Small measure

To the five CBS Owned television stations, dollar measure is but small measure of the value of their community service activities. The fact that last year these local stations devoted better than eleven million dollars in time and production costs to non-network public affairs programs and messages is a small gauge of accomplishment. Much more important was the limitless amount of care, imagination and skill expended to insure that these information programs met the same high standards as any of the top-rated programs in the most varied, widely-viewed broadcast schedules in television today.

It is this consistent devotion to excellence which, in the past year, has won for the CBS Owned stations more than 45 awards and citations ... dramatic testimonial to the immeasurable community contribution made by CBS Owned WCBS-TV New York, WCAU-TV Philadelphia, WBBM-TV Chicago, KMOX-TV St. Louis and KNXT Los Angeles.

CBS TELEVISION STATIONS
SQUAD CAR screams into action—flies into unknown perils—takes you with the men who enforce the law. Totally different from any other police drama, SQUAD CAR is as suspense-filled as the tic-tac of the trigger, as sharp as the whine of a bullet. Right today, 26 half-hour films of new and exciting SQUAD CAR are available for immediate use. Combining suspense and fact, plus finest production and acting, SQUAD CAR adds up to top audience appeal worthy of your best A-time. Start your investigation right now. You'll be glad you did!

CROSBY/BROWN PRODUCTIONS
Bing Crosby, Chairman - Kenyon Brown, President
For information, write or phone: Henry R. Flynn, Gen. Mgr., 915 No. La Brea, Hollywood 38, Calif., OLdfield 6-6050
The Houston area encompasses one of the great industrial complexes of the world. The VITAL power that sparks it lies in the unlimited resources of nature, and in the skill and initiative of a people who find one measure of their progress in terms of products they supply to the world. The people of the Houston area have made KTRK-TV their favorite as they seek the VITAL services that television brings to their homes.

KTRK-TV — THE CHRONICLE STATION
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC - HOUSTON CONSOLIDATED TELEVISION CO. - NATIONAL REPRESENTATIVES: GEO. P. HOL- LINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. - GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT
reaches not just one metropolitan area, but many cities, towns, and communities which together form America's 10th TV Market. For a top score every time, place your advertising message on this Channel 8 station which delivers an audience greater than the combined audience of all other stations in its coverage area.

(See ARB or Nielsen surveys.)
Eye on the gate • Nobody's more interested than sports promoters in outcome of Toronto subscription television experiment that was to begin last Friday (story page 29). They figure that if hockey games on Toronto system turn out to be good box office, it'll be only matter of time before series of weddings between sports interests and closed-circuit subscription operators in U.S. By agreement between National Hockey League and Telemeter, Toronto toll system will show road games of Toronto Maple Leafs. League's New York games are played in Madison Square Garden, and Garden officials are keenly interested in how things work out.

But you can forget about pay tv figuring in World Series or All-Star baseball games until 1967 anyway. While contract terms between Baseball Commissioner Ford C. Frick and NBC-Gillette ($20,000,000) were not released, it was ascertained at Bellaire, Fla., where announcement was made, that there's no escape clause permitting shift to pay tv for contract's duration. This incidentally is in keeping with Mr. Frick's testimony before Congressional committees last session that World Series wouldn't be used as guinea pig for pay tv.

Confirmation • While some weeks may elapse before Senate Commerce Committee considers nomination of Comr. Robert E. Lee for second seven-year term on FCC (BROADCASTING, Feb. 22), there's little indication of formidable opposition to confirmation. Chairman Magnuson (D-Wash.) told Broadcasting last week that since Mr. Lee's present term does not expire until June 30, committee will not consider his or other nominations until other urgent business is cleared. He indicated hearing would be held perhaps 30 days in advance of expiration assuming existing Senate floor impasse on civil rights is broken. Similarly, committee is not disposed to hear Chairman Earl W. Kintner, who was nominated for seven-year term on Federal Trade Commission, since his present tenure does not expire until September.

Election year confirmations of presidential appointees to independent commissions in past have been dealt with rather warily when opposition party has been in control of Congress. There are no signs, however, of any organized opposition either to Comr. Lee or Chairman Kintner. Next FCC vacancy would occur June 30, 1961, when Chairman Doerfer's term expires—after new President has taken office.

Ex parte cases • Miami's ch. 7 case involving grant to WCKT (TV), of which Niles Trammell is president-general manager and part owner (with executives of Miami Herald and Miami News), tentatively is scheduled for hearing in Philadelphia in late March. Issue is whether overtures were made by any of principals of four original applicants to members of FCC on ex parte basis. FCC investigators have been working on case intermittently since FCC ordered reconsideration on its own motion last April. Pre-hearing conference has been set for March 16 at FCC Examiner Horace Stern's chambers in Philadelphia. Edgar Holtz, FCC associate general counsel in charge of proceedings, and staff attorney Joel Rosenbloom were to leave today (Monday) for Miami to line up witnesses.

At request of federal district court in Washington, FCC has withheld proceedings in this and other cases covered by House Oversight Committee pending retrial of former Comr. Richard A. Mack and Thurman Whiteside, Miami attorney, on conspiracy charges which ended in hung jury last July 10. With Mr. Mack now committed to institution (BROADCASTING, Feb. 15) and with new trial deferred until April 25, FCC is expected to determine soon whether it will continue to delay other proceedings beyond April 25. Dept. of Justice intercession or request for postponement by Mr. Mack's counsel could affect procedures.

And more ex parte • FCC is ready to give clean bill of health to about 10 comparative tv grants, aside from those mentioned above, concerning which there were allegations before House Legislative Oversight Subcommittee of ex parte contacts and improper pressures. In only one case, Jacksonville, Fla., ch. 12 grant, is there probability of further proceedings although FCC may send routine inquiries in two or three other contests. Cases receiving clearance after cursory examination do not include those remanded by courts or Orlando, Fla., ch. 9, reopened by Commission.

Burning issue • Second afternoon of last week's annual meeting of presidents of state broadcaster associations (story page 44) was reserved for open discussion of important problems facing industry. Topic on which most time and serious talk were spent: How to get auto license plates bearing station call letters.

New kennel • Senate's "watchdog" subcommittee on fairness in political broadcasting is no more. It was dissolved last Wednesday by full committee but its function promptly made part of Subcommittee on Communications headed by Sen. Pastore (D-R.I.). Sen. Yarborough (D-Tex.), who was chairman of three-man "watchdog" committee, was named to Communications subcommittee. Senators McGee (D-Wyo.) and Scott (R-Pa.) are already members of subcommittee. Chairman Magnuson said that fusion would ease task of procuring small budget to handle Sec. 315 scrutiny. Original subcommittee on "freedom of communication" was created "to insure freedom, fairness and impartiality in the treatment of news by media operating under government license (story page 44).

Blue air • Another incident involving use of questionable language by disc jockey is due to break into open soon. No formal complaint has yet been made, although one reportedly is in preparation, but tape was taken to Washington and played to FCC staffs. Station involved is in small southeastern market, and it's alleged d.j. has been using off-color language for years.

More to come • Federal Trade Commission shows no signs of being near bottom of barrel of payola complaints against record companies. Look for new batch of complaints which may be issued this week.

Political problem • Congress has more than usual interest in community antenna systems this election year. Do they fall under provisions of Sec. 315 of Communications Act which require equal time for political candidates? Obviously not, since they're unregulated (although Senate has pending bill which would put catv under FCC regulation). What politicians fear is that catv companies might (1) provide time to one candidate and not to others, or (2) carry candidate on one station but fail to carry same station when other candidates appear. This promises to become issue soon.

Published every Monday. 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.
Now maybe they'll move that filing cabinet... I was in such a hurry to get to the phone... It was my big drug account... I knew they'd go for my plan to buy WERE, Adventure Radio in Cleveland... that's where all the local boys make good... all the leading drug chains... like Gray's... Marshall's... and Standard... Oh, I'll be all right... just put me on the 5:20.
WEEK IN BRIEF

A creative perspective of research • Research used in program development and selection “is ashamed to be artistic, insightful and creative,” according to Dr. Donald Lucky Kanter, executive director of creative research, Tatham-Laird Adv., New York. Staying in the purely scientific rut, Dr. Kanter feels, produces program research that may be accurate, but it’s pretty “ard.” Some thoughts on this problem and what can be done about it are given in this week’s MONDAY MEMO. Page 16.

Pay tv begins to stir • Subscription tv, dormant for a year, shows signs of awakening. Toronto wire pay tv project starts with 1,000 customers and hopes for 5,000 by summer. Zenith is preparing to ask FCC for approval to test on-air tollcasting; Skiatron was in process of negotiating $50 million deal. Pay tv controversy has new facet: wire vs. broadcast toll tv. Page 29.

The pay-off • Tv test for department store pays off with increased sales and lower ad costs. Page 34.

State roundup • Presidents of state broadcaster associations, meeting in Washington under NAB auspices, were told of grave threats to broadcast industry. FCC Chairman John C. Doerfer charges House Oversight Subcommittee’s program-control ideas are threats to American concept of free expression for mass media. Page 44.

It’s official, NBC in Frisco • NBC signs contract to buy ch. 2 KTVU(TV) San Francisco in offshoot of Philadelphia, Washington, Boston deals with RKO General. KRON-TV announces plans to fight loss of its San Francisco NBC affiliation. Page 52.

NARBA nears reality • Senate’s 76-8 approval of NARBA and U.S.-Mexico broadcast treaties gives ball to President. NARBA expected to go into force in few weeks. Mexico pact awaits ratification of Mexican Congress, which meets Sept. 1. Page 62.

Paar plug? • House Oversight Subcommittee wants look-see at film clip shown on Jan. 12 Jack Paar Show on NBC-TV. Page 64.

The first of many? • The FCC gets first equal time request under new Sec. 315; instructs staff to prepare ruling denying candidate time because his opponent is regular weather man on KWTX-AM-TV Waco, Tex. Page 66.

Tv-motion picture teamplay • Rodney Erickson says the pattern is toward consolidation of tv and motion picture interests with the major studios taking over tv program supply. Page 70.

WGA wins a round • Writers union chalks up one major studio as Universal-International settles post-'48 issue with 2% payment to writers after distribution costs. Page 72.

Nine in line • Nine applicants are vying for the profitable second tv outlet in Toronto, Canada. Page 80.

DEPARTMENTS

AT DEADLINE ........................................ 9
BROADCAST ADVERTISING ..................... 34
BUSINESS BRIEFLY ................................ 36
CHANGING HANDS ................................. 54
CLOSED CIRCUIT ................................ 74
COLORCASTING .................................. 1
DATEBOOK .......................................... 12
EDITORIAL PAGE ................................. 96
EQUIPMENT & ENGINEERING .............. 49
FANFARE ............................................ 82
FATES & FORTUNES ............................. 75
FOR THE RECORD ............................... 83
GOVERNMENT .................................... 62
INTERNATIONAL ................................. 80

LEAD STORY ........................................ 29
THE MEDIA ......................................... 44
MONDAY MEMO .................................. 16
OPEN MIKE ......................................... 20
OUR RESPECTS .................................. 95
PROGRAMMING .................................. 70
WEEK'S HEADLINERS ............................. 10

BROADCASTING, February 29, 1960
PROOF BY EXCLUSIVE MARKET SURVEY FOR YOUR PRODUCT! With our TMP (Test Market Plan), you get 500 in-home interviews before you advertise, and 500 after your schedule is completed. WPRO-TV absorbs all survey costs and no minimum schedule is required.

PROOF BY AUDIENCE SURVEYS! Take your choice of any survey. WPRO-TV delivers most audience in this rich area, with two billion dollars to spend. WPRO-TV's 50 mile radius of response includes all of Rhode Island, Southeastern Massachusetts including Fall River, New Bedford and Cape Cod, plus eastern Conn.

PROOF BY CASE HISTORIES! Here's one, but it's typical. Salty Brine (5:30-6:30 P.M., M-F) suggested once that his audience phone Elmo Topp (friend of Emily Tipp). Result? 36,000 calls in one hour, plus a request by the phone company to desist. That's response!

WANT MORE FOR YOUR TV DOLLAR? Call Gene Wilkin at Plantations 1-9776, or your Blair man. Either way, when you buy WPRO-TV, consumers buy your brands.

CAPITAL CITIES BROADCASTING CORP. Represented nationally by Blair-TV
NBC'S '59: $323 MILLION GROSS

RCA annual report shows NBC 23% of total

NBC tv and radio sales totaled $323,000,000 in 1959, or 23% of RCA total for year, according to annual statement of RCA made public Friday (Feb. 26). NBC combined sales were $308,541,000 in 1958, when they comprised 26.2% of RCA total.

"NBC Spot Sales again established a record year in gross, boosted its profit level substantially and placed more dollars on its represented stations than ever before," according to joint statement by Gen. David Sarnoff, board chairman, and President John L. Burns. "California National Productions, the NBC film production and syndication organization, achieved the best sales year in its history and recorded its first program sale to a network."

National advertisers invested more money than ever before in NBC-TV network for twelfth consecutive year, it was stated, with gross time sales up more than 10% over 1958. NBC again led all tv networks in total number of advertisers and in dollars gained in gross billings over 1958, report added, with NBC-owned tv and radio stations described as setting new records in both sales and profits.

Total RCA sales rose 19% over 1958 to alltime high of $1,395 million, with profits of $40.1 million compared to $30.9 million in previous year, according to report. It predicted doubling of RCA business in next five years. Earnings per share of common stock were $2.65 compared to $2.01 in 1958. "We anticipate the electronics industry's volume will grow more than 75% to about $25 billion annually," RCA executives said.

Color Tv Profit • Color tv receivers earned first profit since introduction in 1954, according to statement with year-end sales "running at a rate of 30% ahead of the previous year." It listed advances in news, public affairs and informational tv programming along with special features. NBC News "sold out all of its regularly scheduled programming," statement explained, and 200 "special programs" were broadcast.

Record 735 hours of colorcasts was shown for year, 30% more than 1958. Firsts included entire World Series, championship tennis and professional basketball. Color reached peak of 20 hours weekly at year-end.

NBC Radio was credited with 47% "of all measured network sponsored time during 1959." New service begun Jan. 1 centers on news and informational programming and network "is offering a range of entertainment programs as a supplementary service." New enterprises division was set up in late 1959 for "increasingly diversified international and domestic activities and investments of NBC." Sales of tv programs to 38 foreign markets and management aid to broadcasters in six countries were noted.

Statement added, "In the light of recent experience with irregularities which had found their way into the young and swiftly growing television industry, NBC established comprehensive procedures to assure the integrity and propriety of all its operations." Among new program series is World Wide 60, begun Jan. 23 as weekly hour-long show Saturdays, 9:30-10:30 p.m.

Vtr Sales Good • RCA's new tape recorder for color and black-and-white was credited with 40 recorders shipped and 100 on order. Defense business rose 54% to $470 million, with $325 million of firm orders. Promising strides were noted in electronic data processing. Report said RCA is ready for scientific advances during 1960s, citing advances in research "from deep within the atom to the fringes of outer space."

In NBC programming review, statement said, "The special projects department presented such universally acclaimed offerings as Meet Mr. Lincoln and Life in the Thirties, Continental Classroom, conceived by NBC in 1958 as the first nationwide television course to offer college credit, doubled its programming in 1959 to one hour each weekday. A new two-semester college course in modern chemistry was presented."

"Ever-growing consumer market" presents important aspect of RCA business, it was stated, with sales reaching new highs. "For the first time, color television receivers pushed beyond the break-even line to earn a profit."

'Play' to continue

NTA Productions, Inc. Friday (Feb. 26) said syndicated vtr Play of the Week will continue, using freelance directors, despite instruction by Directors Guild of America that its members not accept employment with NTA. DGA and NTA are in dispute over wage scale, directors now earning $1,000 per weekly show and asking $2,660. NTA said it is "unrealistic" to pay network rates. Union claims it had not pressed for contract earlier in order to help get show "off the ground." DGA said it will bring union charges against director who worked on show Friday.

FCC acts on payola violations

In special Friday (Feb. 26) meeting, FCC authorized sending of Sec. 309(b) letters to approximately half-dozen stations because of "reasonable evidence of clear violations of law..." requiring sponsor identification of all items broadcast for which payment is received (Sec. 317 of Communications Act). Copies of letters also sent to Justice Dept., which has responsibility for prosecuting violations. Revocation proceedings by Commission would come if licensee of station were convicted of law violation, it was reported. Identity of stations was not revealed. Also at Friday meeting, FCC:

• Directed preparation of public notice informing licensees of steps Commission plans to take in case of future "willful violations" of Sec. 317 and pointing up past abuses just short of willful violations.

• Discussed but reached no conclusion on programming problem, subject of special hearing Dec. 7 to Feb. 1. Further meeting on subject, including planned revision of program renewal forms, scheduled this week.

• Tabled, but only temporarily, California hearing by Chief Hearing Examiner James Cunningham on network tie-in practices (continuation of sessions already held in New York). FCC was all set to schedule hearing immediately but House Appropriations Subcommittee Friday refused Commission request for supplemental travel allowances. Hearing still will be held "in immediate future" when money can be earmarked to send staff to California.

• Abandoned suggestion to establish FCC enforcement bureau to ride herd over stations for infractions of rules or for advertising excesses. Principal reason: estimated $500,000 needed to establish and maintain such an office is not available.
FCC's lack of code chided by House unit

FCC was taken to task Friday on why it hasn't formally adopted code of ethics prohibiting members from ex parte contacts with those who have adjudicatory cases before FCC.

House Antitrust Subcommittee Chief Counsel Herbert Maletz asked FCC General Counsel John L. FitzGerald why FCC didn't follow House unit's March 1957 recommendations (in report on tv broadcasting) that it adopt code of ethics for members in light of subcommittee findings of 10-year "air of informal" about pending FCC cases.

Mr. FitzGerald, testifying on House bills on bribery and conflict-of-interest of government employees (story page 67), said FCC members have abided by American Bar Assn.'s canon of judicial ethics, though they haven't adopted it formally. He said FCC has submitted bill to Congress implementing this code and feels matter should be handled by legislation, not FCC rule.

Under questioning, Mr. FitzGerald said he had been FCC general counsel only 15 months and during that time had never read March 1957 report be cause of "number of difficult matters" which took up his time. This doesn't mean, he said, that his subordinates are not familiar with report.

Tv 'trickery' hearing

Federal Trade Commission hearing on its false tv advertising complaint against Libbey-Owens-Ford Glass Co. and General Motors starts today (Feb. 29) in Toledo in New Federal Bldg. (Room 204) for L-O-F phase, and March 3 in Detroit in Federal Bldg. (Room 734) for GM phase. FTC complaint, issued last November (BROADCASTING, Nov. 9, 1959), charged camera trickery in tv commercials to show L-O-F plate glass in better light than ordinary glass. One charge alleged camera shot through open window purported to show how little distortion there is in L-O-F plate glass.

Win Polk award

Winners of annual George Polk Memorial Award for radio-tv reporting were Av Westin, producer, and Howard K. Smith, writer and narrator, of documentary, The Population Explosion, carried over CBS-TV. Award was presented by Long Island U., Brooklyn, N.Y.

KROD to quit CBS

KROD El Paso has indicated unofficially to CBS Radio that it will disaffiliate. Termination date not disclosed but presumed to be about six months hence.

NAB asks payola delay

NAB late Friday asked FCC to extend time for filing comments in proposed payola rulemaking requiring licensees to adopt appropriate safe-guard procedures. Comments are due March 1 and reply comments March 11. NAB has asked for extension to March 22 for comments and March 31 for filing replies.

WABC expands news

WABC New York will replace music with solid 80-minute block of local, national, world and space news Monday through Friday 5:55-7:15 p.m., starting March 7. By dropping portion of d. j. Martin Block's music and expanding local coverage, new lineup starts with Paul Harvey from Chicago, followed by 15 minutes each for local news and sports, 10 minutes of John Daly, five minutes of Don Gardner reporting on space age, 10 minutes of John Cameron Swayze's business final, five minutes of Arthur Van Horne and concludes with Edward Morgan. Local news actually will start at 4:15 p.m. when station's report on traffic conditions, formerly heard only in morning, will be aired several times right up to 6 p.m. local news roundup.

WEEK'S HEADLINERS

Robert P. Mountain, vp and member of plans board, Young & Rubicam, joins McCann-Erickson Adv. (USA) effective April 1 as senior vp and member of board. Mr. Mountain is 22-year veteran of Y&R heading agency's radio-tv operation from 1955-59. He joined agency in 1938 as manager of outdoor advertising, later moved to contact department and was elected vp and account supervisor on General Foods in 1947. Mr. Mountain was made vp in charge of new business when Peter G. Levathes was moved to vp in charge of radio-tv. Mr. Levathes has since left to become president of 20th Century Fox's tv subsidiary.

Ralph C. Robertson, for past two years advertising director of B. T. Babbitt Inc., N.Y., appointed senior vp and elected to board of directors of Geyer, Morey, Madden & Ballard, N.Y. Appointment of Mr. Robertson follows last Friday's announcement of Babbitt's agency shift from Brown & Butcher, N.Y., to GMM&B effective May 18. Mr. Robertson will supervise Babbitt account, which includes Babbitt Household Products, Charles Antell and Drue Labs Divs. Prior to joining Babbitt, Mr. Robertson was vp and marketing director at GMM&B for five years.
King Midas made things happen in Phrygia...and

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN has proved you can produce large audiences without loud noises. We are the home of the big hit not the big beat. The final evidence of popularity is the cash register and WPEN carries more local and more national advertising than any other radio station in Philadelphia. In Programming...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
Believability stressed. NBC's Chairman, addressing Michigan Council of AAAA: "A commercial is not just an attention-getting device. It should create good will, or at least not invite resentment. A time when it may be fashionable to cast suspicion is a good time to strive for credibility." Thank you, Mr. Sarnoff!

As far back as 1952, Pulse studies of four major categories of products from 13,000 consumer family interviews plainly indicated that believable advertising produces the most sales. See feature story in your agency file copy of Printers' Ink, April 3, 1953—mass-reprinted by Good Housekeeping.

Sound Counsel by Barton A. Cummings: "Let's do no research, except good research," Compton's president advised ANA Workshop last month. "Altogether too much advertising research is undertaken just to get some numbers that will serve as a crutch for judgment, or even worse, as a substitute for judgment."

Since summer, 1958, Pulse network reports for all programs telecast indicate that big numbers are not necessary for big success. Far more important are qualitative factors and audiences with best customer-count.

Appearing before FCC, CBS President. January 26, 1960: "Viewing behavior and judgments based on ratings become even more useful in determining the wants and choices of the community when the program offerings include a variety of types," stated Frank Stanton. "Nevertheless I find it ironic that some of the very people who purport to vindicate the public seem to have the least confidence in it, (the public). They say that the ratings are an inadequate tool...would substitute a sample of seven public officials or 12 public-spirited citizens who by definition are extraordinary and atypical people."

Pulse's minimum sampling, network TV, is 5,000 different families each month, per nighttime program—and 20,000 different families per strip!
SOLD IN 110 MARKETS TO BIG NAME SPONSORS... BALLANTINE BEER, DUKE, CAMEL, CHESTERFIELD, MARLBORO, RICHARD HUDNUT, R.G. DUN CIGARS, DIAL SOAP, STUDEBAKER DEALERS...

39 ALL NEW... ALL FIRST-RUN HALF HOURS NOW AVAILABLE TO REGIONAL AND LOCAL SPONSORS

JOHNNY MIDNIGHT
STARRING ACADEMY AWARD WINNER
EDMOND O'BRIEN

Socko success is written all over this “top-10” contender. Already sold solid to the biggest name advertisers: Ballantine Beer (26 markets), Camel, Chesterfield, Duke, Marlboro, Richard Hudnut, R. G. Dun Cigars, Dial Soap, Studebaker Dealers, P&C Food Markets. And sold to the key stations—WBZ-TV Boston...WGN-TV Chicago...WDSU-TV New Orleans...WRCA-TV New York...WJW-TV Cleveland—plus 105 more across America. Its world is Broadway at midnight... background for the intriguing adventures of actor-turned-detective Johnny Midnight. Produced by Jack Chertok.

mca
TV FILM SYNDICATION

580 MADISON AVENUE. NEW YORK 22, N.Y., PLAZA 9-7500 AND PRINCIPAL CITIES EVERYWHERE.

Call your MCA representative today.
annual business meeting, Conrad Hilton Hotel, Chicago.

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-TV networks 10-11:30 p.m. EST.

April 4-6—American Management Assn.’s national packaging conference, Convention Hall, Atlantic City, N.J.

April 4-7—National Premium Buyers 27th annual exposition, Navy Pier, Chicago. Premium Adv. Assn. of America will hold its annual conference in conjunction with exposition at same site April 5. And the National Premium Sales Executives conducts its sales and distribution seminar April 3.

April 5—Broadcast Pioneers annual dinner meeting. Sallie Talshoff, publisher of BROADCASTING, is chairman of banquet committee. Conrad Hilton Hotel, Chicago.

April 6—Academy of Television Arts & Sciences forum on New York station operations, ABC.

April 9-10—Disc Jockey Assn., membership meeting, Minneapolis (site to be selected). April 11—Deadline for filing reply comments to proposed FCC amendment of CONELRAD manual BC-3 to provide for transmission standards for the CONELRAD attention signal. Deadline for reply comments is April 25.

April 13-16—American Public Relations Assn. conference, Greenbrier Hotel, White Sulphur Springs, W.Va. Registration can be made through APRA Convention headquarters, 1010 Vermont Ave., N.W., Room B12, Washington 6, D.C.

April 15-17—National Sales Executives-International spring finance and executive committee meeting, Hotel Leamington, Minneapolis.

April 19—Comments on FCC proposal to add additional VHF channels to several principal markets through reduced mileage separations.

*April 20—Deadline for nominations to the Advertising Hall of Fame. Nominations should be sent to the Advertising Federation of America, 250 West 57th Street, New York 19.


*April 21—Pennsylvania AP Broadcasters Assn. Hershey Hotel, Hershey, Pa.

April 21—Southern California Broadcasters Assn. Luncheon meeting with program to be presented by Cunningham & Walsh, L.A. Hollywood Knickerbocker.

April 21-22—National Retail Merchants Assn. board of directors meet, hotel Statler, Dallas.

April 21-23—American Assn. of Advertising Agencies annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

*April 21-23—New Mexico State Broadcasters annual spring meeting. Las Cruces, N.M.

*April 21-23—Western States Advertising Agencies Assn. tenth annual conference. (Place to be announced.)

April 22—Virginia AP Broadcasters, National Press Club, Washington.

April 24-27—National Retail Merchants Assn. sales promotion division, mid-year convention, Paradise Inn, Phoenix, Ariz.

April 24-27—Continental Advertising Agency Network annual convention, Fontainebleau Hotel, Miami Beach.

April 24-28—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainesville. (Broadcasting Day, 25th.)

April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon Plaza Hotel, there.


April 29-30—Ohio Assn. of Broadcasters, Pick-OHIO Hotel, Youngstown.


MAY

May 2—Reply comments due on FCC rulemaking to duplicate 32 clear channels with additional nighttime service.

May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.

May 4—Reply comments due on FCC proposal to add additional VHF channels to several principal markets through reduced mileage separations.

*May 5-9—American Women In Radio & Television national convention. On agenda: an all-day industry forum; six radio-television workshops and general session. Radio and television stations, etc. Educational tv, Some stations, etc. Specializations in educational tv, Some sessions will be devoted to business meeting, including election of officers. Pick-Carter Hotel, Cleveland.

*May 6-7—U. of Wisconsin journalism institutes, Wisconsin Center, Madison.

May 9-11—Institute of Radio Engineers Symposium, Hotel del Coronado, Coronado, Calif.

May 10-12—Washington Film Station Clinic, Center Bldg., U. of Wisconsin, Madison.

May 12-15—Advertising Federation of America Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.

May 14-16—Advertising Federation of America Second District convention, Skyline Inn, Mt. Pocono, Pa.

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 “Easterners film” production scene in New York, Gold Medal Studios, 807 E. 175th St.

*May 18—Sigma Delta Chi annual banquet. Distinguished journalism award will be presented. National Press Club, Washington, D.C.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.


May 21-22—Illinois Associated Broadcasters Assn.’s spring meeting. U. of Illinois campus, Urbana. Combined clinic and business meeting will be jointly sponsored by INBA and university’s College of Journalism and Communications, with some sessions at innman Hotel, Champaign.

*May 26-31—National Federation of Advertising Agencies annual convention, Northern Aire Hotel, Three Lakes, Wis.

JUNE


June 5-9—Advertising Federation of America convention, Hotel Astor, New York.

*June 5-9—Assn. of Industrial Advertisers annual convention, Shampan Hotel, Washington, D.C.

June 7-9—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.

*June 12-17—Fourth Annual Communications Institute for High School Students, Institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

*June 13-17—International Advertising Film Festival, Lido, Venice, Italy.

*June 15-17—American Marketing Assn. annual meeting, Hotel Leamington, Minneapolis.
WTVJ

is now programming
the MCA Paramount
movie features!

"ROAD TO MOROCCO" pulls a 39.3
rating for a 67.5 share-of-audience
against prime network programming!

A continuing WTVJ promotion campaign
is hypo-ing interest in WTVJ movies like
never before. Contact your PGW Colonel
for participations on THE LATE SHOW,
GOLD COAST THEATRE, THE BIG
SHOW, IMPACT and THE SUNDAY
SHOW — all on WTVJ.

<table>
<thead>
<tr>
<th></th>
<th>SETS-IN-USE</th>
<th>share-of-audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTVJ</td>
<td>39.3</td>
<td>67.5</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>11.7</td>
<td>20.1</td>
</tr>
<tr>
<td>Station &quot;C&quot;</td>
<td>7.2</td>
<td>12.4</td>
</tr>
</tbody>
</table>

*ARB Overnight Tues. Feb. 16.
A creative perspective of research

Too much current broadcast research is done to prove a point by marshalling impressive statistical evidence. This is all right, I suppose. But there are some other things which might be done to help today’s programming climate.

Although broadcast research is largely concerned with audience measurement, it has been used in program development and selection. Many packagers and broadcasters have used some form of research to analyze audience reactions to a show—with the hope of using this information to help make a sale. In other words, research has been used to prove—in scientific terms—that one package will be viewed by a bigger audience than another.

I am not suggesting that this is a misuse of research. But I believe it has put potentially valuable research contributions into a rut. This has led to ho-hum reactions on the part of buyers towards research, not to mention audience reactions to program monotony.

I think that the trouble with research in program development and selection is that it’s ashamed to be artistic, insightful and creative. I think that today’s research, by and large, is too concerned with being scientific in the traditional sense of the word and not enough concerned with producing penetrating, even unprovable, analyses of program responses which make sense to producers and broadcasters.

As long as researchers are unwilling or unable to be artists, to some extent they will produce in the programming area results that are accurate but arid.

Insight Research • For instance, in the development of advertising campaigns “insight research” is used all the time at Tatham-Laird. We are interested in having our staff of interviewers and analysts talk with consumers about their attitudes and feeling towards a product class or a particular brand, come back to the agency and write up, impressionistically, a report of how their subjects see the world. From this kind of information, the ad-makers get a sense of whom they’re talking to and what the problems of reaching them may be.

The point: We never use this kind of insight research to prove anything or to sell anything; we use it to help us talk to our consumers meaningfully, laconically and, above all, more realistically. Our job, in other words, is to find out—sans the conventions of the physics laboratory—the range of things which might be important, relevant and interesting to our audience.

In program development the same thing is possible. Fresh insights into the nature of the American character, its aspirations and feelings, could be very revealing to broadcasters before a program format is worked out, in the stage where the idea is still undeveloped. One trouble is that audience research is usually done after the pilot is made. At that stage of the game, the selling problem becomes acute and the use of a scientific authority becomes a help.

Even though a pilot has been created, there is still time to do insight research for purposes of doctoring and script change—if creative judgment demands it. Shows, like advertising campaigns, have a goal—an image or impression to convey. Just as it’s possible to get insights from rough advertisements about whether the campaign goals have been met—it would be possible also to get insight into whether a show’s goals have been achieved in viewers’ minds.

Pertinent Questions • For instance, how do you feel about the main characters, about the situations? Is the format and execution living up to its producers’ concepts and intentions? What can be done to beef up the involvement of the listener?

These are a few of the questions which might be answered insightfully, imaginatively and usefully. Too much program research is conducted on merely a “like or dislike” basis. We should take more advantage of the pre-testing techniques communications research people have developed.

I’m sure that an empathetic, creative producer, himself, could conduct inquiries which would provide insights to programming development and analyses of program execution. Usually, though, the time and too much self-interest intervene so trained researchers have to codify these insights.

I know a case where a producer got an idea to do a series of profiles on American business leaders. Before any scripts were written, research was done to find out how various segments of Americans view the problems of success, what they want to hear about the other fellow’s success—and what they want to take away from such a show in terms of their own needs for self-help. The producer told me after listening to 50 or so representative Americans, he felt better able to tailor his program direction into areas which would be more significant to his potential listeners.

He developed new insight and confidence as a result of being able to tell his writers specifically to whom they were talking.

This same producer is looking forward to testing his pilot on some captive audiences to find out whether or not he has been able to communicate his program goals. This is, of course, a very different kind of research from that which asks the audience only if they like or dislike a show.

Qualifications • Finally, it must be said that research is sometimes, not always, an aid to creative decision-making. An audience is not always a proven guide on the first exposure to a new program concept or a fresh treatment. Even as a complement to existing devices for rating, qualitative information cannot always give you an answer in the idea development stage. Audiences need direction and can’t always tell you where to go when they don’t have a dial in their hands. As if these problems of the creative product are not enough, there is always the one of slotting.

One thing is certain, though—when research is used as an artistic tool, not only for a sales device or for an audience profile, its chance to make contributions to program content are greatly increased.
Here's how to make it!

Cook 2 chopped onions, 1 can tomatoes and \( \frac{1}{2} \) can tomato paste in 4 tablespoons butter for 10 minutes, stirring. Add 4 cloves garlic, 2 pieces celery, \( \frac{1}{4} \) green pepper, \( \frac{1}{4} \) teaspoon thyme, 1 teaspoon parsley, 3 cloves—all finely chopped—and cook \( \frac{1}{2} \) hour, stirring. Stir in 1 pound diced boiled ham, 2 pounds peeled boiled shrimp; cook 10 minutes. Stir in 3 cups cooked rice. Season with salt, black pepper, cayenne. Simmer 1/2 hour. Serve with a bottle of chilled rosé wine.
NEVER in the greatest days of Radio such tremendous line-up of STARS

THE BIG SOUND IN RADIO


MODERN SOUND EFFECTS

Your Market may still be available

New York Office
570 Fifth Circle 5-3111

RICHARD H.
These *Stars Will be on Your Station
*and many more month by month


Henry Calvin * Barry Coe * The Champ * Jackie Cooper * Jan Clayton * Frank Cioffi * Jimmy Clanton * Jack Cassidy * Robert Culp * Carol Channing * Chuck Connors * Dick Conto * Sam Cooke * The Clark Sisters * Sammy Cahn * James Cagney * Jeanne Carson


Jiminy Dean * William Demarest * Vic Damone * Mike Dante * Stanley Donen * Dennis Day * Billy Daniels * Kirk Douglas * Nancy Davis * Bobby Darin * Sammy Davis Jr. * Ann B. Davis * Dan Duryea * Doris Day * Rusty Draper * Ronnie Deauville


James Francisce * Fraternity Brothers * Fabian * Stan Freberg * Tennessee Ernie Ford * Rhonda Fleming * Ella Fitzgerald * Jimmy Fuller


Arlinino Ray * Henrit Rone * John Raitt * Tex Ritter * Don Ralke * David Rose * Sid Ramin * Gustavo Rugo * Bernie Richards * Nelson Riddle * Sue Rance * Ronald Reagan * Jimmie Rogers * Frank Ryan * Jack Reynolds * Tony Randall * Ronne Robertson & Helga


Tommy Sands * Marla Sobotka * Chiffie Stone * Bill Swiacki * Dodie Stevens * Roberta Sherwood * Dick Sargent * Felicia Sanders * James Stewart * Connie Stevens * Aaron Spelling The Skykars * Joseph Schildkraut * Bob Sweeney * Randy Sparks * George Shearing


* Hugo Winterhalter * Jean Wallace * Margaret Whiting * Senor Wences * Annette Warren * Gloria Wood * Dinah Washington

Cornel Wilde * Natalie Wood * Aja Zanata * Alan Young * Richard Zanuck * Efrem Zimbalist, Jr. * Si Zentner

**MORE THAN 300 STATIONS are Using THE BIG SOUND**

ULLMAN, Inc. 295 DELAWARE AVENUE BUFFALO 2, NEW YORK Cleveland 2066

produced by STARS INTERNATIONAL, Inc. * Hollywood
HUGE CIRCULATION AND EFFICIENT RATES MAKE WCKY FIRST CHOICE IN THE TRI-STATE MARKET

WCKY IS SOME! BUY! WCKY RADIO
50,000 WATTS CINCINNATI

OPEN MIKE

Roundup of station sales
EDITOR: Broadcasting is to be commended for its excellent article on radio and tv stations sales (page 80, Feb. 15). It is the first factual writing we have seen on this phase of the industry in my 22 years’ association with broadcasting. As you so logically concluded the article, selling is now and will continue to be an integral part of broadcasting.—Robert Wasdon, Wasdon & Co. (Investments), Land O’ Lakes, Fla.

Cartridge tape recorder
EDITOR: Your roundup of recent developments in automation (page 131, Feb. 15) unfortunately neglected Broadcast Electronics Inc.

Our new Series 200 Spotmaster cartridge tape recorder was recently announced. Users are most enthusiastic and yesterday alone we received unsolicited orders by telephone for 24 units from stations who had originally purchased only a single recorder and playback.—Ross Beville, President, Broadcast Electronics Inc., Silver Spring, Md.

[Sorry we missed in the roundup. Picture and details were carried on page 100 of the Oct. 12, 1959, issue.—THE EDITORS.]

Glowing forecast for 1960s
EDITOR: Please send 300 reprints of the lead article, “A glowing forecast for the ’60s; tv advertising income to double,” page 23, Jan. 4 issue.—C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York.

[Reprints are available.—THE EDITORS.]

Hawaii market reprints
EDITOR: We would like to order 100 reprints of the 16-page special report on Hawaii which appeared in your Jan. 8 issue.—Hoover Y. Tateishi, Manager, KOHO Honolulu.

[Reprints are available, 20¢ each. THE EDITORS.]

Difference of opinion
EDITOR: Dr. Frank Stanton, president of CBS, is reported by Broadcasting (Feb. 1, page 9) to have said that the public does not really pay for “free” tv and that product prices would go up if advertisers shifted to other media because “for most kinds of advertising, tv does a better job than any other media.”

The public, of course, does pay for “free” tv, just as, in the final analysis, its pays for all advertising since the cost of advertising is a cost of doing business.

It is also true, however, that products would cost more if they were not advertised. But Dr. Stanton’s explana-
HOW IS IT POSSIBLE FOR ONE STATION TO EARN 79% OF LOCAL BUSINESS?

It’s true in Des Moines, Iowa, where KRNT-TV has had over 79% of the local business in this major 3-station market for 3 years!

There is nothing so satisfying as doing business with people who know what they’re doing and where they’re going. Leading local and national advertisers have known for years that the “know-how, go-now” stations in Des Moines are KRNT Radio and KRNT-TV.

They have confidence in the ability of our people to make their radio and television investments profitable. It seems clear that for these astute advertisers, there is nothing so satisfying as radio and television fare presented by good, honest, experienced air personalities who know what they’re doing.

From surveys made several times a year for the last several years, it seems evident that the people of Central Iowa like to listen to and view our stations.

Latest F.C.C. figures show KRNT-TV handled over 80% of ALL the local television advertising placed in this three-station market. The year before, over 79% . . . and the year before that, over 80%. Our local RADIO business in a six-station market has always exceeded that of our nearest competitors by a country mile.

We know for a fact that these figures are merely a reflection of our public acceptance . . . our long-standing excellence in public service . . . reliability that is vital in all selling! We believe this to be true: the ones that serve are the ones that sell in Des Moines.

People believe in and depend upon these stations. Check the ratings, check The Katz Agency, check the cash registers.
The Greatest Adventure Story Ever Told!

Acclaimed as a literary classic...as an outstanding motion picture...as a top-ten series on British television (sponsored by Scott Paper, Revlon Lipstick, Alka-Seltzer, Pepsodent, Quaker Oats and Kraft Cheese).

The Greatest Action And Pageantry Series Ever Filmed!

All the rugged action and robust drama that have made action-adventure the most popular programming category on TV today...PLUS...the rich pageantry of knights in armor...the vast, breathtaking panorama of the Middle Ages.

The Greatest Promotion And Exploitation Campaign Ever Planned!

To capitalize on IVANHOE'S extraordinary merchandising potential, Screen Gems is providing regional and local advertisers with a marketing and public relations campaign that is unique in the television field:

- A TEACHER'S STUDY GUIDE prepared by a leading educator to be made available to local school systems.
- PROMOTIONAL TIE-INS with Campus and Teen Age Book Clubs which reach 40,000 teachers and more than one million students.
- A REVIEW AND DISCUSSION OF THE SERIES directed to 700,000 educators in 80,000 schools.
- A PAPERBACK EDITION OF IVANHOE that will be tied in with the telecasting of the series and made available as a premium.
- SELF LIQUIDATING PREMIUMS including a 45 RPM record of the theme music from the series, an IVANHOE Code of Chivalry printed on a parchment-like scroll, an IVANHOE comic book and many, many more.

"IVANHOE"...starring ROGER MOORE

39 Rousing, Eye-Filling Half Hours For Regional And Local Sponsorship

For details, contact

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK - DETROIT - CHICAGO - DALLAS - HOLLYWOOD - ATLANTA - TORONTO
tion of this fact—tv's "superiority" as a medium—is a bit silly and is out of place in testimony before a government agency. The FCC is not a forum for media promotion.

The simple truth is that prices would go up without advertising, because sales volume would be considerably smaller and manufacturing cost per unit would, therefore, be much higher. Mass production—not tv—has helped bring lower prices.

—Samuel Rovner, Public Relations Manager, Bureau of Advertising, ANPA, New York.

Sid Hix and 'Sea Hunt'

EDITOR: APPRECIATE APPROVAL TO REPRODUCE IN LETTER TO COMPANY MAN-

AGEMENT SID HIX'S CARTOON REGARDING "SEA HUNT" JANUARY 18 ISSUE.—M. A. MATTHEWS, ADVERTISING MANAGER, STANDARD OIL CO. OF CALIFORNIA, SAN FRANCISCO.

Permission granted.—The Editors.

Radio-tv in Tidewater

EDITOR: May I borrow your Open Mike, hopeful that those of us who are still proud of this business will come forward to kill a practice that is growing more cancerous in radio and television?

In 20 years of broadcast experience, some of the happiest with CBS, I learned that nothing is worth the sacrifice of one's personal integrity.

For the past two years I have jumped the fence into the advertising agency business. Much of our billing is in radio and tv. Locally all radio and tv station rate cards indicate the usual reference to 15% agency commissions. Of more than 10 radio stations in Tidewater, at least half of them will sell to clients for less money than they charge agencies. Of three tv stations, at least two have been guilty of transgressions. Some radio-tv stations have pressured our clients to deal direct, have often offered extra inducements. Most local radio-tv stations here have a commission arrangement that penalizes a salesman when he gets agency contracts! Some salesmen confide to me that they will actually jeopardize their jobs if it's known they recommend an agency to a client, although they admit that an agency often is necessary.

What is happening in Norfolk radio-tv is diminishing the pride I have had in our industry. One of the unholiest violators of media-agency relations is an independent that actually boasts to local agencies that they deal direct with some national accounts in New York and Chicago and even cut out a national representative's commission.

Every industry has its desperation salesmen and its charlatans, but this double standard is morally wrong. To radio and tv stations who are so hungry for the extra 15%, I suggest a simple statement on their rate cards, "No commission to agencies." This lets an agency know where it stands, which is all anyone can ask.

Unless radio and tv clean their own house, Uncle will.

Let's hear from some industry leaders on this one, please—Howard Stanley, Howard Stanley Adv., Norfolk and Portsmouth, Va.

Oldest religious program?

EDITOR: On March 4, 1923, the Calvary Baptist Church in New York City began broadcasting church services on WQAO, their own radio station (we are now on WABC New York, Sunday 11 a.m.). Since these weekly broadcasts have been aired continuously since that time, our church literature states "the world's oldest religious broadcast." Do you know of any way that we can verify the fact, i.e. we maintain the oldest continuous religious broadcast in the world?

In the early part of 1961 we are looking ahead to the 2,000th consecutive week of broadcasting our church services.

Any help you or your readers can give us in this regard will be greatly appreciated because we want to be absolutely correct before stating this fact further—David G. McMillen, Business Administrator, Calvary Baptist Church, 123 W. 57th St., New York 19.

Educational tv cooperation

EDITOR: A mutual support arrangement between commercial and educational television might very well be a solution to the problem of getting prime time for cultural and educational programming. Putting it simply: commercial television would produce the programs; educational television stations would carry them, with credit to the producing station, in prime time.

Thus the commercial station would fulfill a public service obligation and educational television would get some fresh creative programming. And the viewing public would have a choice of
WFBC-TV* CHANNEL 4, SERVING GREENVILLE-SPARTANBURG-ASHEVILLE ANNOUNCES THE APPOINTMENT OF AVERY-KNODEL, INC. AS EXCLUSIVE NATIONAL SALES REPRESENTATIVE EFFECTIVE FEBRUARY 1, 1960

*GREENVILLE, S. C.
what it wanted to see at a given time... But for the generous and helpful assistance on the part of commercial stations WAPI-TV and WBRC-TV Birmingham, WALA-TV Mobile and WSFA-TV Montgomery, the present Alabama state network could be nothing like as large or effective as it is now. —Raymond D. Hurlbert, General Manager, Alabama Educational Television Commission, Birmingham

Radio internships
EDITOR: Congratulations to Leo A. Jytha and WBCM Bay City, Mich. (radio internship plan for high school students, page 74, Feb. 8). Radio-TV internship is an important part of our program here... at the U. of Miami. Each year between 15 and 20 senior students take part... at various radio and TV stations here in the Miami area.

We feel that such an internship program is of vital importance in helping our students achieve a balanced education for broadcasting... —David G. Nellig, Radio-TV-Film Dept., U. of Miami.

Library copies needed
EDITOR: The Dept. of Radio, Television and Motion Pictures on our campus has a great interest in our library’s acquiring a complete run of BROADCASTING, which, at present, we have only from 1951 onwards. For some time we have been trying to obtain the earlier volumes for 1931-1950, however, without success.—Dr. H. Bergholz, Chief Bibliographer, U. of North Carolina Library, Chapel Hill, N.C. [Our back copy file for that period is exhausted. Perhaps private collectors may wish to donate to the U. of N.C. library.—The Editors.]

Harris subcommittee editorial
EDITOR: CONGRATULATIONS ON YOUR EDITORIAL “HE WHO THROWS STONES” (page 166, Feb. 15). YOUR OUTSpoken FEELINGS SHOULD PROVE TO ALL BROADCASTERS THAT YOUR MAGAZINE IS TRULY OUR INDUSTRY’S BIBLE. THE EDITORIAL’S NEXT TO LAST PARAGRAPH ELOQUENTLY SUMS UP MY FEELINGS SINCERELY—ED WINTON, VICE PRESIDENT AND GENERAL MANAGER, WMQR WASHINGTON.

BROADCASTING PUBLICATIONS INC.

President.... Sol Taishoff
Vice President... Maury Long
Vice President... Edwin H. James
Secretary... H. H. Tash
Treasurer... B. T. Taishoff
COMPTROLLER... Irving C. Miller

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: Broadcasting* Telerecasting Bldg., 725 DeSales St., N.W., Washington 6, D.C.

Telephone: Metropolitan 6-1022.

EDITOR AND PUBLISHER... Sol Taishoff
MANAGING EDITOR... Edwin H. James
EDITORIAL DIRECTOR (New York).... Rufus Crater

SPONSORING EDITORS: J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.

SPECIAL PROJECTS EDITOR: David Glckman
ASSOCIATE EDITOR... Harold Hopkins
ASSISTANT EDITOR: Dawson Nail; STAFF WRITERS: George Darlington, Malcolm Oettinger, Lee Janos, Sid Susman; EDITORIAL ASSISTANTS: Bob Forbes, Patricia Funk; SECRETARY TO THE PUBLISHER: Gladys Hall.

BUSINESS

V.P. & GENERAL MANAGER... Maury Long
ASSISTANT TO THE PUBLISHER: Lawrence B. Taishoff

SALES MANAGER: Winfield Levi (New York)
SOUTHERN SALES MANAGER... Ed Sellers

PRODUCTION MANAGER... George L. Dart

TRAFFIC MANAGER... Harry Stevens

CLASSIFIED ADS... Doris Kelly


COMPTROLLER... Irving C. Miller
ASSISTANT COMPTROLLER... Eunice Weston
SECRETARY TO GEN. MGR. ...Eleanor Schadie

CIRCULATION & READER’S SERVICE

SUBSCRIPTION MANAGER... Frank N. Gentile
CIRCULATION ASSISTANTS: Charles Browne, Gerry Cleary, David Cusick, Christine Harageones.

DIRECTOR OF PUBLICATIONS John P. Cosgrove

BUREAUS

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

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-8316.

Midwest News Editor... John Othon
Midwest Sales Mgr.: Warren W. Middleton
ASSISTANT... Barbara Kolar


Senior Editor... Bruce Robertson

SOUTHERN SALES MANAGER... Bill Merritt
ASSISTANT... Virginia Sticker

Toronto: 11 Burton Road, Zone 10, Hudson 8-2604. 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 Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

Copyright 1960 by Broadcasting Publications Inc.
Inside more and more doors, people of all ages are better informed and better entertained because they are visited by a “Metropolitan” personality . . . a personality like each of our widely known stations.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York
in Richmond and Central Virginia...

Put your money where your merchandising is!

...the most potent merchandising is on

WXEX-TV

Get extra sales with WXEX-TV's 12 performance-proven merchandising plans: • Promotional Spots • Newspaper Ads • Food Merchandising Plan • Community Club Awards • In-Store Food Displays • In-Store Drug Displays • In-Store Food Demonstrations, sampling, couponing • Store Window Displays • Food Merchandising Bar • Mailings to Retailers • Personal calls on Jobbers, Wholesalers, Retailers • Reports to Advertisers

WXEX-TV • NBC-TV Basic • Tom Tinsley, President; Irvin Abeloff, Vice President • National Representatives: Select Station Representatives in New York, Baltimore, Washington and Philadelphia; Adam Young in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; Clarke Brown Company in the South and Southwest.
BATTLE OF PAY TV: AIR vs WIRE

International Telemeter finds cost-cutting method for Toronto closed-circuit system; Zenith will seek FCC on-the-air grant

A showdown on subscription television is shaping up fast.

It will pit advocates of closed-circuit pay tv against advocates of broadcast pay tv. If either wins, the nature of American television is bound to be vastly changed.

The principal adversaries are International Telemeter Corp., which is owned by Paramount Pictures and Zenith Radio Co., the pioneer among pay tv proponents.

Telemeter, through Canadian affiliates, went into business with a closed-circuit system in a Toronto suburb last week. Probably the biggest news about the new system was a Telemeter announcement that it had found a way to make big reductions in installation and maintenance costs.

Zenith, egged on to new activity by the prospects of new progress in closed-circuit pay tv, stepped up preparations to apply to the FCC for permission to establish an on-the-air system (CLOSED CIRCUIT, Jan. 18).

And there are other major interests involved in the rival developments.

Jerrold Electronics Corp., Philadelphia, a leading manufacturer of community television systems and owner of nine catv systems, worked with International Telemeter in the development of lower-cost gear.

Early this month control of Jerrold was acquired by John L. Loeb, partner in Carl M. Loeb, Rhoades & Co., New York investment house, and by Jack D. Wrather Jr., of the Jack Wrather Organization. Mr. Wrather holds extensive broadcast station interests through his ownership in Transcontinent Television Corp. He has program interests including Lassie, The Lone Ranger and Sergeant Preston of the Yukon. His organization owns Muzak which provides wired music to public places.

Cost Breakthrough • The Jerrold-Telemeter achievement in reducing wired pay tv costs was announced last week by Louis A. Novins, president of International Telemeter. He said the development of a high level voltage amplifier has enabled Telemeter to put in its Canadian system at a capital outlay 20% lower than would have been possible with earlier equipment. The company expects maintenance to run 50% below what it would have cost with the older gear.

Mr. Novins said it would have taken from 175 to 200 of the old amplifiers to operate the Toronto system. Only 14 of the new type amplifiers will be needed, he said.

The Biggest Test • The Canadian operation is the largest subscription experiment yet undertaken. It ties an initial 1,000 subscribers into a three-channel, 93-mile coaxial cable installation. They are being fed motion pictures on two of the circuits and a special events or community affairs program on the third channel. (See details, page 30.)

The Canadian system is actually the fourth in a series of tests and demonstrations conducted during the last decade.

The first, in 1951, was a 90-day Zenith test with 300 families in Chicago. This was an on-the-air test.

The second, in 1953-54, was run by International Telemeter as a wired adjunct to its Palm Springs, Calif., catv system. At one time the Palm Springs operation had 200 pay television subscribers.

The third was operated in Bartlesville, Okla., from September 1957 to April 1958. This system, run by Video Independent Theatres, a southwestern theatre chain and community television operator, closed when losses reached $10,000 a month. At first the Bartlesville project charged subscribers a fixed monthly fee. Toward the end it converted to a per-program meter system. At its peak it claimed 800 customers. (Jerrold was a prime equipment supplier in Bartlesville.)

Theatre-Tv Connections • The Toronto project is being operated by Trans Canada Telemeter, which is a division of Famous Players Canadian Corp. (owned 50% by Paramount Pictures Inc.). Famous Players is the largest theatre chain in Canada, owning 376

Tomorrow's television? Here is a typical home installation of Trans-Canada Telemeter's subscription tv system which was to begin operation last Friday night in a Toronto suburb. Advocates of subscription tv distributed by wire see this as the forerunner of installations like it in the U.S. Advocates of on-the-air subscription tv see it as a threat to their plans.
A CRITICAL EXPERIMENT BEGINS

Dollars dropping into coin boxes attached to tv sets in Toronto's suburban Etobicoke were to set in motion at 7 p.m. Friday (Feb. 26) subscription television for Canada and for Paramount Pictures' International Telemeter Co.

Subscribers could select one of two motion pictures programmed on separate channels. The films were the same as those currently being shown in Toronto's neighborhood theatres. The movies were 20th Century-Fox's "Journey to the Center of the Earth" and Warner's "Nun's Story." Both were repeated on Saturday, at the same $1 charge.

If a subscriber wanted to, he could pay another $1 on Sunday for either film or at 7 p.m. he could buy—for the same price, on a third channel—a live telecast of the Toronto Maple Leafs-New York Rangers hockey game fed from New York's Madison Square Garden.

The Canadian pay tv operation is franchised by International Telemeter Corp. (a division of Paramount Pictures Corp.). Famous Players Canadian Corp., Ltd., largest theatre operator in Canada and 50% owned by Paramount Pictures, was franchised to operate the Telemeter system throughout Canada and early in 1958 created Trans Canada Telemeter Division to operate the system in the West Toronto area.

An area of 13,000 homes is being wired for the system, though Telemeter talks of a potential 40,000 homes which can be served by expanding the present system. As of late last week, some 1,000 connections had been wired with another 3,000 subscribers signed and waiting for installation crews to catch up with subscriptions. By next summer about 5,000 subscribers will be able to receive Telemeter's pay tv, the company predicts.

High-Voltage Amplifiers • Telemeter has installed the new Jerrold-built high-voltage amplifiers in West Toronto. The area will be served by only 14 amplifier positions. Before this development, Telemeter explained, the 93 miles of cable system in Toronto would have required 175-200 amplifier positions.

Subscribers pay a $5 installation charge (no other fixed payments). Telemeter's per-home installation charge, however, comes to about $100 (this picks up costs accruing from actual installation of the Telemeter unit, an allocation of the cost of building the Toronto studio and the expense of wiring the home, according to a "reasonable base of volume").

These are:

- CKCO-TV Kitchener, Ont.
- CKMI-Kitchener, Ont.
- TVW-Kingston, Ont.
- CKLW-London, Ont.
- CHCH-Dundas, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- WIKO-Welland, Ont.
- CBLT-London, Ont.
- WBBF-London, Ont.
- CHCH-Dundas, Ont.
- CKMI-Kitchener, Ont.
- WKBW-Walton-on-Thames, Ont.
- CKLW-London, Ont.
- CKCO-Kitchener, Ont.
- CHWO-Oxford, Ont.
- CKLW-London, Ont.
- CKMI-Kitchener, Ont.
- WBBF-London, Ont.
- CHCH-Dundas, Ont.
- WIKO-Welland, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CKLW-London, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
- CHWO-Oxford, Ont.
- CHSC-Thurso, Que.
- CWKB-Milton, Ont.
“Room at the Top,” MGM’s “Wreck of the Mary Deare,” Paramount-released “Five Pennies,” Columbia’s “From Here to Eternity,” MGM’s “North by Northwest” and Walt Disney’s “Shaggy Dog.”

In the first few days of operation Warner’s “FBI Story,” Paramount’s “Career” and Columbia’s “Seventh Voyage of Sinbad” are slated to be programmed. None of the films has been on TV or is available to commercial television.

Each motion picture was negotiated independently by Famous Players and the motion picture company on the basis of a “theatre showing.” (In theatrical showing of motion pictures, the theatre operator contracts for a feature by paying a specified percentage of the gross gained during the run.)

A special half-hour inaugural ceremony preceded the Friday night start. Included on the program were John J. Fitzgibbons, president of Famous Players; L.M. McKenzie, boxing commissioner of Ontario; Clarence Campbell, president, National Hockey League of Canada, and Adolph Zukor, Paramount’s board chairman.

wired system, says it has inquiries from abroad as well as from many interested companies in the U.S.

Franchise Deals • International Telemeter franchises its system on the basis of exclusive territory. The holder can then lease the system to somebody else, perhaps a radio station. The leased wire (through the Bell companies) arrangements are made by the franchise holder, not by International Telemeter. Telemeter receives a percentage of the franchise holder’s gross as a royalty per annum.

The telemeter coin devices and coders, the transmitting units and amplifiers are supplied at cost to the franchise holder.

Further control at the “box office” has been reached by International Telemeter. Though not yet announced, Telemeter now has a new “tote board” which can act as (1) a day-by-day visual account of what’s being seen and what’s being paid, and a check on the computer which prints lists of programs watched and prices paid.

In the Telemeter system, an announcer corresponding to a theatre “barker” continuously advertises attractions on the three programming channels. Other similarities with motion picture ways of doing business: there will be “price differential”—not every movie or event will carry the same price, and there will be program identification as well as a check on the box office (instead of tickets the check will come through the electronic tape and tote board). Also contemplated are “continuous performances” and stereophonic music (2-4 p.m. fed free) as well as “public service” programs (sermons, panel discussion shows, etc.).

On-the-Air Test • Zenith’s increased activity was acknowledged by Joseph S. Wright, president of the Chicago company. He told Broadcasting last month that appropriate applications under the FCC’s test requirements would be filed within “a few months.” (CLOSED CIRCUIT, Jan. 18).

Substantial progress has been made by Zenith, it was learned last week, in preparing for on-the-air tests. Negotiations are underway with various groups preparatory to filing the application for tests. The demonstrations will be conducted in one of five markets currently under study.

At least $10 million will be required, an informed source estimated last week, to conduct the air system operation.

The scope of the preliminary arrangements was underscored when it was pointed out that arrangements must be made not only with a licensed station in a desirable market, but also with a franchise holder who understands the entertainment business.

A key requirement, it was noted, is an agreement for sources of attractive product—most importantly top grade feature motion pictures as well as live sporting and other events.

Vital Choice • Mr. Wright said that if and when wire TV becomes feasible, broadcasters will be faced with a critical economic choice. Either they will lose pay TV to wire forces, or they must make every effort to encompass it within their own operations. He expressed the feeling that on-the-air tollcasting was better and cheaper than wire toll TV and that broadcasters should seriously consider partial tollcasting on their own channels now.

A vital concern, which should impress broadcasters, other Zenith sources emphasized, was that wire TV operators will know the precise size of the audience, thus eliminating broadcasting ratings and guesswork. The impact of this on commercial broadcasting can be seen, it was pointed out.

Zenith engineers have reported that a single coaxial cable, with a 4.5 mc bandwidth can carry as many as a dozen video channels with good quality. This can be done, it was noted, through a phasing method evolved by Bell Labs.

It was also stated that Bell Telephone companies would quickly move into the wire pay TV operations since they are in business to provide this type of service.

Wire TV can be economically justified for densely populated areas—witness the more than 700 community TV systems in the U.S.—but the big problem, Zenith sources pointed out, will be in providing service to sparsely settled areas where interconnection costs would be inordinately high.

Third Force • Still another company which has hopes of moving in soon on wire pay TV is Skiatron of America, the Matty Fox company that holds the franchise for Skiatron Electronic’s SubscriberVision system.

Skiatron of America has been negotiating with a “major” movie company to put its show on the road. This was publicly stated during the hearings before the Securities & Exchange Commission in Washington six weeks ago. Skiatron Electronics and its pay
The subscription lineup

Six systems of subscription tv have at one time or another made their claims to the FCC and the public. They are:

Zenith Radio Co. Originally contemplated using the telephone to transmit a decoding signal to clear up the over-the-air scrambled tv picture. In later years plans to use an air key for this purpose.

International Telemeter Corp., a subsidiary of Paramount Pictures Inc. Proposes using a coin box mechanism when fed proper amount of coins will unscramble the coded picture.

Skiatron Electronics & Television Corp. Proposes using a punch card to activate decoder. Franchise for SubscriberVision, as Skiatron terms its system, is held by Skiatron of America Inc., whose principal is Matty Fox.

TeleGlobe Pay Tv System. Recommends transmitting the video portion of the program in the clear; with audio sent via telephone lines.

Blonder-Tongue Labs. Its BiTran system would multiplex video signal so that viewer could receive regular tv program or, via telephone line key, disable it with toll tv program.

Angel Toll Vision. This works on the principle that viewers can be solicited to pay in advance for a special tv showing of a major program or event. If collections are sufficient, the program would be telecast in the clear for all to see. If not, money would be refunded.

No action has ever been taken on the request.

Recently, WSES asked the Commission for some assurance that it would receive a grant or at least a conditional permit. The station said it was negotiating for the development of special equipment and before making the necessarily large financial outlay, it wanted an expression of FCC intent. So far the FCC has not replied.

When the FCC was considering the controversial toll tv question, two tv stations—both uhf and both having gone dark after unsuccessful efforts to build a market for themselves—offered to act as guinea pigs in any pay tv tests. They were ch. 24 WCAN-TV Milwaukee, Wis., and ch. 67 WFMZ-TV Allentown, Pa.

No action was ever taken on these offers either.

PAY TV STUDY

Most prefer free tv, ads, Schwerin finds

How to kill two birds with one stone, and come up with a moral to boot, has been demonstrated by the Schwerin Research Corp., New York, whose day-to-day function ordinarily runs to measuring audience reactions to commercial messages.

Schwerin has published the results of a survey on attitudes toward pay tv. A sample size of 730 people who had been invited to Schwerin's theatre on Sixth Ave. to view new tv commercials was used. After the various screenings were held, the researchers conducted their pay-tv attitude survey as a guide to help them find out actually what the likes and dislikes were toward tv advertising.

Results of the survey: 58% said they would rather have advertising than pay an annual fee of $5. When the same question was asked suggesting higher fees, reactions changed considerably. Only 27% would prefer paying $10 annually rather than have advertising, 10% would prefer paying $25 annually and only 6% would pay $60 annually, or $5 per month.

The respondents also were asked, "Do you think you'd get better programs on pay tv?" Total percentages were: yes, 26%; no, 46%; and not sure or don't know, 28%.

Because of the striking percentage changes when the suggested fees were raised, the researchers concluded that they had pinned down on a money basis the extent of their respondents' dislike of tv advertising. The moral, said a Schwerin spokesman, "Advertising is not so bad after all, and not as bad as a vocal minority says it is."
the prestige independent with network audiences!

A. C. Nielsen recently studied his entire New York sample, both Audimeter and Recordimeter — Audilog homes, and found "no significant difference" between the kind of people who watch WPIX-11—New York's leading Independent station — and New York's leading Network station.

The Nielsen "WPIX AUDIENCE PROFILE" study provides a direct comparison of audiences for the prime qualitative categories of:

- FAMILY INCOME
- HOME OWNERSHIP
- AUTOMOBILE OWNERSHIP
- SIZE OF FAMILY
- AGE OF HOUSEWIFE
- OCCUPATION, HEAD OF HOUSEHOLD

from 7:00-11:00 PM, seven nights a week. Qualitatively they are equal.

As Nielsen states: "NONE OF THE COMPARISONS YIELDED A SIGNIFICANT DIFFERENCE!"

The "content" of a rating point on WPIX-11 and the top network station in New York is the same! Nielsen proved that incomes, home ownership, ages, jobs, etc. follow identical patterns.* The reason is logical and understandable. WPIX-11 is programmed like a Network station with network-proven and network-quality shows every half-hour, every night. This WPIX-11 "network look" brings increased sales impact to your commercial messages — makes them more receptive, more effective, more productive.

Where are your 60-second commercials tonight!

*Special Nielsen Qualitative Study for WPIX-11... Details upon request. ©1960, WPIX
BROADCAST ADVERTISING

TV TEST PAYS OFF FOR FLETCHER

TvB experiment shows total ad costs can be cut, impact increased

Early results are in for the Fort Wayne experiment in long-range planning by a large retailer on tv. The medium proved it can sell neckties, create strong store-wide activity and help amortize overall advertising costs.

The Indiana specialty store is Patterson Fletcher. The station—WANE-TV Fort Wayne. The planner—Television Bureau of Advertising.

Patterson Fletcher's president, Dwight Shirey, last Wednesday (Feb. 24) detailed dramatic results of two short schedules, test segments of a year-long campaign on WANE-TV. This is what he reported to the National Assn. of Retail Clothiers & Furnishers, meeting in Los Angeles.

From Nov. 30 to Dec. 2, Patterson promoted ties on tv. Only tv was used with no in-store promotion. The store rang up 2,885 sales at $1.19 each. On Sunday, he said, "we used six 10-second ID's, four 20's and two minutes. Then in addition, we used one spot on our news show. Wednesday we used five 10's. All of the 10's and 20's were run-on-schedule."

The tie campaign cost $644.70. It produced:

* An 18.67% cost (18.67 cents on the dollar sale) for the ties alone,
* So many shoppers for the whole furnishings department that the department cost, including $90 for other media, dropped to 6.24%, and
* Strong storewide activity at an advertising cost of 5.41% for the whole store during these three days.

This was a stiff test. "May I hasten to say," Mr. Shirey added, "that except in an instance of this kind, we feel this is wrong, for you get the best results from television through tie-in windows and in-store displays that match up with your promotions."

Raincoats, Too • In a sustained raincoat promotion, television sent the sales curve on a sharp climb. In the weeks before putting this merchandise on tv, Patterson Fletcher sold five coats one week, eight another and 12 the next. "Then on the week of Nov. 2 when we put the coat on television, we sold 47 coats, and in the three weeks following there was a sustained interest, for we sold 17 one week, nine the next and 16 the next," Mr. Shirey told the clothiers.

The sales disclosures, rare for a retailer, was part of Patterson Fletcher's agreement with TvB and WANE-TV when they announced the pioneer long-range plan last July (Broadcasting, July 20, 1959). In his explanation to the retailer meeting, Mr. Shirey called tv an exciting tool for retailers but one that requires constructive thinking and good planning by an entire organization.

Looks Good • He explained his store's reasoning that if television is effective for huge national accounts, it must have a proportionate value for local organizations. "We feel we are beginning to find the answer to support that philosophy and we like what we are finding out," Mr. Shirey reported.

Patterson Fletcher is spending about a quarter of its budget in tv. Following TvB's advice, to spend $2 in programs for every $5 in announcements, the store has a weekly news program (Tuesdays, 6:30-6:45 p.m.). In its flexible schedule of spots, Patterson Fletcher used 124 in four weeks of December but probably won't exceed 24 this month, the merchants explained. Following another TvB proposal his firm picked one personality for all tv activity, Vic Sterling of WANE-TV.

"He has become synonymous with our store and to get the feel of our store personality and merchandise, Vic works frequently on the floor of Patterson Fletcher," the store president said.

Before the 12-month trial, Patterson Fletcher had been "in and out" of television several years ago and was disappointed. Now the store is convinced, "If you want to use television, we think you have to believe in it thoroughly. I don't think any of us would open a store and then put three ads in the paper and sit back and expect business to come right in and continue to carry on at a good level until we again put in some more ads," Mr. Shirey said. Moreover, he decided "that we should not expect any more miracles from television than we do from a good newspaper ad . . . Television will not sell bad items nor ones that are untimely or incorrect for your constituency or improperly priced."

The store is using television to spotlight important events, Mr. Shirey continued, including storewide sales and regular "bread and butter items." A heavy salvo is planned for a new branch opening March 23.

Being on tv regularly is no picnic, Mr. Shirey was careful to warn listeners. It is very hard work. "We have weekly meetings on Wednesday from 2:30 to 4 or 5 p.m., he explained, "with the group charged with (1) putting on the show for the next week and (2) planning for the following two weeks. We find it necessary to work three weeks ahead." Meeting participants from the store are merchandising people, the advertising manager and the display manager. WANE-TV sends an announcer, production manager, program director and salesman.

In announcing the test last summer, it was agreed that Patterson Fletcher would make its findings available for benefit of other retailers.
Take the strongest local sports programming in the Carolinas; team it up with the stand-outs of both NBC and ABC. It figures—another winner in the format that's changing things in Charlotte television. Here in America's 25th largest television homes market you can get more for your advertising dollar on WSOC-TV.... One of the great area stations of the nation.

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton
N.W. Ayer opens New York radio-tv facilities

If the New York office of N.W. Ayer & Son had a frequency, it could go on the air. But lacking a spot on the spectrum, this office of the Philadelphia agency will stay in advertising.

Ayer engineers now are working out the last circuit "bugs" from a new tv-radio system that was two years in the planning. It was installed last month as the agency moved into its new quarters occupying the entire 11th floor of Rockefeller Center's latest building still being finished at 1271 Avenue of the Americas. Some 200 on Ayer's New York staff have seen the facilities in action as a closed-circuit "show," premiering a two-camera studio, control room, multiplex projection booth, theatre and adjoining conference rooms equipped with monitors. Executive offices also are connected for closed-circuit reception.

At the new address the Ayer tv-radio department is reunited with account servicing and public relations, which had been in a separate office since 1952. Ayer, now 90 years old, has had a New York office since 1903. Until now the agency rented a studio weekly for casting and pre-production commercial testing.

Steak audition • T. J. McDermott (1), vice president in connection with tv-radio, and George Reese, account executive, check practice shot of a Howard Johnson restaurant steak as seen on an office monitor.

Other end of cable • Connie White, producer of Johnson commercials, shoots a still of the Johnson steak in pre-storyboard test. At controls is Joe Goldstein, technical engineer, one of two IATSE members on staff.

New method for show measurement

Is it just as important for a tv advertiser to know whether his commercial harmonizes with his program as to know his quantitative rating? Does his program really say as much about him in terms of audience reaction as do his announcements?

The Institute for Advertising Research in Chicago thinks so in both cases—and last week buttressed its convictions with a revolutionary move.

IAR announced the development of a new system of evaluating tv shows based on measuring audience reactions and designed to supplement present numerical ratings. It thus extended its present copy test evaluation service to programming with a new television program analysis for advertisers and networks alike, according to James Witherell, executive director.

IAR will make available a qualitative report showing (1) how the show operates as a carrier for the company, product brand and form of commercial involved; (2) the appeal of program characteristics (characters, plot development, opening or close, etc., and (3) differences in appeal based on age, sex, social class, city size and location, if desired. The report is based on personal interviews within the framework of motivational research.

The tv program analysis is designed not only to test the program as a commercial carrier but also to examine how advertisements fit into the time segment—viz., whether spots harmonize in mood, and either bring welcome relief in a tense drama or merely provide "abrupt, annoying interruptions."

Though intended to serve as a guide for the advertiser, the service can also be used to analyze the program itself, individual commercials, spots in relation to the program and how they influence an audience, and progress of commercials and program over an extended period of time.

Network turndowns don't faze Shulton

Shulton Inc. thinks it has an irresistible appeal. George L. Shultz, president of the toiletries firm, still is determined to get the two-part documentary, Race for Space, on a network somehow.

After being turned down by all three, Shulton went back last week and knocked on all the doors again, trying to buy two hours for the films. Once again the answer was no. Networks like to do their own public affairs-news material. The toiletries manufacturer bought rights to Race from Producer David L. Wolper, who took "best documentary feature" prize at the 1959 San Francisco International Film Festival for the first hour of the pair, "The Missile."

Shulton still believes it can get the show on the air. No one last week would say how, but it is going back for a third round with the networks. So far Race has only been seen by private audiences.

Wesley Assoc. is agency for most Shulton products.

• Business briefly

Time sales

Big play • Colgate-Palmolive Co., in reportedly largest single purchase of season on NBC-TV's daytime schedule, and one of largest in network's history, signed 52-week order for five quarter-hours weekly of Play Your Hunch (Mon.-Fri. 10:30-11 a.m. EST), starting April 4. The show is a Goodson-Todman production in association with
Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly $116,000,000 per year!

Advertising isn’t the whole answer, of course, because the Fargo area is a fabulous one—the Nation’s No. 1 market in retail-sales-per-family. But it is significant that the four important food chains in the area all use WDAY-TV on a year-round basis.

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV
FARGO, N. D.  •  CHANNEL 6

Affiliated with NBC
PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

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

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

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

Glen Hanson speaks for Piggly Wiggly on “Bold Venture” on WDAY-TV
ON THE SPOT!
WITH THE BEST SPOT BUY
from
MAINE to NEW ORLEANS

• WLOB
and the Lobster Network
Portland and the state of
MAINE

• WARE
Ware, Worcester
Springfield, MASSACHUSETTS

• WHIL
Boston, MASSACHUSETTS

• WWOK
Charlotte, NORTH CAROLINA

• WJBW
New Orleans, LOUISIANA

Reaching a total population of
OVER 5,730,000
with a buying income of
$6,100,000,000

GET YOUR SHARE!
See your
National Representative

RICHARD O'CONNELL CO.
WLOB, WHIL, WWOK, WJBW
BREEN & WARD CO.
WARE

TARLOW
ASSOCIATES
SHERWOOD J. TARLOW, president

NBC-TV. It had not been reported last
week which of Colgate-Palmolive’s
three agencies would handle its order.

Picnic planning • Smith, Hagel &
Knudsen, N.Y., is checking radio avail-
abilities in 46 markets for Honda Con-
tainer Co., planning a holiday paper
plate and cup campaign. The agency
wants two-week schedules around Me-
morial Day and Independence Day, us-
ing minute transcriptions scored by
Mitch Leigh, president of Music Makers
Inc.

Hi Ho Silver • General Mills, Min-
neapolis, has signed a new contract for
The Lone Ranger extending through the
1964-65 season. The series has been
broadcast for this company’s products
since the program’s inception on tv in
1949. The new contract adds five years
to the current pact which expires in
September and assures the Jack Wrather
Organization, owner of the series, a
basic minimum income of approximately
$3 million in the next five years from this
and other domestic sources. The series
is currently on ABC-TV each Sunday at 5:30-6 p.m.
and on ABC-TV each Saturday at
11:30 a.m.-12 noon. The shows reach
an average of 10 million homes or
more than 21.5 million viewers per
week, Mr. Wrather said.

Seafood • Booth Fisheries Corp. (sea-
food products), Chicago, will spend
over $300,000 for a Lenten advertising
campaign, with approximately $15,000
allocated for radio in selected markets,
starting with Tello-Text in St. Louis.

Bulova in April • Bulova Watch Co.,
Flushing, N.Y., has set its timepiece
for an expected time signal re-entry into
spot radio (BROADCASTING, Feb. 1) this
spring (probably early in April). Bulova
has approved McCann-Erickson’s pro-
sal for the time signal package that
will bring back “B-U-L-O-V-A, Bulova
watch time” on the airwaves after an
11-year absence. The watch company
used the technique in radio for 23
years, giving up its franchise as it
moved into television.

Fourth lap • American Oil Co. (Amo-
co), via Joseph Katz Co., N.Y., has
picked up sponsorship for fourth con-
secutive year of CBS Radio’s broad-
cast of the Florida International Twelve
Hour Grand Prix of Endurance from
Sebring, Fla. Reports on progress of
the race will be broadcast at regular
intervals on Saturday, March 26, net-
work announced. Amoco trophy is
awarded to the winner of the race.

Bets on Paar • Elgin National Watch
Co., says its commercials on Jack Paar’s
nightly show on NBC-TV were out-
standing in building pre-Christmas sales
and dealer enthusiasm. Elgin will under-
write a variety special with Mr. Paar as
producer—star on that network, April
26, 10-11 p.m. Also, Elgin plans an-
other two specials next fall. This spring
there’ll be an increase in
Elgin participations in the nightly Paar
stanzas. Arrangements for Elgin’s spe-
cials were made with NBC by the ad-
vertiser, MCA and J. Walter Thomp-
son, N.Y.

Dart spots • New York-New Jersey
Retail Selling Assn. of Dodge Dealers
has announced a 20-week $200,000
ad campaign for the 1960 Dodge Dart.
Tv and newspapers will be used
by the association of 55 dealers in
New York, the Bronx, Westchester,
Rockland and northern New Jersey
areas. Starting about March 1 a tv cam-
paign of some 2 to 10 spots daily for
20 weeks will be seen on an unan-
nounced number of stations in New
York. Spots will reportedly call aten-
tion to a dart-throwing contest which
will have a Dart car as grand prize.
Agency: Cole, Fischer & Rogow, N.Y.

Tv for Muriel • Consolidated Cigar
Corp. (Muriel cigars) launching a tv
spot campaign in an unspecified num-
bles of markets, primarily using night
ID’s and station breaks. Agency: Len-
non & Newell, N.Y.

Spot and network • Peter Pan Founda-
tions Inc., N.Y., plans spot tv drive in
five major markets, running some 10
spots per week from mid-March to
early June. Also purchased is 13-week
spot participation starting in March on
ABC-TV’s Who Do You Trust. Agen-
cy: Ben Sackheim Inc., N.Y.

Plymouth buys • Plymouth Dealers
Assn. of Southern California is begin-
ning

‘Spotlog’
Participating spot announce-
ments are being carried at a rate of
more than 300 a week by the
three television networks. The
bulk of them are on ABC-TV,
Broadcast Advertisers Reports said
last week in announcing a new
weekly service, “Network Spot-
log”.

BAR said that in the week
ended Feb. 4 ABC-TV carried
243 announcements, NBC-TV 63
and CBS-TV 17. The total of 323
promoted 145 brands of 83 com-
panies.

BAR said “Spotlog” was de-
signed for stations and station
representatives, who traditionally
are sensitive to network activity
in the area of participating spots.
THINGS ARE POPulating

IN SACRAMENTO!

HERE IS DRAMATIC PROOF
OF KCRA-TV's MARKET VITALITY!

Based on a 10 year comparison of the country's fastest-growing TV markets! (1950-1959)*

<table>
<thead>
<tr>
<th></th>
<th>AVERAGE FOR U.S.</th>
<th>SACRAMENTO MARKET</th>
<th>ABOVE U.S. AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>POPULATION</td>
<td>Up 16.1%</td>
<td>1959—1,438,800</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Up 32.3% since 1950</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOUSEHOLDS</td>
<td>Up 19.6%</td>
<td>1959—447,300</td>
<td>96%</td>
</tr>
<tr>
<td></td>
<td>Up 38.5% since 1950</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INCOME</td>
<td>Up 51.2%</td>
<td>1959—$2,701,091,000</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>Up 65.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RETAIL SALES</td>
<td>Up 47.9%</td>
<td>1959—$1,797,190,000</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Up 39.8%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Source: Television Magazine

Now in our fifth consecutive year of unquestioned leadership

KCRA-TV

The Senator Says:
From sign on to sign off
Monday through Friday
KCRA-TV
42.3% of audience
Station X (second station)
32.4% audience
Station Y (third station)
22.4% audience

The Original Station Representative
Imn-pact
WITH THE
Inter Mountain Network

PRODUCT-MEDIA-AGENCY
THE IDEAL COMBINATION

A Great Advertising Agency
Arthur Meyerhoff & Associates, Inc.
Buys A Great Advertising Medium
(INTERMOUNTAIN NETWORK)
To sell a great product
DOUBLEMINT GUM
for
Wm. Wrigley Jr. Co.

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 Avery-Knodel Man

ting a $180,000 spot radio campaign, using stations in Los Angeles, Orange and Ventura counties, through Fuller & Smith & Ross, Los Angeles. One-minute spots, with full orchestra and chorus and specially written music, make up the campaign, which will stress various themes, beginning with Plymouth's prove-it-yourself economy test. Hamilton Nelson, FSR broadcast director, supervised production of the commercials. This spring campaign is part of year-long advertising by the Plymouth Dealers with an annual budget of over $250,000.

Return Dip • Kelvinator Div. (clothes washers) of American Motors Co., Detroit, resumes tv spot during the second week in March in 65 markets. The campaign is a continuation of week-long runs which started last October. Minutes and 20-second spots are used. The most recent schedule was during January. Agency, Geyer, Morey, Madden & Ballard, Detroit.

News switch • Standard Oil of Indiana, multi-million dollar regional broadcasting client, is dropping sponsorship of CBS World News Roundup on WBBM Chicago after 14 years and buying 2-minute newscasts on WGN, that city. According to the company's agency, D'Arcy Adv., the move will gain greater saturation and marketing impact in the Chicago area. Standard Oil is to sponsor news on the half hour, seven days per week, with about 120 commercial minutes as against 12 on the network five-days-per-week newscasts. The package will be for 52 weeks at a cost of approximately $200,000, double what it spent on WBBM. The change will not affect that company's news shows in the rest of its 15 midwestern and Rocky Mountain states distribution area nor its nightly newscasts on WBBM-TV, United Airlines and International Nickel Co. have bought CBS Roundup, effective upon Standard Oil's withdrawal at a yet-unspecified date, WBBM reports.

Sub for Reporter • Esso Standard Oil, N.Y., plans a radio spot announcement campaign, probably to start in a few months, in place of its 24-year-old Esso Reporter, which was dropped at end of last year on all radio stations except WCBS New York. Program was on 36 stations in 32 markets. At one time in its long career it was in more than 70 markets. Decision to abandon it (except in New York) is understood to have been based in part in belief that radio today puts such emphasis on news that Reporter had lost much of the stand-out value it used to have. The decision does not affect television's Esso Reporter, currently in 47 markets. Agency: McCann-Erickson, N.Y.

Agency appointments

- Family Products Div. of Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., appoints BBDO, N.Y., as its agency to handle Bromo-Seltzer effective April 1. The Bromo-Seltzer account, billing some $3 million yearly, had been serviced by Warwick & Ligler which has picked up additional Revlon billing (At Deadline, Feb. 15).


- Jewel Tea Co. (227-store midwest supermarket chain), Chicago, appoints Earl Ludgin & Co., that city, effective March 1.

- Vick Products Div. of Vick Chemical Co., N.Y., has named Sullivan, Stauffer, Colwell & Bayles, N.Y., to handle advertising for Vicks Cold Tablets, an account worth some $2 million in yearly billing. It formerly was serviced by Ogilvy, Benson & Mather, N.Y.

- Myzon Labs, Chicago, appoints Henri, Hurst & McDonald, that city, and its Canadian subsidiary. Myzon uses radio, tv, print and direct mail.

- Twill, a nutritional food supplement used in losing weight, appoints Wyse Adv., Cleveland, for Ohio, Indiana, Michigan and Kentucky. Media plans have not been announced, but Wyse says it expects to increase use of radio, tv, newspapers and direct mail.

- Quaker State Oil Refining Co. of California appoints Gumpertz, Bentley & Dolan, L.A. Kenyon & Eckhardt is Quaker State's national agency. The California subsidiary has not previously retained a separate agency. Campaign plans, budget and media selections are now being determined, according to the agency.
Behind every WRC local, national or international news report—the largest broadcast news organization in the world. Behind every WRC local weather forecast and bulletin, Frank Forrester—one of the nation's foremost meteorologists. Emphasis on strong local personalities and services... weather and traffic information, pertinent news of Washington, adult music... plus radio can deliver—it's all part of the Sound of the Sixties on WRC! Washington's buying public enjoys it. City-wide and world-wide, they're tuned to... THE CLIMATE: AT HOME AND ABROAD

Sound of the Sixties on WRC

WRC NBC OWNED 980 IN WASHINGTON, D. C. SOLD BY NBC SPOT SALES
WORLD SERIES RADIO-TV PACT

Rights cost Gillette $3.75 million yearly

Gillette Safety Razor Co. and NBC have tied up broadcast rights to the World Series through 1966.

Beginning in 1962 it will cost the sponsor $3.75 million a year for a package containing the World Series and one All Star Game. At present Gillette is spending $3.25 million a year, plus $250,000 for the second All Star Game, inaugurated last year. Rights to any second All Star matches have been optioned under the new contract and will cost extra, bringing the yearly fee to $4 million or more.

The announcement was made last week by Baseball Commissioner Ford Frick at a news conference in Clearwater, Fla. A. Craig Smith, vice president of Gillette, and Tom Gallery, NBC sports director, were present.

There was speculation at the time of

Modess' further buys hinge on test results

Personal Products Corp., currently sponsoring a weekly program for Negro women on 33 stations, on behalf of Modess sanitary napkins (Broadcasting, Feb. 8), apparently is waiting for full results from its 13-week purchase before entering additional markets. Emanuel Glucksman, producer of the show, At Home With Alma John, indicated last week that listener response has been good, but "we will see how it goes for the 13 weeks" before adding more stations.

Broadcasting’s Feb. 8 story attributed to Mr. Glucksman a statement that attorneys for Personal Products had received “approval” of the commercial from both the FCC and the FTC. Broadcasting has since learned that it was Mr. Glucksman’s own attorney who had approached the federal agencies on the commercials, and that although they found no legal objections, they did not “approve” them. Neither agency approves or disapproves commercials in advance of broadcast.

the announcement that perhaps NBC and Gillette could work out their differences about continuing the Friday Night Fights beyond June. Both sides denied that extending the World Series deal could affect their positions on the fights. Gillette wants to go on with the fights on the current 32-week basis. But NBC has been reported ready to drop them after spring.

Gillette has sponsored the World Series on radio and tv since 1939. NBC-TV has had the event since the first series telecast in 1947. NBC Radio, which has broadcast the series for Gillette the last three years, is included in the new pact. The old one covers 1957 through 1961.

The first Gillette-backed radio Series in 1939 cost $100,000 and sold 2½ million razors. Since then Gillette has been heavily committed to sports broadcasting, concentrating in recent years on baseball, bowling, boxing, football and horse racing.

Maxon Inc., Detroit, is Gillette’s advertising agency.

• Also in advertising

New office • Campbell-Mithun, Inc., Chicago and Minneapolis advertising agency, has opened an office in Baltimore. The new facility will service the eastern division of the Hamm Brewing Co. and will be headed by Robert Preston. Jim Saunders will handle the tv and radio production, including the Baltimore Orioles broadcasts, to be sponsored by Hamm’s.

Balance sheet • Needham, Louis & Brorby, Chicago-based agency, had total billings of $38,430,044 and a net profit of $248,538 in 1959.

The figures, announced at the annual employee meeting by President Maurice H. Needham, include the highest billings in the agency’s 35-year history, with increases for the ninth straight year. Profits were up 22% over those for 1958.

WORLD SERIES RADIO-TV PACT

Rights cost Gillette $3.75 million yearly

Gillette Safety Razor Co. and NBC have tied up broadcast rights to the World Series through 1966.

Beginning in 1962 it will cost the sponsor $3.75 million a year for a package containing the World Series and one All Star Game. At present Gillette is spending $3.25 million a year, plus $250,000 for the second All Star Game, inaugurated last year. Rights to any second All Star matches have been optioned under the new contract and will cost extra, bringing the yearly fee to $4 million or more.

The announcement was made last week by Baseball Commissioner Ford Frick at a news conference in Clearwater, Fla. A. Craig Smith, vice president of Gillette, and Tom Gallery, NBC sports director, were present.

There was speculation at the time of

Modess' further buys hinge on test results

Personal Products Corp., currently sponsoring a weekly program for Negro women on 33 stations, on behalf of Modess sanitary napkins (Broadcasting, Feb. 8), apparently is waiting for full results from its 13-week purchase before entering additional markets. Emanuel Glucksman, producer of the show, At Home With Alma John, indicated last week that listener response has been good, but “we will see how it goes for the 13 weeks” before adding more stations.

Broadcasting’s Feb. 8 story attributed to Mr. Glucksman a statement that attorneys for Personal Products had received “approval” of the commercial from both the FCC and the FTC. Broadcasting has since learned that it was Mr. Glucksman’s own attorney who had approached the federal agencies on the commercials, and that although they found no legal objections, they did not “approve” them. Neither agency approves or disapproves commercials in advance of broadcast.

the announcement that perhaps NBC and Gillette could work out their differences about continuing the Friday Night Fights beyond June. Both sides denied that extending the World Series deal could affect their positions on the fights. Gillette wants to go on with the fights on the current 32-week basis. But NBC has been reported ready to drop them after spring.

Gillette has sponsored the World Series on radio and tv since 1939. NBC-TV has had the event since the first series telecast in 1947. NBC Radio, which has broadcast the series for Gillette the last three years, is included in the new pact. The old one covers 1957 through 1961.

The first Gillette-backed radio Series in 1939 cost $100,000 and sold 2½ million razors. Since then Gillette has been heavily committed to sports broadcasting, concentrating in recent years on baseball, bowling, boxing, football and horse racing.

Maxon Inc., Detroit, is Gillette’s advertising agency.

• Also in advertising

New office • Campbell-Mithun, Inc., Chicago and Minneapolis advertising agency, has opened an office in Baltimore. The new facility will service the eastern division of the Hamm Brewing Co. and will be headed by Robert Preston. Jim Saunders will handle the tv and radio production, including the Baltimore Orioles broadcasts, to be sponsored by Hamm’s.

Balance sheet • Needham, Louis & Brorby, Chicago-based agency, had total billings of $38,430,044 and a net profit of $248,538 in 1959.

The figures, announced at the annual employee meeting by President Maurice H. Needham, include the highest billings in the agency’s 35-year history, with increases for the ninth straight year. Profits were up 22% over those for 1958.
NTA's "THE PLAY OF THE WEEK" NOW AVAILABLE ON A MARKET-BY-MARKET BASIS
THE MEDIA

FEDERAL CONTROL ISSUES HEARD

NAB-state broadcasters’ conference tackles industry problems

The spectre of federal program control within a year hovered last week over NAB’s third annual meeting of state broadcast associations.

Forty-six states and Puerto Rico were represented at this Washington conference, held Feb. 24-25 by NAB to bring “grass-roots support” at what President Harold E. Fellows described as a critical moment in broadcast history.

Two days of speech-making and discussions included:

- A charge by FCC Chairman John C. Doerfer that the House Oversight Subcommittee’s program-control legislative proposals “are definite threats to the American concept of freedom of expression for mass media.” (Story page 50.)
- A defense by President Fellows of NAB’s abandonment of the original Justin Miller doctrine of First Amendment protection against FCC entry into program regulation (see details page 48).
- A call for participation in the NAB code structure (tv code and radio standards) as a way of demonstrating to Congressional and bureaucracy advocates that self-regulation really works.
- Adoption of a resolution suggesting station contracts specify that advertisers and agencies are conforming to code provisions.
- Calls from Comr. Robert E. Lee and civil defense officials for support of communications projects designed to save lives in case of enemy attack—

State delegates in capital • Forty-six states and Puerto Rico were represented at third annual NAB Conference of State Association Presidents, held Feb. 24-25. They heard solemn warnings of regulatory and legislative troubles ahead and discussed local aspects of broadcast problems.


Sixth row—Jason T. Pate, WASA Havre de Grace, Md. (includes D. C.) and John L. McClay, WJZ-TV Baltimore; Edward L. B. Osborne, WBCU Union, S. C. (Louis M. Neale Jr., WBEU Beaufort, S. C., not in photo); Francis J. Matrangola, WCMC Wildwood, N. J.; Thomas Chauncey, KOOL Phoenix, Ariz.; Thomas P. Bashaw, KFPS Wichita, Kan.; Thomas A. Rogers, WCLT Newark, and Carlton S. Dargusch Jr., Columbus, both Ohio; Richard P. Hogue, KXTV Sacramento, Calif.
THE PLAY OF THE WEEK

For the most lauded and applauded series on television...39 Great Plays...each almost 2 hours long ... with towering performers, top directors, brilliant playwrights on “Living Tape” or Film Recording.

Wire, Phone, Write

Harold Goldman, Executive V. P., NTA,
250 No. Canon Drive, Beverly Hills, Calif., CRestview 4-8781

Walt Plant, Mid-West Div., NTA,
612 No. Michigan Avenue, Chicago, Ill. Michigan 2-5561

Berne Tabakin, West Coast Div., NTA,
250 No. Canon Drive, Beverly Hills, Calif., CRestview 4-8781

E. Jonny Graff, East Coast Div., NTA,
10 Columbus Circle, New York, N. Y., JUDson 2-7300

NTA
A subsidiary of National Theaters and Television, Inc.
Conelrad, for example.

In a way, the NAB-sponsored meeting was a trial run for the annual industry convention to be held April 3-6 in Chicago.

President Fellows delivered the keynote address, pointing to the solemnity of the Washington predication confronting broadcasters. Key NAB staff executives followed with detailed accounts of Congressional, regulatory and miscellaneous efforts to harness broadcasting with assorted government controls. These were classed as opportunistic attempts to take advantage of quizzing and payola publicity.

"Our lives are in the balance," President Fellows said during the final afternoon's discussion. "We must demonstrate that self-regulation under the code structure is effective."

Answering a state association official who felt the standards are outmoded in their commercial time limits, Mr. Fellows asked, "Do you want the government to write the codes? Do you think you would get three minutes commercial time in a quarter-hour under a government code?" Then he added, "A minority who run shoddy operations are spoiling it for the rest of the industry."

A dozen staff executives from NAB headquarters took part in discussions held at the annual Voice of Democracy Awards luncheon. Howard H. Bell, assistant to the president, presided. Staffers included Thad H. Brown Jr. and John F. Meagher, respective tv and radio vice presidents; Douglas A. Anello, chief counsel; Charles H. Tower, economist-broadcast personnel manager; Prose Walker, engineering manager; Vincent T. Wasilewski, government relations manager; John M. Countryman, public relations manager; Richard M. Allerton, research manager; Everett E. Revercomb, secretary-treasurer; William Carlisle, station relations manager; Edward H. Bronson, tv code director, and Harry H. Ward, assistant director.

Mr. Fellows pointed to the horrors facing broadcasting and the nation as a whole if self-regulation is a failure. Referring to the "temptations" that now beset the names of Sam as moves for program control are heard in Washington, he said, "Uncle Sam is a great old guy, but he'd be a mighty poor program director."

What Difference • He added, "What difference will it make a hundred years from now? Well, the same difference it made over 200 years ago—when John Peter Zenger went to jail to preserve freedom of the press. The difference it will make is that some itinerant Castro or Khrushchev or Tito or Hitler will not be the license of the station you now operate, and your free listeners and viewers their helpless subjects."

Mr. Fellows said the year 1960 offers the greatest opportunity that broadcasters probably have ever had to prove the workability and the desirability of self-regulatory processes. In recent weeks, he reminded, there has been a tremendous revival of interest on the part of broadcasters, in the Radio Standards of Good Practice and the Television Code. "Self-regulation in this and any other professional pursuit must feed upon the sincere desire of the participant toward improving performance, and not be moved alone at the instigation of government inquiry," he commented.

Recalling the FCC hearings on its authority over broadcasting, he said there has been "some confusion about the precise position the NAB took" (Broadcasting, Feb. 1). He ascribed this in part to "the fact that the hearings themselves were reported by some publications" and in part to "the fact that there appeared to be some inconsistencies between my direct testimony and my cross-examination."

(See story page 48.)

Shortly after the state meeting opened, a resolution was offered expressing approval of NAB's position on the FCC's authority over programming. This was tabled for the time being. An hour later another resolution, adopted unanimously, deplored abuses of public trust "on the part of a few." It regretted adverse results and specified the 47 state delegates oppose any action "which would result in supervision or control by government of radio and television programming." The resolution pledged support of industry self-regulatory efforts, including the tv and radio codes.

Two other resolutions were adopted. They (1) suggested state presidents recommend to member stations inclusion in contracts of conditions requiring advertisers and agencies to state they are conforming to the radio and tv codes. and (2) commended NAB's efforts to strengthen the state association structure and to promote liaison between state groups and the national association.

WNEW, tv networks get brotherhood award

The 1960 Brotherhood Awards in radio-tv went to WNEW New York and the three television networks for "outstanding contributions to the cause of brotherhood". The National Conference of Christians and Jews conferred honors on all media at a New York Brotherhood Week luncheon Feb. 18. The awards were in recognition of work done in 1959. Winners of the National Brotherhood Award in radio and television were: WNEW's News Closeup, for its two programs "The Brownsville Tenement Fire, July 28th" and "The Integration of the Glendale Schools"; ABC-TV's documentary program The Splendid American; NBC-TV's telecast For White Christians Only; CBS-TV's Armstrong Circle Theatre for its production of "35 Rue du Marche"; and for Its The Lost Class of '59 produced by Edward R. Murrow and Fred W. Friendly.

New Mexico youth wins Voice of Democracy

Fifty-one state and territorial winners in the 13th Voice of Democracy broadcast script contest were Washington guests of industry sponsors last week and attended the annual luncheon. National winner was Richard J. Smith, 16, of Albuquerque, N. M., who received a $1,500 scholarship.

FCC Chairman John C. Doerfer presented the award to the winner. Dr. Lawrence G. Derthick, U. S. Commissioner of Education, introduced the 51 state winners. Luncheon speaker was Rep. Daniel K. Inouye (D-Hawaii).

Sponsoring the contest are NAB, Electronic Industries Assn. and state broadcaster associations in cooperation with the Veterans of Foreign Wars. Delegates attending the annual conference of state broadcasters' associations were guests at the luncheon (see state story, page 44).

Weathercaster seals

The American Meteorological Society, Boston, has presented its newly-established seal of approval to 15 tv and 6 radio weathercasters. The seals are awarded on a basis of informational and educational value, audience interest and professional attitude. The society's professional members within the local area of the applicant in addition to board members participate in rating the applicant's weather program. Prof. Kenneth H. Jehn of the U. of Texas and KTBC Austin is chairman of the society's board on radio and television. The first seals of approval have been presented to:

Seal of approval for Television: Milton F. Barlow, WTIC-TV Hartford, Conn.; Ceci L. Carrier, KTBN-TV Wichita, Kan.; Warren A. Culbertson, WSB (TV) Chicago; Robert T. Freeman, WCKY-TV Oklahoma City; Robert L. Hendrick, WTCI-TV; Chester H. Hosley, WFBG-TV Allisonia, Pa.; George M. Howe, WTVT-Tv; Dorothy E. Kent, WIBI-TV Boston; Peter M. Kuhn, WHA-TV Madison, Wis.; Roy L. Leevy, Jr., WTVT-TV Tampa, Fla.; James M. Macdonald, WTCI-TV; Frederick P. Ostby, Jr., WTIC-TV; Milton A. Strauss, WISC-TV Madison, Wis.; Gordon B. Weis, KRCA-TV Hollywood, Calif.; Joe H. Wolters, WSFA-TV Montgomery, Ala.


BROADCASTING, February 29, 1960
Good Grip on the Market

The Ralph Nelson Show on WELI, New Haven, 1:30-6 p.m. Sunday through Friday, is a welcome, friendly, music and news session that treats people as human beings, and has won a remarkably responsive audience throughout New Haven County and Eastern Long Island. People write Ralph: "We feel we know you". Each day's show is another opportunity for Ralph to "keep people company".

Be a Ralph Nelson sponsor! Sell the largest radio audience in New Haven County and Eastern Long Island! There's more business on BIG WELI!

WELI
New Haven, Conn.
5000 watts  960 kilocycles

National: H-R Representatives, Inc.; Boston: Harry Wheeler
HOW BIG A CHANGE IN NAB POLICY?

None, says Fellows now, but his new version differs from his

Just where does the NAB stand on the question of FCC

surveillance of programming?

Harold E. Fellows, NAB president, spent a day answer-

ing that question before the FCC at its programming hear-


Last week he felt the need to clarify his testimony be-

cause there had been "some confusion" about the position

that the NAB took before the FCC. In a speech to presi-

dents of state broadcasters associations (story page 46),

Mr. Fellows said that part of the confusion was created by

"the manner in which the hearings themselves were re-

ported by some publications" and part by what "appeared
to be some inconsistencies between my direct testimony and

my cross-examination."

No publication gave more thorough coverage to the FCC

hearings and to Mr. Fellows' testimony than BROADCASTING.

In further application of the magazine's policy of complete

reporting, Mr. Fellows' clarifying remarks are presented

below. And that report is followed by pertinent extracts

from the transcript of Mr. Fellows' testimony—which still

stands as the official position of the NAB before the FCC.

—The editors.

The audience that Mr. Fellows chose for his latest statement of

NAB policy comprised heads of 46 state associations of broadcast-

ers and one territorial association (Puerto Rico) who met in Wash-

ington last week. Here is what Mr. Fellows said:

"There has been some confusion about the precise position that the Na-

tional Assn. of Broadcasters took before the Federal Communications Com-

mission in these hearings, a part of this confusion growing out of the manner in

which the hearings themselves were re-

ported by some publications and a part

emerging from the fact that there ap-

peared to be some inconsistencies be-

tween my direct testimony and my

cross-examination. This is as good a

place as any, before broadcasters who

have come to this city from the far

reaches of the nation, to reiterate our

position once and for all.

"Here is the position that we at the

National Assn. of Broadcasters took

about this matter of program surveil-

lance or direction or administration or

intrusion, whatever you want to call it.

"We told the Commission that we

felt that the requirement that broad-

casters, either in the original applica-

tion or in the application for renewal,

should set forth in percentages the
categories of programs they promised
to broadcast to their audiences repre-
sented an intrusion bordering on cen-

sorship.

"We said that we felt such percent-
age requirements should be eliminated

from the original application and the

application for renewal.

"We said we believed that the idea of promise and performance implicit in the procedure now ostensibly pursued by the licensing authority suggested not only prior restraint, but also subsequent punishment, and thus constituted a potential abridgement of the First Amendment.

"We said we believed that satisfac-
tion of the public interest, convenience, and necessity as required in the law

enabling the licensing of broadcasting

stations is the clear responsibility of the

licensee himself.

"We said, in effect, that we felt that

about 5,000 broadcasters resident in the

communities of their own interest

throughout the nation are better qualified to determine what programming

was to go on the air to satisfy the needs

and wants of their audience than a

Government body of seven men—or

any other body located in Washington

or any other central place.

"We said, by way of implementation,

that we felt that the Commission could

ask the broadcaster—and remain within

the law—to file with the Commission at

the time of renewal of his license a

narrative statement reporting to the

Commission how he had consulted the

public interest during the course of the

preceding three years.

"In narrative form, the broadcaster

would indicate the nature of his partici-
pation in the civic life of the community in which his station is located.

Upon this he would predicate his evalu-

ation of the wants and needs of his

audience. This evaluation would deter-

mine his program policies. The particu-

lar format he would employ would be

the result of his own judgment. The

The witness • Harold E. Fellows, NAB

chief counsel, is shown here as he testified

before the FCC at its programming hearing


president, is shown here as he testified

before the FCC at its programming hearing


chief counsel who reportedly had a

strong hand in shaping the current

NAB policy on government authority

over broadcasting, is partially shown at left.

Mr. Anello sat at Mr. Fellows' side during the FCC presentation.
Commission, therefore, would not consider individual programs or categories of programs in granting or denying a license other than those that would clearly violate existing laws. Rather, it would be judging a licensee on the basis of his responsible service to a responsible portion of his community as determined by that licensee.

"If, in its review of such narrative reports, the Commission should find no evidence of a bona fide effort on the licensee's part to respond to the wants of a responsible element of the community, then there would arise such question concerning the licensee's character that the Commission should investigate the matter further.

"This was the burden of what we said, although it took 15,000 words to make the point.

"Among those words were these:

"(1) 'Any broadcaster who would defy the public interest by condoning such practices as "payola" and "quiz rigging," deliberately would not stand the test of public responsibility which we are recommending.'

"(2) 'In effect, what we have said here is that we believe the government should stay out of programming per se—that self-regulation by the broadcasting industry, even with its limited sanctions, is more in keeping with our democracy than government control, whether by lifted eyebrow or by lifted mace.'

"(3) 'We do not believe that new rules are needed by the Commission to satisfy itself with respect to the licensee's sense of responsibility in meeting the public interest. A narrative report, as we have suggested, should give the Commission a clearer idea of the broadcaster's seriousness of purpose than now is available— and obviate the recurrent temptation to censor, or to supervise, if we may put it in softer language.'

"(4) 'We believe the Commission should abandon the idea of reviewing "performance" insofar as such review concerns itself directly with program content.'

"(5) 'The First Amendment states not only a fundamental principle of law but also a fundamental philosophy representing the thinking of the public of this country. We believe that there is general agreement on the fact that legalistic notwithstanding, the basic philosophy of this country is that even if government could regulate programming, it should not.'

"This states as clearly as we know how to state it the feeling of the National Assn. of Broadcasters that the federal government should stay out of programming in American broadcasting. . .

"Have we said anything new here? No indeed, we have not. We started taking this position as an association at least 30 years ago, when the first struggling efforts were made to establish a system of self-regulation in radio broadcasting. We have maintained consistently, before the Congress and the Commission and before other interested government bodies and private groups, ever since that time, that the intrusion of government into programming is a terrifying dangerous experiment, with unusual possibilities of damage to the public interest.'

"Mark Ethridge said it in 1941, at a convention of the National Assn. of Broadcasters held in St. Louis, when a former chairman of the Federal Communications Commission, James Lawrence Fly, made that famous reference to us as 'a dead mackerel in the moonlight.'

"Neville Miller said it back in 1943. "Judge Justin Miller said it in commenting on Bluebook, that abortive endeavor by a few ambitious people at the Federal Communications Commission to get into the business of program direction. That was in 1947. He said it again in 1952, during hearings on Capitol Hill. "And I said it again, a few weeks before this meeting, when I appeared before the Federal Communications Commission.'

**Mr. Fellows' Identification of Present Policy**

Mr. Fellows' identification of present policy with that of Justin Miller's time was not as apparent in his testimony before the FCC as it was in his speech last week.

In his prepared testimony he said that although the FCC could not control or scrutinize programming "per se," the NAB felt it proper for applicants to submit narrative reports on general performance in seeking new grants or license renewals (Broadcasting, Feb. 1). This struck the FCC hearing attorney and some commissioners as a deviation from the association's former stand.

In questioning Mr. Fellows after he finished reading his prepared statement, Ashbrook Bryant, FCC attorney, tried to find out how the new NAB position compared with positions the association had taken in the past.

Mr. Bryant quoted this NAB testimony, by an unnamed witness, at congressional hearings in 1934: "It is the manifest duty of the licensing authority, in passing upon applications for licenses or the renewal thereof, to determine whether or not the applicant is rendering or can render an adequate public service. Such service necessarily includes the broadcasting of a considerable proportion of programs devoted to education, religion, labor, agriculture, and similar activities concerned with human betterment."

Mr. Fellows said that statement differed from the current policy.

**The Miller Doctrine**

Mr. Bryant then quoted from testimony by Justin Miller, then president of the NAB, before the Senate Commerce Committee June 17, 1947. Mr. Bryant read these two questions by Sen. Wallace White, who was chairman of the committee at the time and these two answers by Judge Miller:

Sen. White asked: "I would like to have your view as to whether, in reaching a conclusion as to the public service or the want of public service being rendered, the regulatory body has a right to look at the programs and has any control whatsoever over the programs they send out."

Judge Miller answered: "I think it has not."

Sen. White asked: "So you would say that the quality of the programs has nothing to do with the question of whether a public service is being rendered or is not being rendered."

Judge Miller said: "I do. Unless it goes so far as to constitute an obscenity* or incitement to crime or something like that which is well within the limits which have been placed upon the freedom of speech generally."

**In Between**

Mr. Bryant noted that the position taken by Judge Miller in 1947 was markedly different from that taken by the association in 1934. He said to Mr. Fellows: "I gather that the position you are stating here today is somewhere midway between those two views."

Mr. Fellows said: "I think I stand just as Judge Miller stood in that statement, sir." Then he added: . . .

"We do not say that the Commission has no right to investigate the programming content of any station. We start from saying that before the man is given a license or a renewal that he should state what manner he has pursued in attempting to determine the public interest, convenience and necessity, the wants, the needs of that particular community which he chooses to serve or to continue to serve. "Then he states the manner in which he proposes to meet these wants and desires; or, if he is then up for renewal, he proposes the manner in which he has met them . . .

"I cannot see how it [the FCC] can properly determine whether or not the man has met the public interest, convenience and necessity, unless it concerns itself with his overall program structure . . ."

**Almost, Not Quite**

A clearer distinction between the NAB position described by Mr. Fellows and the position taken formerly by Judge Miller was sought, later the same day, by FCC

---

*In the transcript of the FCC hearings the words "an obscenity" were incorrectly reported as "a vicecity."
Comr. T.A.M. Craven.

"As I understood your response to Commission counsel," said Mr. Craven, "you adopt the legal philosophy expressed by Justin Miller when he was president of the NAB?"

Mr. Fellows said: "Commissioner Craven, basically, when he read the philosophy, I am entirely in agreement with one point, the first part of that. The second portion of what he reads stops me. There is a question there. I think this is in the questionable area."

Mr. Craven asked no other questions.

Here are some other comments that Mr. Fellows made in response to various questions put to him by Mr. Bryant: "... I do not advocate the doing away with logs, or the doing away with the Commission's access to the entire program content of any given facility in any way, shape or manner. I am simply insisting and trying my very best to see that I do not get involved in any statement or any answer to you that diverts one iota from the position that the Commission should not be concerned with the individual program content of a station..."

"... Now, I do say, sir, in somewhat the same manner, that the Commission should have access to this man's complete program structure, because I do not see how else they can determine whether or not this man has completed his job in the public interest, convenience and necessity."

Interim Reports • When FCC Comr. Robert Bartley questioned Mr. Fellows, the question of three-year license periods came up. Mr. Bartley said he thought the period was an "awful long

Hands off programs, says Doerfer

Chairman Oren Harris (D-Ark.) and the House Oversight Subcommittee pose a threat to free speech in their program-control ideas, according to FCC Chairman John Doerfer.

Addressing the NAB-sponsored Conference of State Association Presidents Feb. 25, Chairman Doerfer "respectfully" disagreed with the Subcommittee program proposals. He disagreed, too, with some of NAB's new ideas about how far FCC regulation should go.

His address to the NAB forum indicated he would not go as far as President Harold E. Fellows in permitting FCC review of station programs and overall program balance, judging by Mr. Fellows' direct testimony and cross-examination during the hearings.

The FCC chairman found grave danger to democratic freedoms in some of the Oversight Subcommittee's legislative recommendations as well as some of the ideas submitted during FCC's recent program hearings. (See analysis of President Fellows' hearing testimony and his Feb. 24 address to state presidents, page 46.)

Rule of Reason • Chairman Doerfer's first observations on the current broadcast crisis since his return from a Florida rest were based on his belief that "reasonable measures" should be adopted to prevent deception in broadcasting. But he took direct issue with charges of "widespread corruption" in broadcasting, calling them "canards and gross exaggerations."

Naturally there can be no valid objections to laws making deception of viewers or listeners or quiz-rigging a criminal offense, he said, explaining this would not increase FCC's load but might make work for the courts and Dept. of Justice. He recalled that the Commission had proposed a fraud law last Feb. 10 (Broadcasting, Feb. 15) and also had issued a proposed rule-making designed to prevent such deception.

Chairman Doerfer reiterated his proposal that the Communications Act should be amended to authorize sanctions less severe than total revocation of license as punishment for wrongdoers, contending destruction of thousands or millions of dollars in broadcast properties is too harsh in cases where a fine would be suitable punishment. He said the revocation remedy remains "drastic." But he explained "these shortcomings have been weighed against the greater and more paralyzing evil - government paternalism, then bureaucracy and ultimately the autocracy of a benevolent despot or irresponsible dictator. In that order, the paths to oblivion for a freedom-loving people are inevitable. That's the price you pay."

Chairman Doerfer said those who want the government to place "a heavy finger in the balance of conflicting public interest are the same ones to decry the majority public taste as being a sort of an obnoxious lowest common denominator. He said in the long run basic American concepts produce "more good men to provide for more benefits for more of the people than any other system."
THE JACK WRATHER ORGANIZATION is proud to announce
A 5 YEAR RENEWAL BY
GENERAL MILLS, INC.
FOR
THE LONE RANGER

THIS MEANS
16 CONTINUOUS YEARS ON NETWORK TELEVISION (LONGEST RUN IN TV HISTORY)

No. 1 Week-end Daytime Show
44% Average Share of Audience
10,298,000 Average Total of Homes Weekly
and more than
22 MILLION VIEWERS WEEKLY
Federal Trade Commission chairman.

FCC Chairman, Rep. L. B. Harris (D-Miss.), and Sen. George M. Magnuson (D-Wash.), attacked radio and television executives who havetoyed with the idea of spinning off local radio and TV stations to large chains in order to satisfy the public interest.

Both made it clear that the FCC could not be expected to stand by and let NBC arbitrarly grab for itself a television audience that it has built up for them. "There has been no difference," said Mr. Fellows.

In its brief announcement, NBC made no mention of the reported $7.5 million ($6.9 million plus accounts payable) it paid for the Pabst­Ingrum­Paley station.

Immediately after disclosure of the NBC-KTVU deal, the owner of NBC-affiliated KRON-TV in San Francisco announced that: "We are not going to stand still and let NBC arbitrarily grab for itself a television audience that we have built up for them." Here is what has happened as a direct result of the Philadelphia consent decree last fall (Broadcasting, Sept. 28, 1959):

- Tax-free exchange of NBC's WRCV-AM-TV Philadelphia for RKO General's Boston properties, WNAC-AM-FM-TV.
- Sale of WRCV-AM-FM-TV Washington by NBC to RKO General for $11.5 million.
- The NBC purchase of KTVU (the network owns KNBC-AM there).
- Spirited bidding by multiple owners for RKO's present Washington stations, WMJZ-AM-FM.
- Last week's announcement was the first public disclosure by NBC that it had been negotiating for a San Francisco station, although progress of known negotiations had been followed closely (Closed Cirtuit, Feb. 8, et seq.) In notifying the FCC of its intended deal with RKO, NBC said consent was contingent upon the network acquiring a TV station in a suitable market (Broadcasting, Jan. 25). The KTVU purchase contract was signed by R. A. (Buddy) Sugg, NBC executive vice president in charge of owned stations.

Remaining Obstacles • Several important steps must be negotiated before these transactions can be completed. Number 1: NBC must secure approval by the Dept. of Justice before it can buy or exchange a TV station in any of the country's top eight markets (which include Philadelphia and San Francisco).

Under terms of the consent judgment, Justice has 30 days to approve or disapprove any NBC deal after notification by the network. NBC is expected to so notify the department immediately since its contract with RKO has an April 2 expiration date. A Justice spokesman said Thursday that upon receiving NBC notification of the proposed deals, it would send an investigator to the cities involved.

Justice can either (1) state that it has no objection to the transfers or (2) conclude that they would be in violation of the consent decree and file a formal complaint with the Philadelphia circuit court. Justice approval is required under the consent decree to assure itself NBC did not use its affiliation power to "coerce" anyone into selling or exchanging a station, the principal charge in the suit leading to the consent judgment. (The suit grew out of NBC's swap of its Cleveland radio-TV stations for Westinghouse Broadcasting Co. Philadelphia properties, plus $3 million in 1955.)

It is not known whether Justice would lend an attentive ear to the complaint of KRON-TV, owned by the San Francisco Chronicle. Charles DeYoung Theriot, president and operating head of KRON-TV, wasted no time in lambasting the proposed NBC buy. He pointed out that the Chronicle station has been an NBC-AM affiliate since going on the air in 1949. NBC's attempt to "grab" the network audience, he charged, "raises questions of whether any TV station can survive against the economic power in the hands of the networks. These are serious issues, directly affecting the public interest. We believe these issues should be aired, and we intend to take steps to air them."

NBC first attempted to buy KRON-TV prior to contracting to buy KTVU.

FCC Role • Once the Justice Dept. has cleared the NBC deals in Philadelphia, Boston and San Francisco, the network will seek approval from the FCC, a necessary step before consummation. KRON-TV can seek an audience before that agency to protest the San Francisco deal as a party in interest.

KTVU, whose ch. 2 actually is allocated to Oakland across the Bay, is owned 25.005% each by William D. Pabst, Ward D. Ingram and Edwin W. Pauley; 19.79% by Willet H. Brown, and 4.94% by Stoddard P. Johnston.

The station went on the air in March 1958 and the principals involved represent a merger of former competing applicants in a comparative hearing.

A by-product of the RKO General buy of the WRC stations would be a required disposal of WGMS-AM-FM.
The quality touch plays a vital role here in the nerve center of a modern telephone exchange as signal-seeking impulses scan open circuits to provide automatic dialing. In today's better television and radio stations there is also a quality touch...a prime ingredient in so many facets of their operation.
which it acquired in 1957 for $400,000. Gordon B. McLendon has bid $1.5 million for the good music outlets and another offer of $1.75 million reportedly has been made. Several groups have been mentioned in the bidding for the station, including Crowell-Collier and Meredith Publishing Co.

Still another possible stumbling block facing consummation of the multiple deals is an FCC inquiry, on the staff level, regarding RKO General’s ownership interest in CKLW-AM-TV Windsor, Ont., Canada, adjacent to Detroit (CLOSED CIRCUIT, Feb. 22). RKO acquisition of WRC-TV would give it the FCC limit of five vhf tv stations, not including the Canadian outlet. RKO owns WOR-AM-FM-TV New York, KJH-AM-FM-TV Los Angeles, WHBO-AM-TV Memphis and KFRC-AM-FM San Francisco in addition to the Washington, Boston and Canadian properties. Thomas F. O’Neil is president of RKO General and John Poor heads the broadcast properties.

Changing hands
ANNOUNCED The following sale of station interests was announced last week, subject to FCC approval.

* KTVU(TV) Oakland-San Francisco, Calif.: Sold to NBC for $7.5 million. See story, page 32.

**SOUTHWEST**

Fulltime regional. One of the fastest growing large markets—has all the ingredients of a real winner. $75,000 down and good terms can be arranged.

**NEW ENGLAND**

Excellent daytime facility in thriving medium size market. Showing good profit and has valuable land and building. $75,000 cash and 6 year payout.

**SOUTH**

Specialized daytime in top 100 market. Excellent potential. Only $30,000 down and liberal terms.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Steck
Washington Building
Sterling 3-4341

MIDWEST
H. W. Cassill
William E. Ryan
33 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Holaday Building
Jackson 2-1276

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
Crestview 4-2770

$300,000

$200,000

$120,000

54 (THE MEDIA)
What a day this has been—and this last hour has been murder. Let's see, spot number 36 is on that ET—must cue this one up before the newscaster calls for the break. Oh, I almost forgot—spot 37 follows and it's on that tape we recorded yesterday. Now where is that tape? With all these tape reels and discs cluttering the control room I'm lucky to find anything in the world! The ET and its tape is next. How the heck do we get the ET spot tape is next? OH-OK—time for the ET spot. OH-OK—time for the ET spot. Next time, however, that's gonna be a little harder. OK, the ET and the Spot Tape does the rest, including rewind and cue up for the next spot to be played. Pre-recorded announcements are no longer on one long tape reel or in little tape packages. With Spot Tape, cueing is no problem as it is done for you, logging is simplified, and small tape packages or cartridges are not cluttering the control room.

Our station now uses a Gates Spot Tape Recorder, and as far as I'm concerned, this is the greatest thing since the invention of the microphone. Operation is simple and exact—select the announcement, theme, jingle, station break or whatever you might earlier record, by moving the index lever to any of the 101 tape spaces, push the button and Spot Tape does the rest, including rewind and cue up for the next spot to be played. Pre-recorded announcements are no longer on one long tape reel or in little tape packages. With Spot Tape, cueing is no problem as it is done for you, logging is simplified, and small tape packages or cartridges are not cluttering the control room.

Gates is offering a new color brochure describing each exclusive feature of the new Spot Tape Recorder in detail. Why don't you write for your copy today... no obligation, of course.
Canon 35 study funds sought by ABA-media

The American Bar Assn. and media representatives hope to obtain a foundation grant by the end of March for a preliminary study on the pros and cons of Canon 35.

The announcement was made by Whitney North Seymour, ABA president-elect and chairman of a special committee, in a report to the National Conference of Bar Presidents. The initial study would be designed to determine what effects, if any, courtroom broadcasting and photography have on "fair trials." The NCBP met in conjunction with the mid-winter meeting of ABA's House of Delegates in Chicago Feb. 18-23.

Mr. Seymour expressed hope his committee "has made it clear to all interested groups that the bar is not afraid of the facts, and is quite willing to get them." He also cited agreement by ABA and media representatives on the need for fair trials as a "heartening development."

The bar-media subcommittee will call "on certain foundations" in a bid to obtain a grant for the preliminary survey. If it indicated "that a full study would be unrewarding," Mr. Seymour explained, "that would end this point effort and we shall have to pursue our separate ways." But if it's felt a further study would prove "revealing, to both groups, a second grant would be sought, he emphasized.


"We all recognized that a survey was very difficult but agreed that the objective was to ascertain whether fair trials would be adversely affected, since both groups recognized that maintenance of fair trial was essential," Mr. Seymour explained.

Broadcasters and others have steadfastly held and demonstrated that under court supervision cameras and microphones do not impair the ability of trial participants to perform their duties any more than the presence of pencil and paper reporters.

Mr. Seymour conceded the media-bar controversy over possible revision of Canon 35 had reached a point where "fresh light" needed to be shed on it. This called for a competent, independent research organization, he felt.

KDKA-AM-FM-TV on despite AFTRA strike

Negotiations between the American Federation of Television & Radio Artists and KDKA-AM-FM-TV Pittsburgh were still at a standoff late last Thursday, despite lengthy meetings that included federal and state mediators.

Just before midnight Sunday, Feb. 21, 35 announcers and performers went out on strike against Westinghouse's KDKA-AM-FM-TV. The walkout of the employees, who are represented by AFTRA, brought to an end negotiations begun in December.

The station has remained on the air with stage hands and engineers still working and management taking over all shows. According to KDKA, there has been no problem about crossing picket lines. Company representatives went into a five-hour bargaining session with AFTRA officials and federal and state mediators Thursday (Feb. 25) but no agreement was reached.

The union is asking a minimum weekly base salary of $200 for tv and radio announcers and performers. Two types of contracts are being negotiated—one for staff announcers and the other for free lance performers. The stations have offered $165 weekly minimum guarantee for radio staff announcers to go to $170 next year. The present figure is $155. Ty staff announcers have been offered $185 against the present minimum guarantee of $150.

Other points of conflict include procedure in negotiating with specialized performers; and minimum staffing requirements.

The contracts of freelance performers expired throughout Pittsburgh Jan. 31. KDKA sought and received an extension of one month. It is the only station that has been struck, however, though pickets come from other Pittsburgh stations as well. The outcome of AFTRA's negotiations with the Westinghouse outlets may well affect negotiations with other stations throughout the city, it is felt.

Rep appointments

- KAMP El Centro, Calif.: B-N-B Time Sales Inc., L.A., as west coast representative; Grant Webb & Co., N.Y., as east coast and midwest representative.
- WHGB Harrisburg, Pa.: John E. Pearson Co.
- WPKM (FM) Tampa, Fla.: Good Music Broadcasters Inc., N.Y.
- KPEN (FM) San Francisco: KCBH (FM) Los Angeles as sales representative in Los Angeles area.
- WBEC Pittsfield, Mass.: Kettell-Carter, Boston.
- WCKR Miami: Daren F. McGavren Co., N.Y.
Keystone now has 1090 affiliated stations and is still growing.

Keystone covers practically 100% of the C & D counties in the U.S.A. and is program-tailored for local interest.

Keystone delivers 87% coverage of all farm markets in the country, the greatest farm market coverage available, and at a cost that will surprise you. Buying Keystone gives you a personal representative in each market.

Keystone offers PLUS MERCHANDISING, specifically designed to fortify your advertising at the point of sale. Case histories are available for your examination. KEYSTONE advertising WORKS at the consumer level and at the dealer level!

Our 20th year — Established 1940
ELDER STATESMAN'S 37 YEARS
H. Leslie Atlass reviews broadcast milestones

The odds are running high at the Wrigley Bar that before the year's end H. Leslie Atlass "will be back in the business"—possibly station ownership. But it's all hearsay, according to Mr. Atlass, who retired Jan. 1 as vice president of CBS and general manager of WBBM-TV Chicago after 37 years as a broadcaster.

It called for a well-deserved and extended vacation. "I've never been away over two or three weeks at a time since starting in this business and that's been seven days a week," he told Broadcasting one day in January.

Thus, Mr. and Mrs. Atlass checked out of their luxurious Ambassador East Hotel suite early this month and started a sabbatical tour of the Wrigley yacht that included the Virgin Islands. Past fortnight, after returning to Chicago, they headed for the vacationing playground of Miami. Back in Chicago this week, Mr. Atlass and his son Frank, former director of WBBM-TV and now head of his own radio-tv production firm, will leave for a West Coast business trip. The calendar was almost as crowded as a typical Atlass day at CBS-Chicago's spanning new facilities on the city's lakefront.

Mr. Atlass reached retirement age last November and was succeeded Jan. 1 by Clark George, CBS vice president and general manager of KNXT (TV) Los Angeles (At Deadline, Dec. 14, 1959). Mr. Atlass had been a CBS vice president since 1933 when he took over the reins of its western division operations.

How It Started • It was in 1911 that he and his brother Ralph (now associated with Wrigleyhouse's WIND Chicago) began operating an amateur "spark" station in Lincoln, Ill.

"In 1913 I bought the first transmitter and then the first detector tube by Lee De Forest. The post office in Lincoln during World War I put the equipment in postal bags and sealed it up," he recalled. He got the first tube transmitter in 1918 and, after the war, the station resumed operation with 200 watts power. In 1923, it was licensed as radio station WBBM.

When the Atlasses moved to Chicago the following year, WBBM's equipment was set up in their basement and later moved to the roof of the Broadmoor Hotel. Power increased and other moves followed, culminating in a shift of studios to the Wrigley Bldg. in 1929. In 1957, WBBM radio and WBBM-TV (acquired by CBS in February 1953) expanded still further with new $6 million facilities near Chicago's lakefront.

In view of broadcasting's present problems, how does the future look?
"In general terms the industry is most healthy and if people wouldn't talk so much, it probably would be better," Mr. Atlass observed.

Well, then, what is right or wrong with broadcasting today? He replied:
"Nothing particular — it's going through its growing pains and if anything is wrong, it's the Federal Trade Commission. A lot of copy being accepted by advertisers and media is wrong, especially those pharmaceutical remedies. The FTC has allowed them to use it. (Here, we never accepted any medical advertising on a news program or anything like that. Our news has been kept good and clean.) Misrepresentation in advertising has been due to the FTC. To stop misleading advertising is its job and it wasn't active enough. As far as the quiz shows are concerned, I don't think there was anybody who didn't know it was going on. Anybody who said they didn't know is prevaricating."

Big Contributor • To what operating policy did Mr. Atlass attribute the commercial success of the CBS-Chicago operations? "In radio we never made a rate cut since the first card was issued," he said. "There have been no packages in radio, but in tv since the beginning. Incidentally, it's interesting to know that WBBM radio has earned about 51% of all revenue among CBS o&o stations."

Mr. Atlass' identification with CBS started in 1929 when WBBM became affiliated with the network. He was elected a vice president in charge of the CBS western division in 1933 and named general manager of WBBM-TV in February 1953. He also was a vice president of CBS Radio Div.

Other reflections by the retired CBS executive:
• Pay tv: "It's going to come someday ... over the air ... They tried wired radio and it never worked ..."
• Color tv: "It has a long way to go yet. When you look back to the early days of television, sets then were pur-
NOW!

you can add

SPICE

to the sound

of your

station

SPARKLING ONE-MINUTE AND FIVE-
MINUTE VIGNETTES—by known talent in
the entertainment field—add that touch of zest
to your present established program format. Drop
them in here—drop them in there—for a welcome
and entertaining "coffee break".

... and they’re commercial!

Exclusive property of your station in your area,
they provide the answer to the quest for out-
standing individuality—seasoning to your
present programming pattern. More and more lis-
teners will be attracted, and more and more adver-
sisers will soon discover "which twin has the
'sale-o'".

At least sixty-five to two hundred sixty
different programs of each feature now
available.

For complete details including realistic price sched-
ule and complete catalogue—call collect... wire...
or write—TODAY!

BANNER
RADIO COMPANY
(a Division of Banner Films, Inc.)
527 MADISON AVENUE
NEW YORK 22, N. Y.

Charles McGregor
President

Murray Grabhorn
Sales Manager

PLUS

Joey Adams:
Star of stage, screen, TV
and radio. In this BAN-
NER series he plays
Straight man, teaming up
with well known comics in
these quickies to crowd the
most laughs into capsule
form.

"Moody Speaking":
"Starring Parker Fennelly".
Titus Moody's unique
brand of New England
salty dry humor about
people, places and things are
well known and loved
by millions of radio and TV
fans.

Ann Thomas:
BANNER brings you this
versatile "young-old" vet-
eran of Broadway, Radio,
TV, and Films in a
sparkling telephone monologue
routine as "Morten
the Maid".

Al Helfer:
"The Passing Sports Par-
rade". Award winning
sports commentator draws
upon his vast experience to
cover off-beat, unpublished
incidents about happenings
and people in all fields of
sports.

Sen. Claghorn:
Kenny Delmar gives you
this amusing character that
carried him to fame on
"Allen's Alley". His con-
tentious delivery bright with pomposity.

Lew Parker, fast talking salesman—comedy...
Fascinating Facts, "didja know" type feature lightly
handled... Dottie Frye, answers personal problems
with warm intimacy... Jonathan Price, philosophi-
cal lecturer of note on common family problems...
Guidance Message In The Stars, horoscope cap-
sule guide for each particular day of broadcast.
with the technicians is such that it takes 45 to operate the station. Our expenses are really high.

"I don't see any real future for fm in this area because of good ground wave from am, just as good as fm. When you don't have good ground wave, then the fm signal is better. Only in areas where fm can deliver a better ground wave signal does it have commercial hope. People will take a lot of bad programming if they get a good signal."

- Live and recorded music: "Yes, we've had great faith in live radio, particularly in morning programming. I think you can get ratings by playing records but you can't get the buyers. Live radio has paid off for WBBM."

- Labor: "Of all the unions we've done business with, you could take Jimmy (James C.) Petrillo's word—you didn't need a contract with him. He still carries a lot of weight."

- Advertiser control: "Spots are getting bigger all the time—the same thing in tv as in radio. There's more of a trend toward the 'magazine' concept. Cost-per-thousand is going down all the time. Individual stations are responsible for what goes on the air—they have more control, not less."

- Editorializing: "I think it's a good thing [but] it's difficult for odo stations to do it."

- Print competition: "I do believe that all the magazines and newspapers have made the most they can make [out of broadcasting's trouble] and I don't blame them. Newspapers went through the same thing in the yellow-sheet days. All advertising media have gone through it. If I had a competitor [like broadcast media], I'd jump down their throats, too."

Mr. Atlass likes to feel his greatest accomplishments in broadcasting lay in the training of executives and performers. "Many have gone on to do great things," he proudly pointed out, citing such names as James Shouse, J.L. Van Volkenburg, Merle Jones and Donald Thornburgh among several others. And, he added, "over a period of years we have probably had the greatest performers in the country." Among them: Paul Whiteman, Ben Bernie, Helen Morgan, Art Kassell, Truman Bradley and Marvin Miller.

Best Wishes • Among those who dispatched good wishes to Mr. Atlass on his retirement were Merle S. Jones, president of CBS Television Stations Div. (lauding his "distinguished career and many contributions"), and William S. Paley, board chairman of CBS Inc. (who praised the "very efficient and productive manner in which you have managed our properties in Chicago").

Despite Mr. Atlass' insistence he has no long-range plans at this time, his associates and intimates think otherwise.

Call the 'doctor'

Station doctoring is taking a page out of the medical profession's book. Now it's specialists, who can be called in to correct specific problems or suggest ways to increase the general efficiency of a radio station's management. The "doctors": Sol Robinson, president, and John Engel, vice president of Broadcast Management Assoc., New York, newly-formed firm with access to "a full crop of consultants in every phase of broadcasting." Mr. Robinson is vice president and general manager of WLAD-AM-FM Danbury, Conn., and Mr. Engel is associated with WBRY Waterbury, Conn.

BMA currently has a New York mailing address: 387 E. 149th St. They feel he'll be hard put to remain long out of broadcasting. Write a book? No. Buy another radio property, perhaps an ailing independent in Chicago or elsewhere? It's highly probable (Closed Circuit, Dec. 21, 1959), though Mr. Atlass says he hasn't "even thought of it."

Perhaps the answer lay in Mr. Paley's personal advice to Mr. Atlass: "... I hope you will find a formula which will be to your liking. I know it won't be easy after all these years of hard work to devote yourself to a life of leisure, but men of determination have been able to do so, and very much to their benefit..."

RAB ad clinic to get two city treatment

Radio Advertising bureau's annual "National Radio Advertising Clinic," in previous years has been held in New York only. This spring it will be conducted on successive days in New York and Chicago.

The 1960 NRAC is scheduled for March 31 at the Waldorf-Astoria Hotel in New York and at the Sheraton-Blackstone Hotel, Chicago, on April 1, eve of the annual NAB convention. The two sessions will be identical in format and major content, RAB said.

On RAB's agenda: Five major national or regional advertisers discussing reasons for choosing radio, and the special success each has had with the medium; three agency creative directors explaining strategy behind their radio campaigns; a three-hour "media directors roundtable" in an exchange of views between agency media directors and broadcasters, and the presentation of golden record plaques to the agencies responsible for "the eight most effective radio commercials" of 1959.

The 1960 NRAC was changed from last November until early spring as the result of a poll of agency personnel. March and April were said to be less hectic months, RAB said.

Trez has good words for FCC and ratings

ABC-TV President Oliver Treyz had a good word last week for several subjects accustomed to criticism—the FCC, ratings, and the idea of advertisers participating in programming.

In a speech stressing the importance of self-regulation instead of government regulation, he told a Minneapolis audience last Thursday (Feb. 25) that television is "reacting with speed" to put effective voluntary controls into operation. At the same time he commended the FCC for "approaching the problem in a democratic manner reflective of the town hall and operating within the framework of a free enterprise system."

He said the FCC is "treading a difficult road in a climate of pressure..."

In this climate the FCC might have been erroneously applauded for precipitous acts—which, in a thoughtful atmosphere, critics would be the first to protect..."

"... Just as the broadcaster has the prime responsibility of achieving balance in serving his community, so the FCC has the responsibility of balancing the government's role..."

ABC-TV he said, feels "unwise and precipitous action," even "in the form of pressure too heavily applied," might eventually put television in a strait-jacket. "The broadcasters can be held accountable for their performance," he said. "Yet their freedom of expression must be jealously guarded. There must be instilled within them a sense of responsibility which of itself will breed self-regulation and permit freedom of exercise to the creative forces which have led to the tremendous growth and potential of the industry."

Mr. Treyz said ratings are the device by which "the public tells us when they don't want any more of a given type of television program... Their 'vote' immediately is transmitted to us by the rating researchers, and we serve the large majority by this mandate."

Earlier in the week, at ABC-TV's breakfast presentation to New York advertiser and agency executives, Mr. Treyz went cordially into the controversial question of advertiser participation in programming. He commended advertisers and agencies for constructive contributions and invited them to bring their ideas to ABC-TV, where he said they would be welcome.
SECRET WEAPON?

Secret, no. You'll find this on both sides of the Iron Curtain. It's only a power tube for a radio transmitter. But weapon, yes. The power of radio is a weapon of destruction or construction... and only on our side of the Iron Curtain could that power be used to broadcast a program like "Scope Unlimited." This documentary presentation of all sides of all issues is produced by the KRLA Public Affairs Department Sunday mornings at ten. "Scope Unlimited" is another illustration of KRLA leadership in modern-day, independent radio programming; music, news and service features carefully proportioned to attract, build and serve a maximum audience.

Newest among the leaders serving America's greatest radio market

KRLA RADIO LOS ANGELES

DIAL 1110 50,000 WATTS

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco
GOVERNMENT

NARBA, MEXICAN TREATIES PASSED

International broadcasting agreements now go to White House

The Senate by a vote of 76 to 8 last week gave its advice and consent to the ratification of the 1950 North American Regional Broadcasting Agreement and the 1957 separate U.S. broadcasting agreement with Mexico.

The prospects that NARBA would go into effect in a matter of weeks appeared favorable. It requires the signature of President Eisenhower, who was out of Washington last week, and then will be forwarded to Canada, designated as the depository nation. It would go into effect 15 days after being "deposited" at Ottawa, having been ratified by Cuba in 1951 and Canada in 1957. Only U.S. ratification was needed to put it into force.

The U.S.-Mexico treaty has still to be ratified by Mexico, which, according to a State Dept. spokesman, has been awaiting U.S. ratification before it takes any action. The treaty will go before the Mexican Congress which convenes Sept. 1 and sits through December. It becomes effective immediately upon exchange of ratifications between the two countries.

Senate action on the two treaties was sandwiched between debates on civil rights Wednesday afternoon, with Sen. Wayne Morse (D-Ore.) seeking the broadcasting agreements through to approval. FCC Comr. Rosel H. Hyde, chairman of the U.S. delegation which helped write the 1950 agreement and an architect of the 1957 Mexican pact, was sitting in the Senate gallery to watch the final vote.

 Participating nations in NARBA were Canada, Cuba, the Dominican Republic, the United Kingdom (for Jamaica and the Bahamas) and the U.S. Provision is made for adherence by Haiti. The U.S.-Mexico agreement is between those two countries only and was negotiated after Mexico walked out of the conference on NARBA in 1950.

Serves Notice • During discussion on the treaties, Sen. Warren G. Magnuson (D-Wash.), who is chairman of the Senate Commerce Committee, took a swipe at programs originating from Mexican stations at night which he said air misleading advertising, including solicitations for contributions, cancer cures and sale of shares of stock, all of which, he said, request that the money be sent to addresses in the U.S. where it "generally is found that ... there is located only one person ... using a typewriter in a one-room office." He said he hoped the Mexican government "will take more cognizance" of such programs. Among the other seven senators voting against the treaties was Sen. B. Everett Jordan (D-N.C.) who holds stock in 5-kw daytimer WBBB Burlington, N.C., and whose wife holds shares in WHKY Hickory, N.C., 5 kw day, 1 kw night directional.

Sen. Magnuson served notice he was voting against the treaties and charged that the FCC over the years has protected U.S. clear channels "almost to the extent of being unreasonable in some cases. They have frozen them to the detriment of the smaller stations." He said he believes engineering solutions can be reached to extend the hours of daytime am stations before the five-year terms of the treaties expire.

Sen. Morse told other senators that while the treaties run five years, they can be terminated by any of the signatory countries which gives a year's notice that it is denouncing the agreement.

Sen. Magnuson said the one-year denunciation clause could be used if some inexpensive way is found for daytimers to equip their stations to operate without interference to U.S. clear or Mexican clear.

Sen. Morse noted objections by daytimers to the Mexican treaty had been aired by two subcommittees which he headed that daytimers requests for extended hours had been denied by the FCC. He also said he had told the FCC of the senatorial expectation that the agency will give fair consideration to any requests by daytimers, individually and on an industry-wide basis, seeking improvements in their service.

Sen. Frank J. Lausche (D-Ohio) commented that he had expected to help daytimers when he began sitting in the January hearing held by the Morse Senate Foreign Relations subcommittee, but finally concluded the overall impact of extending daytimer hours would "do far more damage than the good that would result."

Round table meeting with Senate still on

The "round table" conference scheduled by the Senate Commerce Committee tomorrow (Tuesday) with broadcasters, networks, advertisers and agencies was still on last week despite a threat to cancel all hearings, made by Chairman Warren G. Magnuson (D-Wash.).

Sen. Magnuson made his threat during Senate floor maneuverings by op-

A new approach to the 20 year-old KOB-WABC battle

A twenty year old battle over the use of 770 kc flared up again last week when the owner of KOB Albuquerque applied to the FCC for a station in New York City taking over facilities of WABC there.

The ABC-owned New York station has been trying to get KOB off 770 kc. The Commission in a Sept. 3, 1958 decision ordered both stations to operate on 770 kc using directional antennas to protect each other and thus resolve the controversy which began in 1941. ABC has yet to act on the FCC order and has said that the Commission cannot legally duplicate 770 kc without also acting on the proposed duplication of other clear channels (Broadcasting, Oct. 13, 1958).

KSTP Inc., licensee of KOB told the FCC in its application that it "requests the facilities of WABC... which has a renewal application pending." KSTP Inc. has filed for 50 kw with a directional antenna at night on 770 kc. The directional antenna, the applicants assert, will provide protection to co-channel station KOB. The WABC renewal application contains no proposal to directionalize.

KSTP Inc. proposes to spend $1 million in building the station. It would operate seven days a week, 24 hours a day. The applicants estimate their operating cost at $450,000 for the first year. Revenue for the first year is expected to be $525,000. The company has listed cash and liquid assets of $2.5 million.

 Principals are Stanley E. Hubbard, majority owner, and four other partners. In addition to the Albuquerque station, they also own WGTO Cypress Gardens, Fla., and KSTP-AM-TV St. Paul, Minn.
IT'S JUST AROUND THE CORNER, NOW...

To paraphrase the old "Don't-look-now,—BUT" admonition, urgency compels us to say: DO look—BECAUSE this year's NAB Convention is almost at hand! April 3 to 6. A month away!

As always, it will attract an attendance from all segments of the broadcast advertising business... and an attention from TV and radio executives in every corner of the nation.

As always, too, BROADCASTING Magazine will serve this widespread interest with three of the most heavily-read issues it publishes each year: (1) pre-Convention on March 28; (2) during the Convention, April 4; and (3) post-Convention, April 11, rounding up everything that made news.

To accomplish this with the authoritative completeness that only BROADCASTING can, a full-scale news room is being set up in Chicago—staffed with a dozen of BROADCASTING’s most experienced editors, equipped with direct lines to the BROADCASTING headquarters in Washington. These facilities (more extensive than those of all other TV-radio journals purporting to cover the Convention) assure BROADCASTING readers of thorough reports on every meeting, every committee session, every social affair. They’ll probe out the trends and tenor of the Convention, its unexpected developments, undertrends, and color. Skillfully edited, the result is the most authentic, comprehensive panorama of NAB’s 1960 conclave anywhere—and indispensable as a guide to what’s happening.

It adds up to a triple-barreled opportunity, too, for anyone with an advertising message that’s aimed at TV- & radio’s busiest decision-makers. You get the year’s biggest bonus of attention with each of these three big issues, and at no increase in rates.

If you haven’t reserved your space yet, this is the hour to get cracking! It’s only days to deadlines—so wire or phone the nearest BROADCASTING office today. 25,000 circulation guaranteed.
Paar's woes change from W.C. to D.C.

NBC last week slapped a "no comment" policy on a report by the House Legislative Oversight Subcommittee that it wrote to the network Wednesday asking for a copy of a five-minute kinescope telecast on the Jan. 12 Jack Paar Show.

Raymond W. Martin of the subcommittee staff said the House group wants to determine if the kinescope was in fact a "commercial" for a Florida real estate development and, if true, whether it was paid for by the beneficiary and announced as paid by the network.

The Miami Herald has reported Mr. Paar as acknowledging he bought a $35,000-$40,000 piece of property in a Key Biscayne real estate development shown in the film, which, the newspaper reported, "ostensibly was a filmed air view of a nearby monument of historic interest, the Cape Florida Lighthouse.

The Herald said the film was shot Jan. 7 from a blimp. It added that Mr. Paar acknowledged during the Jan. 12 telecast that he had made a deposit on and agreed to buy a lot in the development, where he said he intended to build a house. The real estate development, the newspaper said, has been promoted by the California and Florida firm of Desser & Garfield, an "operating company" of Lefcort Realty Corp., listed on the American Stock Exchange.

The newspaper added that when Mr. Paar "walked out" of NBC, (Broadcasting, Feb. 15) he was flown to Miami by Desser & Garfield in a private plane.

A reporter for the Miami Herald

Highest court upholds Ike's spectrum powers

The Supreme Court last week refused to reconsider a ruling that upholds the President's power to take over spectrum space for government use. The court had been asked to reconsider the decision handed down by the U.S. Court of Appeals last November (Government, Nov. 23, 1959).

Last April the FCC ordered the reallocation of a number of bands of frequency from civilian to military use at the request of the Office of Civilian Defense Mobilization. Among these were the 420-450 mc band (amateur) and the 8500-9000 mc band (radio navigation). The action was protested by Bendix Aviation Corp., Aeronautical Radio Inc. (Airline), and the Air Transport Assn. The U.S. Court of Appeals, which called for and received under seal the secret military reasons for requiring these bands, reaffirmed that the Communications Act gives the President the last word in allocating the radio spectrum.

The Supreme Court refused to reconsider the appeals court's decision. As it stands, Bendix and the other protestants may use the bands, with approval by the FCC, but must get off later to let the government have their exclusive use.

St. Louis ch. 2 case gets nearer decision

Parties involved in the controversial St. Louis ch. 2 case rehashed the issues involved as the FCC received their proposed findings to the initial decision to be rendered by Hearing Examiner Horace Stern.

The St. Louis case was returned to the FCC for rehearing and reconsideration. And on the Supreme Court asserted jurisdiction following an appeal for certiorari by Sangamon Valley Broadcasting Co. This followed disclosures before the Harris Oversight Subcommittee that Harry Tenenbaum, a principal of Signal Hill Telecasting Corp. (KTVI [TV] St. Louis) had off-the-record talks with commissioners while they were considering a move of ch. 2 from Springfield, Ill., to St. Louis. Sangamon Valley was the unsuccessful Springfield ch. 2 applicant. WMAY Springfield won the grant, but was switched to ch. 36, moving into Springfield from St. Louis, after ch. 2 was moved out. WMAY has since surrendered the ch. 36 permit (Broadcasting, Feb. 1).

Last week Sangamon told the FCC that by issuing Signal Hill a special temporary authorization on ch. 2 it had performed "a licensing action. This act taken by the Commission stands as an entity, and it was the ex parte efforts of [Harry Tenenbaum] which transformed the so-called rulemaking proceeding into one clearly involving licensing." Sangamon asserted that the ex parte contacts made by Mr. Tenenbaum were "grossly improper" and that KTVI should be "disqualified to receive any grant on ch. 2 in the future."

Signal Hill however reaffirmed that any ex parte representations made by Mr. Tenenbaum "were not of such a nature as to require disqualification . . . from receiving a grant . . . " There is no evidence, Signal Hill said, "that the ex parte approaches and presentation influenced the Commission in the vote adopting . . . deintermix . . . ."

American Broadcasting-Paramount Theaters and WICS (TV) operating on ch. 20 in Springfield upheld the 1957 FCC decision to deintermix Springfield by deleting ch. 2.

AB-PT asserted that there was "noth-
ing disclosed by the... hearing [which] taints... or voids the result which the Commission reached in its report and order of March 1, 1957 and the action taken should be reaffirmed and reinstated."

WICS said that "Mr. Tenenbaum's conferences with the Commission... in no way vitiated the Commission's decision."

Earlier, on Feb. 19, the Commission's Office of General Counsel recommended that the FCC set aside its March, 1957 order and reconsider the case on merits because of the ex parte approaches which occurred during the rulemaking proceedings.

The findings were signed by Edgar Holtz, associate general counsel, and recommended that none of the parties in the proceeding should be disqualified but that the conduct of Harry Tenenbaum "should be held to reflect adversely upon Signal Hill Telecasting Corp. from a comparative standpoint in any licensing proceeding which may be held with respect to... ch. 2."

**L.A. convention gets heavy space demand**

Requests already received from broadcasters for working space and sleeping accommodations at the 1960 national convention of the Democratic Party indicate that the July 11-15 sessions will receive the greatest radio and tv coverage ever given any similar political event. J. Leonard Reinsch, general convention chairman, said last week.

Mr. Reinsch was in Los Angeles, where he has opened permanent convention headquarters at the Hotel Biltmore. Gloria Coe, office manager, will be in charge of the offices during Mr. Reinsch's absences on party business elsewhere or to take care of his regular duties as executive director of the Cox broadcast properties (WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOAM-FM-TV Charlotte, N.C.). Telephone number is Madison 5-3500.

The Democratic convention chairman urged broadcasters who desire hotel space in Los Angeles during convention week, to get their requests to him at once, at convention headquarters.

Requests for working space at Los Angeles' new Sports Arena, should be addressed to Bill Henry, House Radio-Television Gallery, Washington, D.C.

**Give FCC, networks some respite—Allott**

Congressional investigators ought to give the FCC and the networks a breathing spell. Sen. Gordon Allott (R-Colo.) said last week.

Sen. Allott said the FCC is "adequately prepared to handle gross misuse of our airwaves" and the networks have shown a "willingness and ability to properly control their programming."

The Coloradan entered in the Congressional Record an editorial from the Rocky Mountain News, Denver, urging restraint in attempting to pass new laws, and an article from the Saturday Review by Elmo Roper on the results of a poll, which showed only 4% of the public feels the tv quiz rigging disclosures "show just how bad television is," while 65% said that although fixed tv quizzes were wrong, all television can't be condemned because of these incidents.

**FCC, FTC slated for payola report**

The FCC is to testify this Thursday afternoon and the Federal Trade Commission Friday morning on their progress against tv deceptions and payola.

The House Legislative Oversight Subcommittee then will recess its hearings until late March when it is expected to spend several days looking into the disc jockey, music publishing, recording, pressing and merchandising activities of ABC-TV star Dick Clark.

A subcommittee staff member said a specific date has not been set for these hearings, but that they will not conflict with hearings to start March 15 on two regulatory agency reform bills by the House Commerce Committee, which Rep. Oren Harris (D-Ark.), Over-
FCC rules on new Sec. 315 in KWTX case

Weather reports are "bona fide news." And because of that, a station whose weatherman happens also to be a political candidate does not have to give equal time to his opponent.

This, in effect, is what the FCC tentatively decided last week in the first application of Sec. 315 since the law was amended last year exempting newscasts from equal time demands. Although the ruling is not yet final, the Commission Wednesday (Feb. 24) instructed its staff to prepare a declaratory ruling that KWTX-AM-TV Waco, Tex., is not required to give one William H. Bingham free time because the stations' weathercaster and Mr. Bingham are rival candidates for the state legislature.

The FCC instructions came on a 5-1-1 vote, with Comr. T. A. M. Craven dissenting and Comr. Robert E. Lee abstaining. Comrs. John C. Doerfer, Rosel H. Hyde, Robert T. Bartley, Frederick W. Ford and John S. Cross said that KWTX' weatherman-turned-candidate is exempt under the amended statute. The benchmark decision, if it is allowed to stand when it comes up for final Commission action, will furnish an important guide for all stations in similar future instances. It apparently will reverse in part and leave standing in part a 1958 FCC decision involving a candidate-broadcaster on KFPW Ft. Smith, Ark. (Broadcasting, Oct. 6, 1958). In that case, the FCC ruled that KFPW would have to grant time to an opponent of J. B. Garner, a commentator, newsman and special feature announcer for the Arkansas station.

Criteria Used • The Commission majority reportedly cited the following as basis for its instructions: (1) the weather information is a regular portion of a regularly scheduled bona fide newscast, specifically exempted by the amendment; (2) the weatherman in question, Jack Woods, is a fulltime employee of KWTX-AM-TV; (3) he has been with the stations since 1957, long before he entered the current race for the state legislature; (4) there is no evidence of any subterfuge by and between KWTX and/or Mr. Woods; (5) Sec. 315 does not give the Commission clear guides and absolute standards and it must make rulings on a case-by-case basis, and (6) if new exemptions to Sec. 315 are to prove workable, the FCC must be given authority to use its own discretion.

KWTX President M. N. Bostic asked the FCC for a ruling on the question after Mr. Bingham had sought time on the stations because of Mr. Woods' regular appearances. Largest single stockholder (29%) in KWTX is Lady Bird Johnson, wife of Sen. Lyndon B. Johnson (D-Tex.), Senate majority leader.

Montana court weighs tv property rights

Question of property rights in a tv station's programs is under consideration by a Montana district court, following a day and a half of hearing Feb. 18 and 19.

The suit for a declaratory judgment was filed last year by Ed Craney's KXLI-TV Butte, Mont., against Helena TV Inc., operator of a community antenna system in that city.

Argument was heard by Montana District Judge W.W. Lesley. Representing Mr. Craney was former Montana Supreme Court Judge Ralph Anderson; representing Helena ctv were A. B. Scribner, Helena; George Shiffer, New York and E. Stratford Smith, Washington.

Judge Lesley gave the defendants 20 days to file proposed findings and a brief on the law; the plaintiffs 20 days to reply and another five days for defendants to rebut. The judge said he hoped to get a decision out in about two weeks after all the documents were in.

The court suit, which asks no damages, is one phase of a dispute between Mr. Craney and the Helena ctv operators. The fight also is before the FCC which last August heard oral argument on Mr. Craney's protest against the establishment of a microwave relay to bring Spokane tv signals to Helena via the ctv system.

WMTR owners cited

A civil treble-damage antitrust suit, charging conspiracy to obstruct and delay an FCC application, has been filed by Broadcasters Inc. and its president-65% stockholder, Merrill S. Morris, against WMTR Morristown, N.J., and its owners. The suit, which asks $501,000 in damages, charges that the Croy family, owners of WMTR and WCRV Washington, N.J., encouraged filing of a competing application against that of Broadcasters Inc. for 1590 kc with 500 w daytime in South Plainfield, N.J., in order to maintain their position in the area. The suit was filed in U.S. District Court, Trenton, N.J.

Rep. Rogers urges making payola a crime

Two congressmen, both members of the House Commerce Committee, last week urged action generally at payola.

Rep. Walter Rogers (D-Tex.), also a member of the House Oversight Subcommittee, said there is a need for a federal law making commercial bribery a crime. Some states already have such laws. Rep. Rogers said the Oversight hearing on payments by record companies to disc jockeys shows a pattern of "deception, deceit and cheating."

Rep. Torbert H. Macdonald (D-Mass.) urged approval of his bill (HR 5864) which would abolish fourth-class mailing privileges enjoyed by popular record companies. The Internal Revenue Service has interpreted a 1958 law allowing such mailing privileges for educational records as covering all phonograph records.

Rep. Macdonald said the privilege amounts to government subsidy to producers of rock 'n' roll records. He said the postmaster general supports his bill, which awaits action by the House Post Office & Civil Service Committee.

sight chairman, also heads.

The Subcommittee spokesman estimated at 20 the number of broadcast-related enterprises in which Mr. Clark held interests before ABC-TV last November ordered him to divest himself of them or be dropped from the network (Broadcasting, Nov. 23, 1959).

Meanwhile, the subcommittee showed a continuing interest in the disc jockeys' convention last year at Miami Beach by subpoenaing last week the records of six more hotels in the area to find who paid for what. They are the Beau Rivage, Balmoral, Bal Harbour, Shangrock Isle and Singapore, all Miami Beach, and the Sir John, Miami. The House group already has heard testimony on record companies picking up tabs at the Americana Hotel, where the main convention was held.

The subcommittee also last week began looking into a five-minute film broadcast Jan. 12 on NBC-TV's Jack Paar Show (see page 64).

BROADCASTING, February 29, 1960
FCC TO HILL
Objects to ‘conflict of interest’ House bill

The FCC last week objected to provisions in bills being studied by the House Antitrust Subcommittee. The agency feels they would limit the opportunities of government employees to enter the commercial end of the industry which their agency regulates.

For several days, the subcommittee, headed by Rep. Emanuel Celler (D.-N.Y.), has been holding a hearing on measures to tighten and codify bribery and conflict-of-interest laws. The group is due to get another, similar bill, the Senate version of which was introduced last week (see story this page).

FCC Views • FCC comments on the pending bills were presented Friday (Feb. 26) by General Counsel John L. FitzGerald. In his prepared statement, Mr. FitzGerald said commissioners and FCC employees may devote most of their professional life to specialized governmental regulatory agencies. “To prohibit them, after long years of service in the public interest in a highly specialized field, from using that competence for a period of two years after leaving such employment, appears to us to be inequitable,” Mr. FitzGerald said.

He recommended that Congress not go beyond a current provision of the Communications Act which prevents a former commissioner, who leaves the FCC before his term expires, from representing any person before that agency for one year. Such a restriction is not placed upon commissioners who serve their full term.

The Commission spokesman also hit proposals of HR 7556 which would (1) make it unlawful for anyone to employ or offer to employ any government official at any time in a two-year period prior to termination of his government service who has “dealt” with any business of the offering firm before the government, and (2) prohibit any government employee from accepting a job from any such person or firm.

Such a law would keep “competent persons from entering government service for fear of jeopardizing their future personal opportunities,” Mr. FitzGerald said. Also, he pointed out, in a criminal statute the word “dealt” as used is “both vague and indefinite.” Similar provisions are also contained in HR 7157.

Mr. FitzGerald said, however, that would be appropriate to prohibit former officials and employees from using confidential information acquired on particular matters while in government service on the same matters after leaving the government.

Presidential Authority • The FCC took a dim view of provisions in HR 2156 which would authorize the President to declare void in certain instances licenses granted by the Commission. “Delegation of this authority to the President to void and rescind the licenses and other privileges would, insofar as the FCC is concerned, be inconsistent with the principle that the Commission is an independent regulatory agency . . .” Mr. FitzGerald told the Celler committee.

He said that the proposed government ethics bill, HR 2157, coincides in many areas with what the Commission itself already has prescribed in a 1954 policy statement. The witness pointed out that the FCC has recommended repeal of the honorarium provision of the Communications Act and that a bill (S 1735) to this effect already has passed the Senate.

The Commission is in “complete accord” with provisions of HR 2157 prohibiting ex parte contacts, Mr. FitzGerald stated. He again pointed out that the agency has made legislative proposals of its own in this area.

N.Y. Bar’s ‘conflict of interest’ bill

An “Executive Conflict of Interest” bill (S 3080) drafted by a special committee of the Assn. of the Bar of New York was introduced last week by Sens. Jacob K. Javits and Kenneth B. Keating (both R-N.Y.).

Sen. Javits said the bill, drafted after

Moon over Maine

WFST-AM-FM Caribou, Me., notified the FCC Feb. 26 it plans to apply for an am and fm station to be located on the moon and would like to be informed of channel availabilities.

Elby Stevens, vice president-general manager, wrote Mary Jane Morris, FCC secretary, and said WFST wants to install a transmitter “four miles north of Hippalus near the sea Mare Humarum.” Latitude is specified as approximately 20 degrees south latitude and 30 degrees east longitude. Studio would be on the moon too:

“We further propose that the studio be located in Loewy with remote control operation of transmitter from studios at Loewy or Earth.” Power would be 50 kw on 600 kc “non-directional except toward Earth.” The fm station would have 10 kw power on 97.7 mc.

SPECIFY

RCA SOUND TAPE

to guard against drop-outs, tape breakage

Designed specifically for critical broadcast recording applications, RCA Sound Tape features essentially flat response throughout the entire audio frequency spectrum, uniformity of output from reel to reel, and high tensile strength. Recognized dependability of RCA Sound Tape minimizes worry over drop-outs, distortion, tape breakage, and the loss of air time.

Splice-free Mylar® base tapes are available in 2400, 3600, and 4800 foot lengths, and splice-free acetate base tapes are supplied in 2400 and 3600 foot lengths, on hub or reel. Call your local RCA Distributor today for a comprehensive list of superior quality, dependable RCA Sound Tape.

DuPont Registered Trademark

RADIO CORPORATION OF AMERICA

Electron Tube Division • Harrison, N.J.

Another Way RCA Serves Broadcasters through Electronics

BROADCASTING, February 29, 1960

67
a two-year study by the New York bar group, covers all employees in the government except the legislative branch and would prohibit:

(1) receipt of gifts, gratuities or favors given to a federal employee because of his government position or if the giver does business with the employee's agency or is regulated by it; (2) receipt of outside pay by a government employee for personal services unless the work is performed outside government hours and is not otherwise prohibited by agency regulations; (3) assistance by former government employees to others, whether or not for pay, in transactions with a government agency in which the employee formerly was involved. (This prohibition also would apply to partners of such former employees for a two-year period.)

The bill provides for a special office in the Executive Dept., which would obtain conflict-of-interest reports on presidential nominees to offices. These reports, made by the Justice Dept., would be provided to the Senate committee which holds hearings on the nomination.

The New York bar group recommended a study covering similar problems in the Legislative Branch.

An identical bill (HR 10575) was introduced in the House by Rep. John Lindsay (R-N.Y.). The House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N.Y.) is currently holding hearings on bribery and conflict of interest bills.

**Calif. congressman seeks divorce**

Divorcement of broadcasting from manufacturing of broadcast equipment and radio and tv sets because of "unwholesome" influences was urged last week by a California congressman.

Rep. Harry R. Sheppard (D-Calif.) said an equipment manufacturer who operates a network is in a position of "temptation" to require a station to buy its equipment by threatening to cancel its network affiliation, a "life or death matter with individual stations." He asked that broadcast licenses be denied to a company which holds 25% or more of a company which manufactures broadcast equipment or sets.

Rep. Sheppard did not explain why a manufacturer of sets only should be denied a station license except to say (after noting that new tv stations spend from $250,000 to $500,000 on equipment and radio stations spend up to $150,000): "It can thus be seen that the manufacturers have a big stake in the broadcast field and because of it they will attempt to influence broadcasting operation to serve their best interests as manufacturers of equipment."

The California congressman was not available for comment Thursday. His office said it does not know whether he has received complaints or intends to introduce a bill implementing his proposal.

**Breach of contract charged in Ariz. case**

The FCC last week was asked to defer action on the sale of three Arizona broadcast stations because of an alleged breach of contract.

Willard R. and Wilma Shoecraft told the Commission that they had an option to purchase KCKY Coolidge, KWIB Globe and KVNC Winslow, all Arizona, from the Gila Broadcasting Co. They asserted that they had paid $1,500 as an option agreement to L.F. Hunt, licenese president in October and had agreed to purchase the three stations within a 40-day period for $23,000. However, the Shoecrafts said that Gila Broadcasting "refused to accept the money," and entered instead into a deal with the Earl Perrin Co. for the sale of all five of their stations.

The Shoecrafts have asked the Commission to defer action because they are suing Gila Broadcasting for an amount in excess of $100,000. They say any FCC action "would have an effect upon the litigation and might well influence . . . the court."

Gila Broadcasting, aside from the three stations mentioned in the complaint, also owns KGLU Safford and KCLF Clifton, both Arizona.

**Moss introduces bill on radio-tv defamation**

New restrictions on broadcasters to protect individuals and groups from "defamatory or otherwise injurious statements" made in broadcast interview or discussion programs purporting to be spontaneous and unrehearsed were introduced last week by a member of the House Legislative Oversight Subcommittee.

Rep. John E. Moss (D-Calif.) introduced a bill (HR 10605) which would require stations to secure the names of persons appearing on interview or discussion programs, tape the programs and keep both 90 days for inspection by anyone interested.

For such programs purporting to be unrehearsed, the bill would require an announcement that people on the program were "coached or rehearsed in advance" if such was the case.

The Moss bill would provide for one-week suspension of licenses of stations which violate its provisions or those presently in effect which require a station to announce when it has been paid for making a broadcast.

A memorandum circulated among subcommittee members last December listed alleged complaints that some stations had conducted man-on-the-street and other interview programs in which persons not identified on the programs made defamatory remarks about political and other figures (BROADCASTING, Dec, 21, 1959).

**Government briefs**

Petition granted • The FCC last week granted a joint petition by WAUB and WMBO, both Auburn, N.Y., to terminate proceeding on the application of WAUB for a new am station and WMBO for license renewal. WMBO protested the May 1958 grant to WAUB on economic injury grounds.

The FCC, accepting the protest, ordered WMBO to apply for renewal so that the Commission could decide in a comparative hearing which applicant would best serve the community if it found two Auburn stations would be inimical to the public interest (BROADCASTING, Dec. 28, 1959). The FCC last week granted the joint petition and placed the renewal application for WMBO in the pending file.

**International operation** • Global Broadcasting Co. has received an FCC grant for an international broadcasting station with transmitter to be located in Forney, Tex. The station, fourth such international operation authorized, will beam programs to British Guiana, Colombia, Ecuador, Venezuela, Surinam, Peru, Bolivia and Brazil. It will operate
on 15,810 kc in the international band with 50 kw directional antenna. Global is owned by Albert L. Crain and S. Lee Braxton.

Wants new ID • WESH-TV Daytona Beach, Fla., has asked the FCC to waive Sec. 3.652(a) of its rules to allow the station to include Orlando with Daytona Beach in its identification. The station said it is not seeking to "remove ch. 2 from Daytona Beach to Orlando," but seeks to give recognition to service it actually performs and renders in Orlando.

Conelrad note • Confusion arising from the availability of surplus generators for radio and tv stations has prompted an FCC directive by Defense Commissioner Robert E. Lee designed to clear up the situation. The directive re-emphasizes the fact that generators obtained under the civil defense surplus property program may be installed only in those stations that are involved with Conelrad operations.

Questions for KDYL

The FCC has advised KDYL Salt Lake City that it plans to take a thorough look at the past and present ownership of the station. In a McFarland letter, the Commission said the station's applications for transfer of control and renewal of license indicate the necessity of holding a hearing.

Pending is an application filed in October 1959 to transfer control (50%) of station from Chester L. and Hildred R. Price to Samuel L., Zelpha U. and O. Larry Gillette for $9,900. FCC pointed out that (1) an application for renewal, filed last summer, listed the Gillettes as 100% owners and did not mention the Prices; (2) application for transfer is "deficient, unresponsive and inconsistent ..." with ownership records (listing Prices as co-owners) now on file, and (3) that one Milt Hale exercised control of the station for 8 months in 1959 through a lease arrangement with Samuel Gillette in violation of FCC rules.

EQUIPMENT & ENGINEERING

RCA develops super television tube

A tube strong enough to bounce a tv picture through space and halfway around the world has been announced by Radio Corp. of America, Harrison, N.J. D. Y. Smith, vice president-general manager of the electron tube division, said the tube's average output is four times greater than any existing tube at its frequency rating. It is 17 inches high by 14 in. diameter, about the size of a nail keg, and will produce 5 million peak watts of long-pulse power at an average power level of 300 kw and frequency of 450 mc. It is tagged developmental type A-2346. Potentialities include outer space communications, intercontinental tv, missile guidance, radar and global scatter transmission.

New research center

Sylvania Electric Products Inc. has announced plans to build a new electron tube research and development center in Emporium, Pa. Matthew D. Burns, president of Sylvania Electron Tubes Div., said that the new center will be part of an intensified research program "to improve the performance and life of existing tube types and to develop new tubes to meet the increased demands of the entertainment, industrial and military markets."

• Technical topics

Switching system • Telecontrol Corp. of Gardena, Calif., is offering a new simplified method of switching multiple circuits in tv operations. Called the "building block" system, it permits simultaneous multiple circuit switching with a reduced investment in equipment for live video picture-to-picture switching. Module has transistor power drive and dual rotary stepping switch assembly with choice of 10 or 20 outputs.

New tape cartridge • Broadcast Electronics Inc., Silver Spring, Md. has entered into an agreement with Visual Electronics for exclusive distribution to the broadcast industry of the Spotmaster Tape Cartridge Recording and Playback units. Visual Electronics specializes in the sale of technical equipment to the industry. The Spotmaster units are specifically designed to fill the need for tight programming of spots and commercial announcements through the use of continuous loop tape cartridges and electronic pulse cueing. Broadcast Electronics claims. Models of the 1960 Spotmaster will be on display at the forthcoming NAB Convention in Chicago.

Relay system • The broadcast equipment division of Sarkes Tarzian Inc., Bloomington, Ind., has announced the development of microwave relay equipment for use in tv relay interconnection. Designed primarily for multiple requirements, the equipment is comprised of a terminal transmitter, terminal receiver and heterodyne repeater. The advantage of heterodyne is the absence of demodulation. The relay can handle simultaneously wide-band tv video signals and two 15 kc audio channels. Suitable sound diplexing equipment is available for either single or dual sound channel operation. The company says the first multi-hop system will be installed in March.

New zoom • Taylor, Taylor & Hobson of Leicester, England, a division of Rank Precision Industries Ltd., has announced the development of a new zoom lens for image orthicon tv cameras. The new lens has a focal range of 2 to 40 inches. The lens will be flown to RCA at Camden, N.J., for evaluation and will be exhibited at the NAB convention in Chicago in April.

New Zoomar lens • Television Zoomar Co., N.Y., announced the availability of a recently developed Zoomar lens called the Super Universal Model No. 88, computed and designed to be interchangeable on all four and one-half inch image orthicon cameras. The lens has a range of two and one-half to 72 inches. Price: $1,100.

Continental Transmitters

Advanced design in AM Transmitters — Continental can increase your output up to 10 times in your existing space! Write for details today.
TV WILL BE FILMLAND DISTRIBUTOR

Hollywood spokesmen say studios will engulf broadcasting

Mr. Independent TV Filmmaker moves over and make way for the majors.

In essence this was the message last week from Rodney Erickson, head of Rodney Erickson Enterprises and consultant to Warner Bros. The one-time Young & Rubicam radio-tn programmer shared a Radio & Television Executives Society podium in New York with a spokesman for one of the majors, John B. Burns, director of national sales, MGM-TV.

Television, Mr. Erickson asserted, is becoming a distribution channel for the Hollywood major studios. In time, he predicted, the typical major movie company will be run very business-like with top management principles.

The studio, he concluded, hardly will resemble what has been conventional in recent years. For one thing, he said, the “family” management or nepotism era in studio management has about vanished. The hard-core financier has gained control, though creative minds continue to oversee production.

The future Hollywood major will have tv and radio stations, station representation firms, produce tv films and distribute them worldwide, will produce tv commercials and industrial films as well, while distributing features to three outlets—pay television, commercial tv and to theatres. Thus, he predicted, the major studios will “minimize the gamble” in multi-million dollar feature production.

Mr. Erickson pointed to negatives of hour-long film series now held by the majors, such as Warner Bros., with which he is associated. He said the market value of 500 such negatives (of all hour-long shows produced for tv by Warners) once had been placed at $25,000 per negative (or a total $12.5 million) but that they probably could command “much more.” Eventually, he said these hour-long shows will be sold for repeat use on television in time slots now occupied by tired features.

Big Size • Mr. Erickson predicted a continued trend to what he called “inverse acquisition”—that of tv interests acquiring motion picture studios. He cited the purchase of Universal Studios by MCA’s Revue: Desilu’s move into Republic Studios, and an expected move by Four Star Productions to expand its operations so it can produce for motion pictures as well as for tv.

He noted also that there will be keener competition among the eight movie majors already in television. He predicted more one-hour shows on network tv and asserted the magazine concept already is on the scene. The “tonnage users” (soaps, cigarettes and the like) are buying frequency and circulation by engaging in multiple-sponsorships, he said, and already have lost program identification while apparently not regretting the development. Mr. Erickson could find only poor pickings on station schedules. The market, he asserted, was limited tightly by network programming, by a scarcity of four or more station markets and by the pricing of ex-network properties in syndication. He said the syndicator faces an enormous financial risk. A network contract now guarantees a profit for the film series producer, he explained.

Rising income from tv cited by MGM’s Vogel

Television is the second “great source” of revenue for Metro-Goldwyn-Mayer Inc., President Joseph R. Vogel told stockholders at an annual meeting last week. The corporation formally adopted the new name at the meeting (it had been part of parent Loew’s Inc.,
which has been separated into two parts by a government consent decree).

Mr. Vogel said the great bulk of tv revenue comes from licensing of pre-1949 films for tv and that during the year just ended 42 additional licenses were granted on contracts that will produce more than $5 million. He said that since the start of licensing by MGM of its feature library, a total of $56 million in contracts had been signed, of which $31 million still is to be paid out to the company.

He noted also the sale by MGM-TV of The Islanders, an hour-long series, to ABC-TV for the new season. MGM-TV also has announced that it will discontinue competitive bidding for commercial and industrial film production, placing it on a more selective basis.

**Britannica announces newsfilm winners**

Bill Birch, NBC Chicago News, was selected as “cameraman of the year” in the newsfilm category of competition sponsored jointly by Encyclopaedia Britannica, U. of Missouri School of Journalism and National Press Photographers Assn.

An award for the best “newsfilm station of the year” and special citations to six others for newsfilm coverage will be announced this week. The competition, now in its 17th year, also includes still photography, to be announced in April.

Mr. Birch won first prize in general news (“Little Rock Riots”) second in documentary (“Fourth Coast”), and a special citation for sound-on-film on Little Rock footage. Gene Barnes, NBC, Hollywood, also won a sound-on-film citation.

Other award winners:

**Spot news:** First prize, “Kansas City Fire,” Joe Adams, KMBC-TV; second, the Barnes footage on “Chavez Ravine.” Two entries received honorable mention: “Limerick Gun Battle” by Nuzi Casavola, WGAN-TV Portland, Me., and “Mad Killers” by Irving Smith, NBC, New York. General news: Mr. Birch, first prize with “Little Rock Riots”; “Nigerian Invasion” by Marion Blissett, CBS, Boston, second prize; “Umbrella Man” by Jesse Sabin, NBC, New York, third prize, and “Child’s Funeral” by Donald Helleman, WITI-TV Milwaukee, honorable mention.

**Feature:** First prize, “Four Mood Featureettes,” by Scott Berner, WKY-TV Oklahoma City; second, “Lost Children,” by Maurice Levy, NBC-Dallas; third, “Lincoln Memorial” by Mr. Sabin, and honorable mention to “Paper Back Books” by Mr. Levy.

**Documentary:** First prize, Henry Toluzi, NBC, assigned to Africa, with “Operation Noah”; second, Mr. Birch’s “Fourth Coast”; third, Tom Priestley, NBC, New York, for “Brookhaven Laboratories.” Honorable mention, James Bennett, KZL Denver, for “Know Your Senator”; Dr. Abraham Kaplan, UCLA professor of philosophy; David Levy, NBC-TV vice president in charge of programming and talent; Fletcher Markle, producer-director; Hubbell Robinson, production head; David Swift, writer-director.

Unlike the movies where he was given ample time for full production, Mr. Swift stated that tv is an advertising medium and that the advertiser pays the bill and runs the operation.

“This viewpoint was vigorously challenged by Dr. Kaplan. ‘You can’t accept that answer,’” he told the writers, directors, producers. “You are custodians of a public medium. You dare not accept the premise that he who pays the piper calls the tune.”

Agreeing that tv is a “breathless medium with vicious deadlines,” Mr. Levy pointed out that NBC and the other networks give creative artists ample opportunity to work in the medium without interference. It’s unreasonable for critics to expect to find an O’Neill drama every time they turn on their tv sets, he said.

Mr. Jackson said that advertisers and advertising agencies are always on the lookout for creative talent and to give it its head in hopes of finding another Gene Rodney with another “Father Knows Best” up his sleeve. “Don’t feel it’s a sin to be sponsored,” he counseled, noting that many of the world’s greatest artists throughout history have also been sponsored.

Traditionally, they have expected — and received — from WOC the area’s most complete coverage of local, farm, sports and weather news . . . as well as NBC’s excellent coverage and analysis of national and international headlines.

Traditionally, WOC has programmed for the family, providing entertainment and changing when change is desired. 1960 programming will feature music to all tastes.

Traditionally, WOC personalities have been the friendliest of people — known on the streets . . . welcome in the homes.

Traditionally, advertisers have used WOC to move merchandise from display to the home.

*Adults from 18 to 7 spend 95% of the nation’s EBI*

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

**ADULTS OF ALL AGES LISTEN TO WOC RADIO BECAUSE . . .**

**TV improvement aired in West Coast meet**

Time, or the lack of it, is the chief obstacle in the path of improving the quality of tv programming according to a panel of experts who discussed “How Are We to Improve the Quality in Television” Wednesday (Feb. 24) at a meeting of the Los Angeles Chapter Academy of Television Arts and Sciences.

Jim Backus, actor-author, best known as the voice of Mr. Magoo, was moderator of the panel members who were Cornwell Jackson, J. Walter Thompson, vice president, Dr. Abraham Kaplan, UCLA professor of philosophy; David Levy, NBC-TV vice president in charge of programming and talent; Fletcher Markle, producer-director; Hubbell Robinson, production head; David Swift, writer-director.

**Traditionally**
WRITERS GUILD WINS A ROUND
WGA to share studio's take in post-'48 film sales to tv

First major breakthrough in the strike of Writers Guild of America against the major motion picture producers came Wednesday (Feb. 24). Universal-International film studios agreed to a contract which guarantees writers a share of revenue producers get from the sale of theatrical films to television.

Under the new agreement, writers will receive 2% of all proceeds from the sale of post-'48 theatre pictures to tv after deduction of 40% to cover distribution costs. WGA originally demanded 4% of the gross after distribution expenses had been deducted.

The WGA-U-I agreement, which runs for five years, was approved by the guild's board Wednesday afternoon and ratified by a membership meeting that evening. Writers were expected to return to work immediately on pictures now in production at U-I.

The contract is not contingent on agreements which may be made with any other guild or union, a WGA spokesman said. It provides that WGA may reopen the contract to negotiate terms covering films made exclusively for pay tv after two years and three months from the date the contract is signed.

Although technically still a member of the Assn. of Motion Picture Producers, U-I last Nov. 3 notified AMPP of its desire to withdraw and, under the membership agreement, its membership in the association will terminate May 3 (six months after the notification).

For the past two weeks, U-I has been in negotiations with Screen Actors Guild and presumably will conclude a new contract with this guild as well as with WGA.

SAG has also been holding almost daily negotiation sessions with a group of independent movie makers and a contract here is expected within the week. The majority of the independent producers (43 out of 56) have already signed with WGA leaving only 13 of these companies on the writers' strike list.

On Thursday (Feb. 25) AMPP and SAG representatives held their first meeting since Feb. 2. Neither side would comment on the meeting beyond the fact that it had been held and that they would meet again early this week.

Before the Thursday meeting, however, SAG announced that it has set next Monday (March 7) as the date for its strike.

On Another Front • Screen Actors Guild has set next Monday (March 7) as the date of its strike against motion picture production companies, if talks now in progress fail to produce an agreement.

Concurrently, SAG and the producers of films for television agreed to extend the expiration date of their current contract from March 31 by not more than 60 days, or until May 30 at the latest.

The SAG strike call against the theatrical motion picture producers was sparked by the producers' refusal to discuss the subject of additional payments to actors and other workers on theatrical pictures when these pictures are sold to television. To SAG these would be extra payments for extra use of the films. To the producers they are double pay for a single job. The same issue was responsible for the strike of the Writers Guild of America against the major movie companies, which has been in progress since Jan. 16. WGA has also been on strike against the tv film companies since that date.

Last week, WGA reported that because of the strike many tv producers have been unable to complete the full season's quota of 39 episodes for their series. They are being forced to start their summer reruns in April instead of June.

SAG listed Wagon Train, Real McCoys, Robert Taylor's The Detectives, Wanted Dead or Alive, 77 Sunset Strip, Laramie, Bourbon Street Beat, Donna Reed Show, Hawaiian Eye, Dennis the Menace, Lawman, The Alaskans, Johnny Ringo and Adventures in Paradise as examples of programs forced into early reruns because of a shortage of scripts caused by the writers' strike.

Ain't So • A spot check of several Hollywood producers revealed no agreement with the WGA statement that early reruns will be needed. Most of the programs are in good shape scriptwise for the remainder of this year, it was said, with no real problems for the producers unless the strike should continue long enough to interfere with preparation of programs for the new season starting next fall.

The three television networks in New York also challenged WGA's assertion that reruns will come earlier this year. A spokesman for CBS-TV said "For the most part, our rerun schedule will be as planned and only a few series will be moved up about a month." An NBC-TV official claimed that the strike is not causing any revisions in its rerun time-table. An ABC-TV spokesman said the network "is considering no changes at this time." Guild representatives are scheduled to meet with network officials in New York on Thursday (March 3) to discuss the union's demands for a new contract covering live tv and radio staff and freelance writers. WGA is reported to be seeking a 15% hike in staff wages; a 50% increase in free-lance program fees and a provision for 4% of the absolute gross foreign receipts of tapes or kines used abroad.

Currently staff newswriters at NBC earn $202 weekly, with no overtime provisions. Those at CBS and ABC earn $182 for a 40-hour week and time-and-a-half for overtime. The free-lance minimum rate is $800 for a half-hour and $1,200-$1,500 for an hour program on a commercial basis. The sustaining rate is 85% of the commercial fee.

The live tv and radio contract with ABC, NBC and CBS expires on March 31. Mutual is not included in the pact, since it does not employ staff or free-lance writers.

FREE—VALUABLE PARADIGM!

Paradigm: a pattern or example. That's what Radio Station Management is in modern radio . . . a side-by-side comparison of actual station operations in medium-sized markets. Radio Station Management newsletters examine practical programming and sales ideas in detail . . . ideas which can be modified and applied by other broadcasters to their own situations wherever they may be.

In this time of great change in broadcasting concepts, these studies are important to every forward-looking person in radio and related fields. See for yourself—send a card to the address below for a free sample of RSM studies.

LOCKHART, INC. • 3607 W. MAGNOLIA • BURBANK 1, CALIF.
CBS-TV has signed a contract with Directors Guild of America for the filmed programs it produces. It is the first such contract the network has ever had. Formerly the studios at which CBS-TV films were made were considered to be the employers of the directors and these studios had contracts with Screen Directors Guild (since Jan. 1 a part of DGA). The CBS-DGA pact runs only until April 30, when the guild's contract with all film producers, theatrical or TV, expires. Main effect, therefore, is to permit CBS to sit in on negotiations of the new agreement.

Neither ABC nor NBC has signed a DGA film contract. All three networks are signatories to Radio-TV Directors Guild (now, like SDG a part of DGA) contracts covering the employment of directors for live programs on radio and television. These contracts run through the balance of this year, to Dec. 31, 1960.

* Film sales

Play of the Week (NTA)
Sold to WGN-TV Chicago, WAFB-TV Baton Rouge, KFSD-TV San Diego, WSB-TV Atlanta and WDSU-TV New Orleans.
Now in 15 markets.

Trackdown (CBS Films)
Sold to WGAL-TV Lancaster, Pa.; KJEO-TV Fresno, Calif.; KODE-TV Joplin, Mo.
Now in 65 markets.

Mr. Adams and Eve (CBS Films)
Sold to KROD-TV El Paso, Tex.; WGAL-TV Lancaster, Pa.
Now in 47 markets.

Air Power (CBS Films)
Sold to KRDO-TV Colorado Springs, Colo.
Now in 31 markets.

You Are There (CBS Films)
Sold to WMT-TV Cedar Rapids, Iowa.
Now in 35 markets.

Fury (Independent Television Corp.)
Sold to Canadian Broadcasting Corp. for both English and French networks. Half of series to be on full station lineup of English network will be sponsored by General Foods, sponsor of program currently on NBC-TV (Sat. 11-11:30 a.m.).

National Football League Presents
(Peter De Met Productions through World-Wide TV Sales Corp.)
Now in 78 markets.

The Phil Silvers Show (CBS Films)
Sold to KMNT-TV Austin, Minn.; KXGN-TV Glendive, Mont.
Now in 120 markets.

Whirlybirds (CBS Films)
Sold to KOOK-TV Billings, Mont.; KSLA-TV Shreveport, La.; KTTV-TV Los Angeles, Calif.; KGNC-TV Amarillo, Tex.; KHQ-TV Spokane, Wash.; WIBB-TV Topeka, Kan.; KPLC-TV Lake Charles, La.; KSU-TV Wichita Falls, Tex.; WDAM-TV Hattiesburg, Miss.; KWTX-TV (TV) Oklahoma City, Okla.; WOAI-TV San Antonio, Tex.; KCPX-TV Salt Lake City; KSD-TV St. Louis; KOAM-TV Pittsburg, Kan.
Now in 208 markets.

Amos 'n' Andy (CBS Films)
Now in 222 markets.
duce both live and film tv programs and will announce its four properties and other projects within the next week. At NBC-TV some of the productions on which Mr. Graff worked were the Wisdom series, Assignment Southeast Asia and Assignment India.

Change in hq • MCA-TV Ltd. reports that its international headquarters henceforth will be at the offices of MCA Canada Ltd. at 180 University Ave., Toronto, Canada. It will be under the supervision of Peter McDonald and Gunnar Rugheimer, vice presidents of MCA Canada Ltd., with Mr. Rugheimer covering the Western Hemisphere and Mr. McDonald the Eastern Hemisphere.

'Spearhead' public affairs • WBTV (TV) Charlotte, N.C. has come up with a new public affairs program series titled Spearhead. Scheduled for prime evening hours, the series will depict the progress of the Carolinas in programs of varying lengths. First show (1½ hours) featured a team of Charlotte surgeons performing open-heart surgery on a 4-year-old girl. Other programs will include a 15-hour telethon in behalf of the Fine Arts Fund, participation in a SAC bomber raid on the city and entertainment features. The series is produced by Robert L. Rerson, WBTV program operations manager.

Ciro's series • Paramount Television Productions has closed a deal with Frank Sennes. night club impresario, to tape and syndicate a musical variety series to be called Celebration at Ciro's, taped at that Hollywood night spot. A 30-minute pilot was filmed Feb. 15. Mr. Sennes is executive producer and Larry Peerce is director.

Dickens on tv • Video-Tel, N.Y., has obtained distribution rights to a new half-hour tv series, Tales From Dickens. Negotiations for the contract were handled by Joseph Brandt, Video-Tel consultant, and Harry Alan Towers, British producer of the series.

International expansion • Independent Television Corp. is expanding its sales force with a new office in Mexico, a second branch in Canada and arangements for sales and dubbing in Brazil. Henry Ehrlich heads the Mexican office. The new Canadian base is in Montreal, staffed by William B. Clapham, manager, and Donald Roe, sales representative. Both report to Toronto where John E. Pearson heads ITC of Canada Ltd. In Brazil, Cine-Castro Labs has signed an exclusive agreement to sell ITC products and dub in Portuguese. ITC currently has a portfolio of 22 shows sold in 43 countries.

Tv information • WNDU-TV South Bend, Ind., has inaugurated a series of five minute programs designed to give listeners a clearer and more comprehensive idea of what the television industry is trying to accomplish. According to W. Thomas Hamilton, general manager of the Notre Dame U. station, the series covers such areas as advertising and general welfare; broadcasting in the public interest; careers in tv, and the tv generation. Mr. Hamilton delivers the talks.

Youth forum • A series of programs which bring together leaders in various fields discussing the problems facing youth has been started by WLAC-TV Nashville, Tenn. Dr. Ray Balester, a professor in psychology at Vanderbilt U., and Mrs. Ruth Talley, WLAC-TV public relations director, serve as moderators. The programs are filmed and are made available to tv stations throughout the state and to schools and social organizations.

Free film • The Commonwealth of Nations, a public service tv film series, will be available to stations after April 1 through the British Information Service at no charge. There are 13 half-hour films in the series dealing with history and current affairs of the British Commonwealth. They were produced by the National Film Board of Canada. Each film presents a comprehensive camera report on various customs, traditions and philosophies of the member nations of the British Empire.

Bar series • ABC - TV has engaged Hubbell Robinson Productions to prepare a new one-hour series entitled Logan, A Lawyer's Story for the network's 1960-61 season. Scheduled to start production late February at Revue Studios in Hollywood, the series will offer fictionalized versions of unusual litigations as experienced by a young New York attorney, it was said. Mr. Robinson is executive producer and Jules Bricken, producer.

Cartoon comeback • Manhattan Productions Inc., N.Y., has acquired 260 Winky Dink & You cartoon for syndication, with stations participating in returns on tracing kits sold in conjunction with the show. Winky Dink & You was on CBS-TV for 3½ years. The cartoons run 5-6 minutes and can be used alone
or with live scripts also in the package. Frank Abrahams, former Goodson-Todman Productions writer who left to establish Manhattan, said that sale of the tracing kits could be handled by stations, or through retailers or from New York. More than 10 million were sold at 50 cents during the network run, he said. Manhattan Productions is at 232 E. 79th St., New York 21. (Phone Butterfield 8-5106).

Tax story available • The prize-winning film by the Internal Revenue Service, Since the Beginning of Time, is now available for telecasting in either color or black and white. The prize was awarded by Film Media magazine. The 27-minute documentary, which relates the behind-the-scenes story of the IRS, is complete with sound, commentary and musical score. Interested stations should contact the District Director of Internal Revenue in their own areas of operation.

Sea series set • Screen Gems, Hollywood, has entered into a co-production deal with Jana Enterprises for a new series, Sea Rover. It's a creation of Art and Jo Napoleon; Harry Ackerman is executive producer.

Etv gets 'Viruses' • The U. of California, with a grant of $109,980 from the National Science Foundation, will make a series of eight half-hour films. The films, designed for educational television and for use in schools, will be called The Nature of Viruses. They will be distributed through the National Educational Television & Radio Center. Production will be handled by etv station KQED (TV) San Francisco.

New TCF-TV series

20th Century Fox Television is to produce a new half-hour series, Hong Kong, for ABC-TV. The series will star Rod Taylor. TCF-TV also has completed plans to produce another new TV series with "faith and religion" as the theme. It would use family situations with contemporary religious themes and have a "continuing character." The company also has three pilots for other series to be ready for screening within two weeks.

Directors' tv awards

Phil Karlson won the top TV film award of Directors Guild of America for his direction of "The Untouchables, Parts 1 and 2." The shows were filmed by Desilu Productions, with Vincent McEveety as assistant director were later made into a series. Others honored for outstanding TV film directorial achievements during 1959 at DGA's annual awards banquet Feb. 6 were: John Brahm, for "Time Enough at Last" segment of Twilight Zone, filmed by Cayuga Productions with Edward Dea-

nault as assistant; Robert Florey, for "The Innocent Assassin" program of Westinghouse-Desilu Playhouse, filmed by Desilu with Mr. McEveety as assistant; Ray Garnett, for "The Jake Lingle Killing" segment of The Untouchables, filmed by Desilu with Mr. McEveety as assistant; Chris Nyby, for "The Jenny Tannen Story" episode of Wagon Train, filmed by Revue Productions, with Carter DeHaven Jr. as assistant; Don Weis, for "Survival," a program of the General Electric Theatre series, filmed by Revue with Hilton Green as assistant.

Radio short-subjects

Banner Radio has been formed as a new radio programming division of Banner Films Inc., New York, with Murray Grabhorn appointed sales manager. The new division has a short-subject catalog that can provide programming for radio stations with exclusivity granted in individual markets. The new service has five-minute and one-minute shorts using name talent: Joey Adams and guests, Lou Parker, Titus Moody, Ann Thomas (Maurine the maid), Ken Delmar (Sen. Claghorn) and personalities in sports and other fields.

FATES & FORTUNES

Broadcast Advertising

- DAVID MATHEWS, director of network programming for Fuller & Smith & Ross, Los Angeles, named vp. He will head agency's west coast TV production which is in midst of great expansion.

- JOHN V. DOYLE, HAROLD J. HUBERT and JOHN W. CLASON, account supervisors. Campbell-Ewald Co., Detroit, named vps. Mr. Doyle is supervisor on General Motors institutional advertising, Mr. Hubert on Burroughs Corp. and National Steel Corp. and Mr. Clason on Firestone Tire & Rubber Co.

- WAYNE STUART-BULLOCK and GENE FEDERICO join Benton & Bowles, N.Y., as creative supervisor and art group head, respectively. Mr. Stuart-Bullock formerly was group head at McCann-Erickson; Mr. Federico was art director with Douglas D. Simon Adv., there.

- R. RICHARD CARENS, account supervisor, and KENNETH W. PRICE, account executive, named vps at Doherty, Clif-

ford, Steers & Shenfield, N. Y.

- BILL MUNSELL, vp of Campbell-Mithun, Minneapolis, transfers to Los Angeles office in expansion move. He joined agency in 1958 as account executive. He previously was merchandising manager of Des Moines (Iowa) Register & Tribune.

- BROOKS EMORY, formerly senior vp of Lennon & Newell, joins BBDO, N.Y., as account group head on Warner-Lambert Pharmaceutical Co.'s Bromo-Seltzer account.

- DONALD SMITH, formerly senior account executive at Leo Burnett Co., and advertising and sales promotion director of Crosley-Bendix, appointed executive vp of Consumer Div. of Tobies, O'Neill & Gallay, Chicago.

- GEORGE GRISWOLD JR. promoted to director of publications of Bell Telephone Labs, N.Y., AT&T subsidiary. He is in charge of advertising and pr.

- CYRUS C. YOUNG, recently research...
account executive at BBDO, appointed
director of development for Advertising
Research Foundation, N.Y.

- Richard H. Hehman, account execu-
tive, and William S. Wheeler, account
supervisor, both Chicago, and
William E. Mansell, account executive,
and Joseph H. Hoffman, creative
supervisor, both Minneapolis, all elected
vps of Campbell-Mithun Inc. Daniel
W. Keefe Jr., formerly with McCann-
Erickson, N.Y., to C-M, Chicago, as
account executive.

- Walter A. Scott and Allan Nixon
join art department of Smith, Hagel &
Knudsen, N.Y., as associate directors.
Mr. Scott was art director at BBDO:
Mr. Nixon, art director at Ellington
Co., N.Y.

- G. Newton Odell,
frequently vp in charge of
marketing and creative services at
Joseph Katz Co., joins Compton Adv. as vp
and account executive in Socony Mobil
group.

- Taylor Rhodes, director of research
for Foote, Cone & Belding, San Fran-
sisco office, appointed director of media
and research.

- George P. Haller,
formerly with J. Walter Thompson Co., to Rose-Martin,
N.Y., as associate media director.

- Abby Rand, account executive for
Joe Wolhandler pr firm, named vp and
publicity coordinator.

- Norman Warren appointed corpo-
rate director of advertising and pr for
Northrop Corp., Los Angeles advertise-
ing and pr agency. He formerly was
vp and general manager of Fletcher,
Richards, Calkins & Holden, that city.

- Sidney Belanoff and Arthur Ko-
er join Kenyon & Eckhardt, N.Y., as
project supervisors.

- Ken Warren, Warren & Litzenberg-
er, Davenport, Iowa, elected president of
Mutual Adv. Agency Network for
1960, succeedng Fran Faber, Faber
Adv., Minneapolis. Others elected:
James C. Taylor, Jr., James C. Tay-
lor Adv., Ottumwa, Iowa, first vp;
Arthur Gerst, Gerst, Sylvester &
Walsh, Cleveland, second vp; Rolla
Nolting, Perry-Brown, Inc., Cincin-
nati, secretary, and Gladys Lamb, Kel-
ly & Lamb, Columbus, treasurer.

- George Peck, formerly with adver-
tising sales department of General
Electric Co. and associate of Robert
C. Russell, Inc., forms own advertising
agency. Named Peck Adv., new agen-
cy is located at 152 Barrett St., Sche-
nectady, N.Y.

- Leonard D. Dunlap, formerly with
Pepsdot Div. of Lever Bros., to Hen-
derson Adv., Greenville, S.C., as
account executive.

- Lealand E. Risk, previously vp
and account executive at Charles A. Motll,
Beverly Hills, Calif., to D'Arcy Adv.
Co., Los Angeles, as account executive.

- Richard D. Courtney, formerly
with McCann-Erickson Chicago office,
to Ketchum, MacLeod & Grove, Pitts-
burgh, as radio timebuyer.

- Larry Buchanan named copy chief
of Bevel Assoc., Dallas-Ft. Worth
advertising and pr agency. Other
appointments: Joe Farmer named
account executive. Jim Powell, on art
staff, named production manager. Ed
Jordan succeeds Mr. Powell.

- Peter Hartsuff, formerly news-
reader with American Forces Net-
work Europe Radio, joins copy staff of
Kudner Agency. Charles Dough-
tie rejoins Kudner as copywriter fol-
lowing year of freelancing.

- Marvin Wartnik, formerly with art
staff of Erwin Wasey, Ruthrauff & Ry-
an, Los Angeles, to MacManus, John
& Adams, there, as assistant art di-
rector.

- Jan van Emmerek, Frank Howlett,
and Louis Spino named associate me-
dia director, assistant media director
for broadcast buying and assistant me-
dia director for print buying, respec-
tively, at Lennen & Newell, N.Y.

- Charles P. Culbert and Jack Page
join Robinson, Jensen, Fenwick &
Haynes, Los Angeles advertising agen-
cy, as head of merchandising and ac-
count executive, respectively.

- David Manber, formerly copywriter
at Young & Rubicam, to Donahue &
Co., in similar capacity.

The Media

- Joseph J. Jacobs,
formerly assistant
general counsel of
ABC, named general
attorney of Metropo-
list Broadcasting
Corp. He previously
was assistant to presi-
dent of ABC on Le-
gal and Broadcasting
Div. affairs. He will headquarter in
New York.

- Donald Cooke, president of KRLA
Pasadena-Los Angeles, assumes gen-
eral manager position, succeeding Ed-
win V. Schultz who resigned. Ar-
mand Lamont, sales executive at
KRLA, promoted to general sales man-
ger.

- Gibbs Lincoln, vp and sales man-
ger of KVI Seattle, Wash., named
station manager, succeeding Fred Von
Hofen who resigned.

- Alan Lissner, operations manager
of KBIG Catalina, Calif., appointed vp
of John Poole Broadcasting Co., which
operates station.

- Del Leeson, formerly station man-
ger and national sales manager of
KDYL Salt Lake City, to KPAM (FM)
Portland, Ore., as general manager.

- Arthur Hamilton,
station manager of
WRCA New York, and
Vincent Mitchell,
manager of
NBC-TV advance fa-
cility planning, ap-
pointed director of
NBC's political broad-
casting unit and man-
ger, traffic political broadcasting,
respectively. Alan Livingston, vp
Television Network Programs, NBC
Pacific Div., resigns, effective early this
summer.
• MARTIN J. WELCH, formerly sales manager of KYTL and KBUZ, both Phoenix, to KEOS Flagstaff, all Arizona, as general manager.

• ROBERT B. HARDENBERG, formerly with Chicago office of The Bolling Co., station rep, to WCOG Greensboro, N.C., as assistant station manager.

• BERNIE KAY, formerly salesman at KOYL Storm Lake, Iowa, to KCSR Chadron, Neb., as sales manager. LARRY O'TOOLE, formerly air personality at KLII Estherville, Iowa, joins KCSR as program director.

• CURT WHITE, program director and air personality at WDMV Pocomoke City, Md., named general manager.

• ED MCMULLEN and GALE BLOCK, named regional sales coordinators of WINS New York. Mr. McMullen was on sales staff of WINS and Mr. Blocki was account executive with The Bolling Co. Mr. McMullen will operate from New York; Mr. Blocki headquarters in WINS newly-opened Chicago office (333 N. Michigan Ave. Telephone: State 2-1775).

• WITH PARO, formerly with NBC-TV Spot Sales, N.Y., appointed director of sales for WRC-TV Washington, succeeding WILLIAM E. COYLE who resigned. Mr. Paro began his broadcasting career in sales promotion department of Mutual Broadcasting System, Chicago, in 1948.

• STAN COHEN, director of sales promotion and merchandising for WDSU-TV New Orleans, promoted to director of program planning and promotion.

• WILLIAM G. MULVEY, program director of WFBG-TV Altoona, Pa., named assistant general sales manager of WNH-C-TV New Haven, Conn. Both are Triangle stations.

• A. RICHARD ROBINSON, account executive and director of sales promotion and merchandising at KRQN-TV San Francisco, promoted to manager of promotion and merchandising department.

• JACK GILLIS, formerly engineer with KRKD Los Angeles, to KBIG Catalina, Calif., as studio transmitter engineer.

• M.L. MOSTYN and DON RICE promoted to studio engineering supervisor and production supervisor, respectively, at WWDC Washington. Both formerly were members of engineering staff.

• ROBERT H. VAN ROO, formerly promotion director of WTNM-AM-TV Minneapolis, joins WCBS-TV New York as director of promotion and advertising.

• LOREN R. HOLLEMBAUK, formerly with Adam Young, Inc., Chicago, becomes manager of sales presentations of CBS Radio Network Sales department, that city.

• JAMES M. COX, Jr., president of Miami Valley Broadcasting Corp., vp of Biscayne Television Corp., and board chairman of Caroline Radio Co., appointed national chairman of Wittenberg U.'s 10-year $50,000,000 development program.

• BILL JOHNSON, executive vp of Yankton Broadcasting Co. and manager of KYNT Yankton, S.D., announces candidacy for South Dakota State House of Representatives.

• EARL G. THOMAS, formerly with ABC New York, to John Blair & Co., that city, as marketing specialist. Mr. Thomas previously was with McCann-Erickson, Hicks & Greist, and Grey Adv. Since 1955 he participated in business development for ABC New York.

• GERALD BLUM, national sales representative with Commercial Recording Co., Dallas, to regional sales manager of WLEE Richmond, Va.

• WILLIAM J. FAATH, formerly with budget department of CBS-TV, N.Y., to WCAU-TV Philadelphia as business manager.

• RALPH HODGES, formerly with KTLA (TV) Los Angeles in various production capacities, named producer-director with KTVI (TV) St. Louis.

• BOB LAWRENCE, formerly with United Broadcasting Co., appointed time salesman at WOL Washington.

• CHARLES H. PARK JR., news and community affairs director of WBRB Mt. Clemens, Mich., appointed program director.

• MIKE WESTERN appointed program director of KISN Portland, Ore. BIL JACKSON, formerly air personality, promoted to music director.

• DON DILLON, formerly associate tv producer at WBKB (TV) Chicago and previously productions operations manager of WBBM-TV, that city, rejoins WBBM as assistant program director-production.

• EDWARD P. DITTLER promoted from director to community affairs director at WITI-TV Milwaukee.

• AL NELMET and SCOTT McKEOWN appointed account executives for WAVY Norfolk-Portsmouth-Newport News, Va., WILLIAM EURE, account executive with WAVY, to WAVY-TV in similar capacity. Other WAVY-TV appointments: JORGES TORRES named chief photographer; JACK MAYER, production manager; Bob Born, floor manager and Dana GREENBERG, traffic director.


• ROBERT C. SMITH, manager of presentations for CBS Radio Network Sales, Chicago, named account executive.


• Bob YOUNG, formerly with CBS public affairs department N.Y., named
news director of WNDU-TV South Bend, Ind.

- CONRAD SCHADER, air personality with KCIN Denver, named news director.

- STAN PAULSEN joins WISH-AM-TV Indianapolis as news writer-editor.

- DON LLOYD, formerly newsman with WTIG Massillon, to WCUE Akron, both Ohio, in similar capacity.

- WILFRED BROWN joins news staff of KABC Los Angeles.

- MEL JASS joins KTTV (TV) Los Angeles as newscaster.

- ELI BREGMAN, formerly pr man and news writer in Los Angeles, joins KNXT (TV) Los Angeles as member of news staff.

- BILL LEONARD, personality-moderator with WCBS New York, becomes staff correspondent for CBS News.

- ERIC RHODE, formerly newsman with KLYK Spokane, to KOL Seattle, both Washington, in similar capacity.

- ARTHUR D. MORSE, award-winning reporter-director, joins CBS-TV as staff producer on CBS Reports.

- DICK LANE, sportscaster for KTLA (TV) Los Angeles, to be honored March 1 and 2 as he begins 15th consecutive year of broadcasting Olympic wrestling matches, described as longest continuous live program in history of tv.

- JOSEPH H. TAFT, formerly traffic director of KETA-TV and KOKH-TV Oklahoma City, named continuity supervisor-producer of KNME-TV Albuquerque, N.M., succeeding ARLEN ASHER who joined Ward Hicks Adv., that city. WINIFRED KEOHIO, joins staff as traffic supervisor.

- JOE PIGOOTT, formerly news and sports director of WISH-TV Indianapolis, joins WKRC Cincinnati as announcer-newscaster.

- GUS CHAN, formerly air personality with WMAQ Chicago, to WAAP Peoria, Ill., in similar capacity.

- CHARLES R. FAGEN, manager of unit managers of CBS-TV, appointed account executive for CBS-TV production sales.

- ART DAWSON, formerly advertising manager of Food Enterprises, joins WMCA New York as account executive.

- GEORGE MURPHY, formerly with KLAC Los Angeles, to KHJ-TV, there, as account executive.


---

**Fast spin**

- BILL MUNCEY, disc jockey with KING Seattle, Wash., set a new world's speed record for hydroplanes over the measured mile course with a clocking of 192.001 miles per hour. The mark was established Feb. 16 at Lake Washington. The boat: Miss Thriftway.

- ALLEN JEFFRIES, formerly news editor of WISH Indianapolis, to WCOL Columbus, Ohio, as news director.

- JIM WOODELL, morning news editor of WSAI Cincinnati, promoted to assistant news director.

- JIM LANGE, formerly air personality with KGO-TV San Francisco, to KSFO, that city, in similar capacity.

- BUZZ BENSON joins WSIX Nashville Tenn., as air personality. He previously was with WINX Rockville, Md.

- JOSEPHINE STEINBERG appointed sales traffic manager of KCBS San Francisco.

---

**Programming**

- WILLIAM M. WOLFSON and MILTON P. KAYLE named vps of Independent Television Corp. (film-producer). Mr. Wolfson will continue his duties as treasurer of Television Programs of America; Mr. Kayle continues as general counsel of ITC

- JOHN ROBINSON, formerly producer-writer with Four Star Television, resigns to form own corporation, Libra Ltd., Los Angeles. New company will produce television series. Other new members are: ROBERT GINTER, business manager; MALCOLM STUART, agent and HARRY WAINWRIGHT, attorney.

- NICHOLAS D. NEWTON, salesman at Bill Strum Studios, N.Y., commercial film producers, becomes vp and director of sales.


- PHILIP A. MELILLO, account executive with Paul Hance Productions, N.Y., (producers of closed circuit tv shows and films), named sales director.

- JOHN N. HARRIS, formerly with Tide-water Oil Company, appointed assistant sales manager of Transfilm-Carvel Inc., N.Y., where he will assist in three areas—live shows for business, industrial films and tv film commercials.

- RON WALKER, music director of The Jingle Mill, N.Y. (producer of tv commercials), promoted to producer.

- THOMAS E. MAPLESI, formerly with National Telefilm Associates, named account executive in Dallas office of CBS Films.

- DON WEIS named director of Dennis O'Keefe Show, just renewed.

---

**Equipment & Eng'ring**

- BARRY J. SKILLITO, formerly executive vp of Houston Fearless Co., Los Angeles, becomes president, effective May 1. He succeeds GEORGE E. JOHN- son, named chairman of executive committee. RICHARD WOKKE, member of board elected vp finance, and vice chairman of board.
• Henry C. Gammell promoted from manager of communications projects to vp and operations manager; Frank A. McCaI1, formerly general manager of RCA manufacturing subsidiary in Spain, appointed director of consumer products, and James E. Stewart, chief of microwave export sales, named director of communication products, all for Motorola International S.A., international subsidiary.

• Z.W. Pique appointed vp of marketing for Hoffman Electronics Corp., Los Angeles. Donald C. Bright, formerly division sales manager with RCA, named general manager of new Industrial Electronics Div.

• Harry A. Gilbert, controller of Blonder-Tongue Labs (producer of educational and closed circuit tv cameras), appointed vp.

• Rein Narma joins Ampex Professional Products Co., Redwood City, Calif., as manager of engineering of Audio Products Div.


• John F. Geibel, Wallace M. Obermoeller, John F. Daly and William R. Kuzelka all named field merchandising specialists for Admiral Corp.

• James H. Chandler appointed manager of Electric Products Div. of Kimberly Glass Co., subsidiary of Owens-Illinois. Toledo, Ill. He has been electronic parts salesman since 1954.

Government

• Basil J. Mesines, Federal Trade Commission project attorney, named assistant to FTC executive director, Harry A. Babcock. Mr. Mesines succeeds John R. Heim, recently named director, Bureau of Consultation.

• George K. Ashenden, engineering assistant to FCC Commissioner T.A.M. Craven, promoted to assistant chief of Opinions and Review office. He joined FCC in 1941, serving in various engineering capacities. Clarence F. Heister, with Technical and Allocations Branch, succeeds Mr. Ashenden. Mr. Heister joined FCC in 1942.

International

• Eugene Hallman, director of English-language network of Canadian Broadcasting Corp., named vp of programming and sales with headquarters in Toronto.

• Sydney Riggs Kennedy, program director of Maritime Region of Canadian Broadcasting Corp. since 1952, named director of CBC for Maritime (Atlantic coast) provinces, succeeding W.E.S. Briggs, recently appointed CBC vp.

• Frank Harris, operations and production manager of CJDC-TV Dawson Creek, B.C., appointed station manager.

• William Guild, CIVI Victoria, B.C., elected British Columbia director of Broadcast News Ltd., Toronto, Ont., co-operative newspapering agency of Canadian Press. Broadcast News now serves 182 of the 192 independent Canadian radio stations and 40 of 44 independent tv stations.

• Graeme Thomson Haig, Winnipeg lawyer, and counsel for Perimeter Tele- vision Broadcasters Ltd., Winnipeg, Man., named special counsel for Canadian Board of Broadcast Governors at public hearings for tv station licenses, scheduled March 7-18 at Montreal and Toronto.

Allied Fields

• John D. Stebbins, formerly vp of The Bolling Co.'s Chicago office, joins Hamilton-Landis Assoc. (broker), Washington. Mr. Stebbins previously was vp of Television Advertising Productions and Universal Radio Sales, both Chicago.

• Albert Shepard, executive vp of Institute for Motivational Research, leaves to form new organization, Motiva- tion Dynamics Inc., Mohegan Lake, N.Y. Motivation Dynamics services include marketing strategy, new product development and pre-testing, name and package planning and analysis of response patterns to tv commercials.

Deaths

• Oscar L. Turner, 73, president and 70% owner with family of WSIL-TV Harrisburg, Ill., died there Feb. 21. Besides activity with uhf ch. 22, licensed to Turner Farrar Assn., he also headed group that owned chain of motion picture theatres in southern Illinois.

• Frank Miller, 51, vp of Terminal Electronics, N.Y. (industrial electronics distributors), died Feb. 18 when his private plane crashed in Paterson, N.J.

• Sam Roley, film technical director of KTTV (TV) Los Angeles, died Feb. 16 while convalescing from heart attack. He had been with station for 11 years.

• Ollie L. Carpenter, 62, sales repre- sentative of WPTF, Raleigh, N.C., died Feb. 13, following brief illness. He had been with WPTF for 23 years.

• Everett W. Hencke, 38, art direc- tor of Anderson & Cairns, New York advertising agency, died Feb. 19 of heart attack.
INTERNATIONAL

NINE IN LINE FOR TORONTO'S CH. 9

Hearing scheduled to see who gets the Toronto vhf goldmine

Toronto's second vhf television station is on the hearing block, and there are nine bidders.

Canada's Board of Broadcast Governors will meet March 14 in the Oak Room of Toronto's Union Station for a hearing to determine which applicant will get the valuable ch. 9 facility.

The week long session will also hear applications for power increases for several Ontario tv stations and applications for French language tv stations in northern Ontario.

Currently, CBLT (TV) is Toronto's only tv station. It is owned by the government's Canadian Broadcasting Corp. Applicants for the competing tv facility are all groups of financial interests. Most have radio station or newspaper affiliations.

The Bidders • CFRB Toronto, and CKEY Toronto, are each applying individually for the one remaining vhf Toronto channel. CKFV Toronto, is a member of Baton Aldred Rogers Broadcasting Ltd., an applying group which includes the evening Toronto Telegram, film distributor Paul Nathanson, and radio-tv commentator Joel Aldred.

The evening Toronto Daily Star, through its editor-in-chief, Beland Honderich, is an applicant, as is the morning Toronto Globe & Mail along with the British-owned Odeon Theatre Group. The magazine publishing house Maclean-Hunter Ltd., Toronto, and the British Associated Television Ltd., have formed a syndicate for an application. The Southam Newspaper chain, with an interest in CHCH-TV Hamilton, Ont., is applying for the Toronto license along with financial interests represented by Brazilian Traction Co.'s president Henry Borden.

Spence Caldwell, advertising agency and film distributor in Toronto under S.W. Caldwell Ltd., has lined up 50 financiers to help him in his application. British Granada Television, is associated with a group of Canadian financial interests and the Canadian television comedy team of Wayne and Shuster, in an application.

Other Matters • CBC is requesting a French-language television station license for Sturgeon Falls, Ont., with a French-language satellite station at Sudbury, Ont. CFCL-TV Timmins, Ont., wants an increase in power from 18.5 kw video and 9.25 kw audio to 100 kw video and 30 kw audio on ch. 6.

CHCH-TV Hamilton, Ont., is seeking a power boost from 150 kw video and 90 kw audio, to 325 kw video and 182 kw audio on ch. 11, with antenna to be increased from 654 feet to 1,175 feet.

CKTB St. Catharines, Ont., wants a daytime power boost from 5 kw to 10 kw on 610 kc, and CHVC Niagara Falls, Ont., is asking for a power increase from 5 kw to 10 kw on 1600 kc.

Fifty radio and television station licenses will come up for renewal. Their cases will be publicly heard. This is the second time in a year that the BBG has held such renewal hearings.

Canada's fiscal year is April 1 to March 31, and station licenses run for three or five fiscal years.

Canadian Broadcasting Corp. is applying for a satellite tv station to CBUT (TV) Vancouver, B.C., at Courtenay, B.C. on ch. 7 with 625 watts video and 375 watts audio. and antenna 454 feet above average terrain. CBC is also asking for a ch. 9 station at Nelson, B.C., with 560 watts video and 280 watts audio power and antenna 1,002 feet above average terrain, to operate as a satellite to CBUAT Trail, B.C., itself a satellite of CBUT (TV) Vancouver.

W. B. Parker is applying for a 1 kw station on 570 kc at Maguse River, Northwest Territories.

Russianss have an even taller story

Russia is planning to build the tallest man-made structure in the world—a tv tower in Moscow. This is the information Richard E. Jones, vice president of WQTE Detroit, says he coaxed from behind the Iron Curtain after nearly four months of work.

The coaxing was aided by accident, according to Mr. Jones. Initially, he sent a list of 20 questions about Red tv to the Soviet Embassy in Washington. He got no appreciable results. But, by accident, Ed McKenzie, WQTE d.j. and a former radio engineer, tuned in on Radio Moscow and heard the station reading and answering some of his questions.

The tape he made of that monitoring was broadcast on WQTE Saturday, Feb. 20.

According to Mr. McKenzie, the Russians, in answering questions concerning Red tv, said they were planning to build a tv tower 1,667 ft. high with a restaurant and two observation platforms at 1,312 ft. This would make the structure somewhat taller than the Empire State Building (1,472 ft.). The building will be of reinforced concrete and is apparently part of a seven-year plan to add 100 new Russian tv stations, a report from WQTE stated.

Other information culled from the broadcast:

The Russians have symphonic music, weather reports, news broadcasts, dramatic plays, records, children's shows, cartoons and educational programs on their radio and tv networks. They broadcast on short wave, long wave and medium wave, have an experimental tv color transmitter and have no sponsored programs "aimed at profit from advertisers."

They do not have ratings for programs, but "hundreds of thousands of letters are taken into consideration."

They play few records, but tape recordings are popular.

According to Mr. Jones, other questions of the original 20 are to be answered on a later program. These questions are concerned with whether the Russians have stereo sound, use old movies on tv and which sports are popular.

"We believe this is the first direct exchange of information between a Russian and an American radio station," Mr. Jones said.
Toronto; International Alliance of Theatrical Stage Employees, Toronto; and Canadian Wire Services Guild, Toronto. Joe MacKenzie, director of organization of the Canadian Labor Congress, has been appointed executive director of the new council.

Two Cuban tv stations seized by Sr. Castro

Cuba's Fidel Castro last week seized two Havana tv stations and one of the nation's last remaining independent newspapers, El Mundo. The move gives the government control of two of the city's five operating tv channels.

One tv station belonged to Amadeo Barletta, Italian-born industrialist with large holdings in Cuba. Mr. Barletta has taken refuge in the Italian Embassy. He also owned El Mundo.

The Ministry of Recuperation also ordered tv channel 12 made government property. This channel belonged to Gaspar Pumarejo who fled Cuba after the fall of Batista.

Dominion stations give research funds

A memorial communications research project at the U. of British Columbia, Vancouver, has been inaugurated with donations of $10,000 from the Canadian Assn. of Broadcasters and $5,000 from the British Columbia Assn. of Broadcasters. A financing drive is underway under chairmanship of Guy F. Herbert, former vice-president of All-Canada Radio & Television Ltd., Calgary, Alta., to raise $300,000 for the project from Canadian broadcasters.

The memorial project is in the names of four veteran broadcasters who died in the past year: Harry Sedgwick, CFRB Toronto, Ont.; Harold R. Carson, CFAC Calgary, and All-Canada Radio & Television Ltd.; F.H. Elphicke, CKWX Vancouver, B.C., and A.A. Murphy, CFQC - AM - TV Saskatoon, Sask.

The U. of B.C. has already done considerable basic research on mass communications in conjunction with the BCAB in recent years. Under the memorial project, the university will continue and enlarge its studies of basic communications and the training of persons in the field of communications.

Jack Sayers, CJOR Vancouver, B.C., was re-elected president of BCAB for another year at the annual meeting at Vancouver earlier this month. Ken Hutcheson, CIAV Alberni, B.C., was re-elected vice-president, and Roy Chapman, CKOK-TV Kelowna, B.C., as director. New directors elected were Murdo MacLachlan, CHWK Chilliwack, B.C., and William Hughes, CKNW New Westminster, B.C.

Mystery solved

A seven-year-old electronic mystery centering around purported reception of a Houston tv station in England has been retired to the hoax file after scientific investigation.

F.D. Drake, of the National Radio Astronomy Observatory at Green Bank, W.Va., has decided photos of a "KLEE-TV Houston" signal received in England were merely copies of a station identification card. At the time of the 1953 "reception" there was no such call letter, KPRC-TV Houston having taken over KLEE-TV in 1953.

National magazines had used the incident as the basis for intriguing stories about electronic signals that float around for long periods.

Abroad in brief

Italian-American exchange • RAI Corp. Italian Radio Tv System has opened temporary offices at 400 Madison Ave., N.Y. In April the company, a U.S. representative of RAI Radiotelevisione Italiana, plans to move to permanent offices on the 12th floor of the Corning Glass Bldg., 717 Fifth Ave., N.Y. Distribution of programs dealing with the art and culture of Italy to educational and commercial U.S. stations is already underway as well as of programs in Italian to stations which schedule them regularly. RAI will act as a center for the exchange of talent, ideas and programming between the two countries.

Tv grants • CHAN-TV Vancouver, B.C., has been licensed as a competitive station to CBUT (TV) Vancouver. The new ch. 8 station will have 180 kw video and 90 kw audio power. Vantel Broadcasting Ltd., owner of CHAN-TV, has been formally licensed according to an announcement from Ottawa, Ont., on Feb. 18. Canadian government approved recommendations made for CHAN-TV and a competitive station on ch. 7 at Winnipeg to R.S. Misener and Assoc. (Broadcasting, Feb. 8). These are first two competitive tv stations licensed in Canada.

Canadian tv sets

Eighty-one per cent of Canadian households now have television receivers, according to the latest estimates of the Bureau of Broadcast Measurement, Toronto, Ont. Its report is based on a survey made last fall. It shows that Canada's population of 17,581,400 is divided into 4,294,500 households of which 3,493,600 have television receivers.

Ontario leads with 1,369,900 tv households, 88% of total households in the province, followed by Quebec with 976,900 tv households, 89%; British Columbia 311,100 tv households, 70%; Alberta 231,000 tv households, 70%; Manitoba 166,800 tv households, 73%; Saskatchewan 155,600 tv households, 64%; Nova Scotia 138,000 tv households, 81%; New Brunswick 96,300 tv households, 75%; Newfoundland 33,500 tv households, 39%; and Prince Edward Island 14,500 tv households, 62%.

Howard E. Stark
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N.Y. ELDorado 5-0405

Just Around the Corner
(could be your corner)
A Hazard That Never Sleeps—
the accusation of
Libel—Slander
Piracy—Plagiarism
Invasion of Privacy
Copyright Violation

Directed at Station, Staff, Speaker, Talent Sponsor
You can't recapture the Words
but you can Insure
and hold possible Dollar Loss
within non-embarrassing limits.
Learn about our UNIQUE EXCESS POLICY
which does the job
of surprisingly low cost.
For Details and Rates
Write

Employers Reinsurance
21 West Ten Street
KANSAS CITY, MO.

Broadcasting, February 29, 1960 81
Talent hunt


Plans call for national promotion of the country-and-western music competition on over 200 KBS stations May 23-June 3. Client, agency, transcription network and station principals recently met to map preliminary details. Each Keystone outlet will hold local auditions, submitting a tape of its winner to a judge's panel which will choose six finalists. They will win an all-expense-paid trip to Nashville for the finals in June, as will the managers of the six winning stations and their wives. The national talent winner will receive a contract to appear on six Grand Ole Opry shows. The public also will be eligible this year to compete for the excursion and other prizes—a new feature of the annual contest.

RAB's straw hats

Don't dodge the summer sun, advised Radio Advertising Bureau last week. Get out in that sun and "profit by the huge unique opportunities of summer selling." Two weeks ago it was sun tan lotion and last week it was Mexican straw hats which RAB sent to ad agencies in the second of a series of items used to remind advertisers of summer's "hottest medium."

Advertisers need not fear reduced advertising effectiveness in summer, RAB adds in an accompanying note. "Radio—at low winter rates—gives them more than in mid-winter, while other media do the reverse," RAB says while toasting their straw hats in the air.

Big band hop

WRCV Philadelphia in cooperation with that city's recreation department is presenting a free big band dance at Convention Hall on March 10.

According to station officials, the dance is planned to introduce teenagers to ballroom dancing and only couples under 21 will be admitted. The hall's balcony is reserved for adults who wish to see Buddy Morrow's band in action.

Community Pride contest

A $1,000 award to any town of a thousand or more population within the listening area of WBT Charlotte, N.C., has been announced. Called "Community Pride," the contest asks listeners to vote for their favorite town. Votes will be mathematically converted into points so that all towns will be competing on the same basis, regardless of size. The town receiving the most points during the year will be the winner and receive the prize money.

The money, WBT said, will be given to the town's "governing body for use in civic improvements." The winning town will also be given an engraved cup for public exhibition.

Syrup soppers' unite

Twelve thousand "syrup soppers" trooped into the Montgomery, Ala. Coliseum Feb. 1 to join WHHY Montgomery disc jockey John Hale and sop syrup onto 35,000 hot buttered biscuits.

This was the inaugural "Syrup Soppers' Convention," officially blessed by Alabama Governor John Patterson who proclaimed a "Syrup Soppers' Day" in his state.

The convention got its start because of a remark made by Mr. Hale on his early-morning show. He casually mentioned that he was hungry for some hot buttered biscuits and "some syrup to sop with." The station switchboard was flooded with calls from sympathetic syrup soppers, and the station issued over 22,000 membership cards to the convention.

Mr. Hale claims that the correct way to sop is to poke a hole in the biscuit with the finger and fill the cavity with sweet syrup. A dissident school feels that "finger poking" is something of a frivolous pastime and prefer to be called "lasses lappers." In any event, 12,000 ardent fans from both schools joined Mr. Hale at the convention and gobbled up, besides the 35,000 biscuits, over 1,500 gallons of syrup and 500 pounds of margarine.

WIL's 38th anniversary

A festive February was spent by WIL St. Louis, in celebration of its 38th anniversary. WIL went on the air Feb. 9, 1922.

The anniversary festivities featured a special two-day parade by a caravan of WIL mobile units covering a 100 mile route; a $10,000 cash jackpot with prizes ranging from $39 to $390 dollars; a special show staged in Kiel Auditorium starring Frankie Avalon and other recording artists; and newscasts which featured headline happenings of 1922.

Tire industry pitch

The advantages of using spot television to advertise automobile tires are underscored in a new presentation prepared by Edward Petry & Co., station representative, and being released to agencies and advertisers this week.

The presentation is the first of several that Petry is creating to accentuate the values of spot television for advertisers. The current study notes that tire companies have used network tv but adds that "the many important values of spot television, the selective approach in the medium, have never been thoroughly tested."

The flexibility of spot tv, whereby an advertiser can select varying times, varying length of commercials on the stations they prefer in the markets they
require, is "extremely important to the tire industry," the presentation asserts. It points out that car ownership is highly varied on a regional basis, with the western and north central areas of the country leading the southern and northeastern sectors. Multiple car ownership, it is pointed out, follows a similar pattern.

Spot tv, the Petry study observes, enables the tire advertiser to apportion tv weight according to such variables as market potential.

Success stories are included on such spot tv-oriented companies as Armstrong Rubber Co., U. S. Rubber Co. and General Tire & Rubber Co.

• Drumbeats

Real contest • KGMS Sacramento, Calif., received over 250,000 entries in its Win-A-Home contest. First prize was a $14,200 home. The contest was one of the biggest ever conducted in the Sacramento area.

Wins wagon • KILT Houston, Tex., was named winner of a contest sponsored by Ray-O-Vac flashlights and batteries. The contest was open to 130 radio stations in major markets throughout the U.S. and prizes were awarded for outstanding radio advertising and merchandising of the sponsor’s product. KILT won a Volkswagen station wagon, already emblazoned with its call letters.

Charity hop • An estimated 2,900 teenagers turned out for a March of Dimes "Teen Hop," according to WJBK Detroit. Held at the Grosse Ile Naval Air Station, the station promoted the event for two weeks prior to the affair. $2,925 was collected for the charity, WJBK reported.

Giveaway d.j. • A Pittsburgh female wins a Leap Year prize today (Feb. 29): KDKA air personality Randy Hall. Mr. Hall was offered to the female listener who wrote the best letter saying why she wanted him. The winner will be escorted for seven evenings by Mr. Hall to restaurants, plays, sporting events, etc. P.S. Mr. Hall is single.

Bowling tourney • WNAK Yankeont, S.D., is sponsoring its 10th annual bowling tournament featuring $300,000 in cash and $50,000 in merchandise as prizes. Sanctioned by the American Bowling Congress, the tournament has attracted 90,000 bowlers in the past ten years. According to Les Davis, sports director, 12,000 bowlers are expected to compete this year. Competition is limited to a six-state area with finals held April 23-24 in Sioux Falls, S.D.

Think mink • The wives of key agency people in the Bay area are hoping that their husbands can guess the KEBW Oakland, Calif., position on the Pulse Report at the contest’s end. Mink stoles will be awarded to persons who estimate KEBW’s standing most accurately.

Oldtime sound • ABC-TV affiliates are looking for high school bands that play New Orleans style. Recorded entries are being sifted in a five-week Bourbon St. Beat contest that gives hometown finalists local tv exposure and prizes. Three national winners share a $1,000 pot and the best band will appear on The Dick Clark Show (7:30-8 p.m. EST, Sat.). Bourbon St. Beat is seen Mondays 8:30-9:30 p.m.

FOR THE RECORD

Station Authorizations, Applications
As Compiled by BROADCASTING
February 18 through February 24. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna; ep—construction permit. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency, ant.—antenna; aur.—aural; vis.—visual; kw—kilowatts; mc—megacycles. D—day; N—night. LS—local sunset. mod.—modification. Trans.—transmitter, unl.—unlimited hours. kc—kilocycles; SCA—secondary communications authority; SSA—special service authorization; STA—special temporary authorization; SH—specified hours; trans.—transistor. Ann.—announced.

New TV Stations

APPLICATIONS

Reno, Nev.—Comstock Telecasting Corp. ch. 4 (68-72 mc); ERP 18.02 kw, 7,395 kw aur.; ant. height above average terrain 392 ft., above ground 292 ft. Estimated construction cost $202,774, first year operating cost $180,809, revenue $549,000. P.O. address 118 West Second St., Reno, Nev. Studio location Mapes Hotel, Reno, Nev. Trans. location Sparks, Nev. Geographic coordinates 119° 56' 00" N.; Lat. 119° 56' 00" W.; Long. Trans. RCA TT-4-AL, ant. RCA TT-3EM. Legal counsel James E. Gresley, 815 15th St. NW, Washington, D.C. Consulting engineer Grant S. Peikert, 321 N. 23rd St. Corvallis, Ore. Principals include Robert L. Stoddard, Alan K. Ahner, Richard W. Colon, 38% each, and others. Mr. Stoddard is owner of KSBT Reno. Mr. Ahner is in advertising. Mr. Colon is in stocks. Ann. Feb. 11.

Reno, Nev.—Nebraska Beatty Fund Inc. ch. 4 (69-72 mc); ERP 23.17 kw, 11.59 kw aur.; ant. height above average terrain 300 ft., above ground 293 ft. Estimated construction cost $111,160, first year operating cost $240,000, revenue $288,000, P.O. address Box 2986 Huntridge Station, Las Vegas, Nev. Studio location Reno, Trans. location North of highway between Sparks and Reno, both Nevada. Geographic coordinates 38° 32' 00" N.; Lat. 119° 47' 00" W.; Long. Trans. Gates BC-SCH, ant. RCA TT-SCM. Legal counsel Robert W. Hughes, 2121 S. State St., Salt Lake City, Utah. Consulting engineer Howard Johnson, 1042 S. 6th West, Salt Lake City, Utah. Principals include Reed B. Maxwell, 30%; Robert W. Hughes, 12.5%, Carl A. Hubbard, 10%, and others. Mr. Maxwell is in insurance. Mr. Hughes is attorney. Mr. Hubbard is Insurance Commissioner, state of Utah. Ann. Feb. 11.

EDWIN TORNBERG & COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

NEW YORK
60 East 42nd Street
Murray Hill 7-4242

WEST COAST
620 Jewel Avenue
Pacific Grove, California

FRONTIER
18625 Pico Blvd.
Pacific Palisades, Calif.

SAN DIEGO
1625 Eastriverview
San Diego 7-8531
New Am Stations

APPLICANTs

Saltins, Calif.—John E. Grant 590 kc, 1 kw, D. P. O. address 366 Crest Ave., Walnut Creek, Calif. Estimated construction cost $30,850, first operating cost $11,650, revenue $60,000, applicant is new car dealer. Ann. Feb. 15.

Charlotte, N. C.—Charlotte Radio Corp. 830 kc, 10 kw D. P. O. address WOCOS Inc. 135 Cornhill Arms, Columbia, S.C. Estimated construction cost $64,981, first year operating cost $13,800, revenue $168,000. Principals include George H. Buck Jr., A. C. Leiby, Sidney K. Russell, and others, general partners in WNMO West Palm Beach, Fla. Mr. Buck is also majority shareholder in WCCO Columbia, S.C. Ann. Feb. 18.

Provo, Utah—Champion Electronic 1540 kc, 1 kw D. P. O. address 195 Montgomery St., San Francisco, Calif. Estimated construction cost $90,000, first operating cost $25,000, revenue $100,000. Principals are John M. Bryan and William R. Bowen, equal partners; both are in investment banking. Ann. Feb. 15.

Existing Am Stations

APPLICANTs

WINX Rockville, Md.—Cp to increase nighttime power from 500 w to install new trans. and make changes in DA system (adds 3 towers) (1800 kw) Ann. Feb. 21.

KDNE Astec, N.M.—Cp to increase day-time power from 250 w to 1 kw and install new trans. (840 kc) Ann. Feb. 24.


New Fm Stations

APPLICANTs

Auburn, Calif.—Donnelly C. Reeves 101.1 mc, 4.6 kw D. P. O. address P.O. Box 950, Auburn, Calif. Estimated construction cost $11,850, first year operating cost $6,000, revenue $6,000. Applicant also owns KAHB Auburn. Ann. Feb. 11.

Dumas, Texas—Dumas Broadcasting Inc. 95.3 mc, 60 kw D. P. O. address WOCOS Co. to Estes, Texas. Estimated construction cost $7,007, first year operating cost $6,500, revenue $6,500. Principals include Kenneth E. Duke, 70%, and others, licensee of KDDD Dumas. Ann. Feb. 18.

Ownership Changes

ACTIONs BY FCC


WAOV Vineland, Ind.—Granted transfer of control from Central Newspapers Inc. to Howard M.论文 (general manager); consideration $3,000. Mr. Greene is to surrender his shares of trans. Steam. Ann. Feb. 24.


KEYC-TV (ch. 12) Mankato, Minn.—Granted (1) assignment of cp to WNCU Inc., then (2) to KEYC-Lee TV Inc., and (3) extended completion date to Aug. 1, 1961. Two-States, owned 50% by WNCU Inc., transfers cp to KEYC-Lee Inc. for cancellation of $40,000 in indebtedness; latter transfers cp to KEYC-Lee for $46,000 with option to purchase trans. site for $25,000. Assignee is 70% owned by Lee Radio Inc. (KGLO-AM-FM-TV Mason City, Iowa). Herbert B. Ohr, assignee president, has interest in WMTW (TV) Madison, Wis.; WTAD-AM-FM Quincy, Ill.; and KQ-HQ TV Hancock, Mo. Comr. Bartley dissented. Ann. Feb. 24.


KDFY Tooele, Utah—Is being advised that applicant on station WESD is a licensee and (3) transfer of control from Chester L. and Harold J. Price to Samuel L., Zolfo U., Son, and O. Larry Gillette, indicate necessity of hearing. Ann. Feb. 24.

APPLICANTs

KPAZ Banning, Calif.—Seeks transfer of control of Stevens Best Inc. from Calvin Jasson, 53%, Harrison Fuerst, 18%, and other California associates, sole owner, for $1,254. Mr. Jasson is manager of KPAZ. Ann. Feb. 15.

KFMU (FM) Los Angeles, Calif.—Seeks assignment of license from Metropolitan Theaters Corp. to International Good Music Inc. OWNERSHIP change. Good Music Inc. is owned by KVSOS Co. whose principles include Regan Jones, Jr., David Mintz, 10%, and others. KVSOS Inc. is permitted of KVOS-TV and KGM-AM-FM Portland, Ore. Ann. Feb. 18.

KYFM San Fernando, Calif.—Seeks assignment of license from San Fernando Valley Best Inc. to Spectra Best Inc. for $80,000. Principals include John D. Stroud, 41%, Quintin R. Peterson, 16%, and others. Mr. Stroud is employee of KYFM. Mr. Peterson is research director. Ann. Feb. 18.

KWG Steckton, Calif.—Seeks assignment of license from KGWB Best Co. to KMG-FM-AM-Bay Co. to KGM-AM-FM Bay Co. to KSYC. Ann. Feb. 18.

KYX Yreka, Calif.—Seeks assignment of license from Stellyard Ford Co. to Northern Best Co. for $60,000. Principals include John D. Stroud, 20%, and Hold C. Wardrip, 15%. Mr. Lake is operator. Mr. Wardrip is manager of KSYC. Ann. Feb. 23.

KEUK Sterling, Colo.—Seeks assignment of license from Elmer K. Brier, sole owner to KEKEK Inc. for $40,000. Principals include John D. Stroud, 41%, Quintin R. Peterson, 16%, and Elmer C. Brier, 20%, Mr. Ross is station manager of KEKEK. Ann. Feb. 17.

WBIL Leesburg, Fla.—Seeks assignment of license from WBIL Inc. to Thompson K. for $63,000. Principals include WBIL Inc. of WATS Sayre, Pa., and has interests in WOCB-AM-Pen C. Berk- wick, both Pennsylvania, and WGGG Gainesville, Fla. Mr. Ross is president. Ann. Feb. 24.

WCOA Pensacola, Fla.—Seeks assignment of license from Hal Brinkley, sole owner to WCOA Radio Inc. for $350,000. Principals include Justin McCarthy Miller, 56%, Howard Brink- ley, 17%, and others formerly 90% owner WDCL, Tarpon Springs, Fla. Mr. Brinkley and partners, Comrs. KCLL Round and KCLP Rayville, both Louisiana. Ann. Feb. 24.

KNDY Marysville, Kan.—Seeks assignment of license from WLOM Inc. to Mr. and Mrs. W. N. Schnupp for $45,000. Mr. Schnupp is manager of KANZ Wichita, Kan. Ann. Feb. 18.


Hearing Cases

FINAL DECISIONS

By report of commission finalizing rulemaking and amended tv table of assignments to add eight uhf channels for educa-
SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING through February 24

ON AIR Cps. CPs TOTAL APPLICATIONS
Lic. Cps. Not on air For new stations
AM 3,402 59 103 788
FM 664 401 102 123
TV 472 51

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through February 24

VHF UHF TV
Commercial 447 76 523
Non-commercial 33

COMMERCIAL STATION BOXSCORE
As reported by FCC through January 31, 1960

AM FM TV
Licensed (all on air) 3,399 644 471
CPS on air (new stations) 78 16 96
CPS not on air (new stations) 15 73 61
Total authorized stations 3,536 846 670
Applications for new stations (not in hearing) 20 15 17
Applications for new stations (in hearing) 799 109 123
Applications for major changes (not in hearing) 180 10 17
Applications for major changes (in hearing) 640 40 57
Total applications for major changes 840 40
Licenses deleted 0 1 4
CPS deleted 0 1 0

1 There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.
2 There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

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 our 37 years of reputable brokerage.

150 MONTAIGNE STREET
BROOKLYN 1, N.Y.
ULSTER 2-5600

OTHER ACTIONS
By second supplement to third notice of further proposed rulemaking in clear channel proceeding, Commission noted that, under terms of proposal set out in third notice, individual merits and deficiencies of each application for unlimited time assignment on particular channel in designated state or states would be studied and consideration given to, among factors, nighttime interference which would result from proposed operation to dominant station on channel. It added that interested parties are at liberty to include in their comments in response to third notice consideration of (1) general interference situation which would result from implementation of proposed plan; (2) approximate pattern of nighttime utilization of any particular channel under this plan, and (3) proposed engineering standards for limitation of nighttime-channel interference to class I-A stations under this or any other plan involving nighttime duplication of clear channels. Clear Channel Bcast. Service petition for clarification was with respect to nighttime protection to be afforded class I-A stations under plan proposed in third notice in order to formulate its comments. Comm. Bartley abstained from voting. Ann. Feb. 19.

By order, Commission, on request by J. Patrick Beascon, dismissed, without prejudice his petition for rulemaking to reassign either ch. 14 from Lake Wales or ch. 15 from Ocala, to Fort Pierce, All Florida. Ann. Feb. 17.

By memorandum opinion and order, Commission, denied petition by Blythe Telecasting Co. for rulemaking to assign ch. 26 to Blythe, Calif. Petition was defective in that proposal conflicted with ch. 14 assignment at Sonoma, Sonora, Mexico. Ann. Feb. 17.

By further notice of proposed rulemaking on alternative plans to provide an additional vhf tv channel assignment to Grand Rapids-Kalamazoo, Mich., area. Commission invites comments by April 19 (original date for such filings) to suggest a substitution of ch. 6 (instead of ch. 5) for ch. 9 in Alpena in connection with its alternate plan No. 1. Commission feels that substitution of ch. 6 for ch. 9 at Alpena would cause less interference to service provided by present stations. Ann. Feb. 17.

Commission invites notices to comment on proposed rulemaking looking toward shifting educational tv stations in Kalamazoo, Mich., from ch. 47 to ch. 46 (now commercial there). West Michigan Univ. of Kalamazoo petitioned for change. Ann. Feb. 17.


In interest of expediting final disposition of text broadcasting, order to go forward with the proposal to review by J. D. Smithman to be associated with Examiner Cunningham in proceeding for a hearing on petition of Spartan Radiocasting Co. for modification of Chicago, Ill. initial decision in proceeding on application of Spartan Radiocasting Co. for modification of station. S.C. Action Feb. 13.


By Chief Hearing Examiner James D. Cunningham, scheduled for hearing proceeding on date shown: Mar. 18: CC protest—Applications of Middle— Mexico Inc., for new video radio stations near Corpus Christi, Tex., and at Boy Scout Mountain, both New Mexico. Action Feb. 15.

In further proceeding, order to forward to the first plan involving nighttime duplication of clear channels. Clear Channel Bcast. Service petition for clarification was with respect to nighttime protection to be afforded class I-A stations under this plan, and (3) proposed engineering standards for limitation of nighttime-channel interference to class I-A stations under this or any other plan involving nighttime duplication of clear channels. Clear Channel Bcast. Service petition for clarification was with respect to nighttime protection to be afforded class I-A stations under this plan. Commission feels that substitution of ch. 6 for ch. 9 at Alpena would cause less interference to service provided by present stations. Ann. Feb. 17.

Commission invites notices to comment on proposed rulemaking looking toward shifting educational tv stations in Kalamazoo, Mich., from ch. 47 to ch. 46 (now commercial there). West Michigan Univ. of Kalamazoo petitioned for change. Ann. Feb. 17.

Routine Roundup

OTHER ACTIONS
By Commissioner T.A.M. Craven
Granted petition by Wabash Valley Bcast. Corp., for February 1st and Ind., for extension of time to March 4 to file exceptions to initial decision in Terre Haute tv ch. 2 proceeding. Action Feb. 16.

By Chief Hearing Examiner James D. Cunningham
Scheduled for hearing proceeding on date shown: Mar. 18: CC protest—Applications of Middle—Mexico Inc., for new video radio stations near Corpus Christi, Tex., and at Boy Scout Mountain, both New Mexico. Action Feb. 15.

In interest of expediting final disposition of text broadcasting, order to go forward with the proposal to review by J. D. Smithman to be associated with Examiner Cunningham in proceeding for a hearing on petition of Spartan Radiocasting Co. for modification of Chicago, Ill. initial decision in proceeding on application of Spartan Radiocasting Co. for modification of station for station. S.C. Action Feb. 13.


By Chief Hearing Examiner James D. Cunningham, scheduled for hearing proceeding on date shown: Mar. 18: CC protest—Applications of Middle— Mexico Inc., for new video radio stations near Corpus Christi, Tex., and at Boy Scout Mountain, both New Mexico. Action Feb. 15.

In interest of expediting final disposition of text broadcasting, order to go forward with the proposal to review by J. D. Smithman to be associated with Examiner Cunningham in proceeding for a hearing on petition of Spartan Radiocasting Co. for modification of Chicago, Ill. initial decision in proceeding on application of Spartan Radiocasting Co. for modification of station for station. S.C. Action Feb. 13.


Routine Roundup

OTHER ACTIONS
By Commissioner T.A.M. Craven
Granted petition by Wabash Valley Bcast. Corp., for February 1st and Ind., for extension of time to March 4 to file exceptions to initial decision in Terre Haute tv ch. 2 proceeding. Action Feb. 16.

By Chief Hearing Examiner James D. Cunningham
Scheduled for hearing proceeding on date shown: Mar. 18: CC protest—Applications of Middle—Mexico Inc., for new video radio stations near Corpus Christi, Tex., and at Boy Scout Mountain, both New Mexico. Action Feb. 15.

In interest of expediting final disposition of text broadcasting, order to go forward with the proposal to review by J. D. Smithman to be associated with Examiner Cunningham in proceeding for a hearing on petition of Spartan Radiocasting Co. for modification of Chicago, Ill. initial decision in proceeding on application of Spartan Radiocasting Co. for modification of station for station. S.C. Action Feb. 13.


Routine Roundup

OTHER ACTIONS
By Commissioner T.A.M. Craven
Granted petition by Wabash Valley Bcast. Corp., for February 1st and Ind., for extension of time to March 4 to file exceptions to initial decision in Terre Haute tv ch. 2 proceeding. Action Feb. 16.

By Chief Hearing Examiner James D. Cunningham
Scheduled for hearing proceeding on date shown: Mar. 18: CC protest—Applications of Middle—Mexico Inc., for new video radio stations near Corpus Christi, Tex., and at Boy Scout Mountain, both New Mexico. Action Feb. 15.

In interest of expediting final disposition of text broadcasting, order to go forward with the proposal to review by J. D. Smithman to be associated with Examiner Cunningham in proceeding for a hearing on petition of Spartan Radiocasting Co. for modification of Chicago, Ill. initial decision in proceeding on application of Spartan Radiocasting Co. for modification of station for station. S.C. Action Feb. 13.


Routine Roundup

OTHER ACTIONS
By Commissioner T.A.M. Craven
Granted petition by Wabash Valley Bcast. Corp., for February 1st and Ind., for extension of time to March 4 to file exceptions to initial decision in Terre Haute tv ch. 2 proceeding. Action Feb. 16.
By Hearing Examiner Basil P. Cooper
Granted joint motion by Supreme Bestg. Inc. and Radio West Indies Inc. for extension of time from Feb. 13 to March 21 for prehearing conference and to hold their hearing on their applications for new tv stations to operate on ch. 8 in Charlotte, N.C., Action Feb. 13.

By Hearing Examiner Thomas H. Donahue
Granted petition by M.V.W Radio Corp., San Francisco, Calif., and extended hearing from Feb. 17 to Feb. 18 date for exchange of direct written evidence by July 15 and/or prehearing conference for July 16 in proceeding on its application for new am station in Colville, Wash.

Scheduled oral argument for Feb. 23 on objections to hearing on its application for new radio relay station at Getman Mountain and at Telegraph Pass, both Arizona.

By Hearing Examiner Charles J. Frederick
Granted petition by Broadcast Bureau and March 1 to file for extension of time for filing statements in support of or in opposition to proposed findings by examiner. Action Feb. 16.


By Hearing Examiner Walther W. Guenther
Granted joint request of parties for continuance of continuance hearing from Feb. 24 to March 7, and on examiner's own motion, continuance hearing from March 7 to April 4 for final hearing on their application for new tv station in Altoona, Iowa. Action Feb. 16.

On own motion, reconsideration of previous order dated Feb. 2 for extension of time from Feb. 16 to March 15 for closing conference scheduled for Feb. 2 and held on that date in proceeding on its application for new tv station in New Smyrna Beach, Fla. Action Feb. 17.

By Hearing Examiner Annie Neal Huntingdon
Granted by United Bestg. Co. (KVOG), Ogden, Utah, and received in evidence its revised engineering exhibit and closed record in proceeding on its application for new tv station in New Smyrna Beach, Fla. Action Feb. 17.

By Hearing Examiner Gifford Ironon
Granted request by Frank James for further extension of time from Feb. 16 to March 15 to file proposed findings in proceeding on his application and that of San Mateo Bestg. Co., for new fm stations in Redwood City and San Mateo, both Calif. Action Feb. 16.

Scheduled prehearing conference for March 2 in proceeding on applications of Antennavision Service Co. for new fixed radio tv stations in Tucumcari, San Antonio, Tex. and at Telegraph Pass, both Arizona. Action Feb. 16.

By Hearing Examiner David I. Kraushaar
Issued order following prehearing conference on Feb. 15 in proceeding on petition of County Bank, Sapulpa, Okla., et al., continued hearing on March 14 for April 10, and scheduled further prehearing conference for April 26. Action Feb. 16.

Granted motion by Broadcast Bureau for extension of time from Feb. 22 to respond by April 20 of certain objections filed in proceeding on its application for new tv station in Elizabeth, N.J. Action Feb. 17.

Granted petition by E.O. Smith for leave to amend its am application to reflect certain agreement between applicants which looks toward merger of their respective interests, in proceeding on Smith's application and that of William F. LeBooker for new tv stations in Tolleson, Ariz. Action Feb. 17.

By Hearing Examiner Forest L. McClennen
Dismissed motion by Plainview Radio to strike opposition by Star of the Plains Bestg. Co. to Plainview's motion for order that certain depositions not be taken in proceeding on their applications for new am stations in Plainview and Slaton, both Texas (action was taken on Jan. 14). Action Feb. 18.

By Hearing Examiner Herbert Shariffman
Granted letter request for continuance of hearing from Feb. 18 to March 31 filed by applicant CHE Bestg. Co. in proceeding on its application for new am station in Albuquerque, N.M. Action Feb. 18.

Scheduled prehearing conference for Feb. 26 in proceeding on applications of Microrelay of New Mexico Inc., for new fixed radio tv stations near Corona, and at Roy Scout Mountain, both New Mexico. Action Feb. 17.

By Hearing Examiner Elizabeth C. Smith

BROADCAST ACTIONS

By Broadcast Bureau

KLJQ Portland, Ore.—Granted assignment of license to John F. Malloy, Stanley G. and Donald A. Breyer d/b under same name.

WFPM Indianapolis, Ind.—Granted mod. of license to operate main trans. by remote control using DA (DA-N); conditions.

WGAI Providence, R.I.—Granted mod. of license to operate main trans. by remote control using DA (DA-N); conditions.

WMDE (FM) Greensboro, N.C.—Granted mod. of SCA to change sub-carrier frequency from 41 kc and 67 kc to 43.5 kc and 67 kc; condition.

WDAP-FM Kansas City, Mo.—Granted extension of completion date to July 27.

KTNM Tucumcari, N.M.—Granted extension of authority to sign-off at 6 p.m., except for special events.

WHON (FM) Hamilton, Ohio—Granted extension of authority to remain silent additional 90 days period beginning Feb. 12.

WZFM (FM) Jacksonville, Fla.— Granted extension of authority to remain silent for period ending April 12.

Actions of February 18

KJAZ (FM) Alameda, Calif.—Granted assignment of license to Patrick Henry.

KINS Portageville, Mo.—Granted assignment of cp to J. Shelby McCallum and Smith J. Dunn d/b under same name.

WBZ-C Chester, Pa.—Granted mod. of license to change name to WDRF Inc., d/b as WEEZ.

WAPI Birmingham, Ala.—Granted mod. of license to operate main trans. by remote control; conditions.

WPXN Phoenix City, Ala. and Columbus, Ga.—Granted mod. of license to change name to R.M. Greene Inc.

KRVN Eugene, Ore.—Granted cp to change studio and ant-trans. location; decrease ERP to 320 w. change ant. height to minus 55 ft. and make changes in ant. system (construct new ant. tower).

WOLE-TV Aguadilla, P.R.—Granted mod. of cp to change ERP to 17.8 kw, aur. 15.1 kw. install new ant. system and make changes in equipment and ant. height; ant. 988 ft.

Following stations were granted authority to operate trans. by remote control: WCOL-AM-FM Columbus, Ind.

KEAR San Francisco, Calif.—Granted change of remote control authority.

Following stations were granted extensions of their cp, the dates being as follows: KVEN-FM Ventura, Calif. to May 28; KAPP (FM) Redondo Beach, Calif. to June 9; KEDT (FM) Mission, Texas to July 20.

Actions of February 18.

Following stations were granted extensions of their cp, the dates being as follows: KVEN-FM Ventura, Calif. to May 28; KAPP (FM) Redondo Beach, Calif. to June 9; KEDT (FM) Mission, Texas to July 20.

KELZ Kalamazoo, Mich.—Granted authority to sign-off at 6 p.m. Saturday and Sunday for period ending Sept. 30, except for special events when station may operate to licensed sign-off time.

Continued on page 93

Weights only 68 lbs.

COLLINS ANNNOUNCER

Lightweight, compact remote console — only 46" long, 17" wide, 31" high.

Folds to 46" x 17" x 1" easily carried in trunk or rear seat of car.

The three-channel Collins Announcer is completely transistorized; plugs into any 110 volt outlet. It sets up anywhere—puts you on the air with complete studio console facilities. Ideal for shopping center promotions, disc jockey dances or remote studio. Features: Two 12" Collins TT-200 turntables, two Audax tone arms with G.E. variable reluctance heads, sapphire needles, line block, headphone and mike jack. Contact Collins for further information.

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURLINGTON, CALIFORNIA
Help Wanted—Management

Help wanted: Station manager for small, but money-making northwest station located in a college community of 15,000. This station is part of a three-station group that represents one of the finest radio facilities in the northwest. All races, age, sex, religious staffs fine, local reputation in the market. Send complete resume to: Box 447S, BROADCASTING.

Salesman or Manager to buy: 1 interest in 5000 watt C.W. station, Northwest, Contact: Box 450S, BROADCASTING.

Excellent opportunity for man with proven sales record who is capable of managing number one market station. $10,000 annually plus incentive. Send details. Box 450S, BROADCASTING.

Salesman or Manager to step into management. Eastern chain needs assistant-station manager. Need aggressive sales man, married, a strong family, and show his worth. Salary plus annual commission. Minimum $5,000. Box 462S, BROADCASTING.

Opportunity for experienced, competent announcer to step into management. Eastern chain needs assistant-station manager. Need aggressive sales man, married, a strong family, and show his worth. Salary plus annual commission. Minimum $5,000. Box 462S, BROADCASTING.

Sales

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Ideal territory unlimited. Box 895P, BROADCASTING.

$100-$150 weekly guaranteed plus commission and bonus plan for aggressive self-starter. Southern station. Box 507P, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live the Florida radio life. This is your chance. Your potential is in this South Florida coastal metropolitan market. Excellent opportunity for sales manager or general manager of one of the 3 largest Florida independent stations. Give resume and tell all in the first letter. Box 283S, BROADCASTING.

Northern California station sales staff expanding. Wants young, aggressive idea man. Company interested in man who wants a fast track into executive status. Not interested in man who will make less than five figures. Our present salesmen on both stations are in beautiful city; beautiful facilities; beautiful radio life. If interested, please write Box 328S, BROADCASTING.

Time salesman for fast growing Texas station in medium market. $600 per month draw against 15 percent commission and car allowance. Air mail full details to Box 396T, BROADCASTING.

AGGRESSIVE COMMERCIAL MANAGER NEEDED FOR TOP-RATED KILOWATT IN TEXAS CITY OF SIXTY THOUSAND. GOOD BENEFITS, INCOME. RIGHT MAN COULD EVENTUALLY BECOME GENERAL MANAGER. BOX 395S, BROADCASTING.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers nice, bright opportunity. Send tape to Box 894P, BROADCASTING.

AM-fm station with new equipment, new studios wants a new announcer who likes to earn his money. Should be experienced, stable and able to do some news. Send tape, resume to Box 790S, BROADCASTING.


CABIN JOB IN SOUTHERN MARKET. HALF-WEEK BOARD, HALF-WEEK MAINTENANCE. DAYTIME KILOWATT. REFERENCES AND EXPERIENCE, PLEASE. BOX 143S, BROADCASTING.

IMMEDIATE OPENING FOR CAPABLE ANNOUNCER. EXCELLENT LOCALITY-WEST COAST. EXPERIENCED STATION. SALARY COMMENSURATE WITH ABILITY. TAPING AND RESUME TO BOX 386S, BROADCASTING.
Help Wanted

Announcers

Need announcer for nighttime and Sunday duties. Beginner or recent radio school graduate preferred. Send letter and tape to Bob Hess, KSOS, Box 38, Artesia, New Mexico 88210. Phone call, Southwestern preferred.

Immediate opening for good staff announcer at southern Connecticut network affiliate, to work in studio for up to six months military service. Job open now through mid-September. Good working conditions, good salary and job security. Write WSPA, 127 Washington Street, Norwalk, Connecticut.


Wanted, versatile girl announcer-receptionist, for new 500 watt daytime and weekend station. Some experience necessary. WCHP, Tuscaloosa, Alabama.

WCPA, Clearfield, Pennsylvania will soon have an opening for a good, experienced announcer. Salary open. Good opportunity with growing radio and newspaper chain. Send tape and resume to George Mastrian.

Experienced, mature disc jockey with good sense of humor and light touch. Long established adult appeal station in live market. Salary minimum after first year $24,000. Send tape, photo and details to WFDF, Flint, Michigan.

Immediate opening experienced announcer, plane/production conditions, good salary plus overtime and talent. If no experience, do have vision, radio experience, immediately. In first letter, Nathan Frank, WHNC, Hender- son, N.C. Send tape phone: Geneva 7-1136. No collect calls please.

Immediate opening for fast-paced announcer with production know-how for top-rated, progressive station. Rush tape, photo, resume and expected salary to Bill Victor, WML, Madison, Wisconsin.

Mature, experienced announcer for family radio station. Medium paced, community minded type. Must like kids. Send tape, resume, salary expected to Pro- gram Director, KZNL, Essex, Michigan. Only mature, experienced men given consideration.

Announcer-Experience, We're looking for a salesperson, for permanent position. Salary based on experience. Send resume of your work to Box 5218, BROADCASTING.

Technical

Immediate opening for experienced first phone, chief engineer, with station cur- rently operating full-time 5000 pre- sidi. Application for TV pending. Excellent opportunity and salary. Send resume, tape and salary requirement to Box 4255, BROADCASTING.

Chief Engineer, kw, some announcing. 30 years experience. Desirable location in Midwest. Must be moral and dependable. Send resume to WSPA, Box 2222, Bowie, Texas.

Transmitter engineer for five kw regional in Illinois second market. Permanent position with emphasis on maintenance. Excellent opportunity with outstanding results. Send resume to Chief Engineer, WIRL, Peoria, Illinois.

Chief Engineer—5 kw daytime remote control. 15 years experience, all phases broadcasting. Good salary. Contact: John Randolph, WISE Radio, Asheville, North Carolina.

Engineer—First phone, 40-hour week. Transmitter and studio work. Immediate openings. Working conditions at first-class station in solid midwest market. Contact WMYA, 711 Myers Blvd, Springfield, Illinois.

Full power low band vhf with new RCA equipment seeks experienced engineer to operate in strong weekday, ideal working conditions. Pay and hours dependent on experience and ability. Call collect Grant French, Billings, Montana 2-6011.

Wanted engineer or combination announcer and sales. Caucasian background. Send resume and references to Chief Engineer, WIRL, Peoria, Illinois.

Program-Production, Others

News and copy writer, p!us servicing ac- counts and relief announcing: sales if in- terested. Can be key job, depending on the man. Box 3788, BROADCASTING.

Ohio station needs fast, capable, energetic copywriter for spot commercials. Send resume of your work and include samples of your work to Box 3815, BROADCASTING.

1000 watt station, located in Georgia, has opening for program director and continuity writer. Must have five years experience. Excellent working conditions, good pay. Box 4666, BROADCASTING.

Program director for fulltime 5 kw, east coast metropolitan market. Age 22-32. All-around experience and ability to supervise is needed for group operation. Box 4138, BROADCASTING.

Controller (for station group) having C.P.A. or accounting experience and pref- erably, F.F.C., or fine background. Send detailed resume and references. Box 4688, BROADCASTING.

News director to actively direct completely expanded radio department. Super- vises second department of multiple ownership. Top-rated news personnel; men, women. Box 4798, BROADCASTING.

Experienced girl for copy and traffic. Excellent working conditions. Permanent pos- ition. Write Carroll Lee, KBAN, Box 1088, or call TR 7-1234, TR 7-1245, Bowie, Texas.

Opening for topnotch newsmen—rewrite and air work, both radio and tv. Search, in Midwest. Send resume, photo and 2000 words on position. Please send data, photo and tape to Craig Tenney, Di- rector News and Public Affairs, KCRC Stations, Cedar Rapids, Iowa.

Newsmen, Fast-paced, fast growing operation wants experienced newswriter in telephone coverage, newswriting, and air work. Rush resume and samples to Chief Engineer. Complete job specifications and salary requirements to News Director, WCOL, Columbus, Ohio.

HELP WANTED—(Cont’d)

RADIO

Situation Wanted—Management

Mr. Owner: Let me manage your station with option to buy. Sensational manage- ment and sales record. Box 3175, BROADCASTING.

Does your station suffer from droopy sales and sagging profits? Let a successful general manager solve your prob- lems. Box 3185, BROADCASTING.

I’ll manage your station in Florida, Arizona, California or Texas, with a surefire plan to buy in. Currently managing station. Have Multi Millionaire sales record. If you can afford me, I’ll make $ for us. Box 3585, BROADCASTING.

Manager or sales manager. It’s proving successful. You pay for and management manpower is no exception. If you own or operate a radio sta- tion use the degree of improvement that will justify a $20,000 yearly salary with potential to $30,000 or more. I’d like the opportunity to discuss your requirements and my qualifications. 20 years of creative thinking, dynamic action and outstanding results in all phases of major market radio, television and agency. Young man, happily married. Eleven years with top management, Don best refer- ence. Box 4385, BROADCASTING.

Ready to go to work. I have the ability and experience to manage your station for am or tv. Will organize and work to increase your station’s value. Good background of sales promotion, administration, and announcing. Six years with affiliates and independent stations. Four years tv. Pleasing personality. No unreasonable de- mand. Experience and references available on request. Box 4405, BROADCASTING.

All round manager . . . 9 years experience—seven now employed. Box 4445, BROADCASTING.

13 years in radio and tv gaining experience in all phases of broadcasting to keep your position in front. This fast paced, dynamic, seek- ing permanent management in large or medium markets. Super, productive. Box 4495, BROADCASTING.

Station manager, production or pro- gram director. Twenty-five years well rounded professional experience. National and local sponsor success. Some tv. Live and stock radio. Successful civic worker. Box 4725, BROADCASTING.

General manager: Eight years radio-televi- sion experience. Presently radio commer- cial manager in major market. Desire to become prompted by unique oper- ation. Because even mildest complimentary mentions to associates say I am exceptionally dedicated, extremely cap- able. In addition, I can provide over one hundred references from agencies and advertising. Do you pay for and management manpower? You can stop looking. Box 4935, BROADCASTING.

Manager. General and/or sales. Ten years general manager with complete responsibil- ity for corporate owners. Strong personal sales. Built steady profits. Box 5095, BROADCASTING.

Capable manager: 18 years experience, pd, announcer, sales supervision, knows large and small southwest markets. Age 36, mar- ried. Contact Dr. H. Myers. Phone 8550, Gladewater, Texas.

Available soon—Manager, entire crew and complete library for a fast moving country western operation. Contact: Mr. D. N. Mgr. KONI, Phoenix, Arizona.

Sales

Attention—Media brokers. Competent, ex- perienced. Sells direct to broadcasters. In all phases of industry desires associa- tion with rep firm, or broadcast owner. Must be successful. Box 4925, BROADCASTING.

Hard hitting salesman with 15 years ex- perience selling time to New York advertisers. Wishes to direct radio station with rep firm, or broadcast owner. To increase New York sales. Present employer says good luck to direct. Avail- able at nominal wage with commission override. Box 4955, BROADCASTING.

BROADCASTING, February 29, 1960
Announcers

Baseball announcer, Wants baseball situation only. First class broadcaster. Reference 4795, BROADCASTING.

Announcer/salesman, willing to go anywhere for opportunity. Tape, resume. Box 4375, BROADCASTING.

Experienced, versatile, hard working dj-announcer. Will travel. Box 4385, BROADCASTING.

Baseball announcer eight years. College degree. Union or company material. Box 4425, BROADCASTING.

Successful air personality gal, top flight comedy, announced in larger markets. No newcomer, dependable, best references. Box 4465, BROADCASTING.

Experienced dj wishes to relocate—ambitious, lively wake-up. Don't answer if looking for cheap help. Morning man, comedy, voice cues. 17 years experience.电台 in major market. Don't answer if looking for cheap help. Box 4465, BROADCASTING.

Harold mature young personality doing lively wake-up show. 5 years experience. Start your day with a top rating! Box 4465, BROADCASTING.

Trained announcer seeks experience. Vet, College. Tape available. Prefer Ohio, Indiana, Kentucky. Box 4575, BROADCASTING.


Personality deejay, college graduate, draft free. 4 years experience, excellent references. Work well with audience with entertaining pops and standards show. Held 65% audience in medium market. Want large market. Box 4615, BROADCASTING.

Experienced dj-newscaster looking for larger market. Preferably in the northeast Box 4695, BROADCASTING.

Smooth adult deejay. Exciting sportscaster, news, experienced. Interested professional operation. Send tape, resume available. Box 4715, BROADCASTING.

Up to here with formula and rock and roll! Will put 12 years experience into programming and airing for adult operation. Box 4715, BROADCASTING.

Young, married announcer with training and off-camera tv experience seeking diversified station in radio. References, tape. Box 4685, BROADCASTING.

Livewire early morning personality. 5 years experience. Very much a play-by-play sports. Box 4875, BROADCASTING.

Announcer wants job with coffee or lunch break. Florida, Chicago. Box 4885, BROADCASTING.


Young, intelligent, mature. 3 years experience. Available April for bigger station. Tape, resume, and pic on request. Box 5015, BROADCASTING.

Professional announcer, selling. Deejay, colored, single, veteran, 21, car, any market. Send tape, offer. Box 5025, BROADCASTING.

Top's in copy. Disk jockey. Ideal gal. Great! Hire me—don't waste your time. Box 5055, BROADCASTING.

D.J.-announcer, experienced, strong on news and play. Long time position with good station. Tape and resume on request. Salary $100.00. Box 5075, BROADCASTING.

Young man training in radio announcing, complete training will travel. P.O. Box 11, Brooklyn 29, N.Y.

Solid swinging dj, smooth show. Inventive, reliable, does news and copy. Seeks chance anywhere. Skip grad. Tape. 218 Lawton Avenue, Cliffside Park, N.J.

Announcers

Experienced announcer with first phone will be available March fourth. Graduate of Marquette University. John Anderson, 306 Society Street, Anderson, South Carolina.

Young, college station experience, professionally trained, desires start in radio. Prefer news. Recently home from service. Box 5095, BROADCASTING.


Swinging' midwest small metropolitan markets—have built a majority audience against the best of new market competition—fastest paced—tightest production. Contact Director of Program. WRGB Radio, Madison, Indiana. Phone 1726.

Announcer, 1st phone, no maintenance, $85, no car. BE 7-8741 after 5 p.m. Walter Pressley, 2219 N. Parkside, Chicago.


Announcer, dj, music for adults of all ages. Minimum experience, smooth sound. Happy morning "show" for what have you? Relocate. GA 7-8447, Frank Secks, 8003 W. 8, Detroit 19, Michigan.

Technical

Engineer, 8 years am, some tv, experienced chief, remote control and directional system. No announcing. Box 3015, BROADCASTING.

Engineer 1st phone. Wants job in union station or union pay scale station only. Box 4985, BROADCASTING.

College man, 1st phone, 3 years experience, news, play, and studio maintenance, wishes summer employment anywhere on Gulf Coast. Box 4745, BROADCASTING.

Chief engineer-announcer, experienced construction and all inside station operations. Mature, mature. Box 4745, BROADCASTING.

1st phone, 8 years electronics experience. Desire transmitter engineer position. Age 29, veteran. George Williamson, 1110 North 1st St., DeKalb, Illinois.

Production-Programming, Others

Reporter-newscaster. Responsible, complete coverage, professional delivery, now working. 8 years newspaper experience, best references, college, car, interested radio and/or television. Box 3585, BROADCASTING.


Program director wants to relocate by June 1. Nine years radio and tv. Married, family, Mid-west preferred. Box 4455, BROADCASTING.


Minnesotans. Top pd. desires return to 10,000 lakes. Under $10,000; less than $10.00 a lake. Box 4605, BROADCASTING.

Production-Programming, Others

Experienced newsmen wants to develop intelligent, comprehensive coverage for east coast family-oriented network affiliate. Box 4785, BROADCASTING.

TELEVISION

Help Wanted—Management

Promotion manager. An all-around man for a well-rounded operation on television and radio. Network affiliate, largest station in major group ownership. One of the top 15 markets. North central location with all sales and promotional facilities. Box 3385, BROADCASTING.

Hard-sell uhf in v market. Low Operating cost and built for volume sales. In the black the first day, solving rating problem and good local acceptance. Great chance to be in on ground floor with unique incentive plan. Box 5055, BROADCASTING.

Sales

Top major market station desires experienced tv salesman. Outstanding opportunity. First year $10,000 and better. Good future and picture to Box 4515, BROADCASTING.

Excellent opportunity for experienced time salesman with new, progressive, high-power daytime network. Exclusive market, ABC affiliate. To supervise 2-3 salesmen. Top commission, permanent, stock options. Box 8085, RNBS-TV, Box 522, Walla Walla, Washington.

Local television sales manager. Network affiliate. 350,000 to 750,000 population. Multiple ownership. Box 4815, BROADCASTING.

Television salesman NBC affiliate 350,000 to 750,000 population. Permanent position. Box 4825, BROADCASTING.

Technical

Southeastern vhf television station has openings for first class technicians. Professional qualifications, references, photograph and salary requirements. Box 2045, BROADCASTING.

Vhf station group has openings for staff technicians with first-class license, competent and undisciplined positions with expanding company. Send resume and photograph. Box 4885, BROADCASTING.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Photovideo Laboratories, Inc. CE, 9-6100. Cedar Grove, New Jersey.

Production-Programming, Others

Midwest vhf with fine community stature looking for number two man in news—sports department, first for news gathering and on-the-air work. Must be able to "sell" commercials. Only experienced midwest talents need apply. Box 4075, BROADCASTING.

TELEVISION

Situations Wanted—Management

I will furnish documented proof of my worth. Experience is the key to success. Experience is the key to my success, and the experience is the key to my success. I am competent to any operator who shows me there is future, money and dependable company for a hard-working family man. Can move 60-90 days after reaching agreement. Write Box 4805, BROADCASTING.
FOR SALE

**Equipment**

RCA FM-5 picture-variance monitor. Other studio and terminal equipment available.

Wanted, TV or studio/terminal equipment.

_**FOR SALE**_

**Equipment**

RCA FM-5 picture-variance monitor. Other studio and terminal equipment available.

Wanted, TV or studio/terminal equipment.

**INSTRUCTIONS**

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for free 40-page brochure.

Grantham School of Electronics, 3123 Gilham Road, Kansas City 9, Missouri.


**WANTED TO BUY**

**Stations**

Will buy all or majority of am station in New England. Will buy all or majority of tv station in New York, Chicago, Los Angeles, or San Francisco.

Also, commercial-staff work. Box 370S, BROADCASTING.

**EXPERIENCED TO BREAK INTO THE BUSINESS? READY TO MOVE INTO A MORE RESPONSIBLE POSITION? IS YOUR EXPERIENCE AND CREATIVITY WASTED?**

Would you like to work where you can maintain a decent standard of living as a respected citizen, in markets where radio is still "Top Banana"? If so, don't undersell the southern markets. They are breaking "wide open" with opportunities that have to be seen to be believed. Paul Harvey came, saw and adopted superlatives on his Feb. 4th show from the center of this "HOT" region, Mississippi.

To supply the increasing demand for new and creatively productive personnel in all phases of radio, Mississippi's Best Broadcasters have established a free professional employment service through their state association. Recognized schools, offering broadcast training, are also invited to recommend graduates with top potential. If you'd like to live well, doing the things you know and like best, indicate your interest to:

**EMPLOYMENT SERVICE**

**MISSISSIPPI BROADCASTERS ASSN.**

**BOX 5**

**UNIVERSITY, MISSISSIPPI**

P.S.—Drivers, drunks and derelicts will find a closed door. That is not a "Port of Last Call".
I am tired of working for a salary

I want part of my income in stock from the station. I have never been connected with a failure. My 24 years experience includes every phase of broadcasting. I can make a successful operation out of a mediocre one. Sales, merchandising, promotion and programming are combined into a successful formula. Now making $20,000 per year. Would rather make less and take balance in stock. I am liked and respected in the industry, especially in the national advertising field. Have managed small and major market stations. Have built three stations from the filing of application to their completion. If you want a hard selling manager who'll make profit for you but who wants part ownership in return for his efforts, contact me.

BOX 5105, BROADCASTING

NEVADA
FULL TIME

$125,000. Sacrifice due to other interests. 29% down, balance 6% five years. Owner.

Box 5045, BROADCASTING

FOR SALE

VHF Television Station. Price under one million dollars, on terms. Has major network with heavy program schedule. Covers over 100,000 tv homes. Modern studios and equipment throughout. Available in order to purchase a larger operation. In response, give full financial references. Reply:

Box 4665, BROADCASTING

FOR SALE

WICU-TV
Erie, Pennsylvania

Need top-flight announcers. Wonderful opportunity. Fringe benefits.

Contact
Ben McLaughlin
Vice President & General Manager

BROADCASTING, February 29, 1960
Continued from page 87

Following stations were granted change of remote control authority: WBEN Buffalo, N.Y., to serviced by WKBW, Buffalo, Pa.
Following stations were granted authority to sign-off at 6:30 p.m. for period April 1 through April 30 for special events when station may operate to licensed sign-off.

WYND Sarasota, Fla.—Granted extension of completion date to Aug. 1.

Actions of February 16

WCRC Chesar, S.C.—Granted authority to sign-off at 6:30 p.m. for period April 1 through April 30 for special events when station may operate to licensed sign-off.

WYND Sarasota, Fla.—Granted extension of completion date to Aug. 1.

Actions of February 15

WVET Rochester, N.Y.—Granted mod. of license to operate main trans. by remote control, unless granted authority to change mod.-NJ, condition.

WGOV Valdosta, Ga.—Granted to install antenna on AM tower.

KOBY-FM San Francisco, Calif.—Granted mod. of license to operate main trans. by remote control, unless granted authority to change mod.-NJ, condition.

KFC-TV Pierce County and Lakewood Center Wash.—Granted mod. of op. to change ERP to vis. 20.9 kw, aur. 12.6 kw, except for special events for period ending April 30.

KFEY-FM Richardson, Tex.—Granted mod. of cp. to change ERP to vis. 2.9 kw, aur. 1.5 kw, install new ant. system and make changes in station location, type trans. and type ant., decrease ERP to 19 kw, aur. 10 kw, install new ant. system and make changes in station location, type trans. and type ant.

KSFW (TV) Elk City, Okla.—Granted mod. of license to operate main trans. by remote control, unless granted authority to change mod.-12701 kc, 5kw, aur. 12 kw.

KSBW (TV) Elk City, Okla.—Granted mod. of license to operate main trans. by remote control, unless granted authority to change mod.-12701 kc, 5kw, aur. 12 kw.


KSBW—Okojai, Okla.—Granted extension of authority to remain silent after 9 p.m., except for special events for period ending April 30.

WFTG London, Ky.—Granted extension of authority to sign-off at 6 a.m. and sign-off at 7:30 p.m. for period ending March 29, 1959.

KXIP, Crookston, Minn.—Granted extension of authority to operate specified hours from sign-off at 5 a.m. to sign-off at 6:15 p.m. except for period ending April 30.

KXTU Trinidad, Colo.—Granted authority to sign-off at 8 p.m., MST, except for special events during period beginning April 1 and ending Apr. 30.

Action of February 11

KANT-FM Lancaster, Calif.—Granted extension of completion date to Aug. 1.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning Mar. 26. Commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business Mar. 25, in order to be considered.

Applications from the top of processing line:


BP-12706—New, Selma, Tex., Whitten Broadcasting Co., Has: 14500 kc, 1kw, DA-1, univ. Req: 14500 kc, 1kw, DA-1, univ.


BP-12710—New, Hamiton, N.J., Ham-}

onton Broadcasting Corp., Has: 14500 kc, 1kw, DA-1, univ. Req: 14500 kc, 1kw, DA-1, univ.

BP-12711—New, Dallas, Ga., Wood-}

ruff, Has: 1450 kc, 1kw, DA-1, univ.


BP-12713—KALT, Miles City, Mont., Star Printing Co., Has: 1250 kc, 1kw, DA-1, univ. Req: 12500 kc, 1kw, DA-1, univ.


BP-12715—KSUM, Dallas, Tex., White Broadcasting Co., Has: 13500 kc, 5kw, DA-1, univ. Req: 13500 kc, 5kw, DA-1, univ.


BP-12717—New, Springfield, Mo., Time}{

BROADCASTING, February 29, 1960

ALLIED always has the BROADCASTING TUBES you need.

IMMEDIATE DELIVERY ON R.C.A. 6448

ALLIED is the world's largest manufacturer of power and special-purpose tubes for broadcast station use. Look to us immediately, expert shipment from the world's largest stocks of electronic supplies and equipment.

See your ALLIED 1960 Complete Buying Guide for station equipment and supplies. Get what you want when you want it. Fast service. Full copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 50, Ill.
Phone: HAYmarket 1-6800
TWX: CG-2989
Why Oil's tax incentive abroad?

Oil's 27½% depletion allowance—no simple matter—is made so complicated sometimes that its basic reason for being is lost. As a tax deduction, it encourages the continuing development of an essential, yet exhaustible, natural resource. Geography has nothing to do with this concept. The allowance applies as surely to the oil we produce abroad as to our domestic supply. Yet some people deny this. Since a lot is at stake, including our national security, let's look at the facts.

Q. Congress wrote our 27½% incentive law back in 1926. Was any different treatment given our foreign oil then?
A. No. Many U.S. companies were already exploring and producing abroad by then and the feeling was that development ought to be encouraged wherever it could be. Since then, Congress has changed our income tax laws regarding foreign investment. It has done so, however, to encourage foreign investments—not discourage them. And it is presently considering doing so again.

Q. Is there any reason for using a different tax basis for oil abroad?
A. None that would call for lowering the incentive. Oil is a chance-y business anywhere. Once found—if found—it is eventually exhausted. If anything, the risk is greater abroad.

Q. If that's so, why encourage our foreign development in the first place?
A. Our need is no less just because the oil comes from outside our borders. We need widely dispersed reserves to help supply our worldwide bases—and our allies. It's doubtful that we could again meet 80% of our allies' oil needs as we did in World War II. And we'll be needing more and more oil for both domestic and foreign markets.

Q. Just what arguments do the attackers of our foreign incentive have left?
A. Their big claim is that it is costing the U.S. tax dollars. Lowering or eliminating the 27½% incentive, they say, would increase our "take."

Q. Well, wouldn't it?
A. The facts say no. We won't go into the arithmetic of figuring the tax. Sufficient to say, our government would likely lose tax money if the attackers were to have their way.

Q. That statement doesn't seem to figure. What is your basis for it?
A. You have to understand a basic principle. The first right to taxing profits rests with the country where the profits are earned. While an American company operating abroad is liable to the U.S. for taxes on this income, it must pay the foreign taxes first. Let's say an American company makes a profit of $1,000,000 in another country. The tax rate there is 40% and the U.S. tax rate is 50%. The company's U.S. tax would seem to be $500,000. Since $400,000 of it has already been paid to the foreign government, however, the remaining U.S. liability is $100,000.

Q. Even so, wouldn't our government get more revenue by raising the tax rate?
A. Foreign governments have a tendency to exact as much tax as possible from American companies operating in their countries. But there is also an important tax limitation, which is the realization that whatever is taken in taxes is not available for needed business expansion. If the U.S. were to take this money in taxes anyway, this limitation would no longer exist. The foreign countries would react swiftly by boosting their taxes. Our companies would pay more taxes—but not to Uncle Sam.

Q. What does our government have to say about this?
A. We can best quote the Treasury Department's viewpoint, as interpreted by one of its officials: "The temptation for foreign countries to make their own creditable taxes as high as those in the country of destination is a real one."

Q. It was Congress that originated Oil's incentive. What does Congress say?
A. Congress has reaffirmed the depletion principle every year since 1926. There is some opposition to Oil's foreign tax incentive but much of Congress' opinion is reflected in one Senator's remarks recently. "If taxes are increased on American corporations doing business overseas, all that will be accomplished will be to encourage foreign countries to increase the same tax."

Q. It looks like the U.S. would break even. Didn't you say we'd lose money?
A. Let a recent report by tax experts talk for us. "Indirectly, such action would probably reduce revenues from foreign oil operations. The additional tax burden could well lower the earnings of our companies and thus, dividend payments to their U.S. owners. These are, of course, fully taxable." Taxable by both Federal and State governments, we might add.

Q. How can we have a tax incentive to encourage foreign discovery on one hand and import quotas on the other?
A. The two are only remotely related. Very little of the oil American companies produce abroad enters the U.S. However, being under American control, it can bechannelled to our friends and allies as their needs dictate. And it is also available to us as needed.

Q. Do we need both foreign and domestic depletion?
A. Yes. Domestic depletion has so far helped us to maintain an adequate supply of crude oil reserves even though this oil is becoming more difficult and costly to find. Foreign depletion has encouraged American oil companies to find and control over half the Free World's reserves outside our borders. And these reserves are necessary to the economy and security of our friends and allies, as well as to our own.

We welcome further questions and comments. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.
EDITORIALS

Free time grab-bag

EVER since the furor over programming erupted some months ago, stations have been besieged with requests for free time from every conceivable quarter under the guise of "public service" programming.

The arm-twisting, we are told, emanates from many quarters, not excluding government agencies, whether federal, state or local. Usually it is adroitly suggested that stations would help themselves in the eyes of Congress and of the FCC if they would use X spots or Y IDs or even programs to promote this cause or that.

It is relatively easy for experienced broadcasters to spot the out-and-out phonies seeking to grab free time. But, with the entire broadcasting structure under fire for the sins and omissions of a few, stations find it more difficult to reject overtures from government.

There are, of course, exceptions, but broadcasting as a whole has no apologies to make for its public service programming. Theodore S. Repplier, president of the Advertising Council, which conducts national campaigns designed to promote the public welfare, told the FCC during its programming hearings last month that "no advertising medium has contributed to these campaigns more in volume, circulation and dollar volume than broadcasting."

Mr. Repplier said that last year, for its 14 major campaigns, the Council received through commercial network time alone a circulation of more than 18 billion radio and television home impressions and that the estimated value was some $100 million. This was exclusive of the "vast additional contributions of individual radio and tv stations and local advertisers."

Broadcasters have only one commodity to sell and that is time. One has only to compare the number of contributed ads in newspapers or national magazines with the amount of free time donated to similar causes to appraise the magnanimity of the broadcast media.

It should be remembered that the job of the press agent—whether employed by private business or by government—is to get exposure for his clients. In this respect government is also business and no holds are barred.

Old fight on new front

THE old crusade of broadcast newsmen for equal access has broken out in a new place. Pencil-and-pad reporters of newspapers here and there have made an issue of what they regard as the "intrusion" of television in the coverage of "press" conferences. They have insisted upon separate sessions with political figures, and where they have prevailed, the broadcast newsmen appropriately have walked out.

We wonder how long it will be before all newspapers recognize that broadcasting is journalism too? The "press" conference gave way years ago to the "news" conference. There are press galleries and radio-tv galleries in Congress. At federal, state and local levels, full and equal recognition is given the air reporter. The networks and individual stations too employ many highly qualified correspondents for foreign as well as domestic coverage.

Scuffles first occurred some months ago on the West Coast. Since then such figures as New York Gov. Nelson Rockefeller and California Gov. Edmund G. Brown have yielded to demands for separate conferences, with protesting newspaper reporters offered the first sitting. The most recent incident involved Illinois Gov. William G. Stratton who last month declined a simultaneous conference, presumably accepting at face value the newspaper claims that television wants a "free ride" on newspaper coat-tails. ABC, CBS and NBC, plus other broadcast news reporters, simply left.

We cannot understand the attitude of the pencil-and-pad reporters. The majority of radio-tv newsmen with whom they refuse to fraternize were themselves reared on newspapers. If newspapermen object to tv's camera and lighting equipment, why do they not object to the newspaper photographers and their disconcerting flashbulbs? We venture there are not many newspaper reporters who wouldn't bust a gut to get on tv or radio.

We'll string along with Vice President Nixon who said the other day that if all-media news conferences are good enough for President Eisenhower, they should be good enough for the rest of the nation's politicians.

Voice of autocracy

IN Washington last week the winners of the annual Voice of Democracy contest were acclaimed—bright, young high school students representing each of the 50 states.

Simultaneously, from Cuba, came a dispatch reporting that Fidel Castro's regime had seized two of Havana's five television stations as well as one of Cuba's remaining independent newspapers. Previously, the Castro government had "nationalized" numerous businesses owned by Americans. And from the day he seized power a rigid censorship has been imposed, with repeated incidents involving American newsmen.

Here is a striking example of how dictatorship works. Free press and free radio are first to go. Castro, moreover, has commandeered time at will over the leading tv network to harangue Cuba's 6,000,000 souls hours on end.

Castro's revolutionary regime has been described as "government by television". He has now established a schedule of two tv speeches per week, during which he proclaims his government's policies. It is his major method of expression.

It may or may not be significant that Castro's expropriation of the two television stations and the large independent newspaper came shortly following the "mission" of Soviet Deputy Premier Mikoyan to the island republic, during which large scale barter transactions were negotiated.

Castro's fulminations would evaporate if Cuba's populace could listen to a few of the young people who spoke for democracy in Washington last week.

"I was wondering, boss, if my salary could be technically augmented?"

Drawn for BROADCASTING by Sid Hix

BROADCASTING, February 29, 1960
OUR RESPECTS TO...

*John Philip Cunningham*

Jack Cunningham has preserved a singular individuality during 40 years in the agency business where the “different” is often commonplace.

There are as many anecdotes and advertising lore about John Philip Cunningham, board chairman and the man from Cunningham & Walsh, as there are clients making up C&W’s $60 million annual billing list (half of it in radio-tv).

Several years ago, for example, he concluded that the best product client *New York Daily News* had to “sell” was news itself, and set up an agency-managed special desk in the city room where starting at 2 a.m. galleys prepared for that morning’s paper were read for use as a basis for teaser spots to be broadcast at 6 a.m. on five metropolitan New York radio stations.

Mr. Cunningham and a few agency vice presidents manned the desk the first night to launch the campaign. At about 5 a.m., each man took a copy of the commercial for hand delivery to a station. WRCA at Rockefeller Center was Mr. Cunningham’s run and after a few false approaches he stumbled into the right room. A youngster was “in charge” and asked Mr. Cunningham to leave the script on an announcer’s desk. Mr. Cunningham refused, told the boy he was responsible for the script getting on the air and left. A phone call later that day from WRCA management thanked him for the script and said, “There’s a kid here who says the agency sent over a rather cantankerous, elderly messenger to deliver it.”

But Jack Cunningham has a personality that’s best known for charm and wit. To agency men, he is the impeccable model of the rounded agency man. He can write, draw, research, select media and plan merchandising and dealer displays. And he’s a natural when it comes to handling or winning an account.

*Squibb Story* • When Newell-Emmett was pitching for the E.R. Squibb & Sons account some years ago Jack was in the Far East junketing with an airline client. A cablegram called for the services of Mr. Cunningham. He caught the next plane back to New York to fill an early-morning appointment with the Squibb people. He entered the advertiser’s office to be greeted by “show us” scowls. One executive asked, “Well, what do you think you can do for us?”

The Cunningham grin lit up and he replied, “The way I feel I think I can fall flat on my face for you” and told them about his trip. He got the account.

His ads have the “Cunningham touch.” An ad once showed a bottle of White Rock alongside a tumbler of amber liquid into which an ice cube had been dropped. The headline read: “We fix flats.”

At C&W, Mr. Cunningham, who was board chairman of the 4A’s in 1952-53 and is on its advisory council, is known for his personal approach to ad problems. An expert bridge player. Mr. Cunningham plays his hand in advertising with the advantage of having one of the most agile minds in the field. His brilliance, wit and ingenuity not only have won him accounts and plaudits of the most professional ad practitioners but have added an individual flavor to C&W itself.

His “Man from Cunningham & Walsh” promotion—agency executives work in the field for a week or two selling the client’s product—was an agency masterpiece. Back in 1945 Jack Cunningham decided to learn more about Texaco, an account C&W obtained in 1936. He worked at a gas station in the Bronx, parking his Cadillac (he now drives a Jaguar, also a client) two blocks away. Out of this experience came Texaco ads featuring the “friendly Texaco dealer,” emphasizing clean rest rooms, etc.

With tv becoming more important in advertising, Mr. Cunningham’s interest in the medium increased. He captured Madison Avenue’s ear in October 1957 by charging tv programming as suffering from “creeping boredom.” He’s since thumped for a nationwide educational tv channel, for network-station responsibility for what goes over the air and has hinted the publishing concept with adequate protection for sponsors may be in order for tv.

TV, he says, is one of the most “rewarding instruments” of the century to which even the mass production of the automobile is secondary in impact on society. “Only with advertiser support could tv do this so far and so well, and now perhaps it is time to study it to see if changes should be made in the best interests of the public.”

*A Saga Starts* • The saga of Jack Cunningham began Sept. 17, 1897, when he was born in Lynn, Mass. (and brought up in Medford), the second of seven children. At Harvard he took a wartime speed-up course and graduated cum laude with a bachelor of arts degree; he was No. 1 in a Navy personnel training class and served in World War I as an ensign.

In New York he turned to advertising where he thought he could best “make my niche.” He was employed at Newell-Emmett for $20 a week and sent his laundry home. In the 20s he met Patricia Fitzpatrick of Riverdale, N.Y., married her in London in 1924 and honeymooning in Paris (he returned to New York with bride and $17).

The Cunninghams live in Spuyten Duyvill on the Hudson River in a stone structure built in 1840 (he likes Victorian houses with lots of gingerbread). Two Hungarian escapees live with them (they have no children). They vacation in Bermuda where they own a house.

Mr. Cunningham started as an artist at Newell-Emmett and moved into copy, becoming vice president in charge of creative production in 1930. In 1949, the agency was changed to Cunningham & Walsh. Mr. Cunningham became executive vice president, was elected president in 1954 and became board chairman four years later. In 1956, C&W lost the $20 million Chesterfield account but picked up $25 million in the next three months.

Mr. Cunningham played lacrosse in college, now plays tennis, swims and skis. As a conversationalist, it is said he “could have shone in any of the great 19th Century London coffee houses.”

He likes the headline for Folger solvent coffee a C&W staffer once produced: “The ‘instant taste’ is gone.” As for Jack Cunningham his “instant taste” for advertising shows no signs of going.

*BROADCASTING*, February 29, 1960

C&W’s Cunningham

Theauto comes second
ELEVEN MILLION people did in 1959—and in our area, more of them tuned their auto radios to W•GTO than to the next 7 stations combined.!

Visitors or natives—they all meet at "Radio Florida," located in America's fastest growing interurban area.

W•GTO—the most powerful combination in the nation . . .

50,000 WATTS AT 540 KC


W•GTO RADIO CYPRESS GARDENS FLORIDA

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
THE EXCITEMENT OF BASEBALL'S BIGGEST MOMENT!

A NEW MAJOR SPORTS EVENT!

"HOME RUN DERBY"

Baseball's greatest "Long Ball" sluggers SWING FOR THE FENCES!

starring

MICKEY MANTLE • WILLIE MAYS
FRANKIE ROBINSON • GUS TRIANDOS
DUKE SNIDER • HANK AARON
ROCKY COLAVITO • JIM LEMON
and many others!

ZIV Television