tv, without any exceptions.

The study found that state courts were closed completely in 12 states while in seven states the subject of access depended upon “the whim of the judge.” In only five states were such courts found open. State courts included circuit, superior and district courts, but state supreme courts since there was little evidence of efforts at access.

Municipal courts (police, municipal, justice of the peace, etc.)—Nine states report them closed and seven say open to radio-tv newsmen. In seven states, access depends again on “whim.”

Verbatim text of other conclusions in Mr. Cheverton’s report:

• Management in some cases does not share the news department’s pre-occupation with Canon 35. Generally speaking, management is not overly perturbed about Canon 35.

• Many newsmen conclude that access to the courts can best be accomplished by purely local effort. Some indicate that we have made too much of a crusade over Canon 35, thus increasing Bar Association and Court resistance. Other newsmen indicate we have concentrated our efforts on the more sensational trials, thereby giving ammunition to those who say we are interested in “sensationalism” and the “circus’ atmosphere.

• Very few newsmen make reference to planned, coordinated attacks on Canon 35, by state news associations, state broadcasters, and there are very few references to a program of meetings, workshops and clinics with Bar Associations and Judges, except on a local community level.

• Where access has been achieved—mostly in municipal courts—it has been accomplished because of political motivations, or because the judge is, as one newsmen put it, “a character.” There are some evidence—but not much—that access has been granted because the Bar Association and the Courts feel that constitutional guarantees are violated.

• State Supreme Courts, who have the power to censuer lower courts in some states, and the Federal Courts, are without exception, opposed to radio-tv in court proceedings. In such cases, municipal and state court judges fear appeals, based on possible infringement of the defendant’s rights, because of radio-tv exposure.

• Most newsmen indicate we are not about to write any obituaries for Canon 35. Most important, many newsmen feel that unlimited access to the courts, by all radio and tv stations would be dangerous, because some departmental operations within the industry, are neither prepared or disciplined to accept the responsibilities.

The Candid Opinion • Newsmen were often lively and colorful in comments on the situation in their particular states, such as that reported by Fred Heckman, WIBC Indianapolis. He quoted one judge as saying, “Hell, yes, you can sit on my lap if you want.” He added, that doors of all but federal courts “have been wide open.”

Equally earthy was the comment by Bill Williams, WSM Nashville, who reported: “We found a cantankerous (yet understanding) old judge . . . his reply, ‘to hell with Canon 35’—He was
How to save taxpayers a half-billion dollars

This big electric power dam offers a clear example of the difference between federal government electricity and electricity developed by independent electric companies.

Brownlee dam is saving money for you and other U.S. taxpayers, because it was built by an independent power company instead of by the federal government.

Brownlee and its two companion dams, in fact, will pay about $150,000,000 in federal taxes over a 25-year period, plus about $100,000,000 in taxes to states and local communities.

But this power project almost cost U.S. taxpayers a half-billion dollars because of the pressure groups that constantly promote federal government electricity. They tried for eight years to make the government build this project with a half-billion dollars of taxpayers’ money.

This time, every taxpayer in the country got a break because the independent company built the dam. But sometimes the pressure groups win, and you and everybody else pay hidden taxes for their victory.

Remember this difference the next time you hear somebody beating the drums for more federal government power systems. When they win—you lose.

America’s Independent Electric Light and Power Companies
a revered old character...we used him as an example.”

Jere Witter, KPIX San Francisco, observed that while a few Municipal and Superior court judges were not opposed to filming, “they are not anxious to be thanked publicly...are not disposed to set an example for other judiciary to follow.” Steve Warren, WMCT (TV) Memphis, claimed some judges privately admit they don’t like Canon 35 “but that’s as far as it goes.”

Jim Bennett, KLZ Denver, felt that “if the individual judge in every state can be convinced that we can operate properly in the court rooms, we can make headway much quicker.” Other newsmen were not as optimistic, reporting they’ve “gotten nowhere” and expressing belief the situation won’t improve. Others pointed out that, once proved they could operate unobtrusively, they got a go-ahead.

Editorialized news

Must newsmen editorialize?

This is the question asked by Prof. Donald E. Brown, of the College of Journalism and Communications, University of Illinois, who took “another side of the case” in which editorializing has been favored.

Among points he cited against such presentation of news was the one of time.

“Unless there are additions of time, money and personnel,” declared Mr. Brown, “the typical news staff will not have the time for the thorough job of research and backgrounding needed for the high quality of editorializing.”

Warning of the dangers of a “Charlie McCarthy” role of newscasters who might be compelled to repeat “management’s” viewpoint on some issue. Mr. Brown stated:

“For our profession as a whole we should certainly not be stamped into thinking we must editorialize. This is a serious step and we need to give thoughtful consideration.”

Program executives

Activities of a news director can be broad enough to justify even more authority and responsibility for him, according to Marlow Froke, assistant professor, school of journalism, Pennsylvania State U.

Summing up for RTNDA the results of a study on broadcast station administration procedures as they affect information programming, he noted that some basic overhauls could and should be made.

“The change suggested,” Mr. Froke declared, “would in effect result in two program executives for all-stations, one to be in charge of information and the other entertainment. The two would share equal authority and responsibility in relationships with management and other administrative departments of the station.”

COMPEITION IS ‘TOUGHER’

NAB’s Tower traces postwar radio trends

Radio stations have developed a financial paradox:

- Revenues and profits for the average station keep going down.
- The value of station properties keeps mounting.

This strange broadcast picture was traced Oct. 15 at the opening of NAB’s annual Fall Conference series by Charles H. Tower, the association’s manager of economics and broadcast personnel.

Mr. Tower cited several reasons for the paradox—uneven competition with some segments of the industry more attractive to investors because they are less competitive; radio in general still appears to be a good business investment to many, even if revenue and profits are down; aggressive operators see a chance to beat the average.

Analyzing the fiscal side of broadcast station operation, Mr. Tower showed trends in the radio competitive picture since World War II. His conclusion:

Tougher • Radio competition is getting tougher every year and will get tougher.

Three-station radio markets, where FCC figures are available, show that a majority of such markets are in the 0%-10% profit margin category for the markets as a whole. All these markets showed a lower profit margin for stations that were operating in 1945, with the smallest decline occurring in the million-and-up-population markets.

On a geographical basis competition is unevenly distributed, Mr. Tower found. The largest increase in the number of stations has been in the South Central and Southeast sections, particularly small towns. Nationally, the number of am radio stations has increased 245%—from 900 stations in 1945 to 3,100 in 1958.

The percentage of stations losing money shows this unfavorable trend, he said: 1945, 6% of stations lost money;
1950, 25%; 1955, 28%; 1958, a big 33%.

In 1958, one out of every four markets with three or more outlets showed a loss on a market basis. Contrasting to this loss picture, not a single market was losing money in 1945. Figures are limited to three-station markets under the FCC's rule forbidding disclosure of data in one or two-station markets.

The average station revenue picture since the war follows (average for all am stations): 1945, $238,300; 1950, $157,300; 1955, $139,200; 1958, $142,100. These figures do not reflect the decline in the value of the dollar.

**Totals** • Total revenues for the same years follow: 1945 (873 stations), $198 million; 1950 (2,117), $333 million; 1955 (2,686), $374 million; 1958 (3,174), $451 million.

The average profit picture since 1945 for am stations follows: 1945 (873 stations), $73,600; 1950 (2,117) $24,500; 1955 (2,686), $13,100; 1958 (3,174), $13,100.

Mr. Tower's radio revenue analysis was given the opening afternoon at the radio session. Addressing the opening joint morning session he answered "the 10 best questions" submitted by members. They dealt with wage-hour inspection; training program directors to be supervisors; significance of the new labor law; fringe benefits; salary plan for supervisory personnel; personnel selection; employment contracts; number of salesmen; procedure in case of union organizing, and benefits of the NAB Harvard Business School course.

**Agency commissions discussed in MBS case**

U.S. Referee Asa Herzog heard argument last Wednesday (Oct. 14) in a suit brought by the City of New York against MBS. The city claims Mutual owes $300,000 in back taxes.

The opening session was devoted to discussion by opposing attorneys on agency commissions. The city maintained that commissions are a business expense and should be listed as such in audit statements. Counsel for Mutual insisted that the commission "is not part of the receipts at all," since this amount is deducted before the network is paid. Referee Herzog adjourned the case until next Friday (Oct. 23).

Attorneys indicated they will hold conferences in an effort to effect an out-of-court settlement. The city's claim is for the years between 1944 and 1958. Mutual's contention is that the $300,000 claim is "far out of line." The city's action has delayed Mutual's petition for voluntary bankruptcy, which is being heard by Referee Herzog.
The grandaddy of tv quiz shows—The $64,000 Question—and its younger but just-as-dead companion, $64,000 Challenge, will share star billing with Twenty-One's Charles Van Doren when congressional investigations of tv quiz programs resume Nov. 2.

Six days of hearings into charges tv quiz shows were rigged were completed last Monday (Oct. 12) by the House Subcommittee on Legislative Oversight with testimony from Earl W. Kintner, chairman of the FTC. FCC Chairman John C. Doerfer testified the previous Saturday and both federal officials cited about 50 investigations representing no jurisdiction over the rigging charges against Twenty-One, Dotto and Tic Tac Dough.

The hearings were recessed with charges by Chairman Oren Harris (D-Ark.) that Mr. Van Doren was ducking a subcommittee subpoena ordering his appearance. At the same time, it became known for the first time that $64,000 Question and Challenge are under scrutiny by the subcommittee. Chief Counsel Robert Lishman, after Rep. Harris stated the programs were on the subcommittee's schedule, said Wednesday: “We have interviewed several persons pertaining to those shows.” A member of the subcommittee, while refusing to confirm published reports that secret testimony had been taken charging the shows were rigged, said investigations of the $64,000 shows had not been completed but that they would be in the forefront during the renewed hearings, scheduled to run through Nov. 5.

Old Charges Anew • Cropping up again prominently last week were old charges (Broadcasting, Sept. 15, 1958) by Rev. Charles E. (Stony) Jackson that $64,000 Question and Challenge were “subtly rigged.” Rev. Jackson won $16,000 on Question and $4,000 on Challenge. “They never told me what they were going to ask me on the show,” he said. “They just asked me a question and in boosting the sales of its original sponsor, Revlon Inc. $64,000 Challenge soon followed featuring “champions” from Question against challengers. After Rev. Jackson's charges broke, Challenge was dropped by the network in mid-September 1958 and Question went off the air two months later.

Mr. Van Doren, who was served in New York with a subpoena from the Oversight Subcommittee Wednesday afternoon (Oct. 14) after a fruitless search for him over a five-day period, appeared at a disorganized news conference at the Roosevelt Hotel. With him was his lawyer, Carl J. Rubino.

Mr. Van Doren said he went to New England the previous Thursday not to avoid the subpoena but “to find solace”—he “walked the woods and climbed mountains” with his wife. He noted that that day he had been “distressed” by the NBC suspension which ended $50,000 a year contract which is still in force, though Mr. Van Doren has been temporarily suspended from his on-air appearances and by the efforts of newsmen to reach him, his family and his friends.

Died to Know • Mr. Van Doren said he would not know of the subpoena, which he observed had caused so “much unfortunate misunderstanding.”

The Columbia U. instructor said he did not think it “proper” to discuss matters prior to his appearance before the subcommittee, that the press-radio-tv did not constitute the appropriate “forum.”

Mr. Van Doren's name first was brought into the hearings when Herbert Stempel told the subcommittee that he was ordered to lose to the Columbia U. teacher (Broadcasting, Oct. 12). Mr. Stempel said that under knowledge that Mr. Van Doren had answers in advance, but that he has hay because producer Daniel Enright told Stempel there would be two ties and then what score to lose by.

Mr. Enright and his associate on Twenty-One, Albert Freedman, testified on that show in secret session. It has been reported that Mr. Freedman stated Mr. Van Doren was fed answers in advance—which the contestant has denied. This will not appear in the executive session transcript when and if it is released to the public one source said, because such a statement was not made for the record.

At the close of last Monday's hearing, Rep. Harris read a telegram from Mr. Van Doren denying that he had been supplied answers. The former contestant asked that the denial be made a part of the record but Rep. Harris said this would not make the hearings complete and that members wanted to question Mr. Van Doren. It was then that the congressmen charged the scholar had “purposely” ducked the subpoena.

Golf Out • The Subcommittee met in an unusual Saturday session Oct. 10 to hear testimony by John C. Doerfer, chairman of the FCC.

Comm. Doerfer said that under pres-
ent FCC rules the rigged quiz shows had done nothing legally wrong. He said the most important element of fraud was missing—"an extraction of a consideration from somebody who is harmed."

The FCC chairman said the Commission has no direct regulatory powers over the networks but, in the past, "reached the networks by the fact that all networks, excepting one," (Mutual), are licensees of stations. "Our power over the licensee we had deemed in the past to be adequate to regulate the networks. That means has been used to sustain . . . the network rules on our books today."

Rep. Paul G. Rogers (D-Fla.) asked "if action should be taken to license the networks?" Mr. Doerfer replied he was "inclined very much to consider very carefully licensing of networks" to reach them where the FCC cannot now "through our power over the licensee." Rep. John Bennett (R-Mich.), member of the committee, now has such a measure pending.

Committee Counsel Lishman questioned whether the FCC could require the licensee of any tv station to make an announcement before a quiz show "showing that there has been an investigation made by the licensee to insure that it is an honest contest." Comr. Doerfer said he would "have to determine whether or not that is an attempt to censor an individual program." He said he thought it "would be ridiculous" for someone to stand up before the screen, with hand upraised and say "We solemnly represent to the public that this program is exactly what it purports to be and there is no deceit involved."

Asked if he considered it censorship for the FCC to take some punitive step concerning something already done, Comr. Doerfer said, "The majority of the Commission would not believe that censorship extends to taking action after the fact, on the basis that it is contrary to the public interest to continue such conduct."

Not Under FTC • Trade Commission Chairman Earl W. Kintner, as did the FCC's Chairman Doerfer, maintained that his agency did not have jurisdiction over tv programming content, including the tv quiz programs. He said that if the FTC interjected itself into this area, it would wind up policing wrestling matches and imposing "complete censorship of all entertainment."

He said the FTC has control over false and misleading advertising only and has no jurisdiction over the programming content. During questioning, he frequently alluded to the fact the FCC has primary jurisdiction over radio and tv, not the Trade Commission.

Counsel Lishman tried to sell his idea that owners of the programs in question made false representations to advertisers in selling the shows as "honest contests of skill," thus placing this phase under the Trade Commission. Comr. Kintner said he found this reasoning "somewhat farfetched." Mr. Lishman maintained the program and commercials constitute "one giant merchandising scheme" and that the FTC could not properly separate "such deceptive programming from the narrow, direct advertising of the product . . . ."

Comr. Kintner maintained that the FTC's power to crack down on deceptive advertising does not extend to "deceptive programming." He said advertisers may well be responsible to the FCC for contents of the programs they sponsor but repeated time after time that the Trade Commission has no jurisdiction.

The witness told of a 1956 staff-level investigation of The Big Surprise by the FTC's New York office on the complaint of a contestant. He said the program was then off the air and the inves-

Newsmen find Van Doren • Rep. Oren Harris (D-Ark.) and his congressional investigators have not had a chance, as yet, to question tv quiz winner Charles Van Doren, but the above scene resulted when newsmen finally cornered him in New York last Wednesday (Oct. 14). Shortly after accepting service of a subcommittee subpoena, Mr. Van Doren (center in front of microphones) appeared at a news conference but refused to answer any questions relating to the tv quiz show Twenty-One, on which he won $129,000. He denied ducking the House subpoena, claiming that he did not know it had been issued before leaving for a long weekend in New England.
tigation never reached the commissioner level. Also, he said, it never was determined whether the FTC had jurisdiction in the case.

Agency Views • On Oct. 9, the Subcommittee continued its explorations of the *Dotto* and *Tic Tac Dough* quiz shows. First to testify was Richard A.R. Pinkham, vice president of Ted Bates & Co., advertising agency for Colgate-Palmolive on *Dotto*.

Mr. Pinkham told the investigators his agency did not "control" the programs produced, but "supervised" it in such matters as proper placement of commercials. He said the first knowledge he had that anything was shady on *Dotto* was when a Colgate vice president appeared at his office at the "unearthly hour" of 9 a.m., Friday, Aug. 8, 1958. It was then that he learned of Edward Hilgemeier's charges, and that Marjell Inc., the program's producer had paid Mr. Hilgemeier $1,500.

Mr. Pinkham agreed with Subcommittee Chief Counsel Robert W. Lishman that the $1,500 sounded like "hush money." He said it was "an idiotic thing to do" and was "to a certain extent, an admission of guilt."

Fisher Testifies • Thomas K. Fisher, CBS-TV vice president and general attorney, said deceptions by the TV audience, such as those of the quiz shows, "strike at the integrity of the networks, as well as that of the independent producers who created the shows. We covet the respect and trust of the American people. It is one of our fundamental beliefs that we have a responsibility to deserve such trust and confidence in everything we do."

CBS, he continued, has taken definite steps to prevent rigging of present and future quiz shows. He said the editing department has a representative overseeing all quiz shows. Contracts have amendments spelling out warranties of fairness and prohibiting misleading practices. The network also has a private investigator on its payroll.

Rep. William L. Springer (R-III.) asked if CBS currently employs anyone who has been involved in a quiz fixing. Mr. Fisher replied "I don't know." Rep. Springer suggested "this may be another line of vigilance" that CBS ought to exercise.

Fixed Dancing Decimal • Mr. Fisher said one of his program overseers had uncovered the case of the fixed dancing decimal machine on *For Love or Money*. The machine, by having a decimal point dance around among numbers, determined the size of cash prizes on the show. It danced until a contestant pushed a buzzer indicating he had the answer. At times, the machine was rigged to automatically stop at a prearranged lower value prize when the buzzer was pushed. When a CBS representative discovered the hanky-panky, the show was dropped by CBS.

Felscher Admits Perjury • Howard Felscher, producer of *Tic Tac Dough* during periods in which it was owned by both Barry & Enright and NBC, admitted to the subcommittee that he had lied when he first appeared before the New York grand jury. He said he appeared before the grand jury a second time several months later and admitted that there had been fixing of contestants on both the day and night versions of *Tic Tac Dough*.

Approximately 75% of all nighttime shows had at least one contestant who had been furnished questions and answers, Mr. Felscher stated. On the daytime show, he said, only about 20 or 30 contestants out of 2,500 had been helped. According to Mr. Felscher's testimony, no contestant on the daytime version has been helped for over a year as the show is now "well established" and "I didn't think it was necessary."

Enright Confirms • Dan Enright appeared in open session at the end of the day's hearings to say that "a substantial part" of nighttime *Tic Tac Dough* shows had been rigged. Mr. Lishman asked who had originated the idea of fixing quiz shows. Mr. Enright replied: "I should think this practice has been in effect for many, many years. I can't think of any source to which it can be attributed."

As a remedy to prevent future quiz rigging, Mr. Enright suggested that the broadcasting industry set up a "commission" to devise questions. He said the show producers should not see the questions until the program was on the air.

Members of the Legislative Oversight Subcommittee last week took sharp issue with the contentions of the chairman of the FCC and the FTC that their agencies do not have jurisdiction over the TV quiz situation.

And one, Rep. John J. Flynt Jr. (D-Ga.), said that he is preparing legislation which would change the method of selecting members of the regulatory agencies—now appointed by the President with the confirmation of the Senate. Rep. Flynt said that, with the possible exception of one man, the eight members of the subcommittee present for the TV quiz hearings agreed that the agencies have jurisdiction over program deceptions under present law.

The sharp questioning of FCC Chairman John C. Doerfer and Trade Commission head Earl W. Kinter by the Congress supports Rep. Flynt's statements. Rep. Walter Rogers (D-Tex.) said the agencies' attitudes amount to "sticking their heads in the sand." He maintained both agencies have the authority to handle the problem but "they won't face up to it."

Rep. Flynt said if the FCC had stayed closer to the Congress, a lot of its current troubles would not have come to pass.

Exact form of the legislation has not been determined, Rep. Flynt said, but it will propose to place the selection of commissioners under Congress rather than the President. He said he wants to find out the reason behind giving this authority to the President in the first place. He admitted that final form of the bill could completely revamp the present FCC structure but said it definitely would not be of the "ripper" nature.

Rep. Flynt also laid some blame on the networks. "They are exempt from regulation and they have abused that exemption," he said.

DOERFER PLEA Seeks new approach in license cases

FCC Chairman John C. Doerfer last week called for a new approach to handling license cases by government agencies—do away with comparative hearings wrapped in legal due process cotton, and let the agency pick the winner.

He made this point in a call for a wide revision of existing legal procedures used by government agencies to separate what he termed contests for private privileges from those involving the public interest.

Speaking to the National Assn. of Railroad & Utilities Commissioners in Philadelphia, Oct. 13, Mr. Doerfer called for the following:

- Elimination of all "private attorneys general."
- Reaffirmation that commissioners are guardians of the public interest.
- Restriction of the right to be heard to those who have a direct interest in a contest for a privilege.
- Cut-off date after which no new parties can intervene except under the most compelling reasons.
- Retention of adjudicatory procedures for those cases involving legal sanctions—such as revocation of licenses, reparation of rates, violation of law or rules, unfair trade practices.
- New and more flexible methods to determine and apply congressional mandates.
- Determination of basic qualifica-
They’re known as countermeasures.
To you, they could represent the difference between life and death.

Their job: to make missiles miss. 

Active countermeasures may jam the radar which guides a missile. Or blind its electronic eyes. Or deflect it from its course. Or help seek it out and destroy it—miles from its target.

They Cannot Wait
If an attack ever comes, there are only minutes in which to act.

ITT is one of the companies holding the stop watch.

More than 15 years ago, in fact, the Department of Defense anticipated missile warfare and assigned the ITT System to the development of countermeasures.

Since then, many have been perfected. Others are now being tested. Some are being rushed to completion. Some are active countermeasures. Others are passive countermeasures, which record hostile electronic activities.

Hundreds of ITT scientists and technicians, specialists in fields such as physics, astronautics, electronics, chemistry and metallurgy, are devoting their energies to the job.

At their disposal are the facilities of 101 growing research and manufacturing plants.

Countermeasures Come First
The potentiality of missile warfare is a fact we must face squarely, realistically and quickly. Countermeasures must be on call. ITT will help to get them there in time.

Many Other Big Jobs
Countermeasure development is one of the many areas in which ITT is engaged for the defense of the United States.

Guiding, controlling and testing missiles—to defend, to retaliate—is another vital area of activity. Still another is the creation of a split-second global communications system for the Strategic Air Command. And the development of earth satellites is another.

The all-important job of operating and maintaining the DEW Line, our Distant Early Warning radar network in the Arctic, is also an ITT assignment.

... the largest American-owned world-wide electronic and telecommunication enterprise, with 101 research and manufacturing units, 14 operating companies and 130,000 employees.
tions of applicants.

The basic point made by Mr. Doerfer was contained in his observation that there should be a careful study made of the wisdom of labeling all adversary proceedings as adjudicatory.

"I question," he said, "whether a contest for a license or valuable privilege among a number of applicants should be subjected to adjudicatory procedures, or even a rate case which is presently defined as rule-making under the Administrative Procedure Act and is under continuing jurisdiction and supervision. "Is not the prime quest the implementation of a service to the public and not the rectifying of past wrongs? Consideration of the recipient of the award is incidental."

Get Their Due • The amount of due process afforded the seeker of a license, Mr. Doerfer said, "exceeds in many instances [that] accorded to a property owner about to lose his home in a condemnation proceeding or an accused on trial for his life."

The agency should be accorded the sole guardian of the public interest, Mr. Doerfer urged. "Congress should re-emphasize prompt dispatch of the licensing or certificating function and outlaw that class of persons who, having no direct interest in a license or certificate, gain an appearance status as helpful little Hannahs."

The intervenors, Mr. Doerfer declared, "do not have the public interest at heart at all, but pose as private attorneys general while they subserve their private interest. Their prime concern is delay . . . ."

N.Y. move turned down in WJAR-AM-TV case

The move of New York realtor William Zeckendorf to intervene in the intramural dispute between Joseph Sinclair and trustees to his grandfather's fortune, with the Outlet Co. department store and broadcast properties WJAR-AM-TV Providence, R.I., at stake, was turned down Oct. 13 by a Rhode Island judge.

Superior Court Judge William B. Mackenzie ruled that the 91065 Corp. (Mr. Zeckendorf's firm) had no interest in the suit brought by Mr. Sinclair against the trustees of his grandfather's estate.

There were unofficial indications from Mr. Zeckendorf's lawyers that this decision would be appealed.

Last year, Mr. Zeckendorf made arrangements to buy 55,000 shares of Outlet Co. stock at $120 per share from trustees. Mr. Sinclair, executive of the broadcast stations sued to prevent the sale. A temporary injunction was issued last March, and upheld by the Rhode Island Supreme Court last July.

Trustees have announced that they intend to terminate the Zeckendorf contract since it contained a July 21 expiration date. This is also being fought by the Zeckendorf group.

Attorneys for Mr. Zeckendorf said he intended to raise his offering price to $125 per share. This statement was made when the petition to intervene was filed last month (Broadcasting, Spt. 28).

Supreme Court agrees mx ruling is illegal

Fm stations which have balked at putting in multiplexing equipment to handle their functional music operations won a victory last week when the U.S. Supreme Court upheld a lower court ruling that the FCC's 1955 regulation requiring functional music to be multiplexed was illegal.

The Supreme Court refused to review a Nov. 7, 1958 ruling by the U.S. Court of Appeals in Washington that the basis for the FCC's multiplex regulations was invalid (Broadcasting, Nov. 10, 1958). The Commission maintained that functional music was not broadcasting. The appeals court, in a two-to-one decision last year, said that the FCC's position that functional music is non-broadcasting in nature is not supported by the Communications Act. The case involved the FCC's refusal to extend simplex operation by WFMF (FM) Chicago.

This ruling was taken to the Supreme Court by the FCC and the Solicitor General of the U.S. Last week's action invalidates the four-year-old regulation.

FCC attorneys acknowledged that this latest result wipes out the multiplex requirement, but pointed out that the Commission may still accomplish the end result by reshaping its order on grounds other than those used in 1955. The Commission is considering regulations to authorize commercially stereophonic broadcasting and it is surmised that this proceeding may give the FCC another chance to weigh the question of functional music broadcasting.

Augment • Most fm stations augment their income from regular broadcasting by arranging to supply specialized programs to restaurants, factories, supermarkets, banks, hotels, etc. Receivers placed in these establishments are equipped to become silent during commercials and voice announcements, resulting in background music-type reception. It was this type of program which the FCC tagged as non-broadcasting.

In an attempt to aid fm operators, whose income from regular advertising sources is generally meagre, the Commission concluded that the specialized broadcasting could be continued, but must be broadcast on a multiplex basis.
"FOR THOSE ONE-TIME-ONLY SHOTS,
WE COUNT ON 930 AND 931 FILM"

That's what Jay Weand, Chief Photographer, WCKT-TV, Miami, tells us

“Our photographers have to have a film they can depend on. That’s why we use nothing but Du Pont Type 930 and 931 Rapid Reversal Films, from the North Pole to the South Pole—and still come up with a good news picture.

“But there’s a good deal more to newsreels for TV than just getting a good shot on film,” he continued. “The most important thing is to get a consistent picture that will show well on the TV screen. The wide latitude of Du Pont film helps us get pictures that consistently come up to the high standards we’ve set.”

There’s a Du Pont Motion Picture Film to meet your high standards, too. For more information about Du Pont’s fine films, write Du Pont, 2432A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.

BROADCASTING, October 19, 1959
A U.S. MOUNTAIN LABORED

Agriculture Dept. brings forth survey mouse in findings of newspapers as mass media

The U.S. government has entered a new field—official evaluator of mass media.

A Dept. of Agriculture survey covering fewer than 700 households, provided the basis for sweeping statements measuring the influence of newspapers, radio and tv. Newspapers came out on top, especially in newspaper versions of the survey—versions that avoided some of the information covering the impact of radio and tv.

Newspaper accounts of the survey inspired indignant protest from broadcasters who wondered why the Dept. of Agriculture and its Extension Service had been drawn into this sensitive and competitive field.

W.D. Rogers, president of KDUB-AM-TV Lubbock and other stations, sent a stiff protest to Sen. Lyndon Johnson (D-Tex.), majority leader, and other legislators. He said:

"It seems an exorbitant and ridiculous waste of the taxpayers' money to attempt to duplicate in this area the existing survey services."

The Dept. of Agriculture study was conducted by S. Q. Hoobler, of the Extension Service. Published results showed that on the basis of local research, newspapers were the top-ranking medium used in obtaining information about food marketing. Basic studies were conducted in Raleigh, N.C., with some later studies in the Wheeling-Stevensburg area of West Virginia-Ohio, and Lake Charles, La.

An article covering the Hoobler survey was published in the October issue of the department's Agricultural Marketing magazine. The article summarized results of an "exploratory study with some implications for extension consumer marketing problems."

The study was designed to develop ways to obtain information on motivations and values influencing food-buying decisions; interest in need for, and lack of knowledge of marketing information by household food buyers, and effectiveness of mass media in reaching buyers with consumer marketing information made available through extension programs.

The section on selection of mass media follows:

**Vary Greatly**

Each medium appears to vary greatly among geographical areas in its effectiveness as an outlet for marketing information. This probably is largely due to variation in the philosophy of the managers of the mass media outlets as well as to types of professional people conducting programs.

"Since this study was conducted in only one urban area, it is felt that there were few findings which warrant application to other areas of the United States. In view of the findings from this study, however, and a brief review of other extension studies relating to mass media use, a few generalized statements appear applicable beyond the Raleigh area.

"Newspapers appear to be the best medium for both food advertisements and for marketing information on food; the three studies reviewed would indicate this to be true. In the study at Raleigh, all homemaker groups indicated newspaper advertisements a principal source of food information. Thus, the general practice of submitting food-marketing information for the
newspaper foods section which contains the ads appears to be very logical. Because of the importance of food advertisements, any assistance to the interested retailers through providing them with educational marketing information which could be used in ads would probably pay dividends for the program.

"Limited" • "Due to the limited radio and tv media time allocated to food information in Raleigh, no generalized statements beyond Raleigh appear warranted. There appears to be some possibility, however, that food information over radio and tv might reach some low-income, lower educated homemakers more efficiently than would articles on food in newspapers."

A tabulation of findings for 685 responding households was given for the question, "How do you, yourself, prefer to get information that would be helpful to you in your food buying—over the radio, over television, at meetings, through pamphlets or leaflets, or through newspapers?" The all-households results follow: Newspapers 59.9%; pamphlets 17.7%; television 14.6%; radio 8.7%; meetings 1.0%

A second table showed results for the question, "There are several ways in which homemakers may get information for shopping for foods. Would you please look at the list on page 9 (of a booklet). Please tell me which of these you have gotten information from on food shopping within the last two or three months?" The media replies for 679 households showed (multiple answers):

Food advertisements in newspapers 82.3%; food advertisements in magazines 28.1%; articles about food in newspapers 27.5%; food advertisements on television 27.3%; food advertisements on radio 26.8%; food programs on television other than advertisements 12.8%; radio programs about foods, other than advertisements 9.8%.

The Agricultural Marketing article cited examples in which radio, tv and newspapers were used successfully in a Georgia educational program on peaches. "Newspapers told of the heavy supply situation, and a special Sunday magazine article featured the Georgia peach crop," the article stated. "At the same time, many people were hearing about the availability, price selection and care of peaches over the radio. Eleven radio spots ran full blast for three weeks.

"On television, the picture story of peaches was told. One station offered free pamphlets on freezing and canning methods. More than 1,200 requests poured in—the greatest response this station had ever had for free literature."

FCC may rescind KATZ power increase

KATZ St. Louis has not been "diligent" in proceeding with construction of facilities to increase nighttime power from 1 kw to 5 kw and therefore should be denied an extension of time of its construction permit, FCC Hearing Examiner Annie Neal Hunting ruled last week in an initial decision. Owned by Rollins Broadcasting Co., KATZ first received the increased power authorization in March 1957 and has had three extensions of completion, the latest of which expired Dec. 1, 1958. Examiner Hunting, in her proposed action cited failure to construct, saying:

"Rollins has not been prevented from constructing but has elected not to construct . . . because of the planned rerouting of a highway in the vicinity of the transmitter site . . . " the examiner stated. "It is clear from the findings that the applicant could go forward but has elected to await the outcome of the highway placement. This is the applicant's business judgment and, however commercially prudent, is quite unrelated to the public interest in the early institution of a nighttime increase in the power of station KATZ."

GREATER COVERAGE in the thriving 13-county market surrounding Rochester, N. Y., is just one important reason why more and more advertisers select WROC-TV for successful selling campaigns and new-product tests. In this rich Western New York area, with its heavy concentration of highly skilled industrial and specialized agricultural workers, more than a million people spend over $2 billion a year for products and services.

According to Nielsen (NCS #3), WROC-TV—celebrating its tenth anniversary this year—provides advertisers with considerably greater coverage of this two-channel market than its competitor. Using a standard 25% cut-off point (based on number of TV homes in a county that view a station at least one night a week), NCS #3 shows the competitive channel adequately covering only seven of the 13 counties reached by WROC-TV.

In terms of viewer homes reached daily, this means WROC-TV delivers to advertisers 42% more coverage in the daytime . . .31% more coverage in the evening.

For information about specific availabilities and how you can reach more adults on WROC-TV, Rochester's first and most powerful station, call your Perry television representative.

NBC-ABC • CHANNEL 5 • ROCHESTER

WGR-TV, WGR, Buffalo, N. Y. • WROC-TV, Rochester, N. Y. • WNEP-TV, Scranton, Wilkes-Barre, Pa. • WSVA-TV, WSVA, Harrisonburg, Va. • KFMB-TV, KFMB, San Diego, Calif. • KERO-TV, Bakersfield, Calif.
**PROGRAMMING**

**20TH CENTURY-FOX IS ‘BUYING’**

Major movie studio is going ahead quickly to buy stations, expand its tv business

20th Century-Fox Film Corp. is in a “damn the torpedoes, full speed ahead” mood in television. It wants to acquire tv stations, and means to purchase them as soon as possible. The company also has a “grand design” on other phases of the tv business.

These “hopes” of 20th are for sure. But so far, 20th is uncertain as to a timetable. Much of its springboarding into various phases of tv will depend on the “appropriate time.”

Based on an interview last week with Peter G. Levathes, former Young & Rubicam director of radio-tv and the newly appointed president of 20th’s tv subsidiary (20th Century-Fox Television Productions Inc.), the following summary represents the management thinking on tv. Mr. Levathes, at the time of the interview (Oct. 14) had been “on the job” but two days.

- Station ownership — Negotiations are underway with several tv stations and 20th Century-Fox will discuss a deal with any station. As yet the company has not entered into a new purchase agreement. (It is known that 20th Century-Fox is negotiating with the Gannett Newspapers for the purchase of Ch. 13 KOVR (TV) Stockton, Calif. [CLOSED CIRCUIT, Oct. 5]) and apparently also has expressed interest in KMBC-TV Kansas City. The motion picture firm has an application pending for FCC approval of its $4.1 million buy of Ch. 9 KMSP-TV Minneapolis.

- Film production for tv—Mr. Levathes was to leave New York over the past weekend for an extended stay in California to look over the production set up. The company has The Many Loves of Dobie Gillis on CBS-TV (Tuesday, 8:30-9 p.m.), Five Fingers on NBC-TV (Saturday, 9:30-10:30 p.m.) and Adventures in Paradise on ABC-TV (Monday, 9:30-10:30 p.m.).

Another series, Last Frontier, is being made with CBS-TV. The series will be made up of hour-long episodes with Alaska the setting.

20th plans to continue to make both half hour and hour-long shows, the latter being developed for network sale. It also will use its literary properties. The company’s aim: “top quality” film.

- Syndication — 20th Century-Fox hopes to enter the syndication field at the “proper time.” It has not yet developed an organization for this purpose.

- Commercials — The company expects to enter this phase of tv but not before the tv film production plans are formulated. The firm has found many approaches to commercial production (for advertisers and agencies). This aspect appears to be far down the list.

Those features released from 20th Century-Fox’s pre-1949 library thus far have been distributed by National Telefilm Assoc.

**Etv: help to kiddies?**

The National Education Television & Radio Center this month begins testing a children’s program it has spent 10 months developing. Three versions of a half-hour series, What’s New, begin five-week runs on KCTS (TV) Seattle, KRMA-TV Denver, KUED (TV) Salt Lake City, WTHS-TV Miami, WYES-TV New Orleans and WMVS-TV Milwaukee.

Among questions the test, lasting five weeks, will try to answer, is whether educational tv can supply all of a child’s program needs. To that end, test shows are loaded with varying “payloads” of entertainment and general educational values for the 7-12 year-olds. Results will be evaluated by the NET with the help of schools.

The test will guide selections for a What’s New series next year.

**BMI selling BMI**

Broadcast Music Inc. last week was in the process of disposing of its popular-music publishing arm, also known as BMI. Negotiations were in progress with Columbia Pictures, through its Screen Gems subsidiary, for sale of all rights—except performing rights—in a group of several hundred tunes published by BMI. Columbia would acquire both recording and publishing rights in this music, but the performing rights—which BMI licenses to broadcasters and others—would be retained by BMI. Nor would the deal affect Associated Music Publishers, BMI subsidiary which publishes serious music and acts as agent for concert music of certain European publishers.
WHAT GIVES YOU A WHOLE STRING OF COMMERCIALS IN ONE DAY?

VIDEO TAPE MADE ONLY BY 3M

Rehearsal's over. The talent's ready. The one-minute commercial goes on tape. Then—in instants—the commercial's on the monitor, ready for approval. No time lost for processing. And no money wasted on expensive editing. Should a re-take be needed, another taping's done in just one minute.

Best of all, the taped commercial has "live" quality... you get a wider, truer contrast range and signal detail than has been possible by photographic recording... involving tolerances of three ten-thousandths of an inch.

Amazing video tape is made only by 3M... a product of the 3M Research that pioneered magnetic tape. You can rely on erasable, re-usable "SCOTCH" BRAND Video Tape.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

Mention the name of David Susskind in a conversation, and it's fairly certain that it will be recognized by all present. His many excellent tv productions under the Talent Assoc. banner, along with thought-provoking appearances at countless seminars and mentions in the press, have added up to make the Susskind label synonymous with creative programming.

But on other occasions the question may be heard, "Who's that chap talking with David Susskind?" And the answer from those more thoroughly versed in the business side of tv could be, "Alfred Levy."

This may exaggerate the silent partner role of Mr. Levy as the "unknown associate" of Talent Assoc. But, Mr. Levy, president and partner, says it "won't hurt" him if instead of being recognized as a personality it is said of him: "See that little guy? He's got a million dollars in the bank."

Known or not, Al Levy lives the good life. He hangs his hat in an apartment in New York and in two western homes: located in Nevada and in his native Arizona.

Matter of fact, he pays taxes on a fourth residence as well—in New Hampshire. He allows as how he purchased this hideaway chiefly for his wife, Ruth Sitarr (actress Therese Hunter), who enjoys the area for winter skiing.

Papa Levy • The 47-year-old Levy is a bit under average height, dresses and also speaks with a casual air. His hair is thinning. He observes: "At the office I'm known as 'father.' I'm the one they come to when they have problems."

Not that he and partner Susskind don't have a few of their own: "We're in a complicated business," he reflects. "It's a problem of ratings and reviews. If we get the reviews, the sponsor wants to know about the ratings. If it's ratings we have, he wants the rave reviews."

To Mr. Levy, who founded Talent Assoc., the firm "stands for something" in television. He built it without names, "we thought ahead; we did it all by ideas and by doing something better."

This is the Al Levy credo. If he ran a candy store, he would strive for a better layout, a better product and—naturally—it would be merchandised better.

The personal relationship with Mr. Susskind is very close. Ever since Talent Assoc. began to "stand for something" in tv, Messrs. Levy and Susskind have worked together in overall planning and in the creative and productive aspects. But the former is the business man of the firm; Mr. Susskind, executive producer (and executive vice president), is the skilled craftsman who understands technique.

On the "outside," and in the office, too, the unusual duet complement each other. The older partner avers that traits of flamboyance and provocativeness, or even seeming provocativeness endow Dave Susskind with the image of a "man who rides the white horse."

Early in their association, the up-coming Levy worked in the same office and at the same desk with David Susskind. As activity increased, more and more actors and directors "used to come in to see Dave. It got impossible. Now I have my own desk."

While humor is often present when "papa" speaks of his younger partner, the well-known producers apparently harbor an understanding towards one another which springs from an amalgam of professional and personal respect.

No Argument • In their 10-year association—believe it or not—the two have "never had an argument."

"Mr. Susskind," Al Levy admits, "was provocative when first he expounded his views during tv's sterile season. Now people in the industry are shooting at him.

"Why no originals?" they ask. These people are naive. They fail to realize that an advertiser puts half a million dollars into a show—and the sponsor won't let the producers take a chance."

Ulcers? Seemingly, Mr. Levy courts them. His day is consumed in generous measure, both on the phone and in per-
PHILCO MICROWAVE SYSTEMS provide true fidelity point-to-point relay of "off-the air" television programs over short or long hauls, at minimum cost.

Stable, broadband transmission makes Philco Systems equally applicable to Community TV and S-T-L relay of NTSC compatible color or monochrome signals, including audio program channel.

With 1 full watt output, built-in metering and test circuits, fully automatic standby...

Philco Microwave Systems assure dependable, unattended, continuous operation.

PHILCO MICROWAVE SYSTEMS...provide top quality reproduction of relayed video signals...at low cost!

PHILCO TLR-6 TRANSMITTER
- Operates in 5900 mc to 7125 mc bands
- Highly reliable, unattended operation
- Simplified maintenance
- NTSC compatible color or monochrome
- 1 full watt output
- Full 15 KC audio channel multiplexing
- Automatic standby
- Built-in metering and test circuits

PHILCO MICROWAVE SYSTEMS

PHILCO TLR-6 TRANSMITTER

Write today for catalog sheets describing Philco TLR equipment

PHILCO

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

BROADCASTING, October 19, 1959
The Wander Co. has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. The Wander Co. is using a year’s schedule of over 300 spots, and these spots—combined with WFGA-TV programming—will provide top selling power for Ovaltine.

"Jaxie" is proud to have Ovaltine and the Tatam- Laird, Inc. advertising agency of Chicago on its growing list of prestige advertisers.

NBC and ABC Programming
Represented nationally by Peters, Griffin, Woodward, Inc.

WF GA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

94 (PROGRAMMING)

son, trying to "straighten things out."

At Talent Assoc., he admits "compromises are sometimes necessary." On the other hand, he insists, "We want to do the best show in spite of it. We do not want to feel that the air would be better off without our program."

His bills for getting a project off the ground are staggering. Five specials per month, he notes, mean about $1.5 million in production, "more than it would take to finance eight Broadway shows."

Whipping Boy • Somehow, New York is his pet whipping boy, and there are those who might think this odd considering the fact that "Baghdad on the subways" was at least the climate for his phenomenal success.

He dimly views "antics" to bring in certain activities; for example, a second ball club. But when it comes to live tv, he charges "we are conveniently ignored . . ." Yet the industry, he points out, "employs more people than baseball ever could hope to."

He alluded to the building on Second Ave. where Art Carney has been rehearsing a show for a series being produced for General Motors by Talent Assoc. A sign outside of old Central Plaza Hall, languishing in the lower East Side, offers the premises for hire to weddings.

"See what I mean?" signs Mr. Levy, who apparently wouldn’t be surprised to find a band of gypsies encamped there one of these mornings.

Averse to Hollywood, nonetheless, he believes that a few talent agencies control motion pictures. He asserts that this is the "economics of the business. They can get performers only by giving a piece of the business to them." Feature filming is out, unless "you make a ‘Blob’ or a ‘Spider.’ I cannot do this type of picture."

This summer, Talent Assoc. produced "Raisin in the Sun" (a successful Broadway play) for Columbia Pictures but, he reminds, it was filmed in New York. He cautions that film is not inferior in television but "we know the live business and feel we are better there. It’s where we’ve been the most successful."

Up The Ladder • Mr. Levy studied at Arizona U., received three degrees, the last one in law. He practiced in Dallas in 1935 but the depression was too much and he migrated to Los Angeles. On a golf course, he met Jimmy Saphier, a top representative, who urged him to enter the talent field.

During this phase, Mr. Levy handled Herbert Marshall’s first radio endeavors, Doris Day for a while, and managed Frank Sinatra who was moving into the big time. (He directed and produced the singer’s radio show.)

In 1945, Mr. Levy formed Century Artists with Richard Dorso (now with Ziv) and Martin Melcher (has since married Doris Day and is her business representative). While visiting the firm’s New York office in 1947, Mr. Levy ran into a young man about 24 who obviously was cooling his heels in the waiting room.

"Who are you?" asked Mr. Levy.

That was his introduction to David Susskind, whom Mr. Levy immediately liked and brought into the firm.

When Century— which represented talent— was disbanded soon afterward, Mr. Susskind with Mr. Levy’s help joined Music Corp. of America while Mr. Levy proceeded to find out how to lose money trying to salvage family shipping, farming and other interests (some of this has since been recouped).

Talent Assoc. was formed March 10, 1949. Mr. Levy then had $10.10 in his pocket, all that remained after a disastrous fling at keeping the once-lucrative family enterprises above water. When most of it submerged in the late 40s, Mr. Levy, along with a brother, saved the $1 million they were worth go under in about a year’s time.

The TA Story • The new company represented producers, directors and other creative talent. It began to produce shows, too. Finding it couldn’t do both, it went into full production rather than representation. Early shows included a Philco program, "Mr. Peepers" and "Treasurer Men in Action." He soon had Mr. Susskind back with him for a six-month stay.

As the business progressed and Dave Susskind stayed on, Mr. Levy offered Dave Susskind a 60-40 share in profits. Later he found this arrangement nonsensical and told Dave so. They made it a 50-50 arrangement.

Not All Sixpence • He thinks beyond the profits. There’s the example of more than 20 hours used to get one scene "right" in "Body and Soul" (teletcast Sept. 28 on CBS-TV as first in this season’s DuPont Show of the Month series). Taping of the final prize fight

**Big business**

Talent Assoc. has become big business: it meets a payroll in seven or eight figures, expects to gross $15 million this year. This activity goes hand in glove with the trend toward more dramatic showcases. Mr. Levy’s firm alone will turn out 33 specials on all three networks in the 1959-60 season while continuing with the Armstrong Circle Theatre alternate-week series.
episode was at Madison Square Garden (a privilege for which TA paid well to move equipment and talent into the Garden in the wee morning hours) and more than 100 extras hired. "We lost money on the show," Mr. Levy grumbles.

In operating Talent Assoc., Mr. Levy estimates it costs $20,000 a week "to run the office." The payroll for talent alone should run $3,4 million this season. Now that most live dramatic shows are on tape, the schedule is tight. In a single month, four or five shows are produced, though on different target dates of readiness.

There's little turnover in the permanent creative staff (about 55 people). These are writers, producers, associates, directors and their assistants, and editors (whom he considers the excelsior in packaging a show). When production is in high gear, the staff can mushroom to 200 or more.

Rx for Success • Why is Talent Assoc. successful? "Personality is a nothing" in this business, its bossman answers. Talent Assoc. was not "just lucky", but can produce a good product: "We are good salesmen, we sell ourselves with a guarantee that our product is a little better."

Mr. Levy also explains that "we are different from Music Corp. of America, William Morris Agency or General Artists Corp.

"We sell what we create, not what somebody else made. We don't charge the agent's sales fee which is 10% over the price of the show, and we sell our product for about 10% less than that of other production firms which have quality product. So we have a 20% edge."

That 20% edge, concludes Mr. Levy, ex-talent agent and a whiz at percentages, glints like new-found gold to the tv advertiser.

NEA tv series

The National Education Assn. is going into tv on a regular basis this year with a 13-week half-hour series, The School Story. It debuts on some 260 stations this month and next, in public service time.

The first film is a report by Dr. James B. Conant, president emeritus of Harvard and former ambassador to West Germany, based on his book, "The American High School." Locations are Washington NEA offices and two high schools. Narration is by Actor Ralph Bellamy and production-direction by Arthur D. Morse, reporter-director of several CBS-TV See It Now shows, and writer.

The entire series is under direction of the NEA press-radio relations division, with Stuart Finley as executive producer.

PARDON ME, SIR. WOULD YOU GIVE ME YOUR OPINION OF THE GATES LEVEL DEVIL?"

"Level Devil, sir. It's a new concept in leveling amplifiers developed by Gates."

"I haven't bought one. Has anybody else?"

"Oh, yes sir! And both radio and television broadcasters from coast to coast are shouting its praises."

"What are they saying?"

"Well, for example, Mr. Stan Sadler, chief engineer of WMAT, Madison, Wisconsin, reports: 'to say that we are happy with the Level Devil would be the understatement of the week. No other amplifier built will do what the Level Devil does.' Mr. Hulon Mathis, chief of WSJC, Magee, Mississippi, says—'I can think of no words which can express my true appreciation of such a fine instrument. Its unequalled performance in the gain as well as its limiting is wonderful.' And Mr. John A. Maxson, KIDO Radio, Boise, Idaho, writes—'It makes automatic allowance for inaccurate operation by control personnel, and with one-man combination operator-announcers handling the transmitter input, our station does a better job with reliable automatic level control, as provided by the Level Devil.' See what I mean?"

"Hmmmm. Where can I get more information?"

"Just write the Gates Radio Company, Quincy, Illinois, for Bulletin 107-A. It describes the Level Devil in full detail."

"Thanks. I'll just do that."

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS

INTERTYPE

CORPORATION

Offices in:

HOUSTON, WASHINGTON, D.C.

13 EAST 40TH STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY
Advice on mid-season show replacements

"A sponsor who buys a mid-season replacement from nothing more than a format (and possibly a shooting script) is courting suicide," Philip N. Krasne, president, California Studios, stated last week.

Mid-season mortality seems to be an inescapable fact of tv life, Mr. Krasne observed. But, he added, this is no reason for replacing one failure with another series with no better life expectancy. To avoid this costly error, he suggested that the producer who, come November, is "thoroughly disenchanted" with his new tv series and has notified the network that he wants out, should appreciate a couple of facts about the production of a tv film series.

First fact, Mr. Krasne asserted, is that "it is physically, artistically and logically impossible for any producer to deliver a series that will hold up as a mid-season replacement if he has nothing but a single pilot film in late fall. It is impossible to make a good television series from a standing start."

Next fact, he continued: "Neither the sponsor nor his advertising agency, nor even the network, should ever buy a mid-season replacement after looking at only a single pilot. No matter how good the pilot may be (and there are plenty of ways to make them look good) it cannot possibly be representative of the rest of the series if the producer has nothing more to offer as visible evidence of where he is going from there."

With those negative facts presented, Mr. Krasne made some positive suggestions for the advertiser, agency and network to follow when shopping for a mid-season replacement:

"Demand that a producer audition more than a single pilot. It is not unreasonable to expect to see at least two completed shows, preferably more."

"Demand that a producer show at least two (preferably more) additional final shooting scripts."

"Ask a producer for tangible evidence that he knows where he is going from there. Ask for several additional story lines."

"Do not even discuss a proposition that is offered on the basis of only format and script."

As one who has been producing films for television for more than 10 years, Mr. Krasne admitted that "it takes guts—and good banking connections—to sit on the end of a production limb, gambling $40,000 to $90,000 on the sale of a pilot film." But, he asserted, the producer who plans on providing a mid-season replacement that will survive has got to be willing to back his play with a lot more money and a lot more film.

"The producer simply has to do this if he's interested in keeping faith with his buyer, if he's going to provide substantial evidence of the quality of his series, if he's going to play his part in eliminating altogether the evil of replacing a mid-season mortality with just another mortality."

NEWSCAST SURVEY

Radio listeners prefer news once each hour

People prefer to get their radio news every hour rather than every 30 minutes. If they have a set time for listening to newscasts, it's most apt to be at noon or 7 or 8 a.m., in that order. Many say they never turn on the radio for the specific purpose of hearing a newscast, but more say they turn it on at least once a day for that purpose, and even more say their sets are running most of the time anyway.

That's what KREM Spokane found out about newscasts in a survey conducted in its market by Gerald Tremaine, Marketing instructor at Spokane's Gonzaga U. The results, released last week, showed that of 500 Spokane residents queried, 288 preferred hourly newscasts (most thought more frequent reports are "repetitious"), 91 preferred them every half-hour (but many wanted only headlines at the half-hour mark, the report continued). 26 thought three or four times daily would be enough and the rest had no opinion.

Out of 150 who said they listen to a radio newscast at a specific time each day, 44 named the noon report, 32 the 7 a.m. newscast, 19 the 8 a.m. report, and 11 voted for 7:45 a.m. and 6 and 10 p.m. A total of 101 said they never turn on their sets to listen to a news show, but 80 said they do once a day, 32 twice a day, 20 at least three times a day, 48 once or twice a week, and 150 others said their radios are operating most of the time.

Multiple Answers • Asked to name their "main source" of "new news," the respondents gave multiple answers. Radio came out with 258 mentions, television 209, newspapers 322 and magazines 19. Another query found that 44 percent would turn to radio for details if they were "suddenly startled by an unusual number of sirens in the far distance"; next closest medium was the newspaper (4.6 percent). But almost a third would make a telephone call to find out; of these, 50 percent would call the fire or police departments, 13.5 percent a radio station, 13 percent a newspaper.

Preponderantly (439 to 12) they wanted regular programming interrupted for special news announcements of "real importance."

Tv Civil War series begins on WBC outlets

The American Civil War, Westinghouse Broadcasting Co.'s new tv series consisting of 13 half-hour programs saluting the upcoming Civil War Centennial, started Oct. 4 on all WBC tv stations. The programs, based on original Matthew B. Brady photographs, trace the history of the four-year conflict as well as the important events preceding and following it.

William J. Kalan, noted Civil War collector and national program director for WBC, and Roy Meredith, photographic historian of the war, teamed up to write and produce the series, which took two years to produce. More than 3,000 authentic photographs covering 700,000 square miles of battlefield were used in the series. The musical background is provided by the London Light Symphony Orchestra and Queen's Hall Concert Orchestra. All but two of the programs are based entirely on the Brady pictures. The two exceptions depict the battle of the Merrimac and Monitor by using working models of the ships plus underwater photography for graphic portrayal, it was reported.

Programmed in prime time, the series is being telecast on KPIX (TV) San Francisco, KDKA-TV Pittsburgh, WBZ-TV Boston, KYW-TV Cleveland and WJZ-TV Baltimore. It also has been placed in syndication for showing across the country.

Opens offices

Richard H. Ullman Inc. (tv program, commercial producer-distributor), Buffalo, N.Y., opened offices at 60 Broadway, New York. Telephone: Circle 5-3111. Richard B. Ullman, the company's vice president, is the new office's general manager.

• Program notes

'Cisco' in color • Ziv Television Programs, N.Y., has claimed that its Cisco Kid has become the first western to colorcast a series of regularly-scheduled programs. Color premieres were kicked off last week over WHDH-TV Boston, WAGA-TV Atlanta, WBZ-TV Washington, D.C., and WGN-TV Chicago. A spokesman said Ziv Tv has produced all 156 half-hours of Cisco in full color in anticipation of demand for color product.

Adds markets • Independent Television Corp., N.Y., reports recent purchase of its Four Just Men series by Progresso Foods Div. of Udo & Taormina Co., Brooklyn, for Boston, Philadelphia, Baltimore and Detroit brings total domestic sales of the series to 127
markets and a gross of $1,450,000. Agency for Progress Foods is Carlo Vinti Adv., N.Y.

Hour-long tv series • Country America, for past two years on KABC-TV Los Angeles, is being produced for syndication by Surrey Productions at Rockett Studios in Hollywood, where Surrey has taken office and studio space. The 39 musical shows are being taped, at the rate of one a week, but are also available on film, according to Nat Nigberg, executive producer. Jim Dancer directs.

Outgrows home • Hurnn, Fritz & Henkin Inc., film commercial production company which started operations 18 months ago at 38 W. 48th St., New York, moved Oct. 5 to new and larger quarters at 216 E. 49th St. Telephone: Plaza 2-1940.

Social work film • Association Films Inc., New York, offers on free loan to tv stations, schools and community clubs a new 16 mm film on careers in social work. The 28½-minute, black and white documentary was presented to the distributor by the Council of Social Work Education. The film is available from the following Association Films offices: Ridgefield, N.J., La Grange, Ill., San Francisco, Calif., and Dallas, Tex.

Tv tape • Paramount Pictures Corp. has designated Paramount Television Productions, subsidiary which also operates KTLA (TV) Los Angeles, as its tv tape television arm. James Schulke, PTP vice president, said that the organization will make and sell network tape pilots, enter the tape syndication field and rent production and vtr facilities to outside producers.

Tv tape show producer • Jovi Productions, Detroit, has been formed by Victor Hurwitz, producer-director, WWJ-TV there, and John Alexander tv producer-advertising account executive. The company uses the mobile vtr unit and production facilities of Giantview Television Network (division of Melink Steel Safe Co.), Ferndale, Mich., to produce Juvenile Court and other series for syndication.

Sea show • Association Films is distributing "The America's Cup Races, 1958," 27½ minute color film, free. Transfilm Inc. shot the event for Thomas Lipton Inc., whose founder, Sir Thomas, was a leading contender in the sport. A companion film, "The History of The America's Cup," runs 28 minutes and also is available from the Association at these addresses: Broad at Elm, Ridgefield, N.J.; 561 Hillgrove Ave., La Grange, Ill.; 1108 Jackson St., Dallas, Tex., and 799 Stevenson St., San Francisco.

YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

One of Nebraska's two big markets is in the extreme East. The other is Lincoln-Land — and it contains more than HALF the buying power of the state. Both are well covered by TV, but in decidedly different ways.

Three top TV stations are beaming to the Eastern market, and, obviously, dividing it three ways. In Lincoln-Land the situation is different. One station — KOLN-TV — is the only station that fully covers the area.

Ask Avery-Knodel for all the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

BROADCASTING, October 19, 1959
FATES & FORTUNES

Broadcast Advertising

Mr. Mortimer  Mr. Marks

- Charles G. Mortimer, president of General Foods Corp., N.Y., elected to fill previously vacant post of chairman. Wayne C. Marks, executive vp since February 1958, succeeds him. Mr. Mortimer, who has been with GF since 1928 and president since April 1954, continues as chief executive officer, concentrating largely on future development and growth. He will also head newly created corporate development council. Mr. Marks, who joined GF in 1926, has been designated chief operating officer.

GF board also promoted three vps—Herbert M. Cleaves, C. W. Cook and John A. Sargent—to executive vps. Cleaves and Cook each will have six divisions reporting to them. Mr. Sargent will serve as chief of staff. E. Burke Giblin, division operations manager, succeeds Mr. Cleaves as general manager of Jell-O Div., and Arthur E. Larkin Jr., division marketing manager, succeeds Mr. Cook as general manager of Maxwell House Div. George Hampton, senior executive vp, has requested leave of absence for health reasons, it was announced.

- James M. Adams joins Showacre, Coons, Shottwell Inc., Spokane, Wash., agency, as partner; firm name has been expanded to include Mr. Adams's. He takes over agency's media direction. Keith Oka named SCSA art director; Alfred E. Pierce named account executive and production assistant; Mary Ann Toepel joins agency as copywriter. Firm's new quarters are at W. 1229 Boone Ave.


- Bowman Gray, president of R. J. Reynolds Tobacco Co., Winston-Salem, N.C., since 1957, named chairman and chief executive, succeeding John Clarke Whittaker who assumes newly created post of honorary chairman. F. G. (Bill) Carter, vp and sales manager, succeeds Mr. Gray as president.

- Charles A. Hamilton, senior industrial motion picture writer-director for Convair Corp., Ft. Worth, Tex., and previously with KFIZ-TV Fort Worth and KTBC-TV Austin, Tex., appointed director of radio-television department of Bevel Assoc., Dallas advertising and pr firm.

- F. Winslow Stetson, formerly vp, management representative and director at Needham, Louis & Brorby, N.Y., to C. J. LaRoche and Co., that city, as vp and marketing director. Cecil Bernsley, formerly with marketing department at Ted Bates & Co., N.Y., and prior to that, director of advertising of Food Fair stores, joins LaRoche as marketing executive.

- Howard Gorman, formerly sales and advertising manager of Gaines Div. of General Foods, appointed to new post of merchandising manager for Real-Kill insecticides, Kansas City.

- Samuel Arnold Allen, formerly space advertising manager for United Air Lines, joins Fuller & Smith & Ross as media director of Chicago office. Win Roll, account executive at Fuller & Smith & Ross, N.Y., appointed account supervisor. He will supervise group of accounts which includes Raytheon, Westinghouse Elevator Div. and Waring products.

- Rosser Reeves, board chairman of Ted Bates, N.Y., elected to Advertising Federation of America's board of directors.

- William A. Foxen, formerly vp of Benton & Bowles, N.Y., to Joseph Katz Co., that city, as vp and account supervisor.

- Irving Gould, formerly creative vp of Lavenson Bureau of Advertising, Philadelphia, announces opening of his own agency, bearing his name, at 225 S. 15th St., that city.

- Ben K. McKinnon, general manager of WSGN Birmingham, Ala., named

ROCKY MOUNTAIN AREA—Long established 1 kw. daytimer in single station market grossing in excess of $50,000.00 annually. Price—$80,000.00 with $50,000.00 down and remainder paid out over seven years.

MINNESOTA DAYTIMER—1000 watt, Combination studio and transmitter building. Near metropolitan area. Gross could be doubled for 1959. Priced at $90,000.00 with 25% down. Balance on terms.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.  CHICAGO  DALLAS  SAN FRANCISCO

Ray V. Hamilton  Richard A. Shaheen  DeWitt 'Judge' Londis  John F. Horrady 1737 DeSoles St. N.W.  1714 Tribune Tower  1511 Bryan Street  111 Sutter Street  Executive 3-3456  Delaware 7-2754  Riverside 8-1175  E. Broadway 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

BROADCASTING, October 19, 1959

• James Andrew McGarry, 41, assistant to president of Batten, Barton, Dur- stine & Osborn, N.Y., died last week in Manhattan, following lengthy illness. Prior to joining BBDO, in 1945 as manager of radio promotional and publicity department, Mr. McGarry was executive secretary of Archdiocesan Union of Holy Name Societies. Mr. McGarry's widow, former Eunice Dixon, was time-buyer at BBDO when couple met.

Mr. Bautzer

• Alan Bautzer, formerly promotion director of KYW-TV Cleveland, named creative director of Allied Adv., that city. He had been in similar capacity with Crosley Broadcasting Corp., and prior to that, associated with NBC, New York, and Fuller & Smith & Ross, Cleveland.

Mr. Hamilton

• John F. Tucker Jr., formerly industrial copy supervisor at Erwin Wasey, Ruthrauff & Ryan, to Gray & Rogers, Philadelphia advertising and pr agency, as creative supervisor in advertising department.

• John T. McGrath, formerly national sales manager for RCA Service Co., to Gaynor & Duca, N.Y., as account executive.

• William W. Belcher, formerly media buyer with Young and Rubicam, L.A., named associate media director at McCann-Erickson, that city.

• Stephen A. Gardner, formerly with George Patton Adv., Hollywood, appointed merchandising director of Beckman, Kobitz, L.A.


• Leslie W. Wallwork, formerly timebuyer at J. Walter Thompson, S.F., to Erwin Wasey, Ruthrauff & Ryan, L.A., in similar capacity.

• Gerry J. Schnur, formerly vp and account executive at Reach, McClintch & Pershall, Chicago, to account service staff of George H. Hartman Co. there.

• Reginald Dellow, vp and media director of Grant Adv., elected president of Chicago Agency Media Group.

other officers: Richard L. Rogers of John W. Shaw, vp; Dolores Hagedorn of Keyes, Madden & Jones, secretary, and Harry C. Pick, Edward H. Weiss & Co., treasurer.

• F. Curtiss Eastman, member of account management staff for past six years at Earle Ludgin & Co., Chicago, to Foote, Cone & Belding, that city, as account executive.

• Howard E. Rieder promoted from assistant advertising manager of Thomas Organ Co., Sepulveda, Calif., to advertising manager.

• C.M. (Pat) Barry appointed account executive with Clarke, Dunagan & Huff- hines, Dallas. He was national cooperative advertising manager of Dr. Pepper Co., (soft drinks), that city.

The Media

• William T. (Tom) Hamilton, sales manager of WNDU-TV and general manager of WNDU Radio, South Bend, Ind., ap- pointed acting general manager of those Notre Dame broad- cast properties. Mr. Hamilton succeeds Bernard C. Barth, who died Sept. 22. Mr. Hamilton has been in broadcasting 25 years and, prior to joining WNDU-TV in 1955, was with WOR and WNEW New York, ABC Radio network, NBC Spot Sales and CBS.

• Lawrence M. Turet, operations manager of WXIX (TV) Milwaukee, promoted to executive vp and station manager. Prior to joining WXIX in July, Mr. Turet was with WITI-TV, that city.

• Harvey L. Hudson, general manager of WLEE Richmond, Va., elected vp and director of Lee Broadcasting Corp., which owns station.

• Charles M. Kenyon, formerly sales and advertising manager of eastern division of Frito Co., Dallas, appointed director of marketing for Metropolitan Broadcasting Corp. (WNWE-AM-FM- TV New York, WTTG (TV) Washing- ton, and WHK-AM-FM Cleveland).

• Norman Felton appointed general program executive, CBS-TV, Holly- wood. He will be administratively re- sponsible for Playhouse 90 and other film and live productions.

• Leonard P. Goorian named to new post of exploitation manager for WJKR-AM-FM-TV Cincinnati. He was formerly manager of WZIP Covington,
Ky., and prior to that, executive producer with WKRC-TV. He will handle special events on local level, client and station functions, contests, etc. Merchandising, promotion, local advertising and other services of direct client nature are handled by Lila Lambert, promotion and merchandising manager. CARL FLICKENGER, formerly with WZIP, joins sales staff of WKRC-TV.

- JACK STELLING appointed general manager of WCME Brunswick, Me., succeeding RAYMOND B. DURGIN, who joins WJAB Westbrook, Me., in similar capacity.

- ERNEST E. STERN, formerly director of advertising, promotion and publicity for ABC-TV, Hollywood, to CBS-TV, that city, as director of press information. He succeeds ROBERT BLAKE, who assumes post as director of special projects for CBS-TV press information, Hollywood.

- RON BARRINGTON named station manager of KAIR Tucson, Ariz.; JOHN HYDE appointed director of programs and production.

- ELLIOT W. HENRY Jr., director of advertising, promotion and press information for ABC, central division, and its WBKB Chicago, named ABC-TV director of information, Hollywood. He is succeeded by JAMES M. ASHER, his assistant since 1958.

- HENRY W. LEVISON promoted from staff member of ABC-TV network sales development department, N.Y., to manager.

- JACK SULLIVAN named promotion director of KIRO-AM-FM-TV Seattle, Wash. He operated publicity and promotion agency in that city for past two years.

- AMRAM NOWAK, formerly executive producer in charge of live programming for Metropolitan Educational Television Assoc., N.Y., to WABC-TV New York, as assistant program director.

- PATRICIA LYN WRIGHT, formerly with KLAC Los Angeles, named promotion and research director of KPOP, that city.

- MIKE CLINE, formerly air personality with KRIO McAllen, Tex., to KILE Galveston, as program director.

- MILTON FRANKIE, producer-director with KYW-TV Cleveland for past 3½ years, appointed director of operations.

- JOHN L. COFOID, formerly assistant promotion manager of WOW Omaha, appointed assistant sales promotion manager of WLS Chicago.


- GRAY OLIVE, program director of WMSC Columbia, elected president of South Carolina United Press International Broadcasters, succeeding JOE WILDER of WBAW Bawrell. Other officers: L. RICHARD RHAME, WTNS Orangeburg, vp; GEORGE BURNETT, WBTV (TV) Florence, program director, and TOM PRICE, UPI Columbia, secretary.

- HERB HERWAN and ROY ELWELL, both formerly with KQV Pittsburgh, to KRLA Los Angeles as production supervisor and air personality, respectively.

- ROBERT MCEWEN, formerly air personality with WMAL-TV Washington, joins Associated Counselors International, pr firm in that city, as director of radio-tv services.

- ROBERT FAIRBANKS, assistant director of promotion with KNXT (TV) Los

---

Cincinnati, Ohio? Bangor, Maine? Savannah, Georgia?

NO, THIS IS "KNOE-LAND"
(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

| Population | 1,620,100 |
| Households | 423,600 |
| Consumer Spendable Income | $1,761,100,000 |
| Food Sales | $300,486,000 |

KNOE-TV AVERAGE 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

Photo: Forset Products Division, Olin-Mathieson Chemical Corp., West Monroe, Louisiana.
Angeles, appointed account executive with KNXT-CTPN sales department. ROBERT L. NELSON, promotion manager of KHJ-TV Los Angeles, moves to KNXT as assistant director of research and promotion.

- DICK TREMBATH appointed news director of KETV (TV) Omaha. LEE TERRY joins KETV news staff.
- GLENN SHAHAN, formerly with publicity staff of Warner Bros. Pictures, Burbank, Calif., to that of ABC-TV Hollywood. EDMUND SOUHAMI, formerly in private law practice in New York, to legal department of ABC-TV.
- RAY SHADER, promotion manager of WNEG Toccoa, Ga., appointed news director of WIOU Kokomo, Ind.
- NEIL (MICKEY) FLANAGAN, editorial research supervisor with KYW Cleveland, promoted to radio news supervisor. BERT CLAUSEN, producer with KYW-TV, named editorial research supervisor for KYW-AM-TV.
- JAMES MATHIS, air personality and account executive with WTTV (TV) Indianapolis, moves to WFBM-TV, that

**Foto-Video WAVEFORM MONITOR FACES FACTS**

"The FACTS of CONTINUOUS OPERATION—DAY IN and DAY OUT," says Charles Halle of WENH-TV, after a year's use of the new Foto-Video V-9B TV Waveform Monitor, the features of which measure up to the precise requirements of this well-known educational TV station consultant.

A tribute—"Not only was the Foto-Video monitor less expensive, but it also proved to be of better quality than other comparable units. It is extremely well-engineered, and a lot easier for operators to handle. It shows that clever design may be accomplished without compromising the essentials needed in such equipment," Mr. Halle said.

Mr. Halle is director of engineering at WENH-TV, University of New Hampshire station, at Durham. Last December, after searching the field, he chose the rugged Foto-Video instrument "as most likely to meet the operational FACTS OF LIFE in round-the-clock performance."

It did! After the first two instruments he recommended the purchase of five more, five of which are shown in the above photograph. He was impressed with V-9B's simplicity of design, operational convenience and built-in versatility—result of years of exacting Foto-Video engineering and production.

(WRITE or telephone for complete information)

**Foto-Video**

LABORATORIES, INC.

ELECTRONICS + ENGINEERING AND MANUFACTURING
36 Commerce Road • Cedar Grove, N.J. • GEnter 9-6100

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

400,000 Shares

mca inc.

Common Stock
(Without Par Value)

Price $17.50 per Share

Copies of the Prospectus may be obtained from the undersigned.

LEHMAN BROTHERS

October 8, 1959.
city, in latter capacity. John Foland, formerly with WCAU-TV Philadelphia, joins continuity staff of WFBM.

- John E. McMullen, chief announcer of KOLD-TV Phoenix, Ariz., to WIITN (TV) Washington, N.C., as news director.

- Richard J. McCutchen, formerly newscaster and writer-producer of NBC-TV's Today show, to CBS, N.Y., as staff producer in public affairs department.

- Art Wander, formerly with WAKY Louisville, Ky., and Don Bruce, formerly with KALL Salt Lake City, to KXL Portland, Ore., as air personalities. Mark Roberts, previously with WKBW Buffalo, appointed news director of KXL.

- Joseph (Ted) Hallock, formerly state coordinator for Oregon's Centennial Commission, announces opening offices as public relations consultant at Room 215, Executive Bldg., Portland, Ore.

- Jack Taylor, national sales and promotion contact in Hollywood office of KBIG Avalon, Calif., promoted to local sales account executive, succeeding Joe Seideman, who joined KTTV (TV) Los Angeles. James C. Kissman, account executive with companion station, KBIQ (FM) Los Angeles, succeeds Mr. Taylor.

- E. Holland Low, formerly administrator of co-operative sales for NBC-TV, to WWLP (TV) Springfield, Mass., as account executive.

- Ken Courtright, news director of WABR Orlando, Fla., to WLOF-TV, that city, as newscaster.

- E.G. (Gene) Elston, formerly general manager of KCUE Red Wing, Minn., joins KBOO Omaha as account executive.

- Herbert Irving, engineer with KDKA Pittsburgh for 35 years, retires.

- Von Crabill, newscaster with WING Dayton, Ohio, to news staff of WLWD (TV), that city.

- Jack Eigen, star of own interview show on WMAQ Chicago, signed for similar program on sister station, WNBQ (TV), Mon.-Fri., following NBC-TV's Jack Paar Show.

- Jess Barker, former motion picture actor and previously with WCFL Chicago, signed by WAAF, that city, as air personality.

- Randall Kent Kington, 37, known as Randy Kent on announcing staff of WBKB (TV) Chicago died Oct. 12 following surgery in Evanston (Ill.) Hospital.

- Terry D. Lloyd, promoted to chief engineer of KLOK San Jose, Calif., after 3½ years on station staff. Carroll H. Pederson, of KSBW-AM-TV Salinas, Calif., joins KLOK as air personality.

- Bob MacDonald, formerly news writer with UPI, joins news staff of WPON Pontiac, Mich.

- Jack Gowing promoted from associate farm director to farm service director of KMA Shenandoah, Iowa, succeeding Merrill Langfitt, who resigns post to operate his own farm supply business, but continues as air personality.

- Pat Patterson, formerly with KOWH Omaha, to KPBI Wichita, Kan., as air personality.

- John St. Clair Brookes, 71, attorney with Washington law firm of Hogan & Hartson, died Oct. 13 while golfing at Burning Tree Club, following heart attack. For one year, 1939-1940, Mr. Brookes served as president of American Newspapers Inc., parent company of Hearst Corp.

- Herman S. (Bud) Shurian, Warren Clark and Jerry Fuller join announcing staff of WFAA Dallas.

- Darrell J. Gould Jr., formerly news editor of WORC Worcester, Mass., to news department of WICE Providence, R.I.

**Programming**

- Frederic W. Wile Jr., previously supervisor of radio-tv operations at Young & Rubicam, program vp with NBC and executive vice president of MGM-TV, added to John Gueidel Productions, L.A., as general sales executive.

- Leonard S. Gruenberg, general manager of theatrical division of NTA International, named vp.

- Peter Yaman, formerly eastern sales manager with Adam Young Co., N.Y., to NTA Spot Sales, as assistant sales manager.

- Don Joannes, western division sales representative for ABC Films, named regional sales manager, L.A. Other ABC Films appointments, sales staff: Jack Van Nostrand, named to cover Southern Calif.; Jeff Davids, Olga Gomez, Barry Winston to eastern division; Mike Gould named regional sales manager, Chicago area; Winston Colby and Robert L. Glasser added to central division staff.

---

**WCKY**

**WCKY HAS THE LARGEST NIGHTLY AUDIENCE IN THE NATION without three 50kw New York City Stations**

**476,150 HOMES NIGHTLY**

N. S. I. #2

At a cost per M of 8.4c

**THE BEST BUY IN RADIO TODAY IN THE U. S. A.**

102 (FATES & FORTUNES)

• Burton A. Neuburger, formerly with commercial tv film division of Warner Bros., to Eliot-Unger-Eliot (commercial tv film division of Screen Gems), as midwest sales representative.

• Martin Rackin and John Lee Mahin, Hollywood film writers-producers, signed by NBC-TV to develop, write, produce and supervise programs. They will headquarter in Burbank, Calif.

• Alvin Cooperman resigns from Four Star Television where he produced first 10 programs of Du Pont Shows with June Allyson series. Shelley Hull, associate producer, remains with series, production of which will be supervised by Four Star executives.

Equipment and Engineering

• Lawrence Priddy Jr., western public relations manager of Tidewater Oil Co., S.F., joins executive staff of Western Electronic Manufacturers Assn., L.A., to handle special projects for WEMA's 315 member companies.

• Larry R. Swiney, general manager of Packard Bell Distributing Corp., L.A., appointed district sales manager of tv, radio and stereo hi-fi in intermountain and southwest territories for Packard Bell Electronics, with headquarters in Denver.

• Charles J. Hirsch, formerly vp and director of research of Hazeltine Research Corp., Little Neck, N.Y., to Radio Corp. of America as administrative engineer on staff of RCA's vp—engineering.

International


• W. A. (Bill) Smith appointed promotion director of CHAB-AM-TV Moose Jaw, Sask. He was formerly merchandising manager of CFCN Calgary.

• Jim Coulter, formerly neighborly news editor of CBC, named farm editor of CFNB Fredricton, N.B. Frank Elliot, formerly with CKNX Wingham, to continuity editor of CFNB. Joan Watson, previously manager of CKDH Amherst, named women's editor.

• Ted Meunier, formerly commercial manager of CFCL Timmins, Ont., joins CJMS Montreal as sales representative.

BROADCASTING, October 19, 1959
FANFARE

Fair funhouse
WKY-TV Oklahoma City had about 75,000 visitors to its Fabulous 4 Funhouse at the State Fair. They literally burst the exhibit's seams—it was closed twice for repairmen to fix sagging partitions damaged in the crush.

To create the funhouse, WKY-TV converted a building on the fairgrounds into a darkened maze. Lighted displays depicted local and NBC-TV programs ming with dolls, miniature sets and photos. Other gimmicks: eerie hallways, a slanted room and an air blast triggered by stepping on a button. An eight-minute continuous tape with music and sound effects explained the displays to visitors. WKY-TV staffers were barker at the exhibit's entrance.

KABC-TV's 'Jr. Press Preview'

KABC-TV Los Angeles hosted 200 students and teachers, representing more than 75 high schools and junior colleges in the area, at a special Junior Press Preview of ABC-TV's new fall show Oct. 7.

Preceding the hour-long closed-circuit telecast Selig J. Seligman, ABC vice president-KABC-TV general manager, spoke to the group about the need for constructive criticism in the tv industry. The telecast included musical production numbers, film clips of the fall shows and satirical skits featuring nearly all of ABC-TV's stars.

Moon-light serenade

To the moon and back with the voice of its mayor—that was the occasion that triggered the switch to a new street lighting system for South Bend, Ind. WSBT there recorded the words of Mayor Edward F. Voorde on tape Oct. 12, then air-mailed it to the U.S. Army Lunar Radar station at Ft. Monmouth, N.J. The words were sent to the moon and back via American Telephone & Telegraph and the radar station Oct. 12. The return of the voice to South Bend bathed the town in a flood of bright light. The mayor's words? "Let there be light."

• Drumbeats

Best draw • WNTA-TV New York addressed an invitation to executives of all New York advertising agencies. Inside the fold of the printed invitation were pictures of eight luncheon hosts: Mike Wallace, Ted Steele, Henry Morgan, Clay Cole, Richard Willis, Barry Gray, J. Fred Muggs and David Susskind. Mr. Morgan proved the most compelling: 112 asked to be at his table. Runners-up: Mr. Susskind, 59, and J. Fred, 35. The remainder of 274 replies (350 invitations were sent out) were scattered among other contenders.

Slide promotion • CKCO-TV Kitchener, Ontario, announced a new sign-on time of 6:30 a.m. by mailing a 35-mm. advertising slide and a collapsible card-board slide viewer, both contained in a folding plastic case.

Hearts & kisses • KOIL Omaha teenage listeners are guessing the number of hearts and kisses painted on an automobile by KOIL disc jockeys. The boy or girl who comes closest to the correct number will receive the car as a prize.

Crowd drawing remote • An estimated 5,000 turned out to attend the first remote telecast of WECT-TV Wilmington, N.C. The station was used almost exclusively to promote the opening of a savings and loan association's new building. The remote telecast was the highlight of the association's opening promotion.

Different slant on safety • WISN Milwaukee is using the voices of local women school crossing guards in a series of public service spots on safety. They alert motorists to be safety-conscious at all times. The announcements give the guard's name and corner location where she patrols.

Pic continued, page 3 • Veteran newspaper men were scratching their heads when they saw a recent issue of the Enterprise, a Lisbon Falls, Me., weekly newspaper. John T. Gould, editor, wanted to publish a picture of the new tower of WGAM-TV Portland. The station claims the 1,619 ft. tower is "the world's tallest man-made structure." Mr. Gould printed the top section of

Tea and cheesecake • Not since the famous event in Boston has a tea party created such interest as that staged recently by WWJ Detroit. In daily two-hour sessions running for a week, shoppers at the Northland shopping center consumed more than 10,000 cups of Tetley Tea and 10,000 Hostess Twinkies and Handie-Pies. The promotion helped introduce WWJ's new remote broadcasting studio in a glass-enclosed structure at Northland.

MR. ADVERTISER

WHETHER YOU'RE HUNTING FOR AN EARLY BIRD

(we begin broadcasting at 9 A. M.)

OR A NIGHT OWL . . .

(sign off at 12 MIDNIGHT)

YOU'LL FIND GOOD HUNTING ON

KHS L-TV, Channel 12
Northern California's Favorite Station
CBS-ABC Affiliate
Represented Nationally by AVERY-KNODEL

Winning system

A "Lucky Dollar" contest is going strong at KGW Portland, Ore. Recently, however, the station learned of one listener who won, without "officially" winning. For six months, she had been listening to the station, hoping to hear a number read from among the many dollar bill serial numbers she had submitted. She hasn't won yet, but because of the contest she has saved money for the first time in her life—$516.
the tower on page one under the caption, “WGAN-TV Completes Moon Scratcher.” Readers were invited to turn to page three for the remainder of the picture.

**Miami factbook** • WCKT (TV) Miami, Fl., has produced a factbook on the area for time buyers and admen. The book includes information on apparel establishments, appliance stores, automobile dealers, the area’s buying power, eating-drinking places, food costs, market data, population, and retail sales.

**Color giveaway** • KXX Portland, Ore., disc jockeys are touring the city giving away 45 rpm phonograph records to anyone wearing something green. The stunt is in connection with the station’s “Rainbow Color Radio” promotion.

---

**INTERNATIONAL**

**COMMERCIAL TV FOR ISRAEL?**

U.S. companies await November election

Israel won’t have to look far for an angel to underwrite its television operations because several companies—all American—already have offered to install the facilities to serve this rapidly-developing 8,000 square mile area with its two million inhabitants.

But while TV is definitely in the nation’s future, Israel won’t give formal consideration to inauguration of service until after the Nov. 3 national elections.

And, according to officials of the Ben Gurion government, TV, when it does come, will be commercial, but the precise format remains to be determined by a cabinet committee headed by the minister of finance, Levi Eshkol, now in Washington on a World Bank loan.

Before embarking on commercial TV, however, this 11-year-old Republic, surrounded by hostile Arab bloc nations, plans to do something about bolstering its radio service. Prospects are good for inauguration of a “B” program, commercially oriented, to help foot the bill not only for radio, but also to get a running start into commercial TV. At this stage, the Government appears to favor the British method of “ad-mags,” or use of rotating commercials rather than the anchoring of commercials to particular programs, which constitutes our method of direct sponsorship.

Favored • In early September, the Israeli cabinet majority voted in favor of commercial radio service to supplement the existing operations.

Simultaneously, the cabinet committee was instructed to explore commercial TV. Formal action, however, has not been taken since it was felt that the responsibility for implementation will belong to the new government to be installed for four years after the November elections. It is regarded here as a foregone conclusion that the Ben Gurion government will be retained through a coalition of his powerful Labor Party with the lesser political entities.

Proposals received from private companies to underwrite commercial TV have not been formally considered. These, and others to come through “in-
คิดเป็นการเงินที่จะมีผลต่อการเลือกตั้งในวันที่ 11 กันยายน ที่จะถึง มิสเทอร์สปอร์ต ชอบการโหวตให้กับความสามารถในการบริหารงาน การบริหารทรัพยากร รวมถึงการบริหารงานในทางการเงิน ที่ได้รับการยอมรับจากกฎหมายทั่วโลก

CBC establishes annual tv awards

Annual television industry awards were established at the 14th meeting of the Canadian Broadcasting Corp. and its affiliated television stations at Ottawa on October 5, under chairmanship of CBS vp E. L. Bushnell. Two separate panels of judges, one for English and one for French programs, are being set up by the industry program advisory committee. A suitable name for the tv awards and an appropriate symbol of the tv industry are to be decided upon soon.

The CBC and its affiliates also discussed the forthcoming meetings on new tv regulations proposed by the regulatory Board of Broadcast Governors. They dealt with network news, children's programs, promotion, color tv, video tape installations and the results of the recent coverage of the visit of Queen Elizabeth II and Prince Philip to Canada.

The meeting agreed upon a new formula for establishing network rates. The independent affiliates of the government-owned system agreed satisfaction with the option time formula established this fall following the summer meeting of the CBC and its affiliates.

Study German network

The West German government is proposing legislation to set up radio and tv networks there. (Broadcasting in the country now is operated on a regional basis as instituted by occupying authorities after World War II.)

To set up the tv network, the proposal is to subsidize the $1.9-a-set tax with private finances. The tv network would operate from Frankfurt. Its management composed of representatives chosen by the Federal Parliament, the parliaments of the 10 states, the Assn. of Employers, the trade unions, the Catholic, Protestant and Jewish Churches.

Two radio networks are proposed: a national one operating from Berlin and a set-up beamed overseas from Cologne. The three networks could be ready by the end of next year.

FAMILY AFFAIR

State is 'big brother' for Spain's radio-tv

Spain's radio and limited television operations are commercial, after a fashion. The fashion has no parallel anywhere else in Europe or in the new world.

This dictatorship of 30 million is served by 143 radio stations operating in the standard European band and two vhf tv stations (Madrid and Barcelona), with at least two others planned.

There are "private" radio stations competing with the "government" radio and tv operations. All are rigidly controlled as to news and special events programming. There is no political discussion, since there is only one political party—the Franco-controlled Falangista.

Accurate information on radio and tv circulation or station revenues from sponsorship is hard to come by, officially or otherwise. The best educated guess is that there are 4,500,000 radio receivers, and roughly, 150,000 tv sets. Spain has had tv of sorts for a dozen years, but even now has only 3-4 hours of programming daily, mainly in the evenings. Madrid and Barcelona interchange programs in the live and special events area, but the stations mainly use feature films of ancient vintage along with U.S. syndicated programs, with Ziv features predominant. Ziv maintains an office in Madrid.

It is the Spanish brand of commercial operation that intrigues the outsiders. Tv programs are "sponsored" on a rotating spot basis, mainly by cigarette companies (American), food companies and other large manufacturers. There is no private tv.

Spots • In radio, the government stations sell spots across the board to all and sundry. The private stations, for the most part, operate on a disc jockey format. Their big business, however, is in the sale of "personals"—literally hundreds of them on what amounts to a...
man, M. Tremault, who also has station interests in France, Portugal, North Africa, and in Spain itself.

There is no legal Communist party in Spain. But the Soviet bloc pours its propaganda into the country by short-wave, and despite Spanish jamming, some gets through. Since the Khrushchev visit to the United States, Moscow radio has not been attacking us with the vehemence of the past. But Radio Peking, in Communist China has intensified its bombardment. It constantly clamors for withdrawal of American bases, and blames the high cost of living in Spain (which isn't high at all) upon Americans.

Other Soviet satellites are broadcasting daily into Spain to the extent of 139 hours per week. These are characterized as "clandestine" broadcasts from unknown Soviet-controlled points, by short wave. Despite efforts of the govemment to jam these transmissions, they also get through.

- Abroad in brief

Cameron productions • Don Cameron Productions Ltd. is a newly-formed company headed by radio-tv announcer Don Cameron to present packaged radio programs and offer help to smaller advertising agencies. Offices at 320 Bay St., Toronto.

New company • Z.I.T. Programs (Canada) Ltd. has been formed for the exclusive Canadian distribution of Ziv television programs. Myron (Mike) Burns, vice president and general manager, has located offices at 80 Richmond St. W., Toronto.

Spanish relay • Radio and television shows are exchanged via a new microwave relay line between Madrid and Barcelona. TV transmitters are planned for Mulee-Zaragoza and Alpicat, Lérida. Programs on the transmitters will come from the Madrid-Barcelona relay line.

East German tubes • Two large tv tube production lines have commenced operation at the VEB (state-owned) Werk fuer Fernmeldewesen, East Berlin. One line makes 70" deflection tubes (outmoded in Western Europe). The plant is expected to produce a yearly 750,000 units.

Swiss tv • Registered tv sets in Switzerland numbered 70,552 Aug. 1. New sets licensed in September: 1,313.

French tv • Statistics indicate 1,250,371 tv sets operating in France Aug. 1. The French say they soon will be selling 30,000 sets a month.

Retailers Assn. • Radio, tv, phonograph retailers in Belgium, Denmark, Finland,
France, Holland, Austria, Switzerland and West Germany have established a European Retailers Assn. Retailers from other countries are expected to join.

**Bulova-Canada changes** • Bulova Watch Co. Ltd., Toronto, appointed Brooks Adv. Ltd., Toronto, effective Oct. 15.

**U.S. agency appoints Canadian rep** • Doyle, Dane, Bernbach, New York, has appointed MacLaren Adv. Ltd., Toronto, for radio and tv placements for clients in Canada.

**Union watch** • The Montreal Artists' Union, representing radio and television performers, has formed a vigilance committee to watch the educational and economic consequences of actions of the board of directors of the Canadian Broadcasting Corp. A union spokesman stated that "the committee is intended to ensure that the CBC remains a Canadian organization using Canadian performers."

**New Mountie adventures** • Warner Lambert Canada Ltd., Toronto, for Bromo-Seltzer and Listerine, has purchased half sponsorship of the new Canadian-produced weekly *Adventures of the Royal Canadian Mounted Police* film series to appear on both English and French-language Canadian tv networks.

**No anthem**

London meat-paste manufacturer Peter Sutherland said Tuesday (Oct. 13) he has canceled a $10,000 tv contract because the British commercial tv company concerned doesn't play the national anthem at day's end. Mr. Sutherland says he will place no more ads with program contractor Granada Tv and is urging other firms to boycott Granada as well.

**FOR THE RECORD**

**Station Authorizations, Applications**

*As Compiled by Broadcasting*

Oct. 6 through Oct. 13. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

**Abbreviations:**


**New Tv Station**

**ACTION BY FCC**

Bowling Green, Ky.—George A. Brown Jr., Granted a vhf ch. 13 (210-215 m).; ERP 75.8 kw vis. 45.7 kw aur. ant. height above average terrain 601 ft. above ground 600 ft. Estimated construction cost: $150,996; first year operating cost: $72,000; revenue: $100,000. P.O. address: off Cameron Ave., Bowling Green. Studio location: 12.5 miles northwest of Bowling Green. Transmitter location: 12.5 miles northwest of Bowling Green. Geographic coordinates: 37° 00' 55" Lat., 86° 37' 35" W. kw.

**New Am Stations**

**ACTION BY FCC**

Ocean City, Md.—Wett Corp. Granted 1590 kw. 500 w. 1 kw. 1-LS DA-2. P.O. address J. L. O'Connor Jr., Box 61, Ocean City. Estimated construction cost: $18,451; first year operating cost: $30,000; revenue: $45,000. Owners are James Leo O'Connor Jr. (20.6%), David William Beck (20.7%), Irwin Joseph Meyer (19.2%) and others. Mr. O'Connor is in experimental engineering. Mr. Beck is water and sanitary installation superintendent. Mr. Meyer is telephone company commercial supervisor. Ann. Oct. 7.
### SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING through October 13

<table>
<thead>
<tr>
<th>Linc.</th>
<th>AM</th>
<th>CP</th>
<th>Total Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lic.</td>
<td>Go</td>
<td>CP</td>
<td>On air</td>
</tr>
<tr>
<td>AM</td>
<td>3,340</td>
<td>61</td>
<td>104</td>
</tr>
<tr>
<td>FM</td>
<td>600</td>
<td>156</td>
<td>49</td>
</tr>
</tbody>
</table>

### OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through October 13

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>442</td>
<td>81</td>
</tr>
<tr>
<td>Non-commercial</td>
<td>33</td>
<td>30</td>
</tr>
</tbody>
</table>

### COMMERCIAL STATION BOXSCORE
As reported by FCC through August 31, 1959

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,358</td>
<td>1,105</td>
<td>59</td>
</tr>
<tr>
<td>3,352</td>
<td>1,053</td>
<td>59</td>
</tr>
<tr>
<td>3,352</td>
<td>1,053</td>
<td>59</td>
</tr>
<tr>
<td>3,352</td>
<td>1,053</td>
<td>59</td>
</tr>
<tr>
<td>3,352</td>
<td>1,053</td>
<td>59</td>
</tr>
<tr>
<td>3,352</td>
<td>1,053</td>
<td>59</td>
</tr>
<tr>
<td>3,352</td>
<td>1,053</td>
<td>59</td>
</tr>
<tr>
<td>3,352</td>
<td>1,053</td>
<td>59</td>
</tr>
<tr>
<td>3,352</td>
<td>1,053</td>
<td>59</td>
</tr>
<tr>
<td>3,352</td>
<td>1,053</td>
<td>59</td>
</tr>
<tr>
<td>3,352</td>
<td>1,053</td>
<td>59</td>
</tr>
</tbody>
</table>

*There are, in addition, seven TV stations which are no longer on the air, but retain their licenses.

*There are, in addition, 38 TV co-holders who were on the air at one time but are no longer in operation and one which has not started operation.

### APPLICATIONS

| Mesa, Ariz.—Frank S. Bane Jr., 1510 kc, 1 kw, N. P. Ohio address 646 E. Hubbell St., Phoenix, Ariz., Estimated construction cost $2,741, first year operating cost $18,363, revenue $20,000. Applicant is radio station consultant. Ann. Oct. 7.
| Sanford, Me.—Miller Electronics Inc., 1380 kc, 1 kw, D. P. Ohio address 27 Mechanic St., Red Bank, N. J., Estimated construction cost $32,686, first year operating cost $50,000, revenue $59,000. Principal applicant is Harry B. Miller 70%, who owns electronics firm. Ann. Oct. 7.
| Grove City, Pa.—James V. Perry, 1600 kc, 250 w, P. O. Ohio address 628 S. Center St., Grove City, Pa., Estimated construction cost $14,664, first year operating cost $30,000, revenue $42,000. Applicant is in floor covering business. Ann. Oct. 7.
| Burnet, Tex.—Land of Lakes Radio, 1349 kc, 250 w, P. O. Ohio address 402 Cactus Drive, Stephland, Texas, Estimated construction cost $13,673, first year operating cost $38,000, revenue $51,000. Applicant is Robert D. Johnson who is farm equipment dealer. Ann. Oct. 7.
| Hillsville, Va.—Carroll Bestg. Co., 1400 kc, 250 w, P. O. Ohio address 241 Oak St., Hillsville, Va., Estimated construction cost $3,300, first year operating cost $20,071, revenue $31,234. Applicants are Dale W. Gallimore and Rush L. Akers, equal partners. Mr. Gallimore was formerly employed by WPAC Mt. Airy, N. C., Mr. Akers formerly in automobile agency business. Ann. Oct. 7.

### Existing AM Stations

**APPLICANTS**

| KBBM Hayward, Calif.—Mod. of cp to change frequency from 100 to 106.9 mc, change ch. from 569 to 695 and change type ant. Ann. Oct. 7.
| KQTE Missoula, Mont.—CP to change frequency from 1340 kc to 1320 kc, increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 7.

**SUMMARY**

**WGEZ Beloit, Wis.—**CP to increase daytime power from 250 w to 1 kw and install new trans. (1460 kc). Ann. Oct. 9.

**New FM Stations**

**ACTIONS BY FCC**


**APPLICATIONS**

| Glen Ellyn, Ill.—Elizabeth C. Goughnour, 1071 mc, 1 kw, P. O. Ohio address 1808 Schaffer Road, Wheaton, Ill., Estimated construction cost $17,785, first year operating cost $28,200, revenue $31,640. Applicant is free lance writer. Ann. Oct. 9.

**RADIO CORPORATION of AMERICA**

![New RCA 5 KW FM Transmitter Designed for Multiplexing](https://via.placeholder.com/100)

A “Direct FM” system plus many other outstanding performance features such as built-in remote control provisions and screen voltage power output control, make the BTF-58 today’s best FM transmitter buy. Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. New Exciter, Type BTE-108, uses “Direct FM” modulator circuits, thus fewer tubes are required. Whatever your equipment needs—SEE RCA FIRST!
Existing FM Stations

**ACTIONS BY FCC**

Though a number of FM stations have been granted SCA licenses this week, the FCC has also made a number of other decisions regarding existing FM stations.

**KCRM** (FM) Kansas City, Kan.—Granted SCA to engage in functional music operation on multiple FM station.

**WMZT** (FM) Richmond, Va.—Granted SCA to engage in functional music operation on multiple FM station.

**WARN** Port Pierce, Fla.—Granted assignment of license to South Jersey Bects, Co. (WKNR-FM Camden, N.J.); consideration $75,000 and $50,000, consultants’ agreement, Ann. Oct. 7.

**WIOO** Sanford, Fla.—Granted assignment of license to Sanford Seminole Bestig, Inc. (Joseph R. Honinan, president; has minority interest in WBBAM-FM Babydog, N.Y.); consideration $50,000, Ann. Oct. 7.

**WKLE** Washington, Ga.—Granted assignment of license to Washington Bects, Inc. (WKNY Sandusky); consideration $30,000, Ann. Oct. 7.

**WSEL** (FM) Chicago, Ill.—Granted renewal of license and assignment of license to Portable Bects, Corp. (Harold D. Keppin, president; has minority interest in WBBAM-FM Babydog, N.Y.); consideration $50,000, Ann. Oct. 7.

**WATP** Marion, S.C.—Granted transfer of control to R. G. Stanley, etc. (to Kappa Harping, etc.); consideration $40,000, Ann. Oct. 7.

**WOBP** Belfountain, Ohio.—Granted assignment of license to Lake Erie Radio & P. Corp. (to W. H. N. Walker, etc.); consideration $100,000, Ann. Oct. 7.

**WOCB** Grove City, Ohio.—Granted assignment of license to WOCB, Inc. (to W. M. Ginn, president; has minority interest in WBBAM-FM Babydog, N.Y.); consideration $50,000, Ann. Oct. 7.

**KLOV** Loveland, Colo.—Granted renewal of license and assignment of license to E. H. Walker, president; consideration $125,855, Ann. Oct. 7.

**KXTO** Sherman, Tex.—Granted relinquishment of part of control to K. M. and M. C., consideration $36,800, for 33.4% of control, Ann. Oct. 7.

**KGKN** Tyler, Tex.—Granted assignment of license to One O’Clock, Inc. (to KXZ Amillo and KKE Austin, both Tex.; consideration $125,000, Ann. Oct. 7.

**WDOT** Burlington, Vt.—Granted assignment of license to KQX, Inc. (to Anthony Pope, president; and vice president, own WQX-AM-FM New York, N.Y.); consideration $140,000, Ann. Oct. 7.

**WBTN** AM-FM Huntington, W.Va.—Granted assignment of license to WBTN, Inc. (Wayne W. Geyer, president); consideration $100,000, Ann. Oct. 7.

**APPLICANTS**

**KANT** (FM) Lancaster, Calif.—Seeks assignment of cp from Cordell Fray to Desert Bestig, Corp. Change to corporation, Ann. Oct. 5.

**KPOL**-FM Los Angeles, Calif.—Seeks assignment of license from Hugh R. Murchison Corp. (to Kenneth & Clara Murchison Foundation); transfer of stock, Murchison requests authority to vote stock in WQX-AM-FM New York, N.Y.; consideration $125,000, Ann. Oct. 7.


**KGEO** Springfield, Iowa.—Seeks assignment of license from Audiblerecord Inc. to Armand Kellis for $35,000. Mr. Kellis was formerly executive vice president of all stations owned and operated by By Glumtan, Inc., Ann. Oct. 5.

**KDOM** Winona, Minn.—Seeks assignment of license from North Star Bects, Co. to KDOM Inc. Change to corporation; no ownership change as proposed, Ann. Oct. 12.


**WHXK** Akron, Ohio.—Seeks transfer of control from Philip H. Herbert d/b/a WHXK Bects, Co. to Radio Akron Inc. for $450,000. Purchasers are Sussexiana Bestig Co. (90%) and Lewis J. Apel, Jr., 10%, Sussexiana Bestig Co. is licensee of WOYR-AM-FM Lockland and majority owner of WARM Scranton, both Mr. Apel is president of corporation, Ann. Oct. 12.

**KRIC** Oceanlake, Ore.—Seeks assignment of license from Metropolitan Bects, Inc. to Yaquina Radio Inc. for $45,000 ($750 per month lease payments for five years). Principals are Thomas H. Becker 71.4% and Andrew R. Becker 28.6%. Mears, Becker also own KYTE Pocatello, Idaho, and KNTP Newport, Ore. Ann. Oct. 7.

**KISL** AM-FM TV Knoxville, Tenn.—Seeks transfer of control of WTVI to Nelson Bects, Inc. for $100,000. Principals are Hubert Taft Jr. (78%); David C. Taft (69%); and others. Taft Bects, Inc. is licensee of WRC-AM-FM-TV Cincinnati, WYTY-FM Columbus, both Ohio, WYIT (TV) Lexington, Ky., and WBRK-AM-FM-TV Birmingham, Ala. Corporation, had 39% interest in WBRK prior to announcement of transfer, Ann. Oct. 7.

**KATR** Corpus Christi, Tex.—Seeks assignment of license from Bestig, Inc. to Best Bects, Corp. of the Southwest for $300,000. Principals are Lewis L. Taft 10%, Robert C. Kent 25%, Mr. Balf is president. Mr. Kent is manager general of KJRO-AM-FM Newon, and KJRO Leavenworth, both Kansas. Ann. Oct. 7.

**KHBF** Fasco, Tex.—Seeks assignment of license from KFOO Bects, Inc. to KHEY Bects, Inc. for $100,000. Principals are Nancy W. Steigelt 65% and Edward M. Steigelt 35%. Ann. Oct. 3.

**KLBS** Livingston, Tex.—Seeks assignment of license from E. J. Griffin Jr., president, to Polk County Bestig, Service Inc. for $15,000. Principals are Kenneth B. Johnson 51% and Elmer J. Griffin Jr. 49%. Mr. Griffin Jr. is 49% owner of KROK-AM TV Billings, Mont. Ann. Oct. 9.

**Hearing Cases**

**FINAL DECISIONS**


**KTHE**-AM Loveland, Colo.—Granted assignment of license to WKTR-AM-FM Colorado Springs, Colo. for $17,200, $20,000, $50,000, $2,100,000, respectively. Principals are Venessa S. Robinson 49% and James Harpring 51%, who are equal partners. Mr. Harpring was formerly owner and operator of KTOO-AM-FM Desert Bects, Corp. of Colorado Springs. Owner KTOO-AM-FM Colorado Springs, Colo.; authorized by decision, Commission granted renewal of licenses for various stations. Ann. Oct. 7.

**KBBQ** Wheaton, Ill.—Seeks assignment of license from KJQ-FM-FM Prairie Finance Corp. to KBBQ-AM-FM Chicago, Ill. Commission, granted assignment of license to KBBQ-AM-FM Chicago, Ill. for $15,000. Principals are James Harpring, president; and Robert C. Kent 25%. Mr. Balf is president. Mr. Kent is manager general of KJRO-AM-FM Newon, and KJRO Leavenworth, both Kansas. Ann. Oct. 7.

**WROY**-FM Kalamazoo, Mich.—Seeks assignment of license from KROO Bects, Inc. to KREO Bects, Inc. for $100,000. Principals are William R. Balf 35%, and John B. Stanger 65%. Ann. Oct. 7.

**KLBB**-AM-FM Livermore, Calif.—Seeks assignment of license from KSHN Bects, Inc. to KSFH Bects, Inc. for $100,000. Principals are Malcolm B. French 50%, and John B. Stanger 50%. Ann. Oct. 7.


**KTVN**-TV Twin Falls, Idaho.—Seeks assignment of license from KFOR Bects, Inc. to KMON Bects, Inc. for $100,000. Principals are Kenneth B. Johnson 24% and Mark E. Hay 51%. Mr. Hay is 49% owner of KROK-AM TV Billings, Mont. Ann. Oct. 9.

**America’s Leading Business Brokers**

**Interested in buying or selling Radio and TV Properties?**

When your business is transacted through the David Jarett Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.

**BROADCASTING, October 19, 1959**

By memorandum opinion and order, Commission denied motion by Ryder Broadcasting Co., Inc., to extend time to file reply comments in rulemaking proceeding involving Fort Worth and Denver, Tex., to Oct. 12; and from Oct. 9 to Dec. 26 to file comments with reply comments to be filed within 15 days in tv rulemaking proceeding involving Corpus Christi, Tex. Action Oct. 9.

By Commissioner Frederick W. Ford

Granted petition by broadcast bureau for extension of time to Oct. 9 to file exceptions to decision of Commission, dismissing petition for extension of time to file replies to exceptions to initial decision in proceeding on their

By Chief Hearing Examiner James D. Cunningham

Scheduled hearings in following proceeding:
Oct. 16, group 6 at 10 a.m., group 7 at 2 p.m.; granted petition by Nicholas J. Zaccagnino, Ws Radio Tom's River, N.J., for extension of time from Oct. 5 to Oct. 18 to reply to "Opposition of Broadcast Bureau to Petition to Enlarge and Revise Issues." Actions Oct. 9.


By Hearing Examiner Millard F. French


By Hearing Examiner Isadore A. Honig

Granted petition by Sherill C. Corwin (KUDU-FM) Santa Barbara, Calif., for leave to amend his application to specify a six bay ant., in lieu of eight bay ant., with resultant reduction in ERP to 30.7 kw. Action Oct. 9.

By Hearing Examiner Annie Neal Hunting

Admitted into evidence exhibit no. 3 supplied by Richard C. Simonson, d/b/a Tele-Music Co., and closed record in proceeding on its application for fm facilities in San Bernardino, Calif. Action Oct. 8.

Cancelled oral argument scheduled for Oct. 8 on motion for stay filed by Sangamon Valley TV Corp. in Terre Haute, Ind., tv ch. 2 proceeding. Action Oct. 8.

By Hearing Examiner H. Gifford Iriion


By Hearing Examiner Jay A. Kyle

Continued prehearing conference from Oct. 13 to Oct. 30, at 9:30 a.m., continued without date hearing scheduled for Oct. 30, and dismissed as moot joint motion by Tri-Counties Public Service, Inc., (KUBI-FM), and Telemusic Co., applicant and respondent, respectively, for continuance of date set for prehearing conference in proceeding on fm applications of American Best-Paramount Theatres, Inc. (KABC-FM), Los Angeles, Tri-Counties, Ventura-Oxnard, and William E. Clark (KXOG), La Habra, all California, Action Oct. 8.

By Hearing Examiner Kenneth R. Giddens, Manager

WKRG-TV

MOBILE, ALABAMA

Donald A. Patton, Chief Engineer

And for good reasons too:

- Stainless EXPERIENCE in design and fabrication
- RELIABILITY of Stainless installations
- LOW MAINTENANCE COSTS of Stainless towers
Help Wanted—Management

Our successful am-fm operation in suburban Chicago is expanding through a power increase and an additional station in a nearby city. Our policy is to promote to sales management and management only from our successful salesmen. We need another aggressive, intelligent salesman in his late 20's or early 30's who wants to prove himself in a major market and prepare himself for further advancement with our company or elsewhere. You must have had successful sales experience and wish to increase your responsibilities as a result of effort, contact immediately Ed Wheeler, General Manager, Illinois with complete details and requirements and a personal interview will be arranged.

SALES

Northern Ohio medium market needs 2 men, building for top grosses, experienced only. Box 890P, BROADCASTING.

Aggressive, experienced radio salesman with at least 2 years full-time radio selling experience and promising future. Send complete references. Box 910P, BROADCASTING.

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market eastern Pennsylvania. Salary plus commission guaranteed. Tell all in first letter. Box 970P, BROADCASTING.

$100-$150 weekly guarantee plus commiss- 

Sales representative: WE will pay top sal-

Sales representative: We will pay top sal-

Florida east coast top station in fast growing California market needs 3 men. The right men will have chance to become sales manager. Salary plus commission or guaranteed commission. Send full details of background and references plus picture to Box 900P, BROADCASTING.

Excellent New York market, sound station, great pay, great pressure, wonderful opportunity in sales. Training provided. Potential five figures. Box 890P, BROADCASTING.

California, KCIJ, Delano. Serve 1,300,000. Increasing sales staff.

Help Wanted—(Cont'd)

Sales

Our successful am-fm operation in suburban Chicago is expanding through a power increase and an additional station in a nearby city. Our policy is to promote to sales management and management only from our successful salesmen. We need another aggressive, intelligent salesman in his late 20's or early 30's who wants to prove himself in a major market and prepare himself for further advancement with our company or elsewhere. You must have had successful sales experience and wish to increase your responsibilities as a result of effort, contact immediately Ed Wheeler, General Manager, Illinois with complete details and requirements and a personal interview will be arranged.

SALES

Northern Ohio medium market needs 2 men, building for top grosses, experienced only. Box 890P, BROADCASTING.

Aggressive, experienced radio salesman with at least 2 years full-time radio selling experience and promising future. Send complete references. Box 910P, BROADCASTING.

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market eastern Pennsylvania. Salary plus commission guaranteed. Tell all in first letter. Box 970P, BROADCASTING.

$100-$150 weekly guarantee plus commiss- 

Sales representative: WE will pay top sal-

Sales representative: We will pay top sal-

Florida east coast top station in fast growing California market needs 3 men. The right men will have chance to become sales manager. Salary plus commission or guaranteed commission. Send full details of background and references plus picture to Box 900P, BROADCASTING.

Excellent New York market, sound station, great pay, great pressure, wonderful opportunity in sales. Training provided. Potential five figures. Box 890P, BROADCASTING.

California, KCIJ, Delano. Serve 1,300,000. Increasing sales staff.
Wanted experienced announcers, fast announcers. Wanted experienced announcers with at least four years experience. Good working conditions. Contact Donald Mathewson, Program Director. Immediately, previous station combo experience. No tapes. WVOS, Liberty, New York.


Wanted. Complete staff for North Carolina's newest fulltime station. Announcers, both pop and field, salesmen, program director and disc jockey. Send all details salary expected and tapes in first letter. National Radio, P.O. Box 1041, Henderson, N.C.

First phone operator seeking sales opportunity. KCHJ, Delano, serving 14 California counties.

Help Wanted—Announcers

First class engineer wanted—announcing experience helpful, not required. $100 per week with no announcing, will talk salary for combo man. Don Pelkey, WIRY, Platteburgh, N.Y. Combo men tape, photo, resume.

Transmitter engineer with first phone. Excellent company benefits with this four-station organization. WWNR, Beckley, West Virginia.

Help Wanted—Technical

First class engineer wanted—announcing experience helpful, not required. $100 per week with no announcing, will talk salary for combo man. Don Pelkey, WIRY, Platteburgh, N.Y. Combo men tape, photo, resume.

Transmitter engineer with first phone. Excellent company benefits with this four-station organization. WWNR, Beckley, West Virginia.

Help Wanted—Production-Programming, Others

News director willing to work and actively direct completely equipped radio and television news department. Supervise second department of multiple ownership. Send photo and resume Box 862P, BROADCASTING.

RADIO

Help Wanted—Management

Let's plan for next year. If you can utilize several of the talents available in this one package, we'll both be happy. Presently station manager. Also experienced as Program director, continuity editor, sports director, sports announcer, morning announcer and staff announcer. Have first phone. Prefer west or southwest. Available January 1. Fourteen years experience. Adult type stations only. Box 746P, BROADCASTING.

Experienced manager, all phases, strong sales, hard working, progressive. Wants position with future. Metropolitan and medium market background. Write Box 715P, BROADCASTING.

California manager-wife team. Excellent background and references. Desire east. Box 752P, BROADCASTING.

Topped industry sales records repeatedly. Opportunity for revenue expansion first consideration. Salary secondary. Specialist operating in mid-south. Phone operator, sales, advertising. Box 784P, BROADCASTING.

Presently sales manager two station market midwest. Last position manager small market. Pop salesman, journalism degree, first phone. Ready and able to manage/sales. Also available to or three station market. No south. Present employer knows of this ad and will give highest recommendation. 38 years old. Family. Box 875P, BROADCASTING.

General manager, strong sales, econo- minded, thorough knowledge competitive programming. Other station owner aggressive leadership—above average profits. 25 years veteran. Family man. Best references. Box 881P, BROADCASTING.

Tired of repetition? Twenty years of agency experience has provoked me into searching for challenging opportunity in station management. Box 866P, BROADCASTING.

That's what we are willing to pay for a Manager. Whose Basic qualifications are an intensive approach to sales and sales management.

1. The station is programmed to reach 310,000 Negroes.
2. Current billing is in excess of $250,000.
3. Excellent air personalities and good share of audience.
4. Studio and office facilities new and modern.
5. Member of highly successful 6 station OK Group.

Our plan of remuneration gives you a guaranteed base salary plus a percentage of the gross billing. With imagination and inspired selling plus Houston's tremendous potential your earnings can be tops in the radio business.

You must have a proven record and good references. Write giving full history and details. Applications confidential. Apply Stanley Ray, The OK Group, 506 Baronne St., New Orleans, La.

STATION MANAGER $15,200 to $20,000 (first year)

in

FABULOUS HOUSTON

(South's Largest City)
Situations Wanted—(Cont'd)

Management

Station manager with 18 years experience leaving for west coast to join radio and programming, news and management company. Excellent position on NBC affiliates. Would consider lease. Box 915BP, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Combino: First phone, six years radio, 10-12 hours, 7-11 a.m. to 3-7 p.m. Good voice, address and phone. Experienced leg man small-dial, 10-12 hours. No minimum rates. Send form or top forty. South only, want 100 miles radius Atlanta. Minimum $100. Box 729P, BROADCASTING.

Not out of this world! Down to earth man in sales. Job down to earth station. Eleven years combo man. Gather, write, air news. Good voice, delivery, news and commercial. Interviews, some selling, write own copy. Desire air work combined with selling. Four years chief. Family man, sober, not drifter. Box 810BP, BROADCASTING.

All-night show: Humorous, album-music format. Major market personality. Box 919P, BROADCASTING.

Young, ambitious, experienced. No gimmicks, just good personality. Looking for fast rising station. Prefer southeast. Box 943P, BROADCASTING.

Announcer, experienced Route #1, Box 363, Exeter, Calif., 15 years experience. Box 914P, BROADCASTING.


Henry Garcia wishes English/Spanish announcing job. Licensed, authoritative voice. Single. 24 years of age. Prefer announcing on Texas area. 530 Medina St., Eagle Pass, Texas.

Technical

1st phone available immediately. Will relocate inexperienced but able worker. Box 863P, BROADCASTING.

Maintenance man desires permanent position. Ten years experience am-fm, Box 812P, BROADCASTING.

1st phone with 6 hours college English, one year in radio (directional), one year in tv, and would consider slow break-in on announcing. Box 918P, BROADCASTING.

Production-Programming, Others

Experienced announcer, knows radio, desires part time/weekend work any capacity. Write Box 895P, New York City.

Sportscaster-tv, radio, play-by-play, seven years experience. Seeking location in large market. Box 822P, BROADCASTING.

Reporter-newscaster-Responsible, complete coverage, professional delivery, now working. 8 years experience, great references, college, car, interested radio and/or tv. Box 861P, BROADCASTING.

Experienced traffic girl wants opportunity to do some writing. Mature and efficient. College graduate. Good references. Box 909P, BROADCASTING.

I'm going nuts . . . in this town. Continuity-trainee desires border town in Texas, New Mexico, Arizona, or California. Box 908P, BROADCASTING.

Continuity-trainee man employed in small town wants to move, desires Salida area or any lively border town where he can have fun. Box 911P, BROADCASTING.

East coast job sought by newsman. Experienced professional wants post with quality news operation. Box 824P, BROADCASTING.

Up-grade your staff. Assistant manager, program director, now trained, excellent references. Ten years board experience in news work. Sales minded. Top $9K. Personal interviews in Florida. Box 922P, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Midwest station or agency. Seasoned writer-print and broadcast, available. Box 890P, BROADCASTING.


TELEVISION

Help Wanted—Sales

Experienced man with proven sales ability to manage television sales of two stations, sales opportunity. Box 809P, BROADCASTING.

Announcers

Weatherman wanted for Florida station. Must be a meteorologist and have had television experience. Send photograph and tape along with complete personal background. Box 819P, BROADCASTING.

TV announcer with radio or tv experience. In charge of play-by-play. Excellent opportunity. Box 817P, BROADCASTING.

Technical

Grew small western concern needs able man with good electronic background and experience in station, microwave, and television circuit experience for planning, installing and servicing tv program equipment. Send complete record including references, expected salary and recent photograph. Box 823P, BROADCASTING.

South Florida vhf has opened for first class licensed engineer. The interested applicant will be trained for a maintenance position. Previous broadcasting experience not necessary, but a good technical background is a must. Box 906P, BROADCASTING.

Opening for engineer with first class license. Experience not necessary but tv schooling a must. Contact John Seidel, Chief Engineer, KNOX, North Platte, Nebraska.

Wanted: 1 engineer with first class license. Experience not necessary. No phone calls. WINK-TV, Fort Myers, Florida.

RTV—Must have 3 years experience as a maintenance engineer in identical excellent position in newly expanded 100 kw plant. Employment by November 15, 1959. Phone number, Herb Evans, WTVS-TV, 1410 N. 2nd Ave., Miami, Florida.

TV studio engineers for design, test, and field engineering. Rapidly expanding production company needs professional engineer for advanced work for qualified engineers. Foto-Vid Laboratories, Inc, CE-2400, Cedar Grove, New Jersey.

Assistant chief engineer or studio operators. Salary open. Prefer 2 to 3 years experience in maintenance. J. Smith, Chief Engineer, Box 840, Corpus Christi, Texas.

Production-Programming, Others

Good salary for radio-television newsmen to gather and present news for single station television market in upper midwest. Photography work of pictures and personal information to Box 862P, BROADCASTING.

Wanted in major west coast market: All-around tv promotion manager to handle publicity, sales promotion, merchandising, research, ad layout and copy, complete budget planning and execution. Salary commensurate with experience. Send resume, current photo to Box 917P, BROADCASTING.

Promotion manager for New England major market radio-television. Outline sales and promotion experience. Box 808P, BROADCASTING.
TELEVISION

Situations Wanted—Management

TV program manager available soon. Ten years film buying, production, programming experience and tape trade experience. Box 861P, BROADCASTING.

Technical

Recent technical school graduate, first ticket, some experience as audio man for two to three years old, vet. Box 147P, BROADCASTING.

Recent technical school graduate, first phone, 29, little experience but lots of Demons. Will consider any offer. Kurt Tretew, 306 Washington Avenue, Brooklyn 5, N.Y.

Production, Programming, Others

Comedy actor and writer. Entertainment and radio d.j. background would like opportunity with tv station. Box 679P, BROADCASTING.

Film director—Five years in the business—worked from start, setting up film department. Reached top—wish to go further in the industry. Prefer Cincinnati area. Box 368P, BROADCASTING.

TV film buyer with major station available soon. Experimental contacts. Box 905P, BROADCASTING.


Looking for man interested in employing hard-working, experienced operations and community manager. Ambitious. Accustomed to long hours. Want challenging responsibility. Box 945P, BROADCASTING.

FOR SALE

Equipment

Collins 727A 5 kw fm transmitter Collins 5 ring fm antenna now in use. Make offer. Also have 400 ft. 1/2" Andrew rigid transmission line. Box 460P, BROADCASTING.

Complete mobile tv studio equipment. Two vidicon studio camera chains, cables, tripods and lens, switcher, head- phone, separate power supplies, sync generator, audio transmitter, video transmitter. Operating as a completely equipped studio. $6000 cash. Original cost $1850. Box 560P, BROADCASTING.

3 kw Western Electric 5043 fm transmitter and auxiliary equipment. Located midwest. Write for list. Box 878P, BROADCASTING.

Ampex stereo 200DP-9 recorder, used 50 hours, $1200; 2 Marantz LC preamps, like new, each $100; 3 American DR200 miles, each $100. Box 883P, BROADCASTING.

One Magnecorder P7TS in portable case. $295. One Magnecorder FSB portable recorder. $125. Two Magnecorders P7TSJ rack mount $85 each. All units in excellent working condition. Available now. Write, call or wire KGO, San Francisco, Calif.


Two Ampex tape machines, 690 and 691. Excellent condition. Price parts, $650.00. takes both. Contact T. R. Hansen, WDVH, P.O. Box 105, Asheville, Florida.

Heavy duty, 300 foot gauzer truck, standing, 304 feet with beacon. Uniform trinity section, has base equipment, strong enough to support side antenna. Excellent condition. WRAH, Kansas City, Illinois.

FOR SALE

Equipment—(Cont'd)

Video monitors. Closed circuit and broadcast. See For Video Laboratories' ad today on Page 105.

250w transmitter, Western Electric 210A, tubes, spare, original. $300.00. In perfect condition. Box 875F, BROADCASTING.

WANTED TO BUY

Stations

Special advertising agency agency. Will purchase or lease station now losing money. Will show stations how to convert red ink to black. All replies confidential. Box 894P, BROADCASTING.

Equipment

Wanted: A 3, 5 or 10 kw fm transmitter, 88 to 104 mc band. Must be in good condition. Box 895P, BROADCASTING.

UHF low power tv transmitter and allied equipment for experimental purposes. Must be able to be licensed. Give full information in first letter. Box 833P, BROADCASTING.

We need a good trans-actor or consultant, frequency monitor, and peak limiter. If you have something good at a fair price, call Collins Radio Company, 301-B Western Electric transmitter, Nathan Frank, Box 1041, Henderson, N.C.

INSTRUCTIONS


Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1129 Spring St., N.W., Atlanta, Georgia.


Wanted—Western Electric crystal on 1480 kc for 301-B Western Electric transmitter. Nathan Frank, Box 1041, Henderson, N.C.

SECURITY IN RADIO

Help Wanted—Management

EXPERIENCED SALESMANAGER WANTED

Who can realize exceptional earnings at a top-rated midwest market independent. If you’re willing to work around the clock and personally and continuously solicit business—not just “superwise”—and if you can prove your ability through past performance and references—contact us immediately. Top earnings, stock options and fringe benefits available to right man. Please don’t reply unless you have truly outstanding record. Box 890P, BROADCASTING.

Broadcasting Sales Engineer


Collins Radio Co. Cedar Rapids Dallas Burbank

Metal Hole Puncher

One of the Outstanding Popular Music Stations

In the country would like to hear from you if you are a swing-in disc jockey and would like to re-locate. Screwers need not apply. Good mature jockeys are our objective. We are located in a major market in the mid-western part of the nation. Send tape, photo, biography and salary expected to Box 907P, BROADCASTING.

Announcers

Production, Programming, Others

Here's good news for married DJ's and Newsmen looking for a secure future. The Nation's newest radio chain is looking for air personnel.

Must be family men, able to work as a team. No stars, no prima donnas, no rock and roll

Modern Good Music format ready to move into a major market of one million people. Send tape, picture, and complete resume to P.O. Box 8064, Albuquerque, New Mexico.
CBS TELEVISION NETWORK
A Division of Columbia Broadcasting System, Inc.

Design Engineering Department has openings for engineers (non-operating) capable of accepting full responsibility for development and design of audio and video systems and facilities. Opportunity to progress in advanced technical fields related to video tape recording, large studio and network master-control systems, and the electronic aspects of film transmission and recording.

Degree of B.S. (or M.S.) plus 2 to 5 years electronic development & design experience required.

Send resume to:
Employment Manager
485 Madison Ave.
New York 22, N.Y.

RADIO

Situations Wanted—Announcers

There was an announcer from Philly who posed net auditions willy-nilly. But he won't rack and he won't roll. Format radio can't buy his soul. So he sits on his hands feeling silly. (Non-format stations: don't be chilly.)

Box 914P, BROADCASTING.

Production-Programming, Others

AVAILABLE NOVEMBER 1st:
Mature newsmen, ending association with dominant station in major midwestern market after six years, 13 years background broadcasting, college-trained journalist with key contacts in every field from politics to sports. Thorougly versed in all phases of LOCAL news-gathering and reporting. Can direct complete news operation. Exceptional ability as writer and analyst. Has covered every special event from tornado-approach to National Political Conventions. Good voice and lively personality. Authoritative delivery stems from KNOWING what is news—WHEN. Family men, 34, veteran of both newspapers and radio. Has spurred television thus far but will take plunge when sufficiently motivated. Prefer post on morning edition. Can be had for "very little money" if working conditions and hours are righ. (Please note clause following last column.)

Box 890P, BROADCASTING.

Situations Wanted—(Cont'd)
Production-Programming, Others

Still Watch Television?
THEN YOU KNOW . . .
Radio has never had a better chance to take a giant step than right now. But I'm afraid radio is in mortal danger of shooting itself in the foot.

And that's stupid . . .
Because radio can be responsible and realistic and aggressive . . .

All at the same time.

If you're willing to give your radio station the full responsibility that it needs to do a job for the pre-shave crowd . . .

The successful station is the station that shows to the nation what its image in the community is. Then maybe this will suggest a thing or two to you:

I have had genuine success in programming an outstanding station image in one of the nation's most competitive markets.

I want to step up to:

One of the top 15 markets
A group programming position
A part-owner or equity arrangement

Obviously, I'm not interested in:
Storrs or McClendon or Bartell or Star.

And if, as you read this, you think I've eliminated everyone worth considering . . .

I'm not interested in you either.

Box 985P, BROADCASTING.

TELEVISION

Help Wanted—Technical

WFMY-TV, GREENSBORO, N.C.

Needs to add engineer with first class broadcast license. Must have television training or experience. Excellent working conditions, insurance plans, 40-hour week. Write Mr. Doyle Thompson, Chief Engineer, with full details on training, experience. Send photograph. This is a job for a man who wants a permanent situation.

WANTED TO BUY

Stations

WANTED TO BUY

Class "B" FM radio station.

New York City area.
All replies strictly confidential
Reply Box 571, Wheaton, Illinois

MISCELLANEOUS

TONIC FOR TIRED SOUNDS
Laff lines. Everyone pre-tested on air by leading comedy D.J. Fresh, funny. No repeats. Enough for hours of programming, M.C. Personal appearances . . . $2. Address:

Box 9429 East 68th St., Indianapolis, Indiana.

PERSONNEL SERVICE

Looking for...

QUALIFIED BROADCASTERS?
A BETTER JOB?
Employers and Applicants Contact DISK JOCKEY

PRODUCTION CENTER, INC.
Agency Specilizing in
BROADCASTING - ADVERTISING PERSONNEL

TONY JAMES, Managing Director
100 West 42nd Street, New York 36, N.Y.
TWX-N.Y.: 1-4059
or Telephone Wisconsin 7-4522
(Enclose return postage with stamps)

RADIO — TV — ADV.
Top job placements in the dynamic southeast. Hundreds of job openings.

• Announcers
• Engineers
• News Directors
• Salesmen

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.

FOR SALE

Stations

Well developed property, kilowatt, limited hours, central Texas. Recent development of area offers increased potential. Fiftys-per-cent down. Give financial references. Owner, no broker.

Box 924P, BROADCASTING.

Bessemer, Alabama, Population 35,000. Single station market. 1450-230 watts full-time with application for own kilowatt. Reason for sale, owner buying property in larger market. Price $250,000—principal payments only. Owner will consider trade of smaller station. For full information call or write Gene Newman, 9% Radio Station WEGH, Dinkal-Twiller Building, Birmingham, Alabama. FAX number 2-4641.
**From the SEC record**

Following stock transactions by officers and directors of companies in radio-television and allied fields have been reported by Securities & Exchange Commission. Sales, reported to SEC between Aug. 11 and Sept. 30, involve common stock unless otherwise indicated.

Allied Artists Pictures—Roger W. Hurlock acquired 200 shares for 18,300 total. Albert Zuzman acquired 1,300 for 95 total. Walter A. Barlow also acquired 100 shares of 54% for 1,200 total.

American Broadcast—Paramount Theatres Inc.—Martin Brown acquired 100 shares for 1,100 total.

Amplex Corp.—Walter T. Selisted disposed of 3,500 shares leaving 375.

American Electronics—Glenn E. Rook acquired 9,202 shares for 13,220 total.

Amphenol-Borg Electronics Corp.—Lester M. Grether disposed of 1,000 shares leaving 1,100 total.

Associated Motion Picture Industries—Douglas T. Yates disposed of 108 shares leaving 326.

CBS Inc.—Leon Levy disposed of 2,400 shares leaving 171,827.

Crowell-Collier Publishing Co.—R. Carl Chandler disposed of 500 shares leaving none.

Flora E. Whitling disposed of 10,000 leaving 33,378.

Allen B. Du Mont Labs Inc.—Allen B. Du Mont acquired 1,000 shares for 20,801 total.

Emerson Radio & Phonos—Dorman J. Israel disposed of 1,000 shares leaving 130. Harvey Tullo acquired 1,823 for 6,975 total.


General Tire & Rubber—Dan A. Kimball disposed of 1,000 shares leaving 4,930. E. Willard Lutz disposed of 200 shares leaving 100. M. G. O'Neill disposed of 250 warrants for common shares leaving 250.

Loew's Theatres Inc.—Tisch Hotels Inc. acquired 500 shares for 385,900 total. Arthur M. Tolchin acquired 1,200 shares for 1,300 total.

Magnavox Co.—Richard A. O'Conor disposed of 2,500 shares leaving 54,999.

Motorola Inc.—Arthur L. Reese acquired 200 shares for 400 total.

Naft Corp.—M. K. Leahy acquired 200 shares for 195 total.

National Theatres Inc.—B. Gerald Cantor acquired 4,200 shares for 109,200 total. Oliver A. Unger acquired 2,500 shares for 8,500 total.

Paramount Pictures Corp.—Barney Balaban acquired 300 shares for 11,000 total. Bob Hertz acquired 1,000 shares for 2,000 total.

Philco Corp.—Profit sharing plan disposed of 143 shares leaving 454,330 and 336 shares of 3% preferred series A for 9,310 total.

RCA—George H. Brown purchased 100 shares for 195 total. Raiton H. Coffin acquired 100 shares for 400 total. Frank M. Folsom disposed of 608 shares leaving 1,023.

Raytheon Corp.—David R. Hult disposed of 500 shares leaving 3,650, N.B. Krim disposed of 500 shares leaving 3,950.

Reeves Soundcraft Corp.—Hazard E. Raver disposed of 8,000 shares leaving 259,159.

Warner Bros. Pictures—William T. Orr disposed of 500 shares leaving 16,400.

Westlinghouse Electric—Tomlinson Fort acquired 500 shares for 2,029 total.

James H. J. H. acquired 1,000 for 1,450 total. A. Walt Smith disposed of 1,200 shares leaving 315. C. S. Webber acquired 300 shares leaving 195.

---

**For Sale**

**Stations**

<table>
<thead>
<tr>
<th>Celo</th>
<th>Medium 1KW 2500 Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calif.</td>
<td>Metro FM 1000 Terms</td>
</tr>
<tr>
<td>SKW</td>
<td>1250 Terms</td>
</tr>
<tr>
<td>N. Mexico</td>
<td>Medium 1KW 2100 Terms</td>
</tr>
<tr>
<td>Calif.</td>
<td>1050 9000 Terms</td>
</tr>
</tbody>
</table>

**Business Finance Service Corp.** 187 17th St., San Francisco, Calif. Main 1-3891

**The Pioneer Firm of Televison and Radio Management Consultants**

**Established 1946**

**Mergers and Management Appraisals**

**Howard S. Frazier, Inc.**

**Radio-television Carriers**

**Stations**

<table>
<thead>
<tr>
<th>Colu</th>
<th>Medium 1KW 2500 Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calif.</td>
<td>Metro FM 1000 Terms</td>
</tr>
<tr>
<td>N. Mexico</td>
<td>Medium 1KW 2100 Terms</td>
</tr>
<tr>
<td>Calif.</td>
<td>1050 9000 Terms</td>
</tr>
</tbody>
</table>

**Noran & Norman**

**Radio-television Carriers**

**Stations**

<table>
<thead>
<tr>
<th>Celo</th>
<th>Medium 1KW 2500 Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calif.</td>
<td>Metro FM 1000 Terms</td>
</tr>
<tr>
<td>SKW</td>
<td>1250 Terms</td>
</tr>
<tr>
<td>N. Mexico</td>
<td>Medium 1KW 2100 Terms</td>
</tr>
<tr>
<td>Calif.</td>
<td>1050 9000 Terms</td>
</tr>
</tbody>
</table>

**BROADCASTING**

**October 19, 1959**
Newest Russian discovery
—RAILROADS!

What country's railroads handle the world's heaviest freight volume? Those of the United States?

Sorry. The correct answer is Soviet Russia. In 1958, Russia's railroads moved more freight more miles than U. S. railroads ever handled in any one year.

In a great railroad improvement program, the Russians have followed progressive U. S. railroad techniques. Among them are Dieselization ... train radio ... welded rail ... even TV and radar in yard operations. And hundreds of miles of new line are built each year.

* * *

Meanwhile, in the United States, with the most efficient railroads on the globe, the picture is far less bright.

Here, railroads suffer from restrictive public policies. They are burdened with discriminatory taxation — while their competition uses highways, waterways and airways built and maintained by the government. They are frequently denied the right to make competitive rates, or to provide a complete transportation service.

Why this extraordinary contrast? In Russia, railroads are recognized as the most productive form of mass transportation, with the lowest true costs. In America, public policies ignore this basic truth.

* * *

American railroads ask no special or favored treatment, nor do they have any quarrel with their competition. All they ask are fair play and equality of treatment. Earnings could then be sufficient to enable the railroads to provide the traveling and shipping public with the benefits of free and equal competition.

When America's railroads are free from the strangling grip of the restrictions that now bind them, we, too, will make the best use of our railroads — our nation's greatest transportation asset.
Network radio affiliates can hardly afford to ignore some of the new programming patterns that have evolved in independent radio broadcast operations, in the opinion of Harold O. Grams, general manager of KSD-AM-TV St. Louis. Although many network affiliates can use some of the new programming methods with skepticism and outright disfavor, the threat of keeping a sizable audience and showing a clear profit in competition with some independents can be a tough row to hoe, he admits.

A product of the programming ranks (and protege of the late George Burbach, former head of the NBC-affiliated stations), he frankly admits the Post-Dispatch radio outlet is in the transition stage. Mr. Grams succeeded Mr. Burbach upon the latter's retirement Jan. 1, 1958.

"We feel a pride in our operation, and are particularly proud of providing a service to the community. Any dedicated broadcaster likes to feel he's doing a worthwhile job, and we're no different," Mr. Grams says.

"We have tried to adapt ourselves to changes without resorting to hype and dazzle-dazzle techniques," he acknowledges.

"The problem of a network affiliate is to find a service that will claim a large audience and yet permit a profitable operation."

(Some of these affiliate problems, including changes in network programming operations, were canvassed Thursday [Oct. 15] in New York at a meeting of the NBC-Radio Network Affiliates Advisory Committee.)

**Dielhard** Harold Otto Grams has been meeting (and solving) problems like these ever since he started as a summertime announcer for WOC Davenport, Iowa, in the mid-1930s. One day he was sent to do a man-on-the-street interview and promptly got into hot water. Over the air an old gentleman told him bluntly: "I know something about Abe Lincoln you don't know."

Asked the young announcer: "What's that?" Said the old gentleman: "He was a b——-" Young Grams quickly ended the interview and returned to the studio, figuring his career was ended. Instead his employers told him to screen interviewees more carefully in the future.

Actually, Hod Grams' entry into broadcasting was completely by accident. A native of Rock Island, Ill. (born Jan. 14, 1914), he wanted to pursue a legal career. An outstanding prep football star at Rock Island High School, he attended St. Ambrose College in Davenport on an athletic scholarship at the urging of a school friend from George town U. in Washington. For 3½ years he took pre-legal work and dug ditches during the summer, a job that during depression years placed a high premium on qualifications.

He took on a part-time chore handling a General Motors display at a local automobile show and delivering lectures on the new wonders of "knee action" claimed for the new Chevrolet models. A representative of WOC caught his pitch and invited him to audition for a part-time announcer's job. He became a regular staffer in 1936 and next year moved to WHO Des Moines (like WOC, owned by the B. J. Palmer interests.)

**News and Sports** In 1938 he joined KSD, specializing in news and sports casts (boxing, baseball and football, including U. of Illinois, Missouri and Notre Dame games). During World War II (in 1943) he was appointed program manager. When KSD-TV went on the air as St. Louis' first television station Feb. 8, 1947, he also took over those programming reins. (Among his announcing chores: Winston Churchill's famous "Iron Curtain" speech in Fulton, Mo.; the Joe Louis-Billy Conn heavyweight championship fight, and the U. of Illinois-UCLA Rose Bowl classic.)

KSD-AM-TV's Grams

He found honesty about Abe

Now a 25-year veteran in broadcasting, Mr. Grams naturally found it difficult to fill the shoes of the late Mr. Burbach (like Walter Damm, retired vice president and general manager of the Milwaukee Journal stations, WTMJ-AM-TV, an almost legendary industry figure). But the operation of KSD and KSD-TV have remained fairly stabilized within the framework of the Post-Dispatch policies the past 22 months. Mr. Grams also is a member of the Pulitzer Publishing Co. board of directors.

While radio's problems have been compounded by the upsurge of independent stations, local business is better now than it's been in many years, according to Mr. Grams. And there are plans on the works for improved radio service, complementing KSD's already solid position in news (with a 10-man news staff and a staple of 15-minute newscasts) and other programming areas. Says Mr. Grams: "There's been a continuing change radio-wise because of the very nature of the market."

**Heady on Radio** As a result, he's been spending more time on radio operations lately. The problems are less complex in television; KSD-TV has been holding its own as an NBC-TV affiliate against competitors in terms of audience share claims, on the basis of recent ratings reports.

Mr. Grams is a member of the NAB Labor Committee and the NBC Television Affiliates Committee (he once served on the NBC radio affiliates group). He also belongs to the St. Louis Advertising Club, serves on the Media Club board of directors and is a member of the Washington U. Council public relations committee.

Still a sports enthusiast, Hod Grams plays on the KSD-AM-TV softball team. His weight is well distributed over a 6-foot-2-inch frame that be tokens his participation in athletics. For relaxation he plays gin rummy, fishes and hunts ducks with Dan Fitzpatrick (Post-Dispatch editorial cartoonist) in the Ozarks and parts of Minnesota. For many years he and Roy Stockton, now retired Post-Dispatch sports editor, conducted a sports interview-commentary on KSD. (Together, they did the first baseball telecast in St. Louis in 1947.)

Mr. Grams married a hometown girl, Florence Lippens. With their four children (Peter, 19; Hal, 16; Jon, 14, and Susan, 5), they live in Glendale, a St. Louis suburb.
EDITORIALS

Exposure meters

"It's the medium that afforded an excellent exposure at a low cost."

That's why Nationwide Insurance Co. has signed up for a radio network documentary series, as explained by its agency, Ben Sackheim, in these pages a week ago. In deciding to put its money into The Hidden Revolution (CBS Radio), Nationwide didn't have to depend on blind luck. It sponsored a similar series last year; its satisfaction is reflected not only in the renewal but in the fact that this year it is expanding the series.

While Nationwide and many another advertiser are enjoying the benefit of radio's "excellent exposure at low cost," a station out in Spokane has demonstrated why this benefit exists in the first place. KREM in that city commissioned a survey. Station officials, reading the results, may have flinched a bit on seeing how many people said they never turn on the radio to listen to a news program. But their eyes must have brightened when, after reading on, they discovered that by all odds the biggest single group could hardly be expected to turn on the radio for any such specific purpose—because their radio sets are turned on most of the time anyway.

That's where radio's "excellent exposure" comes from—millions of places where radio is in almost constant use, wherever people go. This is no startling discovery, just fresh evidence that for Nationwide or anybody else with something to sell, radio is the insurance with the lowest premiums and the broadest coverage.

A tragedy of errors

The MAN whose job is least to be envied is Lou Hausman who went to work last week as the director of the new Television Information Office.

Mr. Hausman was hired to repair television's image. Between his hiring and his reporting for work, the House Oversight Subcommittee discovered television quiz shows. Mr. Hausman must now feel as though he had unwittingly accepted the job of touching up Mount Rushmore just as an atom bomb landed in Theodore Roosevelt's mustache.

The damage already inflicted by the House committee is severe enough to leave lasting scars. And there is more to come. It would take a stronger man than Chairman Oren Harris to kick the habit of publicity after taking it in such fashion. The effects of the television quiz scandal are only beginning to be felt.

The pity is that the scandal was permitted to develop. It could have been contained before it got out of hand. There is at least historical value in recalling the principal events that led to the current hearings.

In the summer of 1958 a grand jury in New York began taking testimony from quiz show participants who said they had been coached. The testimony was secret, but newspapers got enough information from the witnesses to play the story prominently well into the autumn.

As the investigation—and the publicity—continued, the networks took some quizzes off the air and made some efforts to regain control over those remaining. The story petered out.

Months later—in June 1959—the grand jury submitted a presentment to the court. It could find no criminal action for indictment. The presentment was said by the jury foreman to constitute a record of quiz rigging which, while not illegal, raised serious ethical questions about the conduct of quiz shows. The judge sealed the presentment but agreed to entertain arguments for its release.

The only argument for release was entered by Dist. Atty. Frank S. Hogan. Two arguments in favor of keeping the presentment sealed were submitted by two associations of New York lawyers. The presentment was kept sealed.

At the time, this magazine urged the release of the grand jury's report. It was our view that a sealed presentment based on testimony of witnesses who had proved to be loquacious was a time bomb that would eventually explode. Far better to air the report and correct whatever imperfections it disclosed than to cherish the foolish hope that nothing would come of it if it were ignored.

The House committee has developed no new information of significance. The shows it has investigated were the shows the grand jury investigated; the witnesses the House committee has heard were heard a year or more ago. The House committee has merely made public the information that was locked up in New York, and it has done so in a way to achieve maximum publicity.

It should not surprise telecasters that the re-run of the quiz investigation provoked so strong a public reaction. Television, more than any other medium, occupies a position of intimacy in the public's personal lives. When the audience hears that a favorite quiz show has been rigged, it reacts as a wife does when she catches her husband pinching a blonde. The act may not be illegal or even immoral, but it raises doubt.

Politicians are canny enough to recognize that because of television's unique position of intimacy with the public, a stir of publicity can easily be raised by a showing of even minor derelictions. Television must accept the fact that it will be the target of political gossips, and it must conduct itself in a way to minimize its vulnerability.

"It's quite a repair job. I'll have to take your station back to the shop."

BROADCASTING, October 19, 1959
Less than a year ago, WDAF announced The New Sound From Signal Hill—a solid new radio sound dedicated to better listening for our audience and better results for our sponsors.

Local businessmen listened. They liked what they heard, and they bought into the New Sound. If you could see our sales book, we think you would be as impressed with the quality of these local advertisers as we are. They are the business leaders who must know Kansas City radio. This is where they live, and buy, and sell.

Your Christal man can document this story with names and facts whenever you say the word.
KEITH ANDES
stars as Col. Frank Dawson, Chief of Law Enforcement

PLEDGED TO DESTROY the men who run ORGANIZED CRIME!

"THIS MAN DAWSON"

SPONSORED BY

• AMERICAN TOBACCO in 11 markets
• HOOD DAIRY PRODUCTS in 6 New England States
• SEGO MILK PRODUCTS in 7 Western markets
• WIEDEMANN BREWING CO. in Cincinnati, Dayton, Columbus
• HOUSEHOLD FINANCE in Philadelphia, Albany, Schenectady
• STANDARD OIL OF INDIANA in 5 Mid-Western markets

WRCV-TV — Philadelphia
KLZ-TV — Denver
KSTP-TV — Minneapolis-St. Paul
KWTV — Oklahoma City
WXEX-TV — Richmond-Petersburg
KSL-TV — Salt Lake City
WTMJ-TV — Milwaukee
WGN-TV — Chicago
WSB-TV — Atlanta
KIRO-TV — Seattle
WTVJ — Miami

and many others!

A few markets still open. See the Ziv man in yours for complete information!